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| PROJECT REPORT |

Table of Contents

What is Artificial Intelligence?3

What is Digital Marketing?4

Artificial Intelligence and Digital Marketing5

* Automation5
* Minimizing errors5
* Cost Savings6
* Smarter and faster Decision Making6
* Increased ROI6
* Increased Personalization7

Applications of AI in Digital Marketing8

1. Generating Content8
2. User Experience(UX)8
3. Chatbots9
4. Voice Search Optimization9
5. Image Recognition10
6. Digital Advertising10
7. Email Marketing11
8. Web Designing11
9. Augmented Reality11

CONCLUSION12

# What is Artificial Intelligence?

Artificial Intelligence is an increasingly popular term that lacks a unified, concrete definition. It is that activity devoted to making machines intelligent, and intelligence is that quality that enables an entity to function appropriately and with foresight in its environment. Technically speaking, Artificial intelligence is an integration process in between cloud computing, network devices, robots, computer, and digital content production and in various business processes, systems, and daily life operations. Artificial intelligence computing was in past, today and will be in future. Embracing the increase and development of Artificial Intelligence is crucial to future marketing efforts. Every day, companies are using artificial intelligence software to optimize their own processes, reduce overhead, decrease turnaround time, and improve output. Technology is evolving at an unprecedented rate, and teams already making the move to marketing AI software are at a distinct advantage to jump on the next innovation.

Artificial intelligence is becoming increasingly popular because:

* It is focused on greater precision and accounts for more accuracy and very few errors, which means greater work efficiency.
* AI analyzes more and deeper data for valuable insights.
* It can nurture the capabilities of various devices with its smart algorithms. GPS trackers, voice assistants, and home automation systems are just a few examples.
* AI can easily adapt to new input through progressive learning algorithms.

# What is Digital Marketing?

# Digital marketing is the marketing and advertising of a business, person, product, or service using online channels, electronic devices, and digital technologies. A few examples of digital marketing include social media, email, pay-per-click (PPC), search engine optimization (SEO), and more.

# For companies today, digital marketing matters because it offers:

# Multiple online marketing strategies

# Cost-effective marketing solutions

# Level playing field

# Advanced targeting and personalization options

# Accurate campaign tracking and measurement

# Continuous campaign performance feedback

# Artificial Intelligence and Digital Marketing:

# The impact of artificial intelligence in digital marketing is huge. If you don’t know, 76% of customers expect companies to understand their needs and expectations. AI marketing allows marketers to crunch a huge amount of marketing data analytics from social media, emails, and the Web in a relatively faster time. That’s why AI marketing is a must for every business.

# Let’s dive in more details about the benefits of AI marketing:

# Automation

# AI makes your marketing automation more intelligent. It can work with marketing automation to enable translating data into decisions, meaningful interactions and positively impact your business outcomes. Everything is about data, but what matters more is quickly and accurately turning data into actionable insights. In other words, the speed with which the marketing tasks are executed and implemented is a critical element that AI marketing can bring to your business. AI can help marketers scale the number of campaigns they create, determine the next best actions for customers, and then define which campaign to send to them properly.

# AI in email marketing automation is somewhat of a dinosaur that businesses can use to increase customer engagement and the email open rate while saving. In particular, AI goes one step ahead of a copywriter by optimizing subject lines for clicks and tracking their performance.

# Minimizing errors

# Humans naturally use to make mistakes. Artificial Intelligence exists to avoid human intervention that eliminates the likelihood of human error. Provenly, AI can help with human errors, especially in the most concerning aspect like data security.

# The common data security problems make many businesses worry about the lack of ability of their employees to safeguard customer data and other critical data of the business. The cyber-attacks increase is the risk that every eCommerce business has to weigh. Fortunately, AI can help address these problems by learning, adapting, and reacting to the cybersecurity a business needs.

# Cost savings

# AI can help you eliminate many slash-and-burn resources usually used to create and employ a marketing strategy. With AI, you can achieve a significant cost reduction by working more quickly and efficiently, increasing your revenue. When your organization is spending too much money and hours to get things done, AI can help you complete repetitive and mundane tasks. It shortens the time that those tasks are originally done by your staff while reducing the errors to zero. The costs for hiring employees can be slashing significantly while taking advantage of available talents to do more critical tasks.

# With AI, you can work more efficiently. For example, a content manager can use AI to perform thousands of copy and creative variations of the A/B tests and construct email subject lines automatically, speeding up the process and performing even better than humans.

### **Smarter and faster decision making**

# AI helps conduct data much faster than human intervention, guarantees the accuracy, security, and enables your 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.

### **Increased ROI (Return on investment)**

Through AI, marketers can gain greater customer insights and know better how to group them, and drive them to the next step to bring in the best experience on their journey. AI helps marketers better understand customers and improve customer experiences. AI-powered marketing enables marketers to create a predictive customer analysis and design customer journey more targeted and individually tailored, which effectively increases ROI on each customer contact.

By deeply analyzing customer insights and understanding what they actually want, marketers can maximize ROI without wasting budgets on efforts with no effects. They can also avoid dwelling on mind-numbing campaigns that annoy customers.

### **Increased personalization**

# We have heard a lot about personalization across shopping in the digital world. That’s what customers increasingly stick out for when it comes to online shopping.

# So what’s the secret to better personalization eCommerce businesses can use to win customers’ hearts? The answer is Artificial Intelligence (AI).

# Artificial Intelligence will make your marketing more personalized in many different ways. Many companies are already using AI to personalize their websites, emails, social media posts, video, and other content to address better what customers want. For instance, eCommerce business doers are getting more positive results by making push notifications mobile-friendly. When done well, push notifications delivered via mobile gain more attention from customers because it creates a sense of personalization. That’s because each individual customer will receive their own personalized push notifications with the custom-tailored messages based on what they’ve viewed or exactly what they want to hear from a brand.

# Product recommendations are also an incredible AI marketing practice that makes the customer experience more personalized than many marketers ever thought possible.

# Applications of Artificial Intelligence in Digital Marketing:

.Earlier Digital Marketers were reluctant about the usage of AI in Digital Marketing but with the growth of AI and its results, AI has proved that it is and will bring dynamic changes in the marketing world and much of the ambiguity has been dissolved. Artificial intelligence is bringing transformation to every

aspect of our day to day professions. This will change the way marketers carry out their campaigns to the way the campaigns themselves are measured and run. Artificial intelligence will define how digital marketing will be conducted now and in the future. Following are the applications of artificial intelligence changed the world of digital marketing:

1. Generating Content

Machines can now create content from scratch based on data fed to them. These can be very helpful in saving time and resources. AI can write reports and news based on data and information. Automated Journalism is now used by many leading news giants like BBC news, The New York Times and more. Also, Facebook uses AI to remove fake news.

## **2. User Experience (UX)**

Through intelligent algorithms, it’s possible to personalize an experience on a website. After analyzing thousands of data on a single user (including location, demographics, devices, interaction with the site, etc.), AI can display offers and content that are more appropriate for each user type.

A survey in 2017 on personalization in real time showed that 33% of the marketers surveyed used AI to provide personalized web experiences. And, when they were asked about the benefits of personalization driven by AI, 63% responded that it increased conversion rates and improved the consumer’s experience. It’s true: a good user experience is what keeps an audience browsing a site and, the more time they spend on it, the higher the probability of a conversion.

In this sense, one of the many possibilities that AI offers to make the user experience more user-friendly are chatbots, which we’ll talk about now.

### **3. Chatbots**

Many brands have started to communicate with their prospects through messenger applications like WhatsApp, Facebook Messenger, and Slack. They’re fast since consumers are already using these tools to chat with friends and colleagues and, let’s get real, no one likes to wait for a response on the phone. Chatbots are making the process of automating responses to potential buyers’ frequently asked questions even easier by providing them with a way to search for the product or service they’re looking for.

A good indicator of a chatbot powered by AI is its ability to answer open questions. These bots use natural learning processing and machine learning to find the correct response. Chatbots also have many other advantages. They can serve clients 24/7 and retain their data. They’re friendly and never lose their patience. Customers may get angry, but the bot always treats them well. Chatbots can respond to several requests from different customers at the same time, so waiting times will no longer be a problem.

4. Voice Search Optimization

The way users perform online searches has changed. So, now we must ask ourselves how this will affect the way in which marketers create and optimize their web content. There have been two big advances in artificial intelligence that revolutionized Internet searches and search engine optimization (SEO): voice search and Google’s algorithm, RankBrain. Innovations like Amazon Echo, Google Home, Apple’s Siri, and Microsoft’s Cortana make it easy for people to perform searches by just pressing a button or saying a voice command. In its blog, Google revealed that around 70% of the searches Google Assistant receives are in natural, conversational language, and do not use the typical key works that you would type out in a classic Google search.

Voice searches require marketers to adapt their content so that it’s closer to the way a user would verbally express themselves. So, in this sense, those famous long-tail keywords will be replaced with more conversational keywords, based on the way the user would say something or do a voice search. A brand that truly knows how to benefit from voice searches will be able to considerably increase their organic traffic.

### **5. Image recognition**

One of the most exciting and possibly most important developments in Artificial intelligence is image recognition. If someone want machines to be able to “think‟ like us and mimic our ability to respond to our environment, such as in the case of self-driving cars, it is of vital importance that they are also able to “see‟ like us. Computers are now able to identify and recognize simple objects and scenarios. Although these abilities are negligible compared to human vision and perception, these building blocks of computer vision have enabled some important technological developments, and continue to do so. Image Recognition helps marketers to find visuals on social media, even if they are not accompanied by the relevant caption. 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%.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.

****6. Digital Advertising****

Without a doubt, digital advertising is the area of digital marketing that's most effectively implementing artificial intelligence, it is being used across platforms like Facebook, Google, Youtube to provide the best possible experience. To achieve this, they examine the user's information, such as their interests, demographics, and more aspects to detect and show them relevant ads.

# 7. Email Marketing

Artificial intelligence is making email marketing even better, both for the marketer and their customer. Personalization at scale is every marketer’s dream – and Artificial intelligence makes it possible. Artificial intelligence can use data to create personalized emails to every one of the company subscribers, based on their previous interactions with the brand. It can customize based on what content they’ve consumed, what’s on their wish list, what pages they have spent the most time on, and more. For example, if one user always visits links to product pages in the company’s email, but another skips those links and goes straight for content, the Artificial intelligence can send different messaging with the most relevant links for each user.

8. Web Designing

Developing a website without knowledge of HTML, CSS, and JavaScript seems like an impossible thing. But, AI has made it possible. Popular website builders like Wix uses AI to build websites.

All we need to feed in is the content, call-to-action, images, and page layout. There you go, your professional website is ready to roll. Wit.ai and Dialogflow are free AI services offered by Facebook and Google, respectively, which developers can use to build websites.

9. Augmented Reality

One another aspect of the Artificial intelligence which has the potential to provide better customer satisfaction is Augmented Reality (AR). AR can provide the customer with the option of seeing and feeling the production before the online purchase, one example of this technology of course on its initial stage is Lenskart’s 3D trial, which allows customers to try the frame they are interested in buying through their webcams sitting at home. Incorporation of such technology can definitely stimulate better and faster response from the customer which ultimately will reflect in the revenues.

CONCLUSION:

Technological advancements have always helped businesses by creating new opportunities for reaching customers. One of greatest technologies of our time is Artificial Intelligence (AI) which is creating quite the buzz in the digital space. Given its potential for storytelling and marketing, Artificial Intelligence in B2B sales and marketing is here to transform the way people interact with brands, information and services. The world of B2B marketing and its future is poised to be touched by Artificial Intelligence. 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. Artificial intelligence is continually becoming an empowering tool for digital marketers and works on the tricks to get the information from an individual or the group of people to and make your brand a huge one. If you plan on running a successful online business in the coming years, using AI-powered marketing and tools is a must.