



ARTIFICIAL INTELLIGENCE (AI) IS CHANGING DIGITAL MARKETING

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ABSTRACT

In the last ten years, information technology and its applications have progressed fast. This has shaped both our worldview and how we conduct business. Both business and trade have profited from the surge of information technology, which has improved efficiency, production, and the bottom line. Gains in productivity have made it possible to produce large numbers of things in a timely and correct manner. Emerging "third-platform" technologies like data analytics, mobile devices, automation, and artificial intelligence (AI) are fundamentally altering how society and individuals interact. A microcosm of how new software solutions, machine learning, and big-data analytics are altering the game may be found in the usage of marketing.

This article examines the shifting landscape of marketing, particularly digital marketing. The study goes on to analyse the various areas of digital marketing where artificial intelligence has made an impact.

Keywords: - Machine Language, Marketing & Real Time data.

I. Introduction

Artificial Intelligence is a phrase that is becoming more widely used but lacks a clear, precise definition. It is the process of making machines intelligent, where intelligence is the property that allows an entity to perform correctly and predictably in its surroundings. Artificial intelligence, in technical terms, is a process that integrates cloud computing, network devices, robotics, computer and digital content generation, as well as different business processes, systems, and day-to-day operations. Artificial intelligence computers have existed in the past, is currently in use, and will be in the future. Embracing Artificial Intelligence's growth and development is critical for future marketing initiatives. Artificial intelligence software is being used by businesses every day to optimise their operations, cut overhead, minimise turnaround time, and increase production. Technology is advancing at an unprecedented rate, and companies who have already

begun to commercialise AI software have a unique edge in terms of being first to market the next breakthrough.

II. ROLE OF ARTIFICIAL INTELLIGENCE IN BUSINESS

In today's digital world, artificial intelligence (AI) is becoming increasingly essential, and marketing and advertising is no exception. Artificial Intelligence is transforming industries one by one, from Siri's snarky and smart voice to Tesla's self-driving cars to Google AI's ability to learn video games in just hours.

Artificial Intelligence has a wide range of uses, including spotting trends in data to limit market risks, improving customer service with virtual personal assistants, and even analysing millions of documents across a company's servers to find compliance flaws. However, organisations have only lately been able to anticipate and envision the potential that Artificial Intelligence and robotics can bring to the corporate world's future.

Self-learning systems are aided by artificial intelligence, which use methods such as data mining, pattern recognition, and natural language processing. Artificial Intelligence is highly scalable in terms of its fundamental business advantages over human intelligence, resulting in amazing cost reductions. Furthermore, the consistency and rule-based programming of Artificial Intelligence assist businesses to reduce their errors. Its endurance, combined with its ability to enhance and document procedures, turns into lucrative business potential.

III. HOW DOES ARTIFICIAL INTELLIGENCE WORK IN RECENT BUSINESS TRANSACTIONS

When someone uses the internet through a browser and apps, his data is collected and controlled by computer programmes (applications or apps) to develop and deliver recommendations based on his interests and activities. This is how a computer learns. Another example is when a person's data pack expires, the phone automatically sends you a notification and numerous offers to re-charge. Customer retention is a process in business.

While attempting to integrate Artificial Intelligence into their business process and system, companies must focus on their values, brand position in the market, goals, and customer experience. Artificial Intelligence (AI) apps and programmes speed up and accurately build various processes and systems of work. Before doing any activity, they require proper inputs (programmes, code, class, function, and loops) from their users.

Customer relationship management (CRM) systems are also altering as a result of AI. Many modern software's, such as Sales Force or Zoho, rely heavily on human participation to stay current and correct. However, by incorporating AI into these platforms, a standard CRM system may be converted into a self-updating, auto-correcting system that manages your relationships for you.

Artificial Intelligence has a lot of potential in the world of digital marketing, thanks to social media outreach and loads of data left behind knowingly and unconsciously while internet surfing. Businesses will

undoubtedly benefit from the use of Artificial Intelligence to improve customer experience, predictive analytics, and targeted marketing.

IV. CHANGE IN MARKETING SCENARIO

Change is an inescapable fact in today's business world. The capacity to master and exploit change is one of the most sought-after managerial skills. The current global and competitive corporate climate need constant innovation; old knowledge is becoming obsolete, and there is a perpetual need for process improvement. Every organisation strives to stay ahead of the curve, and the learning curve is constantly put to the test. As a result of this transformation in how business is conducted, a new reality of ever-shortening product and service life cycles has emerged. More and more businesses are developing personalised products and looking for ways to set themselves apart from the competition.

The rate of change in marketing is increasing all the time. The introduction of electronic data-processing equipment as a fundamental tool of scientific marketing, not just for reporting data but, more critically, for planning and control by management, is a huge transformation in the marketing environment. The majority of businesses are using computerised data-processing analytics, online communications, and information-retrieval technologies to improve marketing efficiency. Real-time marketing has resulted as a result of this.

Real-time marketing entails developing a marketing strategy centred on current occurrences. Marketers are using current trends and customer feedback to connect customers with items and services they might be interested in. With the emergence of social media, real-time marketing is gaining popularity because it gives businesses access to real-time data on target audiences; marketers were able to use that data to create messages and goods that they thought the customer would like. Real-time marketing today incorporates a wide range of customer data to help businesses better understand how their customers behave. When done correctly, real-time personalization ensures that your website visitors are served relevant and timely material at all times, and it can help your website rank higher.

Visitors will believe that your entire website experience has been tailored just for them. Any prospect who receives that kind of customised attention will feel valued, and valued customers are significantly more likely to establish brand loyalty than those who feel like they are just another lead.

Today, there is always-on, real-time access to data and tools that allow for speedy analysis. This has accelerated the adoption of AI and machine learning, as well as the shift to a data-first strategy. Limited data sets, representative samples of data rather than real-time, real-life data, and the inability to evaluate large volumes of data in seconds have limited AI's advancement in the past.

V. DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE

In the marketing world, artificial intelligence is a trendy issue. It is regarded as the next marketing frontier. Artificial intelligence is a broad phrase that encompasses a variety of technologies. Artificial intelligence is a term that refers to technology that attempts to replicate human intellect. Artificial intelligence encompasses a wide range of functions, including speech recognition, picture identification, machine learning, and semantic search. Marketers enjoy waxing lyrical about the latest and greatest technologies. For picture recognition and speech recognition, they hammer on Artificial Intelligence. It also helps target drones at rural areas and eliminates data breaches in marketing. Traditional marketing or outbound marketing initiatives are no longer as effective as they once were in attracting and maintaining customers. In this continuously connected, real-time environment, where marketers are obliged to offer continuous, personalised, insight-driven engagements with clients on an individual basis, artificial intelligence is critical for gaining a lasting competitive edge. Brands that recognise the importance of Artificial Intelligence and implement the appropriate system to scale are able to get a competitive edge that is tough to duplicate. Because artificial intelligence is about delivering the ideal blend of material and context, not about technology.

From Apple's Siri to Google's DeepMind, there are a plethora of artificial intelligence applications in the consumer and commercial worlds today. Siri, for example, interprets vocal instructions and responds appropriately using natural language processing (NLP). Deep learning is used by Google's DeepMind, on the other hand. It can make connections and deduce meanings without depending on pre-programmed behavioural algorithms, instead learning from experience and using raw data as inputs. In fact, using DeepMind's discoveries, Google was able to increase the efficiency of its own data centres, lowering the amount of energy required for cooling by 40%. The graph below illustrates how artificial intelligence has progressed slowly but steadily in global marketplaces.

In today's corporate world, Artificial Intelligence has grown into a "can't live without" technology. This technology is being used by small to big businesses to increase the efficiency of corporate operations and offer better, more personalised consumer experiences.

Marketers were cautious to use artificial intelligence into their tactics in past years. However, marketers have expressed a high level of trust in its implementation in the past year. It's because there's less uncertainty about the results now that more and more industries have received considerable advantages.

There is an abundance of data available everywhere, which makes the procedures more difficult to complete if done manually. As a result, human conduct tends to ignore evidence in favour of intuition. This is the type of circumstance in which Artificial Intelligence emerges as a useful tool because intuition alone will not lead to accurate outcomes.

A digital marketer is always asking themselves, "Who should I contact?" What should I include in my message? When should I publish my blog posts? What channel will my posts reach the most people? Comprehensive answers to these questions are sought with the goal of increasing consumer involvement, which will lead to increased growth, increased sales, and ultimately the development of a brand.

Artificial intelligence is transforming every element of our day-to-day occupations. This will affect everything from how marketers carry out their campaigns to how they are assessed and run. Artificial intelligence will shape how digital marketing is done in the present and future. The following are some of the ways that artificial intelligence technology has changed the digital marketing sector.

1. Marketing Is Becoming More Concise About Consumer Behaviour

Artificial intelligence is all about data-driven marketing and decision-making, and it is being used to combine data from many platforms to some level. Users abandon the site.

When people communicate online, they leave crumbs of personal data behind. Data is captured at every stage, whether they are shopping, posting, or browsing. Artificial intelligence programmes are now analysing these massive numbers and learning about users' "online behaviour" and "digital identity." Platforms now gather and retain a variety of metrics as part of studying consumer behaviours in order to create automated systems and customer profiles that can be used to target certain markets. It appears that computers will be able to study behaviour and consumer profiles even more precisely in the near future, allowing them to basically execute their own outreach plan, writing material that matches the language of the people they observe online.

2. Marketing Prediction

Social media is crucial for obtaining more personal information about a potential customer, which allows marketers to create a more targeted campaign. When a person browses the internet, fresh data is created and gathered for artificial intelligence analysis with each click. This information is useful to the marketer since it allows them to optimise the material and give the most relevant information.

3. Generating Leads

Artificial intelligence sifts through mountains of data to discover the right consumers, clients, and even co-workers based on the data it already has and the programme it employs. It can also forecast or rate how hot a lead is, which is even more intriguing. As a result, for B2B or even recruiting reasons, this may save a lot of time and energy on basic searches, giving the marketer more time to focus on pitching and sales calls.

4. Chatbots

Chatbots are artificial intelligence-powered computers that communicate with people in natural language. As a growing percentage of social media traffic occurs on private messaging services like WhatsApp and Facebook Messenger, these programmes are quickly becoming a key area of interest for marketers. That's a hard engagement opportunity to pass up. Chatbots are viewed by most digital marketers as a method to deliver personalised customer care at scale — a function that is distantly connected to marketing but not explicitly a marketing function. Chatbots, on the other hand, may assist users in navigating the customer path to a sale.

5. Content Creation that is Automated

Artificial Intelligence is being used by several businesses to automate content production. Content production is now faster and easier because to this technology. Coca-Cola, for example, employs Artificial Intelligence to automate their advertising storylines. Logos and music scripts are automatically created in combination with the situation.

6. Refinement of Adverts

Artificial Intelligence is also utilised to improve the quality of advertising and how they are delivered. Google and Facebook, according to marketing experts, dominate 60 percent of all PPC ads in the United States. Advertisers may use artificial intelligence to identify new advertising channels for their PPC campaigns. Because rivals may not use these channels, artificial intelligence provides advertising with a competitive edge.

7. Recognition of images

Image recognition is one of the most intriguing and potentially crucial advances in artificial intelligence. If robots are to "think like us" and replicate our capacity to adapt to our surroundings, as in the case of self-driving vehicles, they must also be able to "see like us." Computers can currently detect and identify basic items and settings. Despite the fact that these skills pale in comparison to human vision and perception, the building blocks of computer vision have permitted and continue to enable major technological advancements. Marketers may use Image Recognition to identify pictures on social media that aren't accompanied by a relevant description.

8. Email marketing

Email marketing is becoming even better thanks to artificial intelligence, which benefits both the marketer and the customer. Every marketer's ambition is to personalise at scale, and artificial intelligence makes it feasible. Based on their prior contacts with the business, artificial intelligence may utilise data to produce tailored emails for each of the company's subscribers. It can tailor material to them depending on what they've read, what's on their wish list, which sites they've spent the most time on, and more. For instance, if one person consistently clicks on links to product pages in the company's email, while another

never clicks on such links and instead goes right to the content, Artificial intelligence may deliver customised messages with the most relevant links to each user.

9. Virtual and Augmented Reality

Augmented Reality is another component of artificial intelligence that has the potential to improve customer happiness (AR). AR may provide customers the opportunity to see and feel the goods before making an online purchase. One example of this technology, which is still in its early stages, is Lens kart's 3D trial, which allows customers to try on the frame they want to buy using their webcams at home. Incorporating such technologies would undoubtedly promote better and faster customer reaction, which will ultimately show in income.

VI. CONCLUSION

Businesses have always benefited from technological improvements because they have provided new ways to reach out to clients. Artificial Intelligence is one of the most important technologies of our day (AI)

It is causing quite a stir in the online world. Artificial Intelligence in B2B sales and marketing is here to change the way consumers connect with companies, information, and services, thanks to its narrative and marketing potential. Artificial Intelligence is primed to have an impact on B2B marketing and its future. While a number of business behemoths despise the idea of fully automating marketing movements through smart Artificial Intelligence technology, analysing the impact of AI-powered robots in a variety of customer service industries, it is clear that understanding customer nuance will not be entirely manual or managed solely by human power. Artificial intelligence, along with its supporting processes such as big data, the Internet of Things, and machine learning, made an impact this year. However, these are only a few of the elements that will eventually help AI reach its full potential. AI's application will have a visible impact in the future years, particularly in 2018.

Artificial intelligence is rapidly evolving as a powerful tool for digital marketers, and it focuses on obtaining information from a single person or a group of individuals in order to grow your business. It is safe to argue that artificial intelligence is a safe bet that will pay off handsomely.

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