

Impact of Artificial Intelligence (AI) on Marketing

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ABSTRACT: *AI marketing uses artificial intelligence technologies to make automated decisions based on data collection, data analysis, and additional observations of audience or economic trends that may impact marketing efforts. AI is often used in marketing efforts where speed is essential. AI tools use data and customer profiles to learn how to best communicate with customers, then serve them tailored messages at the right time without intervention from marketing team members, ensuring maximum efficiency. For many of today's marketers, AI is used to augment marketing teams or to perform more tactical tasks that require less human nuance. Artificial intelligence is the creation of intelligent machines that are capable of think and react like humans. Artificial Intelligence has been treated as the next industrial revolution, people believe that artificial intelligence can provide a solution to most of the problems, and challenges exist right now in the world. Also, AI can solve the problems which might occur in the future. Artificial intelligence has the potential of creating new industries, technologies, and environments altogether.*

KEY WORDS: *Artificial Intelligence (AI), Technology, Marketing, Humans, Customers, Machine Learning.*

1. INTRODUCTION

Artificial intelligence is the creation of intelligent machines that are capable of think and react like humans. Artificial Intelligence can perform tasks more accurately. Artificial Intelligence has been treated as the next industrial revolution, people believe that artificial intelligence can provide a solution to most of the problems, and challenges exist right now in the world. Also, AI can solve the problems which might occur in the future. Artificial intelligence has the potential of creating new industries, technologies, and environments altogether.

2. OBJECTIVES OF THE STUDY

- To find out the impact of Artificial intelligence on Marketing

- to analyze various aspects of artificial intelligence, and to reveal
- the necessity of adapting it as a marketing strategy by the marketers for the marketing of their product and services
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3. RESEARCH METHODOLOGY

4. The paper searches the various dimensions attached to the concept of artificial intelligence marketing. This
5. paper is a descriptive study, where examples are cited based on the references from some secondary material
6. available and some from the personal experiences of the author. The study suggests some measures that can help
7. marketers to improve their mar

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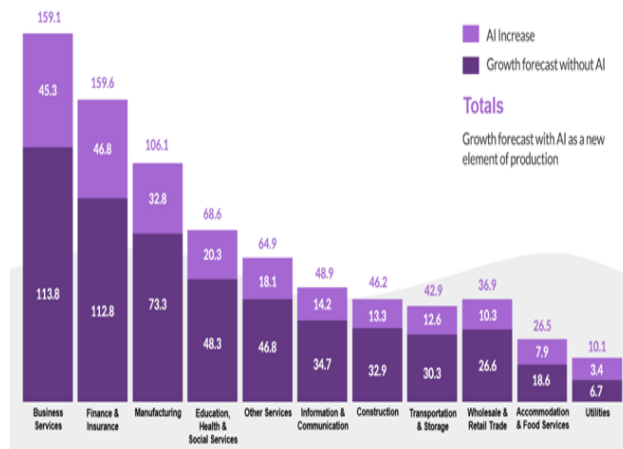
WHAT IS ARTIFICIAL INTELLIGENCE (AI) MARKETING?

AI marketing uses artificial intelligence technologies to make automated decisions based on data collection, data analysis, and additional observations of audience or economic trends that may impact marketing efforts. AI is often used in marketing efforts where speed is essential. AI tools use data and customer profiles to learn how to best communicate with customers, then serve them tailored messages at the right time without intervention from marketing team members, ensuring maximum efficiency. For many of today's marketers, AI is used to augment marketing teams or to perform more tactical tasks that require less human nuance.

AI marketing use cases include:

- data analysis
- natural language processing
- media buying
- automated decision making
- content generation
- real-time personalization

The effect of AI on the growth of different industries



WHY IS AI MARKETING IMPORTANT?

The impact of artificial intelligence in digital marketing is huge. 76% of customers expect companies to understand their needs and expectations. AI marketing allows marketers to crunch a huge amount of marketing data analytics from social media, emails, and the Web in a relatively faster time. That’s why AI marketing is a must for every business.



BENEFITS OF AI MARKETING

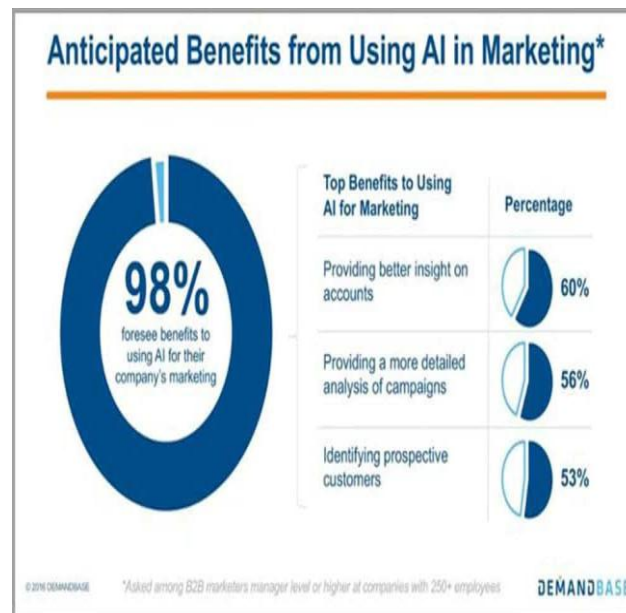
1. Automation

AI makes your marketing automation more intelligent. It can work with marketing automation to enable translating data into decisions, meaningful interactions and positively impact your business outcomes. Everything is about data, but what matters more is quickly and accurately turning data into actionable insights. In other words, the speed with which the marketing tasks are executed and implemented is a critical element that AI marketing can bring to your business. AI can help marketers scale the number of

campaigns they create, determine the next best actions for customers, and then define which campaign to send to them properly.

2. Minimizing errors

Humans are naturally prone to making mistakes. Artificial Intelligence exists to avoid human intervention that eliminates the likelihood of human error. Provenly, AI can help with human errors, especially in the most concerning aspect: **data security**. The common data security problems make many businesses worry about the lack of ability of their employees to safeguard customer data and other critical data of the business. The cyber-attacks increase is the risk that every ecommerce business has to weigh. Fortunately, AI can help address these problems by learning, adapting, and reacting to the cyber security a business needs.



3. Cost Savings

AI can help you eliminate many slash-and-burn resources usually used to create and employ a marketing strategy. With AI, you can achieve a significant cost reduction by working more quickly and efficiently, increasing your revenue. When your organization is spending too much money and hours to get things done, AI can help you complete repetitive and mundane tasks. It shortens the time that those tasks are originally done by your staff while reducing the errors to zero. The costs for hiring employees can be slashing significantly while taking advantage of available talents to do more critical tasks. With AI, you can work more efficiently.

4. Increased ROI

AI helps marketers better understand customers and improve customer experiences. AI-powered marketing enables marketers to create a predictive customer analysis and design customer journey more targeted and individually tailored, which effectively increases ROI on each customer contact. Through AI, marketers can gain greater customer insights and know better how to group them, and drive them to the next step to bring in the best experience on their journey.

5. Increased Personalization

Artificial Intelligence will make marketing more personalized in many different ways. Many companies are already using AI to personalize their websites, emails, social media posts, video, and other content to address better what customers want. For instance, ecommerce business doers are getting more positive results by making push notifications mobile-friendly. When done well, push notifications delivered via mobile gain more attention from customers because it creates a sense of personalization.

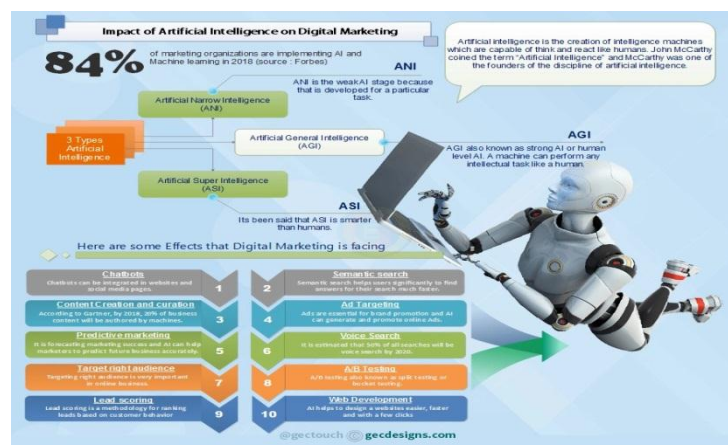
6. Smarter and faster decision-making

AI helps conduct data much faster than human intervention, guarantees the accuracy, security, and enables your team to focus on strategic initiatives to make effective AI-powered campaigns. AI is able to collect and track real-time tactical data so that marketers can make decisions right at the moment without having to wait until the campaigns end. They can determine what to do next based on the data-driven reports so that the decisions will be smarter and more objective.

IMPACT OF ARTIFICIAL INTELLIGENCE ON MARKETING

Artificial Intelligence has impacted Digital marketing in many ways; here are some effects that Digital Marketing is going to face in the coming years.

1. Chatbots
2. Semantic search
3. Content Creation and curation
4. Ad targeting
5. Predictive marketing
6. Voice search
7. Target right audience
8. A/B testing
9. Lead scoring
10. Web development



1. Chatbots

The chatbots are computer programs that use AI and Natural language processing developed for interacting with online customers and they also complete orders for them. Chatbots can be integrated into websites and also social media pages.

Chatbots boost engagement, they can help customers 24/7 and they can handle several customers simultaneously.

2. Semantic search

Semantic search helps users significantly to find answers for their search much faster. Semantic search is a data searching technique that understands the user's intent and contextual meaning of a search query rather than keywords. AI can do this by understanding the meaning of search phrases. It involves finding the relationship between words and phrases in the search query. Machine learning technique helps search engines to understand what information user might need based on their search history and user persona. With the help of machine learning, the search quality will increase constantly.

3. Content creation and curation

Artificial Intelligence plays an essential role in the content marketing field. Marketers can create content automatically with the help of AI -powered **Natural Language Generation technology**. NLG (natural language generation) platform transforms your data into readable, interesting narratives. Artificial Intelligence can write data-specific content such as sports stories, stock updates, and financial reports. AI is capable of producing 2000 articles per second. Content creation with Artificial Intelligence will be more effective as well. Content curation is the process of gathering, organizing information relevant to a particular topic. Content curation is a form of Artificial Intelligence. The best example of content curation is e-commerce websites like Amazon.

4. Ad targeting

Ads are essential for brand promotion and AI can generate and promote online Ads. It can generate or improve Ads content based on the user's interests, preferences, likes, and dislikes. AI can display the right ads to the right audience at right time. This will give a better ROI to advertisers.

5. Predictive marketing

Predictive marketing is forecasting marketing success and AI can help marketers to predict future business accurately. Predictive analytics use data mining, machine learning, and artificial intelligence to analyze historical data to predict future trends. When the user browses the internet every time AI collects the information related to the user's online behavior and analyzes that data. This data reveals a lot of information like buying frequency and brand preferences of the user. Artificial Intelligence has the ability to understand the needs and preferences of the consumer with the data it has already analyzed. By segmenting the audience, AI helps companies to understand what their customers want. It helps to predict the purchasing behavior of your target customer.

6. Voice search

Voice search is an easier and quicker way to search for information. Voice search will change future SEO strategies so it is necessary for marketers to optimize their content with voice-friendly long-tail keywords.

7. Target the right audience

Targeting the right audience at the right time with the right product is very important in online business. Google analytics powered by Artificial intelligence can segment the audience depends on location, demographics like age, gender, education, income, profession, etc, and psychographics like interest, preferences, attitudes, etc. It helps to decide which target audience is best for your product or service.

8. A/B testing

A/B testing also known as split testing or bucket testing. According to Techopedia, A/B testing is an online marketing tactic that comparing two versions of web pages to identify, which one is preferred by consumers. Artificial intelligence-based tools, test a bunch of hypothesis at a time and improve results much quicker and more efficiently than humans. Also, AI is used to increase the effectiveness of the Conversion rate.

9. Lead scoring

Lead scoring is a methodology for ranking leads based on customer behavior relating to their interest in product or service and their current place in their buying cycle. It helps to identify who is likely to engage or buy. No one wants to lose time with unqualified leads and it helps to focus on qualified leads. Companies can score leads by using terms like hot, warm, and cold.

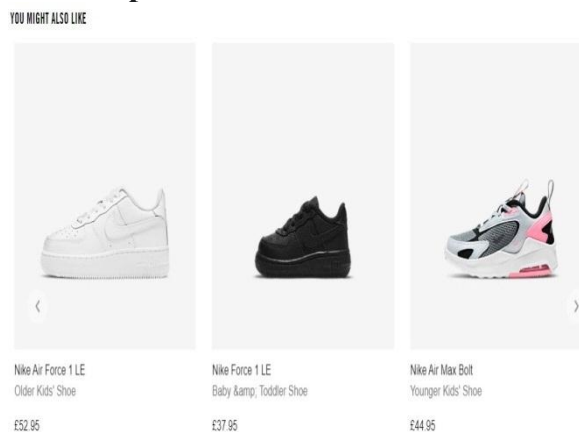
- Hot – A Hot lead is someone ready to buy.
- Warm – A warm lead is someone interested in your product or service.
- Cold - a person who does not show interest in your product or service.

10. Web development

AI helps to design websites easier, faster, and with a few clicks. An application like Grid, use artificial intelligence named Molly to design a website within minutes based on pieces of information provided by users like images, page layout, text, calls-to-action, etc.

EXAMPLES OF AI IN MARKETING

1. Nike - Personalized online experiences



2. Amazon - Personalized shopping recommendations



4. CONCLUSION

The speed, that 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. AI helps the financial and banking industries greatly in terms of managing data, retrieving information, the large volume of computation, and cost-effectiveness. With the help of Artificial intelligence, marketers can make data-driven decisions for better campaign results. In addition, they can leverage the prediction efficiency of AI to easily identify their potential customers, purchasing behavior to achieve higher sales and customer satisfaction.

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