



Top 5 AI Tools by Category (2025 Edition)

Practical tools that help small and micro-businesses work faster, look smarter, and communicate better.

AI has exploded in 2025 – but you don't need every tool.

These are the **five categories** every small business should understand first.

Use them to save time, create better content, and unlock new ideas.

1 Writing & Content Creation

Tools

OpenAI – GPT-5

Anthropic – Claude 3.7 Sonnet / 4.5 Sonnet

Google – Gemini 2.5 Pro

Microsoft – Copilot (Chat & for Word / Outlook)

Use for

- Writing emails, blogs, captions, ads, or web copy
- Brainstorming ideas, outlines, or replies
- Rewriting messages to fit tone or audience

Example Prompt

“Act as a marketing copywriter for a local bakery.

Write a 120-word Instagram post announcing our new brunch menu – warm, friendly, and community-minded.”

Asistu

Asistu Tip

These models are powerful but need context. Feed them a few examples of your past content to match your brand voice perfectly.

2 Images & Brand Visuals

Tools

Google — Nano Banana (Gemini 2.5 Flash Image)

Midjourney V7

Stability AI — Stable Diffusion 3 / 3 Medium

Microsoft — Designer / Copilot Image Creator

Use for

- Generating marketing images, hero banners, or ad graphics
- Turning plain photos into branded visuals
- Exploring creative directions for campaigns

Example Prompt

“You are a lifestyle photographer.

Create a bright, natural image showing a family enjoying brunch outdoors — soft light, pastel tones, wide framing.

Square 1:1 format for Instagram.”

Asistu Tip

Mention lighting, mood, colour, and layout — image models respond to detail.

For brand consistency, combine outputs with **Canva Magic Studio** or **Microsoft Designer** to overlay fonts, logos, and colours.

3 Video & Visual Marketing

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Tools

OpenAI – Sora 2

Google – Veo 3 / 3.1

Runway – Gen-3

Pika – 2.x

Use for

- Generating short social clips, explainer videos, or ad intros
- Turning scripts, PDFs, or blog posts into motion video
- Repurposing long videos into short highlights

Example Prompt

“You are a commercial director.

Create a 15-second vertical video showing a hairdresser welcoming a client and styling hair – upbeat, bright, with friendly music.

Add logo and tagline at the end.”

Asistu Tip

Start with your message first. AI handles visuals, but the *story* still needs a human.

We can help design reusable templates so every video fits your brand.

4 Automation & Workflow

Tools

Make.com

Zapier

Microsoft Power Automate

OpenAI API + Copilot Studio

Use for

- Connecting tools like Gmail, Google Sheets, and ChatGPT

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- Automating repetitive admin (emails, follow-ups, reports)
- Creating smart triggers that save time daily

Example Workflow

“When a website form is submitted → add contact to Google Sheet → send thank-you email → notify me on WhatsApp.”

Asistu Tip

Automation works best when it mirrors your real process.

We can help you map tasks, connect the right tools, and avoid the common pitfalls of over-automation.

5 Voice & Audio AI

Tools

ElevenLabs – v3 (Alpha)

ElevenLabs – Multilingual v2

OpenAI – Realtime / TTS (latest)

Google – Gemini Voice (latest)

Use for

- Creating voiceovers for videos or ads
- Powering chatbots or phone receptionists
- Translating audio into multiple languages

Example Prompt

“Generate a friendly British female voice reading this 30-second script for a local yoga studio video – warm, relaxed, natural pacing.”

Asistu Tip



AI voices are

— but tone, pacing, and pronunciation still need checking.

We can tune voices and scripts to sound human and on-brand.

astonishingly lifelike now

Bringing It All Together

Most small businesses waste time jumping between tools.

The real power comes when they're **connected** — for example:

GPT-5 writes the script → **Nano Banana** creates the visuals → **Sora 2** builds the video → **ElevenLabs** adds narration → **Make.com** automates posting.

That's where **Asistu** steps in: to design the system, keep it simple, and make it run reliably.

Need Help Choosing or Connecting These Tools?

Asistu helps small businesses identify, integrate, and train teams on the right mix of AI solutions — no technical background required.

 Learn more at www.asistu.ai