



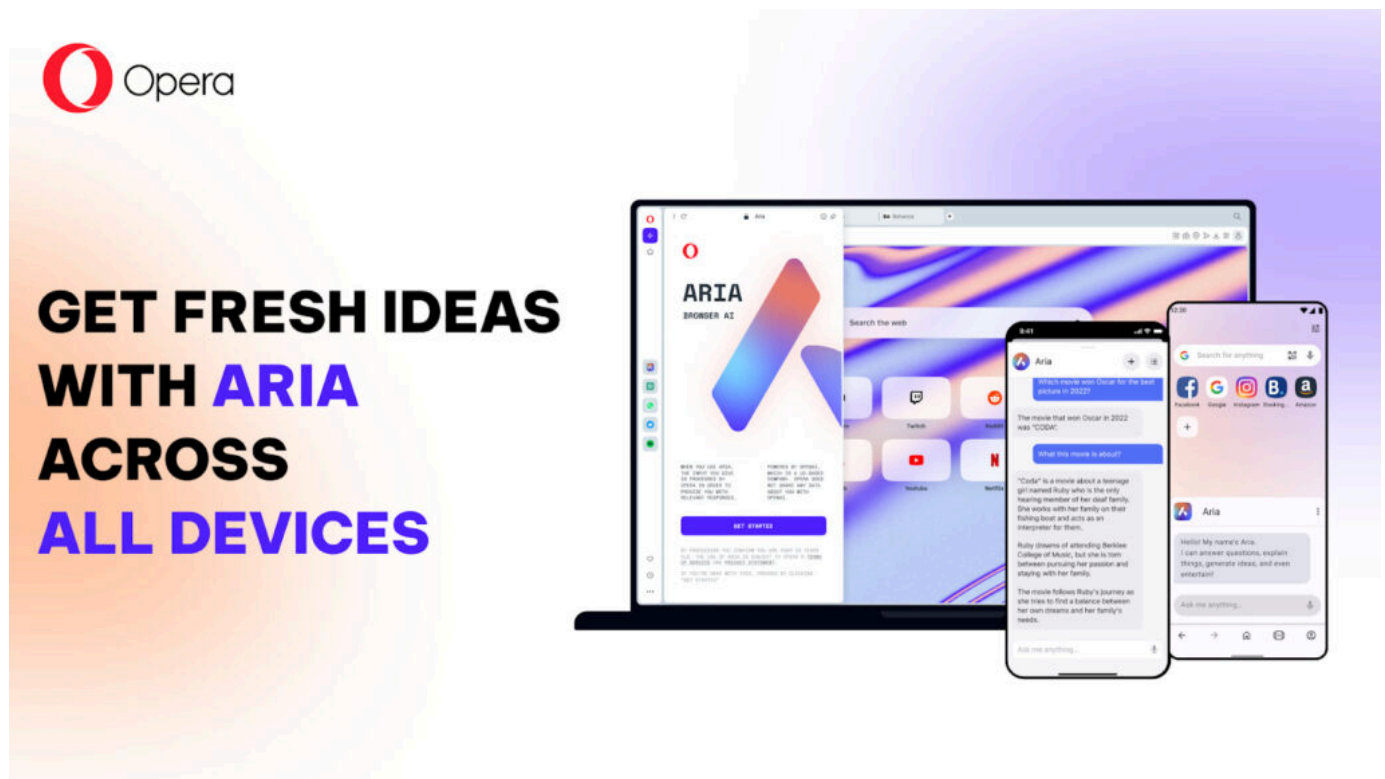
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Content marketing with Aria, Opera's browser AI

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September 1st, 2023

As a marketer you're constantly on the hunt for fresh ideas, catchy headlines, engaging social media posts, and informative blog content.

That's where [Aria, Opera's browser AI](#), steps up to the plate, ready to be your indispensable partner in content marketing. Aria can help spark innovative content ideas, lend a hand in writing attention-grabbing social media posts, and even whip up full blog posts.



Read along to learn how Aria can help you:

- Generate content ideas
- Brainstorm titles and headings
- Conduct market research
- Draft social media posts
- Create full blog posts

Generate content ideas

Coming up with a constant stream of unique, engaging content ideas can be challenging. Aria, with its vast database and powerful language model, can be an invaluable brainstorming partner.

Simply tell Aria what you need: “Aria, I need blog post ideas about sustainable living for a millennial audience.” Or, “Generate podcast topic ideas that explore the intersection of technology and mental health.” Within seconds, Aria will provide a list of fresh, targeted content ideas tailored to your audience’s interests and current trends.

Brainstorm titles and headings

When it comes to attracting an audience and boosting engagement, the power of a compelling title or headline cannot be overstated. Aria can be an excellent resource in this crucial aspect of content creation.

For blog posts or articles, you can provide Aria with the topic and desired tone, and ask it to generate a list of potential titles. For instance: “Aria, could you suggest some engaging titles for a blog post about remote work productivity? The tone should be professional yet friendly.”

Or, say you’re working on a presentation or report – Aria can help you craft compelling headings and subheadings. You could say, “Aria, I’m preparing a presentation on sustainable business practices. Can you suggest some intriguing section headings?”



Conduct market research

In the fast-paced world of content marketing, keeping a finger on the pulse of industry trends, competitor activities, and market developments is crucial. This is where Aria, with its ability to sift through a vast array of **up-to-date** data, can significantly streamline your market research process.

To conduct market research, you could ask Aria, “Can you summarize the recent digital marketing trends?” or “What are the new changes in content marketing post-COVID?” Aria can provide you with a comprehensive and up-to-date overview, allowing you to create content that aligns with the current industry landscape.

But Aria’s assistance isn’t limited to tracking trends. It can also help you understand your competition better. With prompts like, “Provide a competitor analysis of the top AI companies,” or “What are the recent product releases by our competitors in the SaaS industry?” Aria can also equip you with valuable insights into what your rivals are up to.

Draft social media posts

In the world of digital marketing, social media remains king. But with so many platforms and audiences, creating fresh, engaging posts day in and day out can be a daunting task. This is where Aria comes along to alleviate some of that burden.

Whether you’re promoting a product, sharing news, or simply engaging with your audience, Aria’s got you covered. All you need to do is specify your requirement.

For instance, you could say, “Aria, draft an Instagram caption promoting our summer collection,” or “Help me craft a Facebook post to announce our upcoming webinar on sustainable fashion.”

But don’t just stop at posts. Need catchy hashtags? Tell Aria, “Come up with some trendy hashtags for our eco-friendly campaign.” Want to share a thought-provoking



Always remember to provide Aria with context about your brand's voice and the platform's nuances. For instance, if your brand uses a casual and humorous tone, be sure to mention it. This way, the content Aria generates aligns seamlessly with your branding.

Create full blog posts

We've all faced writer's block at one point or another, staring at that dreaded blinking cursor on a blank page. But with Aria by your side, those days can be fewer and farther between. Aria can assist in creating entire blog articles, from introduction to conclusion.

To begin, provide Aria with a clear prompt. For instance, "Aria, write an introductory paragraph about the benefits of sustainable fashion." Or, if you're looking to delve into a technical topic, you could say, "I need a comprehensive article discussing the advances in solar technology in the last decade."

Throughout the writing process you can guide Aria by asking it to expand on certain points, provide examples, or even source citations. If at any point you feel the content is veering off-track, simply provide feedback and guide Aria back to the desired path.

And if you're only looking for a structure, Aria can draft an outline for you. Just ask, "Aria, provide an outline for a blog post about the advantages of remote work." With that, you'll have a roadmap to guide your writing.

Whether you're using Aria to draft entire articles or just sections of it, always remember to review and add your personal touch. Aria provides the structure and information, but your unique voice and perspective make the content truly yours.

Frequently asked questions

1. Can Aria write content in different languages?

Yes, Aria supports multiple languages, making it suitable for content marketing across diverse audiences.



and the large quantity of publicly available sources that the AI model was trained on.

3. Can I trust the information provided by Aria?

It's important to note that, while Aria aims to be as accurate as possible, it still has limitations, such as social biases and hallucinations.

When using Aria, please keep in mind that it is not a fact-checker. The responses provided are based on existing publicly available sources which could be false or biased. Because of this, it is recommended that you double-check the information provided by Aria with other sources before using or quoting it.

Still have unanswered questions? Head on over to our [Aria help page](#) for more information.



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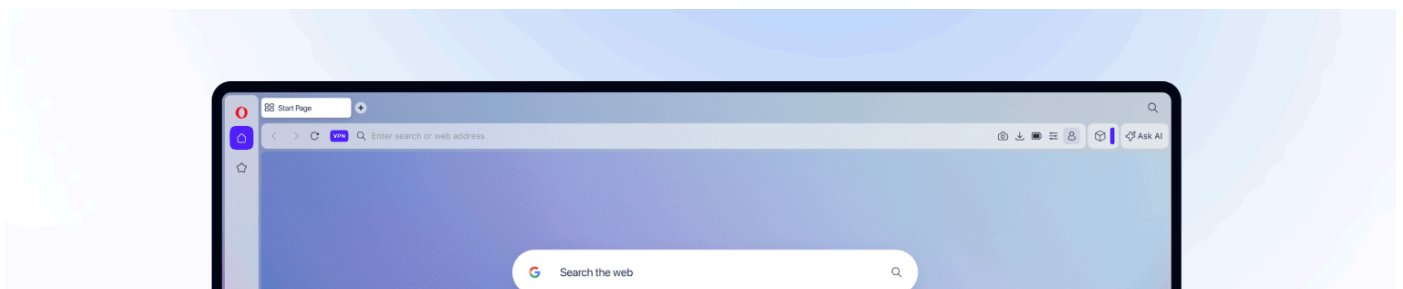
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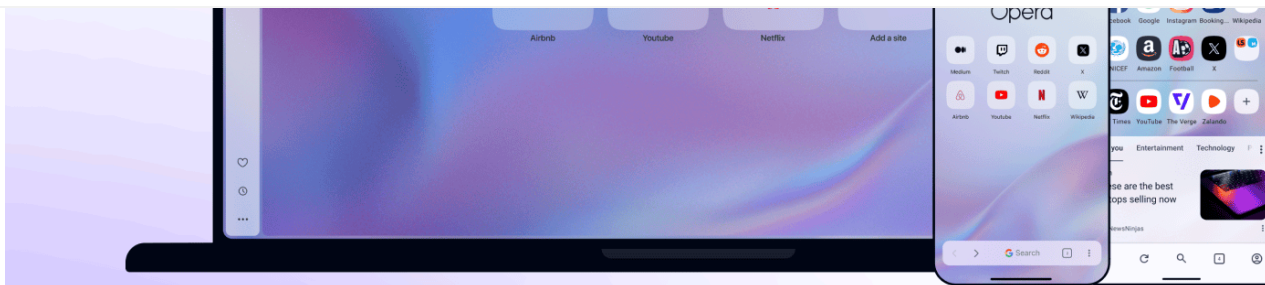
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