



MarketOwl AI Opens the Public Beta of Autonomous AI Marketer With a Marketplace of Playbooks From Practicing Marketers

The AI marketer builds strategy, runs weekly sprints and executes across 8,000+ platforms; 12 beta companies averaged a 15% positive reply rate on Reddit.

DOVER, DE, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- MarketOwl AI today opened the public beta of [AI marketer](#), an autonomous marketer for founders and marketing professionals. You give it a goal and a budget; it builds the strategy, runs weekly sprints across Reddit, X, LinkedIn, email and 8,000+ social networks, marketing platforms, tools and agents connected by API, and learns from measured results. Free to start with 500 credits; the first 1,000 sign-ups need no card. Since the soft launch in July, hundreds of fractional CMOs have tried it.

Strategy and execution have become a commodity: any LLM writes the plan, any agent posts, schedules and reports. What has not become a commodity is knowing how to run LinkedIn outreach without getting the account banned, or what makes a Reddit thread go viral — knowledge that professionals do not publish. In AI CMO that knowledge is a separate layer: a marketplace of playbooks written by practicing marketers and listed with the numbers they produced in the field. A user installs a playbook for the channel where they need results, in one click, and AI CMO adapts it to their ICP and budget. A marketer uploads their expertise once and earns every time another project runs it.

"I've been in marketing for 15 years, and I can't remember a single case study or blueprint we published that gave away 100% of the reasons a campaign worked," said Mikalai Kudlasevich, founder and CEO of MarketOwl AI. "That is exactly what makes marketing professionals valuable, and the marketplace is where they can monetize that experience in the AI era — while taking on the projects they used to turn down."

Early results from the beta: one Threads playbook took tester accounts from zero to posts with hundreds of replies, the top ones crossing 1,000 comments. Twelve companies ran Reddit outreach through AI CMO from MarketOwl AI's own profiles and saw an average positive reply rate of 15% on their offers.

How it works: AI CMO builds the strategy in the chat — ICP, customer journey, channel economics — and the user confirms each step. Then they connect a channel (Reddit and X outreach run from MarketOwl AI's own profiles, so no accounts are needed; LinkedIn runs

through the user's own), approve the first sprint, and AI CMO executes, reports plan against actuals and folds the result into the next sprint. Every project is isolated — own strategy, memory and accounts — so a fractional CMO or agency runs a client portfolio in parallel.

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