

Significance of Artificial Intelligence in Digital Marketing

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Abstract: The present world is shifting to digital in all the arenas of our day to day life. Businesses around the world have recognized the need and importance of changing the way they market their production. Digital Marketing can be defined as the marketing or promotion of products or brands using various forms of digital media or in other words, electronic platforms.

Marketing automation tools have already turned digital marketing on its head. Today's marketers use AI- Artificial Intelligence to analyze customer behavior, customize outreach for individual recipients, and inform sales strategies. So what's going to be the future?

What, exactly, will Digital Marketing be in the mere future? Artificial Intelligence will allow everyone who visits a website to have a unique experience with that brand. One-to-one communications, dynamic Ad-copy, and fluid user interfaces will help brands connect with customers in truly personal ways.

Keywords: AI-Artificial Intelligence, Digital Marketing, Email Marketing, Internet Marketing, SEO, Social Media, Websites

1. Introduction

In the present business world everyone is talking about new technology, the entry of Artificial Intelligence in Digital Marketing is inevitable and will be a game changer in the field of marketing and taking customer experience with the renowned slogan "Customer is the King of the Business and Content is King of Marketing". Artificial Intelligence in Digital Marketing lets marketers hub on creating really personal, significant connections with engaged customers. For any marketer it is important to know customer searches, buying behavior of customer and their interest and Artificial Intelligence can be of immense help in this fact. The radiant contribution in Digital Marketing will definitely be a boon to the marketing arena.

Digital Marketing Platforms:

1. Website Planning & Development
2. Search Engine Optimization
3. Search Engine Marketing
4. Display Advertising
5. Social Media Marketing
6. E-mail Marketing
7. Content Marketing
8. Online Reputation Management
9. Affiliate Marketing
10. Marketing Analytics

2. Characteristics of Digital Marketing

A. Digital Marketing Campaign

Post understanding what Digital Marketing is all about, it is also important to understand the characteristics of successful Digital Marketing campaigns:

1) Website

A quality website today is a prerequisite before establishing a business online. It not only helps your business transcend geographical boundaries to reach newer prospects, but also work as digital destinations for your audiences who can access it 24 X 7.

2) Social Media Presence

Social Media platforms like Facebook, Twitter, LinkedIn, Instagram enable businesses to reach out and talk directly to their users. Presence on these platforms not only helps brands to establish credibility, improve customer services but also provides insights on what your customers are up to.

3) Search Engine Optimization

SEO is an integral part of Digital Marketing today. The online ranking of a business on various search engines determines the online popularity and helps increase website visits. There is a lot of misconception that SEO efforts would lead to immediate results. It is important to understand that SEO is an ongoing process and takes time to show results. Businesses need to ensure that a dedicated team works on ensuring that both on-page and off-page SEO initiatives are undertaken.

4) Email Marketing

Email Marketing isn't all about bombarding the inbox of the audiences with emails. It needs to be planned and executed well to ensure maximum returns. Sending personalized emails to users increases the chances of getting instant replies along with showing that a business cares. Customize offers and communication for various user groups based on where they are in your business relationship cycle.

5) Content

Content used across various online platforms should lead to increased engagement rates. Businesses need to ensure that they post relevant content across various platforms at the right time. Blogging is an excellent way to engage with audiences and move beyond than just selling products.

6) User & Mobile-Friendly

Everything that a business does digitally today should be mobile friendly. Majority of online users today access the

internet on their mobile phones and this should reflect in every aspect of online marketing considerations.

3. Artificial Intelligence

Artificial Intelligence is accomplished by studying how human brain thinks, learns, decides and works while trying to solve a problem, and then using the outcomes of this study as a basis of developing intelligent software and systems.

Artificial Intelligence is a technique that enables machines to mimic human behavior. Artificial Intelligence is the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making and translation between languages.

Artificial Intelligence is the simulation of human intelligence done by machines programmed by us. The machines need to learn how to reason and do some self-correction as needed along the way.

A. 3 Types of Artificial Intelligence

- Artificial Narrow Intelligence (ANI) - ANI is the weak Artificial Intelligence stage because that is developed for a particular task.
- Artificial General Intelligence (AGI) - AGI is also known as strong Artificial Intelligence or human-level Artificial Intelligence. A machine can perform any intellectual task like a human.
- Artificial super Intelligence (ASI) - It's been said that ASI is smarter than humans.

B. Importance of Artificial Intelligence

Artificial Intelligence (AI) has made it possible for machines to learn from experience and grow to perform human-like tasks. A lot of flashy examples of Artificial Intelligence you hear about like Self Driving Cars, Chess Playing Computers rely heavily on Deep Learning and Natural Language Processing. Using these technologies, computers can be trained to accomplish specific tasks by processing large amounts of data and recognizing patterns in the data.

- Artificial Intelligence - Repetitive Learning and discovery through data. Artificial Intelligence performs frequent, high-volume, computerized tasks reliably and without fatigue.
- Artificial Intelligence- promotes intelligence to existing products. In most cases, Artificial Intelligence will not be sold as an individual application. Rather, products you already use will be improved with Artificial Intelligence capabilities, much like Google Assistant was added as a feature to a new generation of Mobile Phones.
- Artificial Intelligence - progressive learning algorithms to let the data do the programming. The algorithm becomes a classifier or a predictor. So, just as the algorithm can teach itself how to play any game, it can teach itself what product to recommend next online.

- Artificial Intelligence- analyzes in-depth data using neural networks that have many hidden layers. You need lots of data to train deep learning models because they learn directly from the data. The more data you can feed them, the more accurate they become.
- Artificial Intelligence - incredible accuracy through deep neural networks, which was previously impossible. Artificial Intelligence techniques from deep learning, image classification, and object recognition can now be used to find cancer on MRIs with the same accuracy as highly trained radiologists.

4. Role of Artificial Intelligence in Digital Marketing

A. User Experience Personalized

This is the most crucial area where Artificial Intelligence breaks-in. Smooth user experience is what keeps the audience coming. Through intelligent algorithms, it is possible to catch even single customer's report through the searches, buyer persona and purchase. All websites are now providing a chat interface for a better engagement which surely adds a touch of personalization.

Certain customers are a nightmare, no offense. But unlike humans, bots never actually lose the patience. They are available 24x7 to handle several requests simultaneously thereby resulting tangible results. However, a chatbot must be able to understand the nuances of a language in order to give a comfortable experience with convincing responses.

B. Reaching the prospect

When you consider the traditional marketing, it is a tedious task to gather the data of customer base of sundry categories, filtering it and analyzing later. But Artificial Intelligence assists in penetrating deep into the data which is easily extractable from several sources and help further the Digital Marketers in reaching the right audience through segmentation. While you are running a business, it is essential to know the impact of Artificial Intelligence on Digital Marketing which opens the doors to reach the right people who can add value to your brand.

Congrats to Artificial Intelligence, advertising in today's world can be done based on preferences such as lifestyle, budget, age, gender, demography etcetera. The consumer can now browse through the Artificial Intelligence enabled websites with empowered suggestions with a luxury of sitting at home. Artificial Intelligence makes it possible to connect with visitors in an efficient way thereby producing more relevant content. For instance, the personalized content recommendations you see in typical e-commerce websites such as "user who bought A has also bought B" or the YouTube suggestions which you might find exciting.

C. Search Sessions Easier

No matter how quiet the current search sessions work, end of the day, certain things get jammed. As marketers state, "whatever can go wrong, will go wrong". With the help of

Artificial Intelligence for marketing, the semantic searching understands the contextual meaning of phrases and patterns while searching. Searching has become more nuanced as it can easily track down why a user is searching for something rather than what they should be searching for. Earlier, search engine crawlers were not aware of the images on a certain page which is why the search engine marketers make specific metadata and provide the alternative text. This helps the search engines to comprehend what was on the page.

Machine learning, which is a subset of Artificial Intelligence, has enabled end users to search for the similar images in Google search engine. With the advanced visual search capabilities that could grab the detail of an item such as size, shape, and shade; it gets easier to bring up the relevant search results on to the board. Things might seem efficient through this way, but search engine marketers primarily depend on text-heavy content to draw the traffic in, but once image-heavy search becomes normal, the Impact of Artificial Intelligence on Digital Marketing Agency certainly has to readjust their strategies.

D. Increases Return on Investment (ROI)

Machine learning is making it easier to figure out the current trends and commonalities in behavior. The intersection of marketing and Artificial Intelligence ensures that the customers receive right triggers at the right time. They can automatically produce customized messages to each user which is the next level of purchasing. According to research, the world population shares 3.25 billion pictures a day. This humongous number of images can be leveraged by Artificial Intelligence to get the gist of consumer behavior, buying pattern and needs. Through these features, payment can be done faster than never before.

E. Content Assistance

Artificial Intelligence not only generates content but also curates it. Courtesy Artificial Intelligence marketers, you might probably be reading the content generated by machines without

your knowledge. Creating an engaging content is not an easy task. It takes significant time and energy to shift something down. The vital endeavor is to create awareness so that people should tend to buy your product or seek your service. Artificial Intelligence helps the marketers to create relevant content that the targeted audience wants to read, also keeping it engaging which aids at each stage of the marketing funnel. As, algorithms make it easy to conclude what they read, which questions they want to be answered etc. through the collected information.

5. Conclusion

The speed, that the Artificial Intelligence is being implemented across industries will surely trigger the revolution that the way businesses had been done so far. Artificial Intelligence drives the opportunities of achieving things with a higher degree of accuracy and faster. Artificial Intelligence helps the Digital Marketing greatly in terms of managing data, retrieving information, the large volume of computation and cost-effective. With the help of Artificial intelligence, Digital Marketers can make data-driven decisions for better campaign results. In addition, they can leverage the prediction efficiency of Artificial Intelligence to easily identify their potential Digital platform, prospective customers, purchasing behavior to achieve higher sales and customer satisfaction.

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