

Marketing With AI

Name	ID
Lama Khaled Ismail Kamel	20206055
Nada Ahmed Mohamed Shawky Selim	20206115
Menna Hussein Ahmed	20206159

The Main Idea:

A lot of companies would like to know how their product or service is perceived in the public eye so we were thinking of making a tool that allows such companies to type a word (product name or service) and using content from social media platforms we can analyse what is being said on these platforms and produce reports on what associations do people have with their product and what is the nature of their clients meaning which segment of the market do they belong to or what's common characteristic between people who hate/love that product so they can better understand their market.

Features:

1. Social listening using AI

Monitor online conversations about your brand across different social media platforms: Twitter, Tiktok, Facebook and more. It can help in knowing more about a brand's audience and customer feedback.

2. Online data analytics

Analyse your large sets of online data into valuable insights. With this feature, Segmenting customers into demographics based on age, gender and region is an easy task. It can identify the most prominent influencers in your niche and estimate their reach. Moreover, it assists you in tracking your competitors. You can gain insights into their online presence, performance, and marketing tactics including ads, allowing you to stay one step ahead in the market.

3. Automated reports

Daily, Weekly or Monthly reports on summary of the most important updates and brand's performance.

4. Crisis Detection and prevention

A brand's reputation is what makes or breaks a business. Be instantly notified of the first signs of a PR crisis like an influencer's negative review about your product gaining traction to give you the chance to deescalate the situation.

5.Video recognition usage

Social Media Listening isn't restricted to tweets,facebook comments and other textual mentions of your brand but also youtube/TikTok video reviews by using emotional recognition and speech recognition we can analyse online videos and extract useful data about your brand or product

6.Provides Arabic Support

Bilingual Arabic and English support makes it possible to reach more audiences.

7.SEO with AI

It allows you to write SEO optimised content for your website and/or give a score for your already existing content and tell you how it can be improved

Data sets that we need:

Data set for textual analysis:

https://cseweb.ucsd.edu/~jmcauley/datasets.html#amazon_reviews

<https://nlp.stanford.edu/sentiment/code.html>

<https://www.cs.jhu.edu/~mdredze/datasets/sentiment/>

<http://help.sentiment140.com/for-students>

<https://www.kaggle.com/datasets/crowdflower/twitter-airline-sentiment>

Data set for Emotional Recognition from videos:

https://sail.usc.edu/iemocap/iemocap_publication.htm

<https://www.eecs.qmul.ac.uk/mmv/datasets/deap/>

<https://affective-meld.github.io/>

<https://pureadmin.qub.ac.uk/ws/portalfiles/portal/2125652/IEEE+Transactions+on+Affective+Computing+2011+Sneddon.pdf>

<https://paperswithcode.com/dataset/affectnet>

Data set for arabic textual analysis:

<https://www.kaggle.com/datasets/rtatman/sentiment-lexicons-for-81-languages>

<https://www.kaggle.com/competitions/arabic-sentiment-analysis-2021-kaust>

<https://paperswithcode.com/dataset/astd>

<https://www.kaggle.com/datasets/abedkhooli/arabic-100k-reviews>

<https://www.kaggle.com/datasets/zeyadzidan/labr-dataset>

<https://www.kaggle.com/datasets/fahdseddik/arabic-company-reviews>

Data set for English speech recognition:

<https://web.stanford.edu/class/cs224s/datasets/>

Data set for Arabic speech recognition:

<https://www.kaggle.com/datasets/suso172/arabic-natural-audio-dataset>

<https://ieee-dataport.org/open-access/masc-massive-arabic-speech-corpus>

<https://groups.csail.mit.edu/sls/downloads/adi17/>

Similar Products and how we are different:

Some Tools on the market:

SentiOne

Emplifi

Meltwater

How are we different?

Most of the tools on the market only use textual social media listening to gain insights about the brand being analysed but we were thinking that in the last few years trends have been largely made by videos since it has been proven that videos get the most interaction on different social media platforms so we included video recognition to make our analysis based on different types of data. One other feature that is available as a standalone product in the market is SEO tools so we thought that including it with the rest of the features will make this a one stop shop for companies interested in using AI marketing.

Technology to use:

We think that the most suitable platform for this software will be the web, we still haven't decided on a specific framework.