

Artificial Intelligence for improvised Digital Marketing Strategies- A Study

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Abstract: A successful digital marketing strategy is ‘great customer experience’. When the content is relevant to the user, they are more likely to become recurring customers and have brand loyalty. Artificial Intelligence, at the core is the idea of building machines which are capable of thinking like humans. Artificial intelligence is becoming increasingly popular because of its increased precision and it accounts for more accuracy, which leads to greater work efficiency. Artificial Intelligence analyses more and deeper data for valuable insights, It can add to the capabilities of various devices with its smart, useful algorithms. Artificial intelligence can significantly help in its ability to collect data and decide which content is the most applicable for improvised marketing/buying strategy based on things like location, historical data and past behaviour. When doing so, it gives the user the impression that the brand was built specifically for their apt need. One of the biggest things customers look for in a good digital experience is quick resolutions and response. With the introduction of chatbots- an automated tool that gives the impression of talking to an actual customer service person in real time, Artificial Intelligence can deliver that experience in real time. Artificial Intelligence digital marketing strategies will help brands deliver improved customer experience and do more effective marketing. It will also ensure faster problem-solving for consumers which is much expected. This paper focuses on the various strategies employed by businesses for more efficient digital marketing using Artificial Intelligence.

Keywords: AI Technology, Bots, Chabot, digital marketing, trends.

I. INTRODUCTION:

Artificial Intelligence has an extraordinary future in the area of digital marketing. Online stores have essentially followed the ‘norm’, i.e. when the user commits a spelling mistake on the Google search tool, the user will get an auto-correct recommendation. E-commerce sites have created auto-suggest option and furthermore, have an advanced search component to search even when there is typo error. For example, when one utilizes the Amazon search box there are several recommendations as soon as user starts typing. Thus, through AI empowered search tools, brands online can close more deals.

According to a study by Capgemini, “4% of marketing organizations are implementing or expanding AI and machine learning in 2018, 75% of enterprises using Artificial Intelligence and machine learning enhance customer satisfaction by more than 10%, 3 in 4 organizations implementing Artificial Intelligence and machine learning increase sales of new products and services by more than 10%”. This study emphasizes the fact that AI and Machine learning is here to stay and improves customer satisfaction.

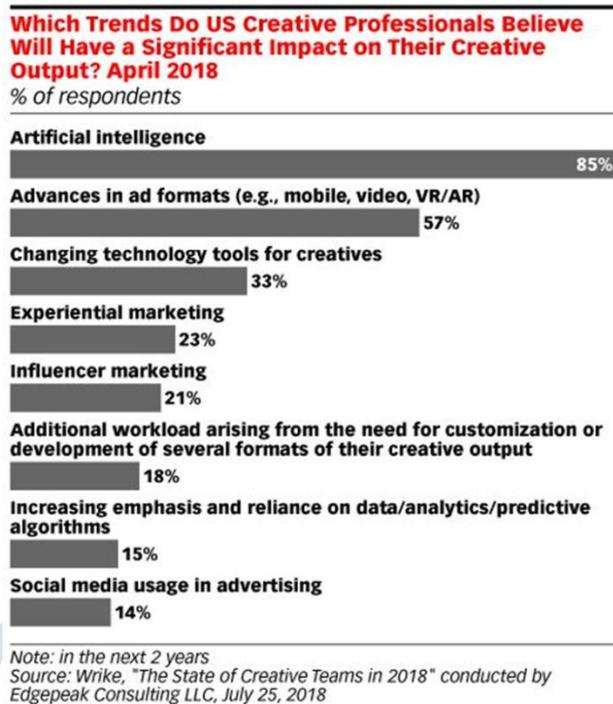


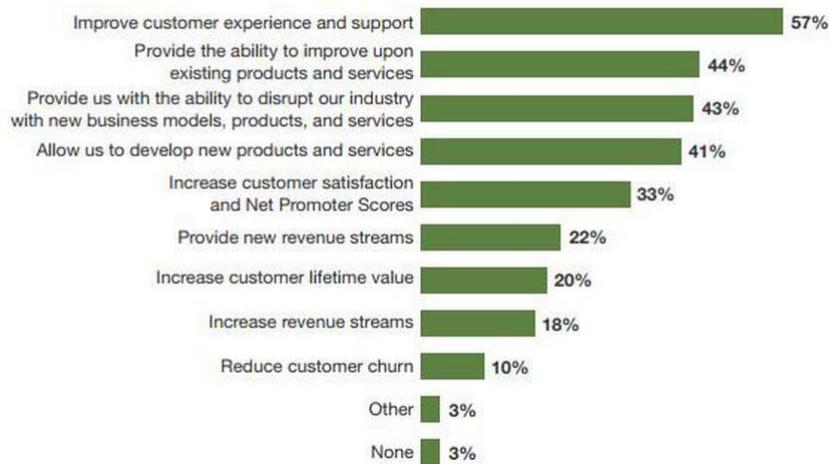
Fig 1: Technology Trends

In July, Wrike and EdgePeak Consulting surveyed 1,552 “creative professionals” who work in various fields including design, art, film, video production and advertising. The researchers found that 85% of respondents believed that AI will have a significant impact on their creative output in the next two years.

II. BENEFITS OF USING ARTIFICIAL INTELLIGENCE IN BUSINESSES

- Artificial Intelligence powered software can decide what content to create and when to distribute it online. Efficient marketing means more products and services purchased and that automatically increases revenue and company expansion. Using Artificial Intelligence will undoubtedly save a lot of valuable time you could be spending developing your business with your strategic skills. AI can speed up production of certain types and formats of content.
- Using AI in the business leads to error-free results and since most of the work is done by the intelligent machines that can analyse and solve large volumes of data the user ends up with accurate information. By doing so, a lot of time is saved and money that could have otherwise been used to hire more employees or pay their overtime dues. AI can process vast amount of data and make accurate predictions based on patterns that emerge from it.
- AI and machine learning enable people to overcome those blind spots, working through areas that seemed impossible. AI has the power to predict defects before they happen. Breakthroughs are about seeing what people previously couldn't achieve until Artificial Intelligence got into the market. In the digital world, Artificial Intelligence can hyper-personalize the customer experience by analysing user profiles. AI can predict customer behaviour and identify and nurture the most valuable leads which leads to better customer online experience.

“What are the biggest strategic/growth benefits AI will contribute to your organization?”
 (Please select up to three)



Base: 598 business and technology professionals
 Source: Forrester's Q2 2016 Global State Of Artificial Intelligence Online Survey

Fig 2: ARTIFICIAL INTELLIGENCE: WHAT’S POSSIBLE FOR ENTERPRISES IN 2017 (PDF, 16 PP., NO OPT-IN), FORRESTER, BY MIKE GUALTIERI, NOVEMBER 1, 2016.

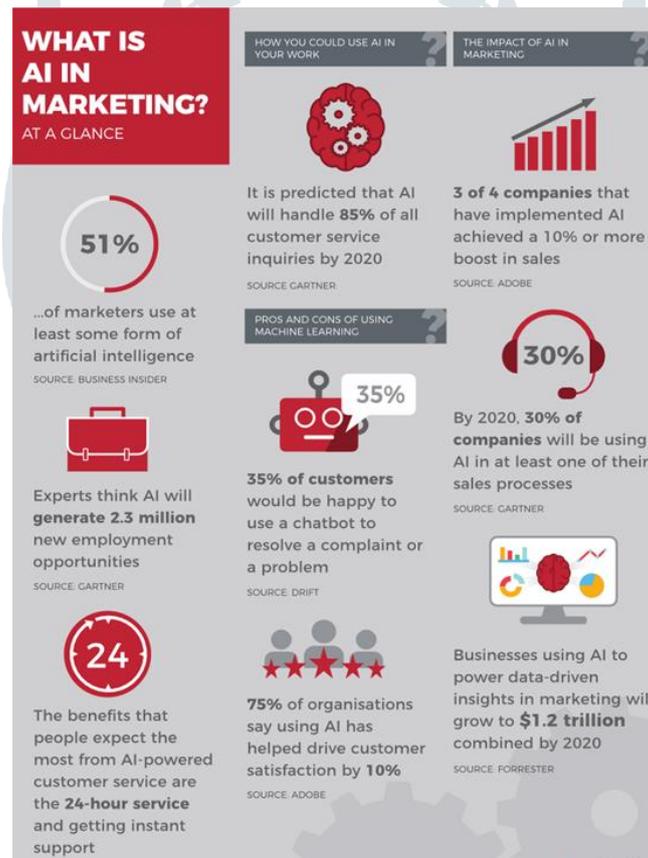


Fig 3: AI in Marketing

Various forms of artificial intelligence have existed in marketing in the past. They allow marketers to analyse more data a human mind could comprehend, responds to the audience’s preferences better, and uses natural language processing to understand the target market.

III. BOTS & CHATBOTS

A bot is nothing but software that will perform automatic tasks. In other terms, a bot is a computer program that is designed to communicate with human users through the internet. Chabot is a developed a program that can have a discussion/conversation with a human. Any user could ask the bot an inquiry, and the bot will respond or perform an activity as appropriate. Normal customer service representatives are given a manual instruction which they must be thorough with, a customer support Chabot is nourished with a large number of conversation logs, and from those logs, the Chabot can understand what type of question needs, what kind of answers. Chatbots are the best application of Artificial Intelligence. The simpler Question-Answer bot requires a smaller skillset and knowledge base and is limited to answer only a specific set of questions. The smarter machine learning Chabots harness the full potential of Artificial Intelligence. For being an efficient bot and ability to offer relevant answers, the Chabot basically employs four major parameters as Text Classifiers, Suitable Algorithms, Artificial Neural Networks and Natural Language Processing (NLP). All these factors contribute to the overall bot functionality and intelligence of the Chabot.

Chabot can simultaneously have conversations with thousands of people. No matter what time of the day, every single client question will be answered instantly. Companies like Taco Bell and Domino's are already using chatbots to arrange delivery of parcels to meet customer requirements effectively.

Chabot is bound by some rules and obey them as long as they're programmed to. They always treat a customer in the most polite and perfect way no matter how rough the person is. Also, in the travel and hospitality industry where travellers do not speak the same language, a bot can be trained to communicate in the language of the traveller. More and more bots are customized to improve customer experience on the go.

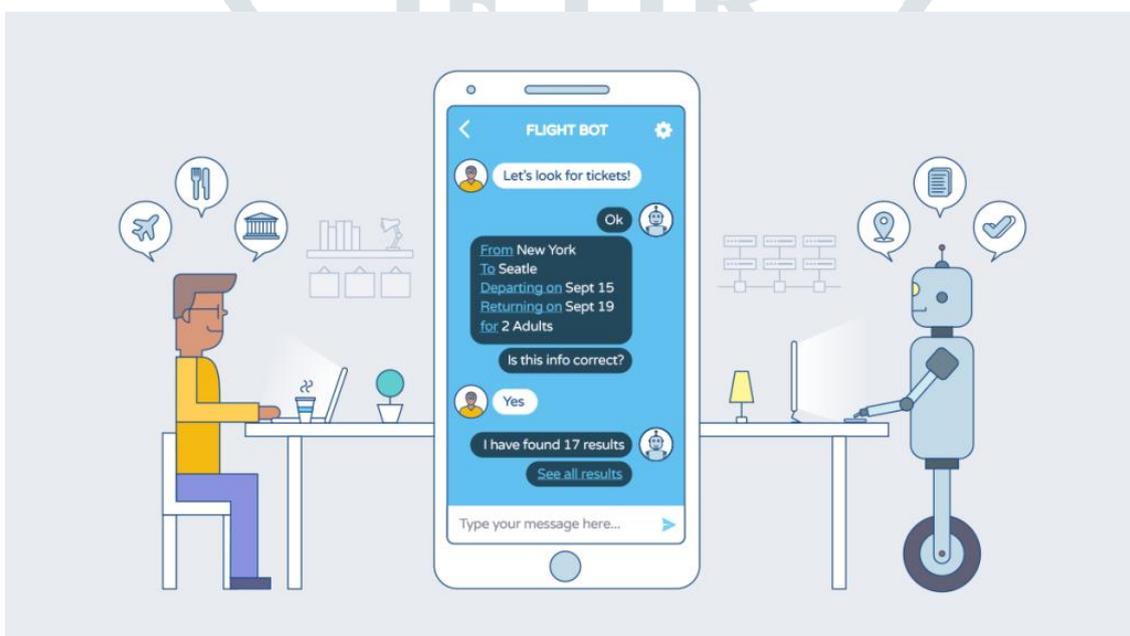


Fig 4: Chabot is the Future of Marketing

IV. CHALLENGES

From an implementation point of view, artificial intelligence is cited as the most problematic to implement, followed by digital security and IoT. Even with the best technologies in the world, if the data provided is inadequate, the results will not be sufficient for brands to use in predicting customer behaviour. Therefore, it is most important to ensure sufficient and accurate data is available before implementing AI technology for businesses. Many businesses are focused on understanding how to apply AI to their business needs or what use cases are for AI. Others are concerned about the lack of a documented explanation for the output of models created using deep neural networks. The speed at which AI is evolving will continue to present challenges and concerns to enterprises, but the offsetting benefits will compel them to deploy solutions that incorporate AI.

V. CONCLUSION

Artificial Intelligence is the new face of improved productivity, efficiency, and profitability. It is to be noted that making a decision to embark on a new era driven by Artificial Intelligence is not meant to replace the jobs of marketers or advertisers. As a marketer, it is time to identify the problems that businesses or marketing campaigns are facing and how accurately technology enabled insights can solve these issues. Optimized decision making, better sales-cycle and 'predictive' buying and selling processes are provably fruitful outcomes. With Artificial intelligence and its associated technologies, Customers have a better

understanding of a product and marketers have a better understanding of consumers. With AI – enabled software, it is now possible to get a detailed description of an image. Amazon’s latest brainchild Amazon Rekognition can actually recognize human faces, emotions involved and identify objects. Further, AI-enabled image recognition can be leveraged for faster payment processes and enhance customer security. This is definitely a break-through in harnessing the power of technology for the benefit of humans.

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