How AI Will Impact Digital Marketing

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As technology and innovation continues to rapidly improve, we are hearing more about how Artificial Intelligence is being incorporated into software we use every day. Many marketers believe it is only a matter of time before AI becomes a necessity for the way we interact with customers and run our marketing campaigns. This article will summarize what AI means for digital marketing and lay out trends predicted by the experts in the industry (at Google, Amazon, IBM, Intel).

Artificial Intelligence makes it possible for machines to act and think like humans. Like you and I do naturally, machines with AI will learn from experiences and adjust to new inputs. Using technologies such as deep learning and natural language processing, machines study and process massive amounts of data and gather patterns within the data. As long as there is the appropriate data present, the machine will be able to draw conclusions and replicate human like voices, behaviors and thinking patterns.

Do not fret, the world won't turn into something like James Cameron's Terminator. Machines will not be smart enough to overpower the human race. However, they are intelligent enough to replace several duties humans perform, especially in the marketing field. Here's the breakdown.

"Hasta la vista, baby"

AI AND MACHINE LEARNING (ML)

To understand further here's the general flow of how machines learn:

- Ask the question → Collect the data → Train Algorithm → Test it out → Collect Feedback → Use feedback (to make the algorithm better and improve accuracy)
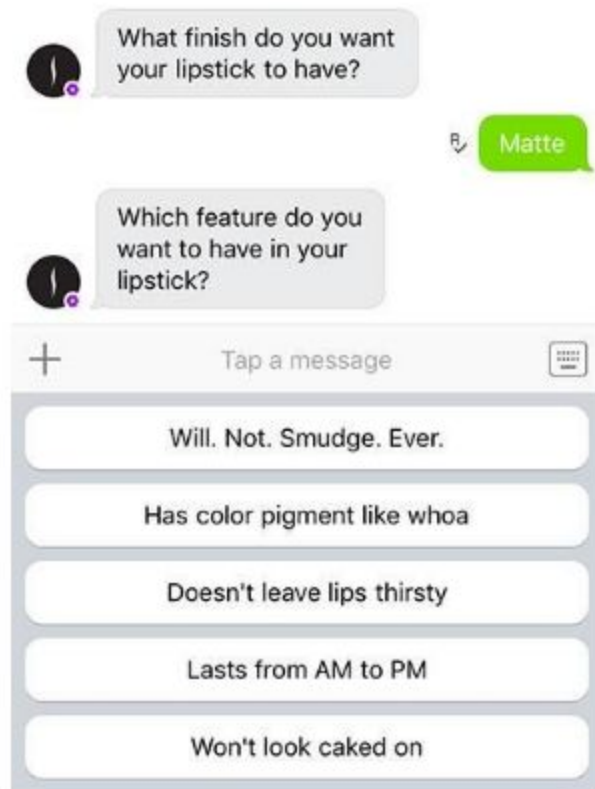
AI is the science of computers emulating humans, and ML is the method behind how machines learn from data. Algorithms provide us with a set of rules to solve problems and create higher efficiency in our day to day lives.

AI in Digital Marketing

- AI Powered Chatbots

High quality customer service is the result of an effective AI chatbot. The goal is to have personalized content delivery and meaningful conversations with customers.

Beyond direct customer communication, chatbots are able to provide specified content for individual customers. [Sephora](), for example, provides a clear example of this strategy with their bot. In addition to simply asking customers how they it can help, the bot provides advice and options to further direct them to towards a purchase.

What finish do you want your lipstick to have?

Matte

Which feature do you want to have in your lipstick?

Tap a message

Will. Not. Smudge. Ever.

Has color pigment like whoa

Doesn't leave lips thirsty

Lasts from AM to PM

Won't look caked on

- AI Enhanced Image Search

This AI feature allows people find related information and products by uploading a photo. The company CamFind lets you snap a picture of something in the physical world and retrieve information about it.

CamFind is a visual search platform that allows you search the physical world. For example, if you see a poster for a movie you'd like to see, you can take its picture, upload to their app and it will show you movie recommendations, times, and locations.

Google Photos is another tool that is providing marketers with advanced ways to create specialized content for customers. Its facial recognition is more than 99% accurate using AI to identify individuals from images and videos. From a marketing standpoint, businesses can identify customers when they walk into a store, understand their product interests and shopping patterns and then later apply the same data for when they shop online.

In an article authored by Karola Karlson from Content Marketing Institute, she writes that in the UK, nearly 59% of retailers are using facial recognition technology with their

customers. "When combined with AI-managed push notifications, stores can send real-time discount offers and welcome messages to individual visitors," says Karlson.

- AI Powered Content Creation

I have comfort in knowing a machine cannot replicate the works of Walt Whitman or Maya Angelou, however what's interesting is that based on data patterns AI software will be able to provide product suggestions, create ad copy, and even implement call to actions. Kristy Blackmon of SalesForce says, "Gartner predicts that machines will create 20% of commercial content by 2018."

Data analytics can be turned into natural language using emerging AI software. Analytic reports, graphs, charts, company policies, product descriptions, FAQs and much more will be automated into natural sounding page content.

Let's be honest, content creation can be a pain but it's essential for communicating with your audience, clients, and your own employees. AI can take a chunk of this menial work and automate it, leaving your team space for creativity and innovation.

- AI Enhanced PPC Advertising

According to [eMarketer](#), Google owns 40.7% of the U.S. digital ad market, followed by Facebook with 19.7%. PPC campaigns are mainly managed by dedicated teams or ad agencies, aka humans. At [E-dreamz](#), we allocate many hours per month running and monitoring our client's PPC ads. AI is now able to help find and utilize additional advertising channels that other companies not be able to juggle.

[Albert](#) is an AI driven digital marketing platform that offers autonomous media buying. This approach requires little human input while AI analyzes, manages, and optimizes paid ad campaigns.

In conclusion, if AI is not already a part of your marketing strategy, it will be soon. Instead of thinking that AI will replace your job, understand that incorporating AI software into your daily functions only automates the tedious stuff we'd rather have a computer do for us anyways. What do you think of these trends? Are you currently deploying any AI or ML in your marketing campaigns?

To learn more about our marketing services and how we can help your business, take a look at our [work](#) and [drop us a message.](#)