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# AI Agents for Marketers: Comparison Sheet

Six agents a marketer can use today, with official prices as listed in November 2026.

## 1. The six agents side by side

| Agent | What it does | Free route | Paid start | Best for | Watch out |
|---|---|---|---|---|---|
| **ChatGPT Work** | Research, analysis, documents, sheets, decks and reports | Free and Go (₹399/mo): limited, desktop app only | Plus ₹1,999/mo; Pro from ₹10,699/mo | Client reports and pitch decks | Usage varies by task |
| **Claude Cowork** | Works across chosen folders and tools; scheduled tasks; built-in browser | Free plan: no task hand-off | Pro $17/mo yearly or $20 monthly; Max $100/mo (excl. tax) | Weekly readouts from Drive and tools | Needs a paid plan |
| **Gemini Spark** | 24/7 background agent across Gmail, Docs and Sheets | Not on free plan | Google AI Pro ₹1,950/mo; Ultra from ₹6,500/mo | Inbox and Google Sheets work | India rollout to Pro over several weeks |
| **Manus** | Research, slides, websites; Wide Research | Free plan with limited monthly credits | From $20/mo (4,000 credits) | Occasional research tables and decks | Credit use varies; monthly credits reset |
| **n8n AI Agent** | Agent node that picks tools inside your own workflow | Community edition free to self-host | Cloud Starter €20/mo, Pro €50/mo (billed yearly) | Custom lead or report workflows | You build and host it |
| **Perplexity Comet** | Browser with an assistant that reads pages and does web tasks | Free download | Not needed to start | A free first try | Acts where you are signed in |

Prices as listed on each vendor's official site in November 2026. Prices, plans and free limits change often: check the official page before you buy. ChatGPT agent mode is no longer available; OpenAI now points users to ChatGPT Work.

## 2. My shortlist

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Job I repeat every week: _____

Where that work lives (Gmail, Drive, sheets): _____

Agent I will test first: _____

Monthly budget (₹): _____

Test start date and end date: _____

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# Before you hand off a task

## Choose your agent

- [ ] I know the one job I want help with
- [ ] I checked the plan includes the agent feature
- [ ] I tried the free route first, if there is one
- [ ] The agent can reach my files or apps for this job
- [ ] I know how usage is counted (messages, credits, runs)
- [ ] I set a monthly spend limit for myself

## Safety before every run

- [ ] Connected only the apps this task needs
- [ ] Asked for drafts, not direct sends or posts
- [ ] Will type any password myself, never in chat
- [ ] No access to ad budgets or payments
- [ ] Will check every number against its source
- [ ] Know how to stop the task mid-way

## Agent task brief (fill this in)

Goal (the finished result): _____

Who it is for: _____

Files or apps it may use: _____

Sample of good output attached: _____

Format (doc, sheet, deck, email draft): _____

Must not do: _____

Deadline or schedule (one-off, weekly, monthly): _____

Closing line to paste: "Show me your plan before you start. Do not send, post or buy anything. Save drafts only."

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# Starter tasks and trial log

## Five starter tasks for marketers

- [ ] Research: list five local competitors and their prices in a table with source links
- [ ] Report: build last month's results into a one-page summary from my exported sheet
- [ ] Inbox: sort customer enquiries and save reply drafts for my review
- [ ] Content: draft four social post ideas in the style of my attached samples
- [ ] Style guide: read my sent emails and write a short guide to how I write

## Trial log

| Date | Agent | Task | Time saved | Errors found | Use again? |
|---|---|---|---|---|---|
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