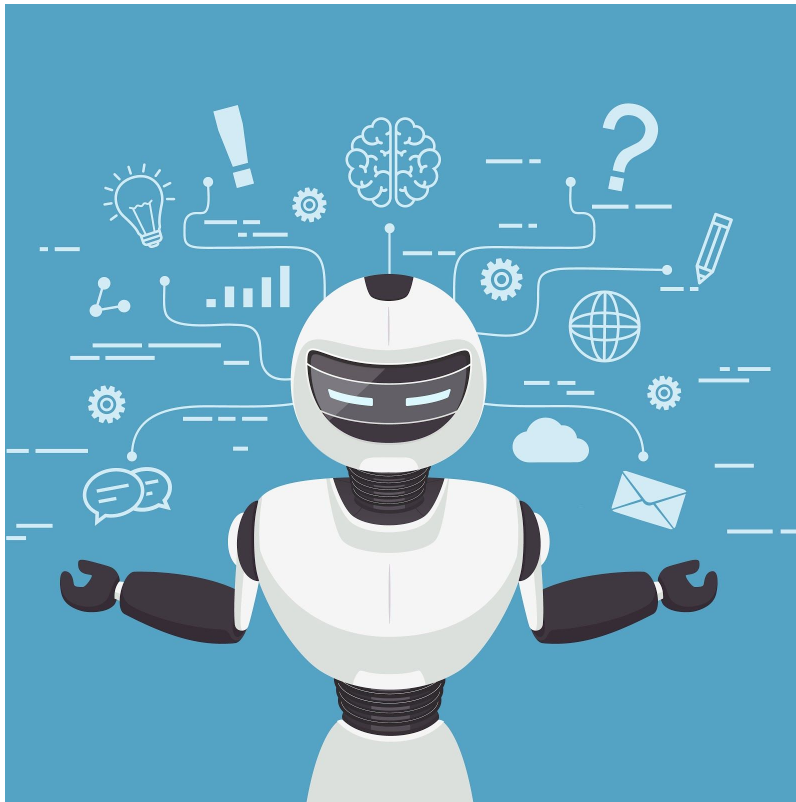


## Changing the Face of Digital Marketing - With Artificial Intelligence

The minute you hear the word AI, your mind immediately goes to robots, like Terminator or Robocop and you wonder what it would be like if you had them in real life. Well.. that day isn't far off. In fact according to Gartner, **“By 2020, 30% of companies worldwide will be using AI in at least one of their sales processes” - a mere 5 months away now.**



The scope of AI is virtually limitless. It is a much broader concept than being just a technology. The implications of Artificial Intelligence and Machine Learning in the ever-changing landscape of digital marketing are huge. If you want to get on board the digital trends today, you better step up your game.

From solving big problems to improved customer experience to efficient use of time, AI technologies can effectively transform digital marketing to help you deliver faster, better and quicker solutions.

## What can AI and Machine Learning do for you?

### Enhanced Customer Experience - Delivering a personalized experience

If you have ever clicked on live chat on any website, chances are you are probably interacting with a Chatbot. **Chatbots are the biggest, most widely used example of AI technology.**

Frequently asked questions and/or most commonly faced issues are efficiently and quickly answered with the help of Chatbots. With AI-powered technology and deep learning, it is even possible to program a Bot to think, interact and respond like a human, providing customers with fulfilling and well – rounded information.

#### **Chatbots are quite the best sales reps. Here is why –**

- They can assist customers 24X7 and can retain data, so the customers are not repeating themselves, which in turn makes for a good experience.
- They are friendly, always polite and will never lose patience even if the customers become angry.
- They can handle several customer requests simultaneously and the waiting time is reduced significantly.
- They can track patterns – for example, the customer purchase indicators and provide valuable and personalized recommendations.

Chatbots are a feature that can really make your website stand out and automate the user experience in a much better way. The good news is that you don't need to have a huge budget to create a chatbot. You can use Facebook bot tools, like wit.ai bot, to train bots in example conversations and make them continually learn from their user interactions.

**One way to create a good Chatbot powered by AI is its ability to answer open questions.** Adapt and use natural learning processing or deep learning methodologies and machine learning to program your Bot to find the appropriate and accurate response.

## Content and Curation - Scaling up content marketing

One of the largest segments in the digital marketing industry is content marketing.

**Publishing valuable content has always been a good way of ensuring traffic to your website and customer retention.** The challenge that most content writers/marketers face is the enormous amount of time spent in sifting and searching through previous posts and existing categorization to ensure the right tags are applied to a content item, in line with the current content structure.

### What can an AI-powered content writer do?

- AI can help you create, curate and distribute content, saving money and time.
- AI can help you discover new content, schedule posts and streamline your social media communication.
- It can sort through a vast amount of online articles to provide you with the most relevant and high-quality content.
- Natural Language Generation(NLG) algorithms can help write simple posts and news articles without any human interference.
- AI can help automatically schedule all your social media posts on all your social accounts and tracking the ROI.

You can program/train AI tools on your niche taxonomy by having it sift through thousands of your content items to gain contextual knowledge. **Posts can be auto-tagged for higher accuracy, leaving your content writers to focus on creating more content.**

Automated content marketing will get stronger in the coming years. But, don't fear, AI cannot replace good content experts, but they can certainly boost the production of content based on different criteria and data analysis.

## Predictive Analysis - Predicting the behavior/buying cycles of your customer

Identifying best-fit prospects has always been a challenge in marketing. There are of course tools like Customer Relationship Management (CRM), which uses analytics and social data to understand customer characteristics and correlating buying patterns to

improve ROIs on marketing campaigns – but these have always been complex tasks to accomplish.

Predictive analysis with AI technologies allows you to extract information from data and predict purchase trends and user behavior patterns. Predictive analytics can help SMBs acquire new customers and while still being relevant to their existing consumers.

### **Why is this important to you as a digital marketer?**

- If you know your target audience, you can send them highly personalized messages and nurture them through the sales funnel from start to finish.
- You will get new insights about your customers and also automatically deliver marketing messages at exactly the right time for the best chance of a sale.
- Your sales team will be able to concentrate their efforts on a handful of most valuable leads identified by AI, rather than wasting time qualifying leads.
- Data mining, statistics, and sales modeling are all used by AI, to predict future outcomes for online businesses, such that you can focus on specific areas in your digital strategies.

**The best example of AI in predictive Analysis is in Predictive scoring.** Predictive Scoring can be tied into a brand's existing lead data to qualify and prioritize prospects & leads based on the probability of that lead to take action.

Another offshoot of this is **Automated Segmentation** which segments leads for personalized messaging. With predictive scoring, it is also possible to predict the preferred price and product type that can lure a particular lead to convert.

### **Voice Searches – Redefining SEO Strategy**

**“Ok, Google, how does voice search change SEO?”** If you have used Siri, Alexa or Cortana you know exactly what a voice search is. **With more than one billion voice searches happening each month you cannot overlook voice search.** AI-backed platforms are now catering to

multiple languages and accents. This means that more users will likely perform all search actions with a greater degree of accuracy on their smart devices.

Leveraging artificial intelligence technology in SEO allows you to gather real-time data on targeting ads, evaluate the quality of existing content, streamline commercial advertising campaigns, and plan customer segments for the targeted markets.

### **Why is Voice Search so important to SEO?**

- **Voice search will grow the mobile-friendly movement** - Redefine your SEO strategy to embrace a more mobile-optimized approach to bring immense value and a tremendous opportunity to your brand online.
- **Voice search will maximize the value of artificial intelligence** - AI tools will analyze massive amounts of data collected through voice searches to get new insights into the needs of your customers.
- **Voice search will build the value of local SEO** - This is essential for improving not only foot traffic but also online traffic.

Understand the importance of adopting a **mobile-first approach** to internet marketing, since almost every customer/user is a smart device user and it is critical that your SEO strategy accounts for voice and speak searches.

The voice recognition from Google comes with an accuracy of no less than 90%. There are already full-fledged speech recognition systems that have an accuracy rate of not less than 95%. If you want to increase your revenue and sales, tweak your SEO strategy to add in voice search optimization and you will have created a winning digital strategy.

### **Digital advertising - Creating a kick-ass website with E-commerce**

Digital Advertising is all about harnessing the power of data to create campaigns that are personalized to fit the interests of the customers. Everything that we have seen so far forms a part of digital advertising. **Sending the right message at the right time across the right platform is quite important for a successful campaign.**

AI is transforming what is possible in the world of advertising at every level, from creation to audience targeting to buying. Since online purchasing has become the norm today, a robust, well rounded and highly functional website is now of utmost importance.

According to *Creatingawebsitetoday*, “71% of shoppers believe that they can find a better deal when they shop online rather than going to a store”. **Successful e-commerce websites actively implement innovative technologies such as Chatbots, voice search, and other AI solutions.**

### **Benefits of Artificial Intelligence implementation for website development-**

- Makes search even faster
- Makes interactions with visitors even better
- Provides a more relevant customer experience
- Provides a personalized store experience
- Provides more effective marketing to targeted consumers because of marketing predictions.

The nicest part of Digital Advertising is “**Programmatic Advertising**”. It is the automated buying of all types of ad spaces across all types of screens. Advertising platforms like Google Ads or Facebook use AI to target customers who are more likely to take the desired action on the ads.

Every consumer interaction is tracked and all of that data is available instantly. **AI-enabled e-commerce websites, track their customer's habits, buying behaviors, preferences and use them to provide personalized recommendations on products or services that your buyers might be interested in.**

### **Wrapping Up -**

AI is here to stay. It will provide a firm and broad framework to develop and execute highly personalized and successful digital marketing strategies. **AI-powered analytics platforms will provide more accurate and relevant data that will help you take robust and immediate decisions.**

As a digital marketer, it is time to identify the problems that your business or marketing campaigns are facing and start understanding how accurate AI will help you with insights to solve these issues. Whether its dynamic price optimization or automatic selection of an advertisement based on the user demographics, AI has the power to do it all.

***“The greatest benefit of the arrival of artificial intelligence is that AIs will help define humanity.”*** It is Man **“And”** Machine not Man **“Versus”** Machine.

**Have you incorporated AI into your digital strategy yet? If not, this is your chance to join the big leagues in marketing technology and shine.**