



## Ausha Announces AI Integration

The Hosting and Marketing Platform to Start Beta-Testing of ChatGPT for Podcasters' Social Media Posts

The podcast hosting and marketing platform, Ausha, has announced it will integrate Artificial Intelligence into its services, starting with ChatGPT in the Social Media Manager.

**Ausha forecasts AI will play a significant role in the future of podcasting**, and they plan to be on the cutting edge of it. AI will be at the heart of their roadmap for any new developments. The company will use AI to help podcasters better distribute, market, analyze, and monetize their shows, all while decreasing their workloads.

*"Our ambition at Ausha is to empower podcasters, to save them time and energy while accelerating the growth of their audience. In this regard, AI is a valuable partner for podcast creators. With this technology, they can promote their episodes more efficiently, regularly and quickly, while fully focusing on creating new content. That's why AI will be at the heart of our roadmap this year."* says CEO Maxime Piquette.

The first step in this plan is the integration of ChatGPT into Ausha's Social Media Manager. Starting soon, Ausha users will be able to **use ChatGPT to generate posts for Twitter, LinkedIn, Facebook, and Instagram**, in their own voice and style.

Paired with Ausha's already existing social media post **scheduling feature**, podcasters will be able to essentially **automate all of their social media marketing**. Users can also simply choose to use the AI-generated content as inspiration to jumpstart their own post creation.

The company considers ChatGPT the most advanced AI on the market, which is why they choose it. "We only collaborate with the best of the best," says CEO Maxime Piquette, "that is what our users expect from us."

Ausha plans to offer this AI feature to all users starting May 2023, after first beta-testing it with a smaller group of podcasters.

### **About Ausha**

Ausha (pronounced 'osha') is a powerful, all-in-one podcast marketing platform that combines all the tools a podcaster needs to launch and grow their show: hosting and distributing, promoting and monetizing. Ausha was launched in France in 2018 and is home to over 10,700 podcasts around the world. Learn more at [www.ausha.co](http://www.ausha.co).

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