Role of Artificial Intelligence (AI) in Marketing

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Project   Role of Artificial Intelligence (AI) in Marketing View project

Artificial Intelligence in Marketing is now one of the most prominent examples. Artificial Intelligence (AI) is helping marketers predict what their customers want and is a key contributor to more seamless customer experiences. AI is often used where speed plays an important role and is essential in marketing efforts. To best communicate with customers and then serve them tailored messages at the right time, ensuring the maximum efficiency possible and without intervention from marketing team members, data and customer profiles are used by AI tools.

https://global-uploads.webflow.com/5ef788f07804fb7d78a4127a/60589411ded901f5b1c798db_AI%20is%20changing%20the%20future%20of%20marketing.jpeg

In today's customer-driven market ,complexities involved in decision making is increasing every day. This includes understanding customer needs and desires and aligning products to those needs and desires. A handle on changing customer behaviour is vital to make the best marketing decisions. Artificial intelligence is reshaping almost all the aspects of doing business, from finance to sales and R&D to operations but the most profound impact of AI is being witnessed in the field of marketing where not only it has already created great value but experts predict it is going to change the future of marketing massively. AI marketing uses artificial intelligence and machine learning technologies to make decisions based on

data collection ,data analysis and additional observations of trends that may impact marketing efforts.

AI marketing solutions optimize and streamline campaigns while eliminating risk for human error. Marketers can leverage AI to build marketing analytics techniques for targeting the customers which are potential and create customized experiences for their customers.

For many of today's marketers, AI is used to perform more tactical tasks that require less human nuance and to augment marketing teams. AI is able to conduct tactical data analysis faster than its human counterparts and come to fast conclusions based on campaign and customer context. It helps the team members of the organization, give time to focus on strategic initiatives that can then inform AI-enabled campaigns. With the advent of AI and its growth at a high rate, marketers currently have to no longer wait until the end of a campaign to make the decisions, but they can make use of real-time analytics to make better media choices. In a multitude of use cases, AI is being used in marketing initiatives across a broad array of industries including financial services, healthcare, government, retail, entertainment, and more. Different results are shown or offered by each use case, from improvements to campaign performance, to enhanced customer experience or greater efficiency in marketing operations.

"AI is not just heading for our industry and it will radically change the use of machinery we use in marketing" said by Tim Berners Lee. There are numerous ways businesses can take advantage of Artificial Intelligence and Machine Learning to create a more comprehensive marketing plan. Consider the following:

Predictive Marketing Analytics

With huge amount of data coming every second, marketing teams have a hard time analysing and deriving insights from it. AI allows marketing teams to make the most of the data using predictive analytics, which leverages an assortment of machine learning algorithms, models and datasets to predict the future behaviour. This can be a great help for marketing teams to understand the types of products a consumer will be looking for and when and then allowing them to position campaigns more accurately. Predictive Marketing Analytics help marketers know what exactly consumers are thinking, saying and feeling in

real time about the products and brand.

AI marketing helps organizations understand who their target audience will be and so that they can create a personalized experience for each of their customers as consumers expect companies to understand and meet their needs and expectations.

Smarter and faster decision making

AI helps conduct data much faster than human intervention, guarantees the accuracy, security and enables team to focus on strategic initiatives to make effective AI-powered campaigns.

AI is able to collect and track real-time tactical data so that marketers can make decisions right at the moment without having to wait until the campaigns end. They can determine what to do next based on the data-driven reports so that the decisions will be smarter and more objective.

Content Generation

AI-powered tools can help the works of content creators much more efficiently and easily.

Though the core of the content is routed from human creativity, you can use AI tools to maximize your content team's efficiency by automating specific tasks such as email content, personalized reports/messages or social media content curation.

Some tools like Rocco can help you create fresh social media content that increases your followers' engagement.

Sales forecasting

Knowing what to do next and doing it right is what every business should aim to meet customers' expectations and earn more sales. The application of AI in marketing makes it easier for marketers to understand customers and participate in their actions based on the data collected on their contacts and past purchases.

Through this system, you can predict what customers will buy next and the quantity of a product sold. It helps you define what product to promote and promote to whom to drive higher sales. This way of creating business intelligence also enables you to avoid overselling or selling out-of-stock products by balancing your inventory.

An example of software that uses AI to aid marketing reps is Qurious. The software helps your marketing or sales reps understand every conversation with prospects instantly without paying outrageous amounts of speech-to-text costs.

Dynamic Pricing

This AI is often referred to as personalized pricing. It's a pricing strategy wherein a product's price is determined by demand and/or supply. A good example is the prices of ride-sharing apps that increase as demand rises or when you can't find a discount when you need to purchase a product online.

An application's or website's bot can monitor your predictive analytics use cases such as cookies, history, searches and other activities to provide you with real-time pricing. This means you get fewer discounts and/or higher prices for the product/service you need at the moment. It sounds unfair, doesn't it? But there are always two sides to a story.

Customers can benefit from dynamic pricing when the demand for a product is down. A good example of this is when hotel rooms go unsold. To help decrease the chances of a vacancy, dynamic pricing can offer competitive pricing to attract customers.

Optimization of ads

AI-based tools permit you to handle the process of A/B testing ads in a way that saves time, money and facilitates the production of top advertisement content using the least amount of time possible, while using the algorithms of machine learning. The machine dynamically splits budgets across channels to maximize ROI. It optimizes thousands of micro-campaigns every minute and expands on new strategies. With the help of technology, you can also retain information on customer behaviour for future targeting and use the most cost-effective touchpoints to drive ROI.

Automated email content curation

Content curation is about finding great content and presenting it to your audience in an effective way. Simply, you share content created by others with your followers.

However, it's not just re-sharing content; this process is done by adding more values to your content that's more likely to engage your audience.

With Artificial Intelligence, you can curate content and put it into action on the fly. The automation will save you time scheduling and sending emails to customers. After segmenting your audience and their emails, AI helps you personalize your newsletter's content sent to each of your audiences. Your newsletters need to be more relevant from what you say to the links your audience will click.

Get AI-powered customer insights

The main reason businesses use AI is for data collection. The insights that AI collects for businesses are valuable sources for them to understand customers at their best and make customer-centered decisions. AI enables external market knowledge by analyzing the vast amount of online content on social media platforms, blogs or other platforms.
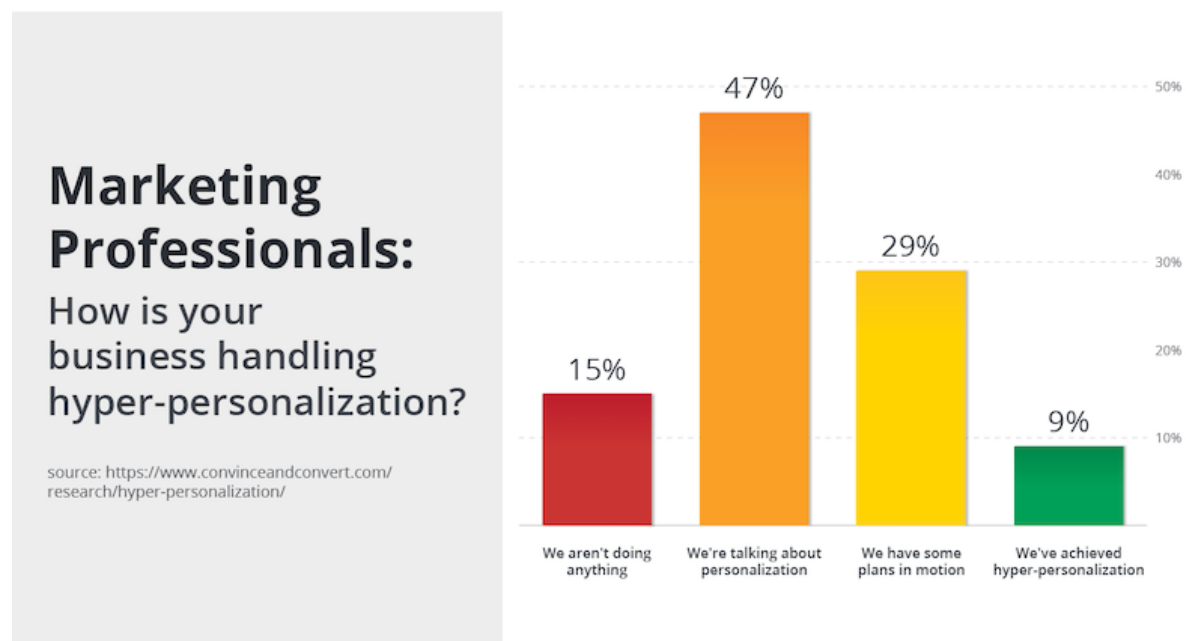
Marketers can easily create customer personas based on billions of data collected from AI algorithms. They are on-site interactions, geographic specials, purchase behaviours, past interactions/communications, referral sources, and more.

From then, customer segmentation can be done more effectively. Marketers can identify more clearly which customers should be targeted and included or excluded from the campaign, better match customers to the products they're likely to buy, and prevent promoting irrelevant or out-of-stock products to customers.

Craft personalized customer experience

Brands can use AI to improve customer experience by offering personalized content and offers and top-notch support to each individual customer.

Think about the last time you visited an online store. You see a page with products you may enjoy and features selections exactly what you are going to buy. AI is used to analyze the products you've purchased in the past and recommends products that fit your needs. This is an example of how AI improves customer experience with personalization.

Marketing Professionals:
How is your business handling hyper-personalization?

source: https://www.convinceandconvert.com/research/hyper-personalization/

We aren't doing anything	We're talking about personalization	We have some plans in motion	We've achieved hyper-personalization
15%	47%	29%	9%

The result of a personalization campaign using AI is more sales, engagement, and customer retention.

Finding trends

If Artificial Intelligence is here to help marketers communicating with their audience, it is also the perfect tool to use the data gathered by these interactions.

As we said, Big Data gives a company the kind of vision that was impossible decades ago. Not only about what is happening with your indicators right now but what they say about the future.

And let's be honest, it is getting harder every day to predict what the new trends for Marketing are, if we just use traditional methods. Expectations change so fast; you can't wait for it to emerge before getting on board. It might already be too late.

As AI can perceive patterns too complex for our brains, its insights can show you a future before it happens. A niche, a new popular media channel, a new way of communication, a consuming habit from an upcoming generation. It is pretty much a superpower.

With this knowledge, you can start planning an approach to execute as soon as it is possible. Innovation always comes with a leap, but now you have data as well as faith to count on.

Surprising the audience

This is an interesting complement to the previous topic. If you can project and anticipate trends, you can be a trailblazer and give the audience what they want before they even realize it.

Habits, customs, desires, they all start shy and show themselves in small demonstrations. Then they catch fire. Doing Marketing based on data visualization feels exactly like that. It is exciting and obviously rewarding.

Automated image recognition

Big brands like Google, Facebook, Pinterest, and Amazon use AI to identify people and objects in images and videos with an accuracy percent up to 99.75%.

If you are a Facebook user, you may notice how exact the system has become at recognizing your friends' faces in the photos you post and automatically tag them.

From a marketing perspective, image recognition can better sync the online content and store visits. Many stores trace customers' in-store visits through facial recognition software and link to their profile to serve them with a better online shopping experience. Some others combine this technology with AI-managed push notifications to send real-time offers, discounts and personalized messages to customers individually. This increases the interactions between stores and customers as well as keeps their excitement longer when staying in the store.

Ensure data quality and privacy

Once fully and correctly implemented, AI can improve the data quality and privacy of an organization. Usually, marketers will need a vast amount of data at their disposal. Therefore, to leverage Artificial Intelligence solutions, it's crucial to have quality data in a

place that is suitable for AI to perform its job.Think of using a modern data warehouse and deploy all-in-one data management software to avoid data quality issues caused by complicated data management.

AI provides you with better data acquisition and prevents this rich source of information from being harmed by cyberattacks.
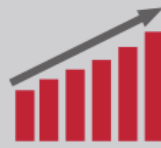
WHAT IS AI IN MARKETING?

AT A GLANCE

51%

...of marketers use at least some form of artificial intelligence

SOURCE: BUSINESS INSIDER

Experts think AI will **generate 2.3 million** new employment opportunities

SOURCE: GARTNER

24

The benefits that people expect the most from AI-powered customer service are the **24-hour service** and getting instant support

SOURCE: DRIFT

HOW YOU COULD USE AI IN YOUR WORK

It is predicted that AI will handle **85%** of all customer service inquiries by 2020

SOURCE GARTNER:

PROS AND CONS OF USING MACHINE LEARNING

35%

35% of customers would be happy to use a chatbot to resolve a complaint or a problem

SOURCE: DRIFT

75% of organisations say using AI has helped drive customer satisfaction by **10%**

SOURCE: ADOBE

THE IMPACT OF AI IN MARKETING

3 of 4 companies that have implemented AI achieved a 10% or more boost in sales

SOURCE: ADOBE

30%

By 2020, **30% of companies** will be using AI in at least one of their sales processes

SOURCE: GARTNER

Businesses using AI to power data-driven insights in marketing will grow to **$1.2 trillion** combined by 2020

SOURCE: FORRESTER

adverity

https://www.adverity.com/wp-content/uploads/2019/01/artificial-intelligence-marketing-infographic.png

Why is AI Marketing Important?

The famous US pioneer of marketing John Wanamaker coined the phrase, "Half the money I spend on advertising is wasted; the trouble is I don't know which half". Luckily for us it's no longer valid. Combining smart machines and smart people, we can ensure that every budget, large or small, is doing what it should be: increasing our clients' revenue.

AI marketing enables marketers to consolidate and analyze a huge amount of data from social media, emails, and the web faster. Marketers can then use those insights to boost campaign performance and return on investment in a shorter time frame. Essentially, AI marketing solutions optimize and streamline campaigns while eliminating risk for human error.

As consumer expectations evolve with technology, a marked interest in providing highly tailored and customized experience as efficiently as possible has developed in the e-commerce, retail and enterprise space. Consumers expect companies to understand and meet their needs and expectations. AI marketing helps organizations understand who their target audience is so they can create a personalized experience for each of their customers.

7 Use Cases for Artificial Intelligence in Marketing

With Artificial Intelligence Marketing strategies poised to overtake the industry in 2017, there is no better time than the present for marketers to understand how to use this incredible technology. Here are the top 5 uses of artificial intelligence marketing in campaigns:

1. **Take Sales Forecasting to the Next Level**

AI takes conversion management solutions to the next level. Marketers can now compare sophisticated inbound communication side-by-side against traditional metrics to help answer difficult strategic questions. With AI marketing, there are no longer questions about whether or not a prospect is ready for a discussion as the data provides the answer.

2. **Gain a Deeper Understanding of Your Consumers**

With AI solutions, marketers know exactly what consumers are thinking, saying, and feeling about the brand in real time. Similarly, with the onslaught of social media available (and the AI to analyze it), marketers can truly understand what customers are feeling. Savvy marketers can harness this data in real-time and then quickly modify messaging or branding for maximum effectiveness.

3**. Optimize Digital Advertising Campaigns**

While there are various ways to optimize digital advertising and account-based marketing, AI solutions help marketers take them a step further for deeper insight and analysis. AI can tap into the abundance of consumer data hidden in keyword searches, social profiles, and other online data, for smarter and more effective digital ads. The results are human-level outcomes and insights without the manual human labour.

4. Create Detailed Consumer Profiles

This abundance of data can also help feed consumer profiles. AI solutions provide marketers with deeper knowledge of consumers and prospective clients, enabling them to deliver the right message, to the right person, at the right time. The secret to building a truly comprehensive profile lies in capturing data during every single consumer interaction. Marketers can use AI solutions to take these profiles a step further, refine marketing campaigns, and create highly personalized content.

5. Join Real-Time Conversations with Consumers

One of the advanced capabilities of AI is its ability to analyze large blocks of open content and identify trends. This allows brands to interact directly with consumers in real-time through online conversations or events. Communicating with consumers at the precise 'decision-making moment' can help directly influence buying decisions. AI helps marketers monitor these social conversations and other open forums to identify any relevant conversations.

6. Turns to Autonomous Marketing

Despite its disruptive nature, AI is still learning and will continue to improve. In fact, not only will it become more smart, but it will also take the place of the human being. You no longer need to market yourself or your business because your AI assistant like Amazon Echo or Apple's Siri can do it for you.

You can do more than just talk to your device and read its voice-activated messages. As time progresses, your AI will be able to function more autonomously. From making purchases to booking flights, your device will make the necessary recommendations and even manage your financials.

7.Brings Clarity

 According to a recent survey, 71% of marketing respondents say brands don't understand their consumer base. That's why 66% of marketers say they want brands to make more investments in building customer awareness and relationships. Thanks to AI-based voice assistant, technology and IoT you can set reminders and alerts, and get clear and accurate answers when it matters.

AI trends for digital marketing

AI is Shaping Digital Marketing

Artificial Intelligence will lead to a more advanced business strategy. Here are some AI facts that will literally astound you:

61% of marketers say artificial intelligence is the most important aspect of their data strategy.

80% of business and tech leaders say AI already boosts productivity.

Current AI technology can boost business productivity by up to 40%.

97% of mobile users are using AI-powered voice assistants

83% of early AI adopters have already achieved substantial (30%) or moderate (53%) economic benefits

As AI is becoming more accessible, agencies are now able to use it to analyze data, predict trends, and enhance the quality of their brand. As a result, the way a brand conducts digital marketing is changing dramatically.

A few years ago, the marketing world moved away from its traditional model to a digital one, leading to a more advanced marketing strategy. The core of the previous marketing model was to target consumers based on behaviour, which led to the creation of automation and led to digital sales and virtual customer service; it may lead into a new need soon!

What does this mean for 2021? Marketing needs to embrace a more customer-centric approach and transform the marketing model. It's already automating manual and repetitive tasks. Soon it will augment human decisions. Along the way, it will add more to global GDP by 2030. That growth will be more than enough to create many good jobs, while it will also change how current jobs are being done.

As consumer's expectations become more demanding, being a digital marketing consultant and AI will have to evolve in order to keep up with them!

This is especially true for traditional businesses, especially those that have relied on the conventional marketing model for longer. AI-powered marketing campaigns may show signs of changes along the way, but they are being integrated slowly now in SaaS tools everywhere.

A final thought

Artificial Intelligence has made leaps and bounds since a long time ago, and it already shapes the future of marketing. It's up to you to implement this technology in your business. But one thing for sure is that AI is the future. If you plan on running a successful online business in the coming years, using AI-powered marketing and tools is a must.

There's no better time for marketers to begin testing how Artificial Intelligence strategies can help create highly personalized experiences for their consumers. With AI poised to continue growing across all industries and segments, marketers should dedicate time and resources to experiment with strategies and ensure their marketing organization is set up for continued success, both now and in the future.

The AI-based applications have a promising future and they will create a very positive impact on marketing in terms of efficiency, customer satisfaction, speed, problem-solving and decision making. This in turn will enhance brand loyalty and generate hefty revenues for businesses.