



AI – POWERED MARKETING WORKS WITH ITS WAYS

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ABSTRACT

Artificial intelligence (AI) technologies are used in marketing to automatically make decisions based on data collection, analysis, and further observations of audience or economic trends that could have an impact on marketing efforts. In digital marketing campaigns where speed is crucial, AI is frequently deployed. Artificial intelligence (AI) has recently emerged as a trend in a variety of industries: business, medicine, the automotive industry, and education. AI is now used in marketing. The paper's goal is to investigate how extensively AI works in marketing, AI marketing use cases and explain the uses and benefits of AI in Marketing. Chatbots, targeted and predictive content, content creation, and photo recognition technology are four major developments in AI that have the potential to improve the customer experience. Each of these can help give more pertinent and tailored content while also improving customer assistance and service. It examines how marketing uses machine learning models to automate, enhance, and add to the process of transforming data into actions and interactions with the aim of forecasting behaviours, anticipating needs, and hyper-personalizing.

KEYWORDS: *Artificial intelligence, digital marketing, Deep learning, Integrated machine learning and forecasting behaviour.*

INTRODUCTION

Basically artificial intelligence means the digital system which acts as human like behaviour. So artificial intelligence in marketing helps the marketers and manufacturers to make the work easier. Artificial intelligence is what which collects the data and comes to insights of the customer. It helps in the productivity of business and also makes the work easier and saves the time and work in business. Artificial intelligence helps in the automation of working as a human like behaviour with utmost knowledge. Human will make mistakes but this AI will not make any mistakes, it helps to compensate the error made by the humans. AI takes the customer analysis and predict the output according to it.



Artificial intelligence helps the marketers to analyse the customer's wants and needs and do the business according to the current trend. AI incorporates the business to overcome the problems faced by the customers and bring up the new strategies into marketing to fulfil the requirements of the customer. There are two kinds of AI which is most commonly used in marketing, they are:

Stand Alone Machine Learning Apps - This term refers to an application that is used to analyse customer data, comprehend customer wants, and provide the best results possible for the client.

Integrated Machine Learning Apps- Machine learning apps that are integrated into current systems are less noticeable to customers, marketers, etc. than standalone machines.

REVIEW OF LITERATURE

1. The definition of artificial intelligence (AI) is "the use of computing technology to replicate human capacities, such as performing physical or mechanical tasks, thinking, and feeling" (Huang & Rust, 2021, p. 31). The first computers were created almost simultaneously with the emergence of artificial intelligence (AI), but more recently, AI has gained popularity as new applications become possible due to quick improvements in computer power, a variety of technologies (such as computer vision, machine learning, and natural language processing), and an abundance of data that can be used to train algorithms (Bornet et al., 2021).

2. The historical transition from primarily employing economic models to explain consumer choice to an emphasis on psychological theories has served as the foundation for the interaction of marketing, consumer research, and psychology. These psychological hypotheses incorporate models from social psychology, psychological motivation, psychological environmental psychology, and psychological educational psychology (Hansen, 1976). Consumer research has increasingly emphasised acquiring a deeper knowledge of the thoughts, aspirations, and experiences of specific consumers by using theories from psychology and other social sciences (Malter et al., 2020).

3. The practise of generating, conveying, delivering, and trading offerings that are valuable to customers, clients, partners, and society at large is referred to as marketing (American Marketing Association, 2017). The Marketing Science Institute considers AI as a significant technology that has an impact on the capacities and accountability of marketing management as well as the optimization of marketing operations and strategies in its list of research objectives for 2020–2022. (Marketing Science Institute, 2020).



OBJECTIVES OF THE STUDY

1. To investigate how extensively AI is works in marketing ,
2. To identify the ways of using AI in marketing

METHODOLOGY

The study emphasizes descriptive nature. The study's data were acquired from secondary sources. The researcher gathered information by referring different websites, articles and journals.

CURRENT APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN MARKETING

- 1) Deep learning
- 2) Selection and suggestions for content
- 3) Creating clickbait headlines that are SEO-optimized
- 4) Product suggestions
- 5) Speech synthesis
- 6) Look for
- 7) Ad targeting
- 8) Chatbots.

HOW ARTIFICIAL INTELLIGENCE WORKS IN MARKETING

These AI applications were performed based on their structured set of rules and regulations for performing the tasks. So these programmatic algorithms were trained by giving more data to make complex predictions and to make decisions. It enables to optimize the data through media and deliver better business outcomes. It drives to increase the business growth through best innovative technologies with smart applications. These platforms target the audience and reduce the workload of the marketers. AI marketing use cases includes:



- **Data analysis-** This is the process of identifying or collecting the raw data and interpret into analytical data and improve data analysts capabilities and make ultimate decisions in order to find the meaningful patterns in data. It collects large amount of data of marketing through various campaigns and programs which have to be sorted manually.
- **Natural Learning Processing (NLP)-** It creates human like behaviour such as analysis of data, sorting and overcoming the problem and providing best output. It computes the ability to understand text and spoken words, respond to the spoken commands and it able to summaries the text , etc.
- **Media buying-** It means that establishing the most effective and attractive ads and media placement for business to target their audience and improve their market strategy in return on investment (ROI).
- **Automated decision making-** AI generally make the business decision without any human intervention. It means that the decision made by the business digitally without the help of humans is called as automated decision making.
- **Content generation-** Generally AI creates the content in software so it can write Blog post or social media copy or e-books etc. It also has audio and video content too is called as content generation.
- **Real-time personalization-** AI changes the customer experience through various web pages or social media or through email for encouraging certain action by clicking and signing up for something or buying the product.

WAYS OF USING ARTIFICIAL INTELLIGENCE IN MARKETING

1. AI-improved PPC marketing

Machine-learning algorithms can assist you in discovering fresh approaches to improving your layout, copywriting, targeting, and bids if you engage with large-scale PPC campaigns.

2. A website experience that is highly tailored and improved CRO

You can utilize AI to automate a significant portion of personalization at a time when customers demand experiences that are more meaningful than ever. As a consequence, based on their location, demographics, and browsing history, your blog's readers might see the most pertinent material, notifications, and offers.

3. AI-Powered content production

You can use AI tools to automatically generate email content, personalised reports or messages, or to curate content for social media, even though an AI-generated e-book or research paper is still science fiction.



4. Chatbots that generate content

AI-driven chatbots are widely used today. However, you may use this chance to use targeted content marketing to advance your customer chat. Consider ways to use AI agents to provide proactive advice to all website visitors rather than just those that interact with them directly.

5. Skillful email content selection

It is now possible to send each and every consumer a customised, curated email thanks to artificial intelligence. AI-assisted emails might become even more engaging for every subscriber by evaluating a customer's reading habits and areas of interest to offer specific information most appropriate to that person.

6. Predicting churn and clever consumer engagement

Churn prediction enabled by AI keeps more of your customers engaged, increasing lifetime value and revenues when combined with targeted content production. Churn prediction is specific to every product and business, hence the machine-learning algorithms must be modified or created from scratch for your business. With such knowledge, you may produce content that will engage users more effectively.

7. Customer insights powered by AI

Based on how the visitor has dealt with your business, from the website through the shipping department, AI can assist you in displaying the most pertinent products - or content.

8. Robotic image recognition

Customizing the content experience for visitors to your store now has a significant new dimension thanks to data collected through in-store facial recognition. Software for facial recognition can also be utilised as a monitoring tool, allowing you to monitor the offline return on investment of your online marketing.

CONCLUSION

A useful tool for digital marketers, AI is now more widely available for organisations. Artificial intelligence (AI) technologies are being used in marketing to make automated judgments based on data gathering, data analysis, and further observations of audience or economic trends that may have an impact on marketing activities. In digital marketing campaigns where speed is crucial, AI is frequently deployed. Here are three applications of AI in online marketing: The target audience can be found by using clever segmentation. Create a relationship with customers according to their preferences. Marketers will see an increase in revenue, higher lead scoring, enhanced customer engagement, and more sophisticated data segmentation. You can design campaigns and actions that are more effectively targeted to your customers by using AI-based prediction tools.



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