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# THE AI TECH STACK

The exact tools powering TegReportHQ — and how to deploy them.

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*“The right tools don’t replace your creativity. They multiply it.”*

## CONTENT CREATION & WRITING

### Claude (Anthropic)

Primary AI for long-form writing, strategy, analysis, and code. Best for nuanced, detailed work that requires reasoning.

Use for: Blog posts, email sequences, product copy, business strategy, code generation.

### ChatGPT (OpenAI)

Secondary AI for brainstorming, quick ideation, and conversational content drafts.

Use for: Social media captions, content ideation, quick research, first drafts.

## VISUAL ARCHITECTURE

### Midjourney

The primary engine for the TegReportHQ visual aesthetic. Creates editorial-quality images, featured graphics, and brand visuals.

Use for: Blog featured images, social graphics, brand identity visuals, product mockups.

Key settings: `--style raw` for editorial look, `--ar 16:9` for blog headers, `--s 200-300` for stylization.

### RenderNet

Advanced character and avatar consistency. Maintains visual identity across multiple generated images.

Use for: Consistent character designs, avatar series, branded visual campaigns.

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## Ideogram

Best-in-class for text-in-image generation. When you need readable text inside AI images.

Use for: Quote graphics, title cards, promotional banners with text.

## AUDIO & VIDEO

### ElevenLabs

High-fidelity voice cloning and text-to-speech. Create branded audio content with a consistent voice.

Use for: Podcast narration, video voiceovers, audio versions of blog posts, course content.

### Suno

AI music generation. Custom audio for intros, outros, background music, and creative projects.

Use for: Podcast intros, video background music, branded audio identity, creative series.

### CapCut

Fast video editing with AI-powered features. Auto-captions, templates, and quick cuts for short-form content.

Use for: TikTok/Reels editing, auto-captioning, quick video production.

## AUTOMATION & WORKFLOW

### Zapier / Make

Connect your tools into automated workflows. When X happens, trigger Y automatically.

Use for: Auto-post to social, lead notifications, email triggers, content scheduling chains.

### WordPress + Jetpack

The publishing backbone. Content management, analytics, email capture, and SEO — all in one platform.

Use for: Blog publishing, product pages, newsletter signup, site analytics.

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## DISTRIBUTION & ANALYTICS

### **Metricool / Buffer**

Social media scheduling and analytics. Queue content across all platforms from one dashboard.

Use for: Scheduling posts across TikTok, IG, X, LinkedIn. Performance tracking.

### **Google Analytics**

Track what's working on your website. Traffic sources, top content, conversion paths.

Use for: Weekly performance review, identifying top-performing content, funnel analysis.

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*"The stack evolves. Tools get replaced. The system stays. Focus on the workflow, not the individual tool."*

Get the full framework at [tegreporthq.com/library](https://tegreporthq.com/library)