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The 5 AI tools behind my 30,000 followers

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This is the full stack running my Instagram: five AI tools that handle writing, DM automation, content generation, research, and building. I still do the real work. These just take back the parts that used to eat my whole week. Grab the links below, then start with the one that fixes your biggest bottleneck.

GRAB THE LINKS

Claude: [Claude](#)

ManyChat: [ManyChat](#)

Higgsfield: [Higgsfield](#)

Gemini: [Gemini](#)

Cursor: [Cursor](#)

THE STACK AT A GLANCE, WITH ALTERNATIVES

TOOL	JOB	FREE TO START	ALTERNATIVES WORTH TRYING
Claude	Copywriting and editing	Yes, paid plan around \$20 per month	ChatGPT, Gemini, DeepSeek
ManyChat	Instagram and DM automation	Yes, up to about 1,000 contacts	Chatfuel, SendPulse
Higgsfield	AI video, b roll, visual assets	Trial credits, then credits packs	Runway, Kling, Luma, Pika
Gemini	Research and fact checking	Yes, generous free tier	Perplexity, ChatGPT Deep Research
Cursor	Building and shipping your site	Yes, paid plan around \$20 per month	Windsurf, GitHub Copilot, Claude Code

HOW I ACTUALLY USE EACH ONE

Claude runs my copywriting. I tried ChatGPT for this and it never hit the same. Claude gets tone right. Anytime I am stuck on a caption, a hook, or copy for my site, it goes through Claude first. Most of what I post is still written by me start to finish. Claude catches what I miss and sharpens the phrasing.

ManyChat runs my DM automation. Replying to every comment and DM by hand does not scale, and I proved that to myself the hard way early on. Every trigger word automation on my content runs through ManyChat. Someone comments a word, they get a DM in seconds, no me stuck on my phone all day. I still write every flow myself and jump in on anything that needs a real answer. This is the actual reason I could grow past 30,000 followers without hiring anyone.

Higgsfield runs my content generation. Filming and editing everything myself used to eat my entire week. I use it for cutaway footage, thumbnails, and visual assets I do not have time to shoot, especially reels that need a look my phone cannot get. I still shoot my own talking head and real footage for anything personal. Higgsfield fills the gaps, it does not replace me.

Gemini runs my research. ChatGPT gives me an answer. Gemini gives me the depth I need before I trust a take enough to put my name on it. I research every tool, trend, or claim with it before I make a video, and I fact check anything technical before it goes out. I still form my own opinion on everything I post. Gemini just makes sure I am not wrong in front of 30,000 people.

Cursor runs my building. I built my entire website myself, the same one that turned my audience into an actual system. I ship pages, fix bugs, and build what I need without waiting on a developer. I still architect every build myself. Cursor just gets me from idea to live much faster.

WHEN AN ALTERNATIVE MAKES MORE SENSE

Free tiers and pricing change often. Check each site for current limits before you commit. Every tool below has a free way to start, so try before you pay.

Instead of Claude: If you want quick answers and image generation in one place, ChatGPT covers more ground. If your budget is zero, Gemini and DeepSeek both write well. I stay on Claude because the tone control fits my voice.

Instead of ManyChat: Chatfuel does nearly the same job for Instagram and Messenger. SendPulse bundles email and chatbots if you want one tool for both. Pick whichever has the cleaner free tier for your follower count.

Instead of Higgsfield: Runway and Kling are the two closest for AI video. Luma is cheaper for quick shots. Midjourney is still the pick for stills. I use Higgsfield for camera moves my phone cannot do.

Instead of Gemini: Perplexity is fastest for sourced research with citations. ChatGPT Deep Research goes deeper on long reports. Gemini wins if you already live in Google Docs and Drive.

Instead of Cursor: Windsurf is the closest competitor and worth a trial. GitHub Copilot is fine if you only want autocomplete. If you do not write code at all, tools like Lovable, Bolt, and v0 build a site straight from a prompt.

THE WORKFLOW, RESEARCH TO POSTED

This is the order the tools actually run in when I make one piece of content.

- 1 Research the topic in Gemini or Perplexity until you can defend the take
 - 2 Draft the script and outline in Claude, then rewrite it in your own words
 - 3 Generate any b roll, thumbnails, or visuals you cannot shoot in Higgsfield
 - 4 Write the hook and caption in Claude, keeping the phrasing yours
 - 5 Set the ManyChat trigger word and the DM that delivers your freebie
 - 6 Update your site or landing page in Cursor so the freebie has a home
 - 7 Post, pin a comment with the trigger word, and reply to early comments yourself
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BUILD YOUR OWN STACK THIS WEEK

Pick one and start. You do not need all five at once.

- ☐ Choose the single tool that fixes your biggest bottleneck right now
 - ☐ Writers: run your next caption or hook through Claude or a free alternative before you post
 - ☐ If you run any funnel through Instagram, set up one ManyChat trigger word flow
 - ☐ Block one hour in Higgsfield to generate visuals for your next three reels
 - ☐ Fact check your next opinion video in Gemini or Perplexity before you publish
 - ☐ No website yet: open Cursor or a prompt to site tool and ship one page this weekend
 - ☐ Give each new tool one full week before you add the next one
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