



Supercharge Your Startup Marketing with Generative AI

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Introducing AI

The "AI in Marketing 2018" report by Business Insider indicates that 51% of marketers already incorporate some level of artificial intelligence in their strategies, with an additional 27% intending to integrate it in the upcoming year.

However, as indicated by various other reports, a significant number of marketers still view AI as enigmatic, perplexing, and somewhat intimidating.

This apprehension leads to a lack of recognition regarding the potential benefits AI tools can offer in marketing efforts. Consequently, these marketers overlook numerous chances to leverage data for achieving greater returns on marketing investments.

WHAT IS AI IN MARKETING?

AI in marketing is a technique that uses data and machine learning to provide campaigns that help brands reach their goals more efficiently.



The majority of marketers use AI for market research, data science, and real-time campaign analysis.



Almost every marketing campaign nowadays relies on data to some extent.



Customer behavior is utilized to display relevant messages at the correct time, to personalize marketing messages in real time, or to act on the findings immediately.



Many analysts anticipate that AI will entirely shift within the next two years, with chatbots taking over 85% of customer service conversations.

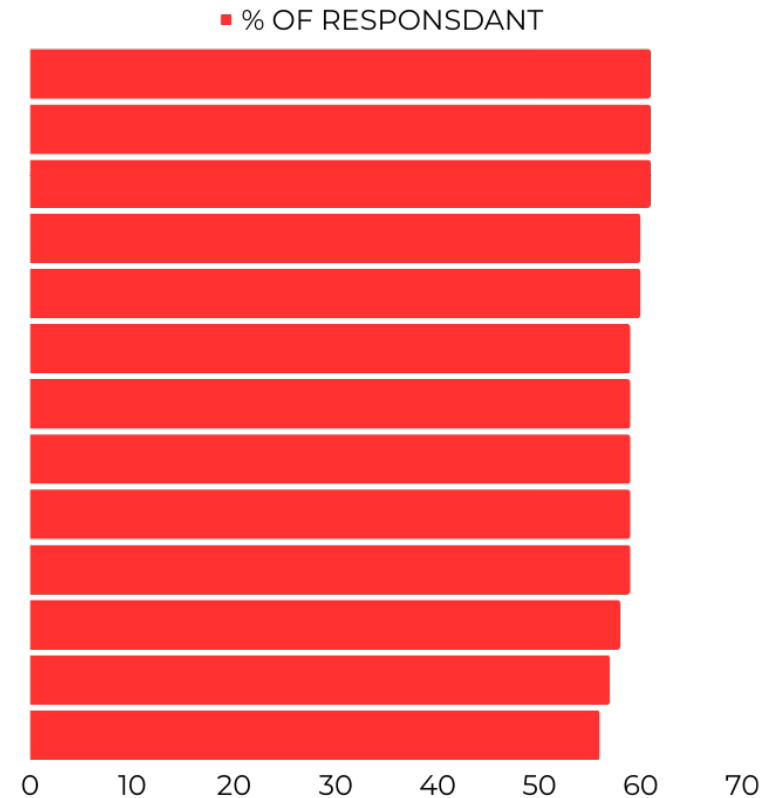


WHAT IS AI IN MARKETING?

AI, according to Marketer, will have the greatest impact on targeting, customization, and programmatic advertising.









AREAS WHERE AI WILL HAVE A MAJOR IMPACT, ACCORDING TO MARKETING LEADERS WORLDWIDE

- Delivering the right message on the right channel at the right time
- Dynamic landing pages and websites
- Hyperpersonalization of content
- Hyperpersonalized product recommendations
- Predictive journeys
- Programmatic advertising and media buying
- Business Insights across data and systems
- Campaign analytics
- Digital asset management
- Hyperpersonalization at scale
- Productivity of marketers
- Customer segmentation/lookalike audience modelling
- Lead scoring
- Sentiment analysis

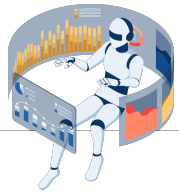


WHAT IMPACT COULD AI HAVE ON MARKETING IN THE FUTURE?

Many marketers are concerned about the proliferation of machine learning algorithms. Many people are concerned about computers taking their employment, and others are concerned about AI-powered devices spying on them and accumulating data about their campaigns. But we've been using AI practically every day for a long time:

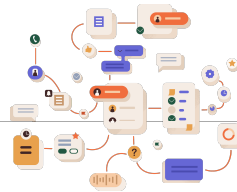
-  Google Maps utilizes anonymous data from smartphones to assist you in avoiding traffic jams.
-  Rankbrain, another Google product, evaluates your search queries and then uses those insights to present relevant content to you.
-  Machine learning is used by Gmail to protect you from spam.
-  Artificial intelligence is used by credit card processors to detect fraud.
-  Brands provide AI-powered platforms to assist us with humdrum aspects of our professional lives like as project or time management.
-  To improve your client experience, business platforms employ machine learning to give personalized information, discounts, and more.
-  AI-powered marketing analytics tools enable you to examine massive amounts of data in order to increase marketing ROI.
- 

WHAT IMPACT COULD AI HAVE ON MARKETING IN THE FUTURE?



2018

84% of marketing firms have incorporated or increased their use of AI



2019

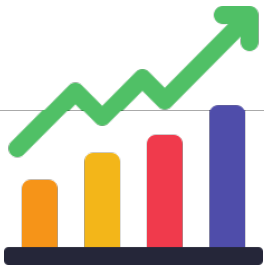
40% of organizational digital transformation initiatives will incorporate AI



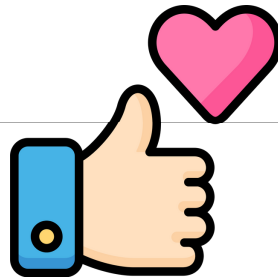
2023

By 2023, 30% of businesses use AI in at least one of their sales processes.

DRIVING MEANINGFUL RESULTS WITH AI AND ROI



3 of 4 companies who used AI saw a 10% or more increase in sales.



For 75% of businesses, using AI has also increased customer satisfaction by 10%.



According to a report, that happened in just two years. Businesses that use AI to enable data-driven insights in marketing would generate \$1.2 trillion in revenue.

THE PROS AND CONS



FASTER DATA ANALYSIS



Quicker analysis, increased productivity, and reduced manual processing time can result in more effective marketing with higher ROI.



MORE ACCURATE INSIGHTS



In-depth analysis provides deeper insights to aid in campaign planning and faster response to findings.



GREATER EFFICIENCY



Insights and data can assist in engaging audiences and making campaigns more efficient.



LACK OF CREATIVITY



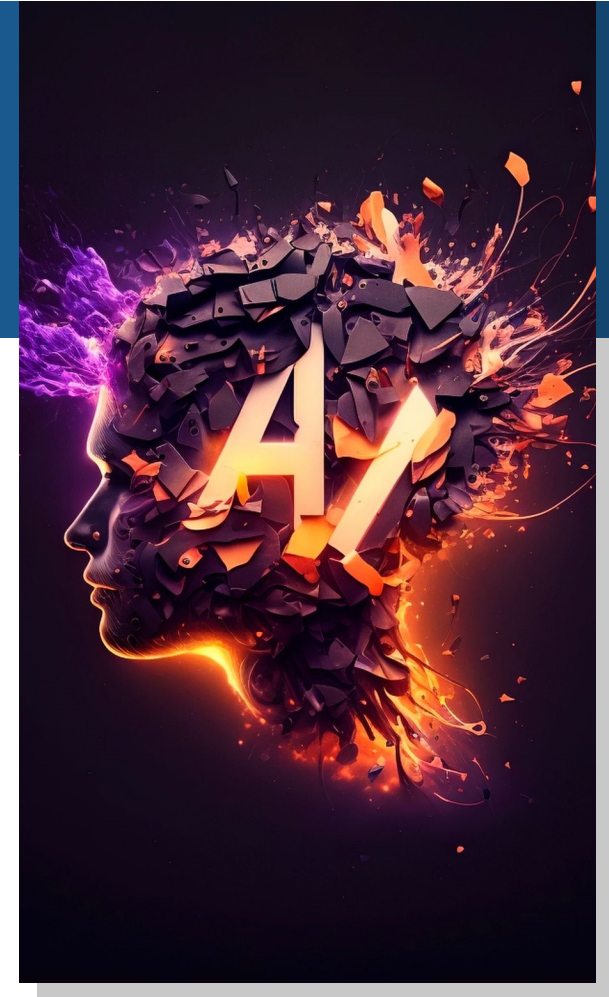
AI is incapable of being creative, and machine learning algorithms cannot act on data or ideas in the same way that humans do.

● HOW COULD YOU APPLY AI TO YOUR WORK?

AI creates tremendous potential for marketers. However, realizing its full potential can be difficult. Especially when you try to think how you might apply it in your business.

So, here are three methods to incorporate artificial intelligence into your work.

[View More](#)



Case 1

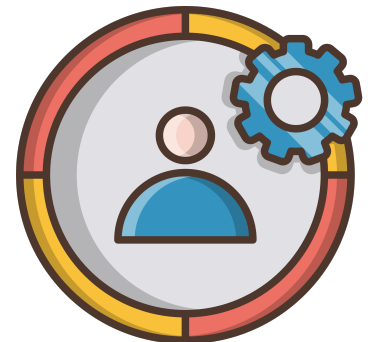
Improvements in Customer Segmentation and Personalization

Customers now expect a personalized marketing experience, and providing the appropriate message to the right customers is the bare minimum for achieving those expectations. At the right time, no less.

Which, I'm sure you'll agree, is quite a task. That's especially true if you try doing it without having a deep understanding of various customer categories your business might service.

This is where AI enters the picture. AI enables marketers to conduct in-depth analyses of client data. Such knowledge aids in the creation of specific client categories and their mapping to the full customer experience. In-depth study could also disclose the motives, desires, and pain points of each sector. When combined with other data sources, it may aid in predicting the customer's next steps.

With this information, marketers can start campaigns targeted to a certain client category, with a message tailored to their needs and properly timed.



Case 2

Increasing the Breadth of Marketing Data

For most marketers, the benefits of data-driven marketing are limited by their ability to obtain and evaluate data.

What is the solution? Incorporate AI to assist in the processing and correlation of massive data sets in order to gain deeper insights.

All platforms can assist marketers in detecting and comprehending anomalies in market behavior or campaign performance.

As a result, they could intervene and address issues before they became more serious.

A better comprehension of the data may also aid in forecasting future campaign performance. It could even help estimate growth and set reasonable, achievable goals.



Case 3

Improving Customer Experience

Gartner predicts that AI will handle 85% of all customer service inquiries by 2020.

And we can already see the beginnings of this.

Chatbots, for example, have risen to the forefront of customer interactions. Customers were not particularly hostile.

Drift reports that 35% of customers would be willing to utilize a chatbot to fix a complaint or problem.

It would be used by the same number to obtain detailed replies or explanations. And 34% would use it to contact the appropriate customer service representative.

Finally, for most people, the biggest advantages of AI-powered customer service are the 24-hour service and the ability to receive immediate assistance.



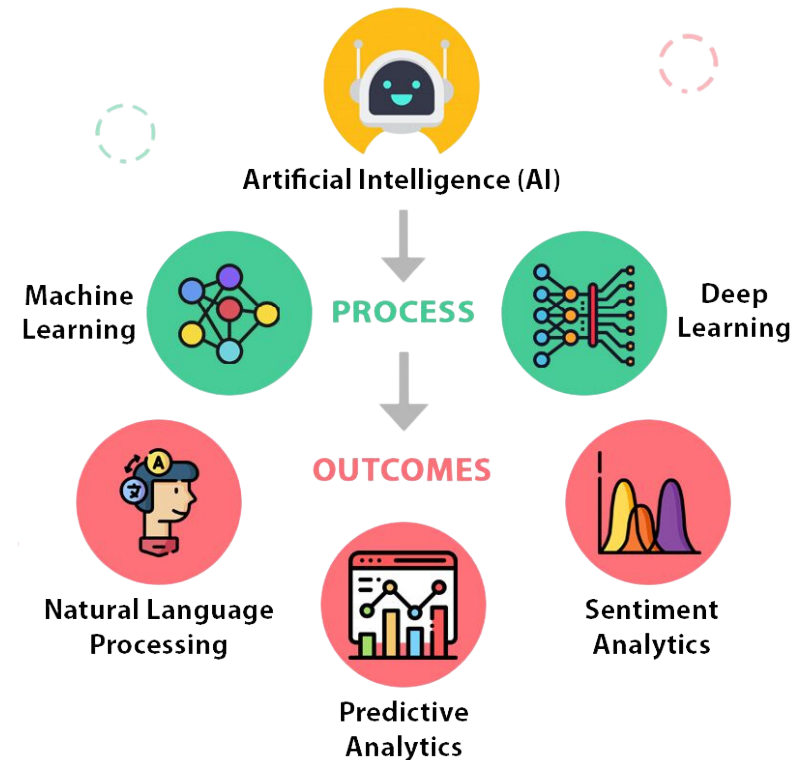
A CLOSER LOOK AT CHATBOTS

How does an AI chatbot work?

What's more, technologies like Voice Assistants employ artificial intelligence.

Chatbots are nothing more than computer programs that converse with clients.

Furthermore, they learn from data patterns. Then, use that knowledge to help clients with similar issues.



HOW BRANDS USE AI IN MARKETING - 1

Dynamic Product Recommendations

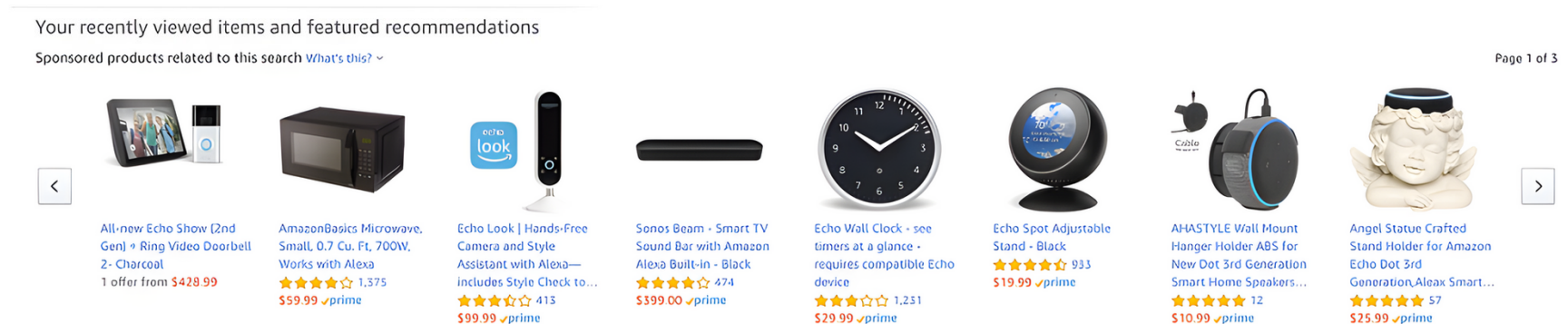
Amazon's use of AI to propose products to users is by far the most well-known example of artificial intelligence in marketing.

Amazon's AI analyzes a person's previous purchases and viewing habits to determine the things they are most likely to purchase next.

Your recently viewed items and featured recommendations

Sponsored products related to this search *What's this?*


Page 1 of 3



This screenshot shows a row of eight product recommendations. From left to right: 1. All-new Echo Show (2nd Gen) with a Ring Video Doorbell 2-Charcoal, priced at \$428.99. 2. AmazonBasics Microwave, Small, 0.7 Cu. Ft., 700W, priced at \$59.99. 3. Echo Look | Hands-Free Camera and Style Assistant with Alexa, priced at \$99.99. 4. Sonos Beam - Smart TV Sound Bar with Amazon Alexa Built-in, priced at \$399.00. 5. Echo Wall Clock - see timers at a glance, priced at \$29.99. 6. Echo Spot Adjustable Stand - Black, priced at \$19.99. 7. AHASTYLE Wall Mount Hanger Holder ABS for New Dot 3rd Generation Smart Home Speakers, priced at \$10.99. 8. Angel Statue Crafted Stand Holder for Amazon Echo Dot 3rd Generation, priced at \$25.99. Each product includes a star rating and a Prime logo.

Explore more from across the store

Page 1 of 6



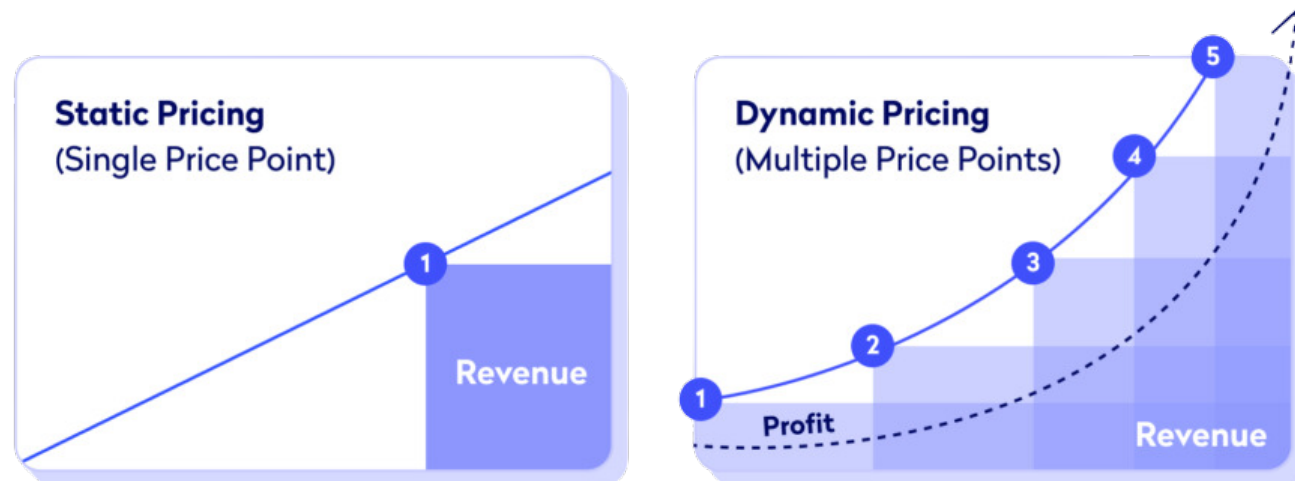
This screenshot shows a row of eight book recommendations. From left to right: 1. Actionable Gamification: Beyond Points, Badges... by Yu-kai Chou. 2. The Model Thinker: What You Need to Know... by Scott E. Page. 3. Don't Make Me Think, Revisited: A Common... by Steve Krug. 4. Hooked: How to Build Habit-Forming Products by Nir Eyal. 5. Microservices Patterns: With examples in Java by Chris Richardson. 6. Solving Product Design Exercises: Questions & Answers by Arjun Dashinsky. 7. 100 Things Every Designer Needs to Know About... by Susan Winschank. 8. Infinity by Jonathan Hickman. Each book includes a star rating and a Prime logo.

HOW BRANDS USE AI IN MARKETING - 2

Dynamic Pricing

Car rental companies, hotels, and a variety of other businesses utilize AI to track purchasing habits and find the most competitive pricing. They can then offer customers pricing based on external factors and their purchasing trends.

Similarly, many E-commerce stores employ AI to monitor competitor prices as well as internal parameters (such as expenses, etc.) in order to change pricing to an optimal level of competitiveness.

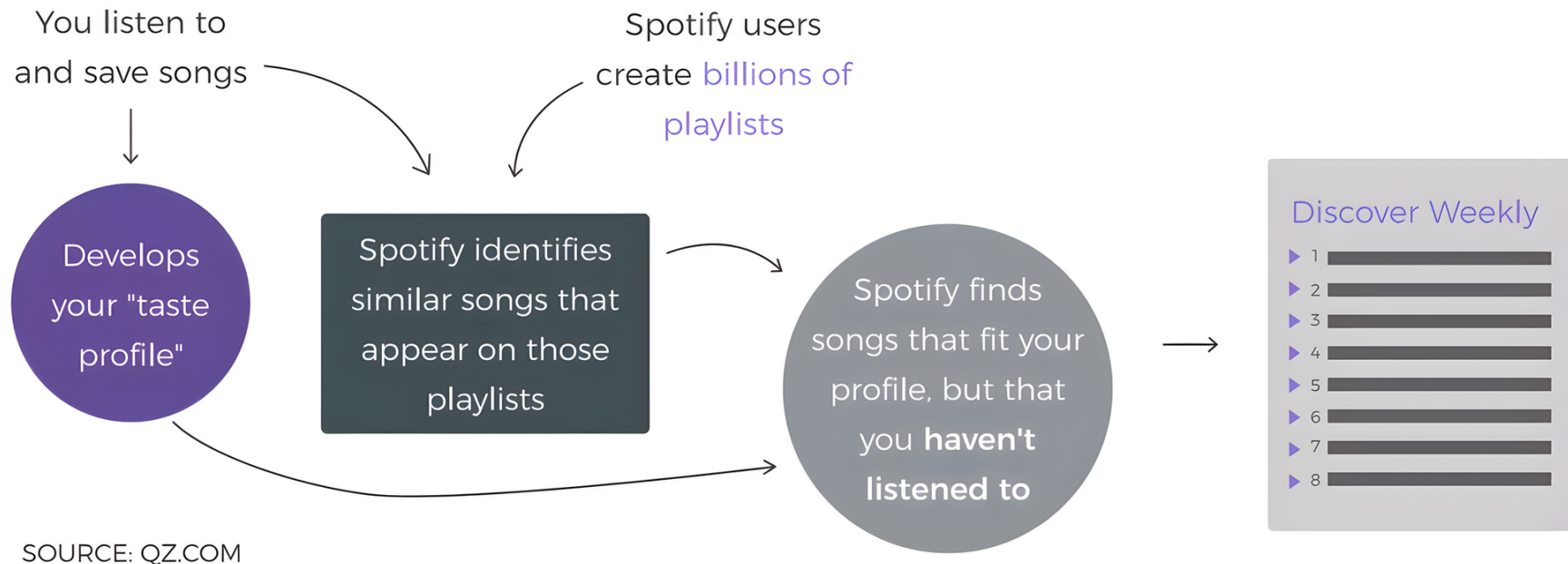


HOW BRANDS USE AI IN MARKETING - 3

Personalizing

Spotify's AI analyzes each user's listening history to recommend other artists, recordings, or playlists that should suit their musical preferences.

They utilize a sophisticated algorithm to accomplish this:

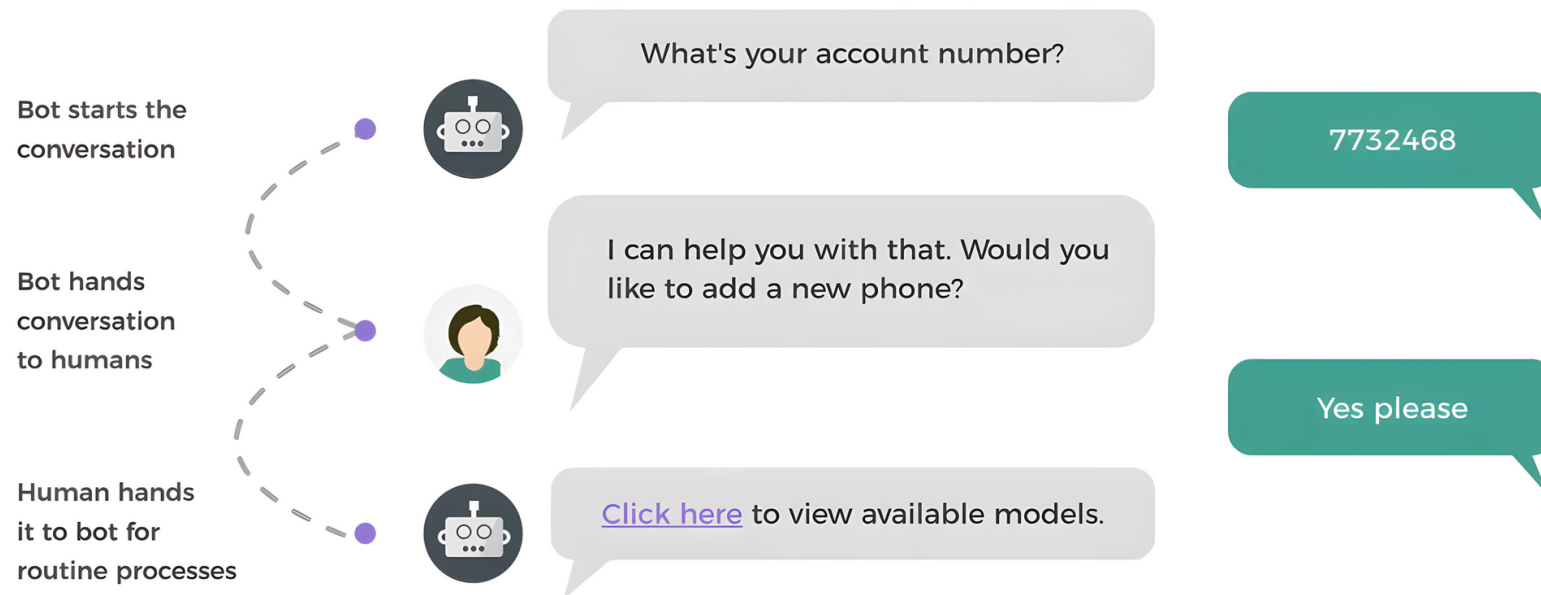


HOW BRANDS USE AI IN MARKETING - 4

Customer Service

More and more businesses are turning to AI to help them save customer service costs. Augmented messaging, directing support messages to suitable agents, and enhancing phone help are just a few of the use cases for AI in customer service.

Here's an example of how AI assists with website inquiries:



HOW BRANDS USE AI IN MARKETING - 5

Email Marketing

Personalization is one of the most difficult difficulties that email marketers face today. Buyers appear to prefer emails that talk directly to them. And they disregard the rest.

This means that email marketers must improve the relevance of any messages they send out.

And this is where AI comes in. Artificial intelligence assists marketers in being more relevant to their audience by analyzing customer behavior and interests and segmenting them based on those results.

Sending time optimization, dynamic email content with specific product recommendations targeted to a recipient, and much more are examples of the aforementioned.



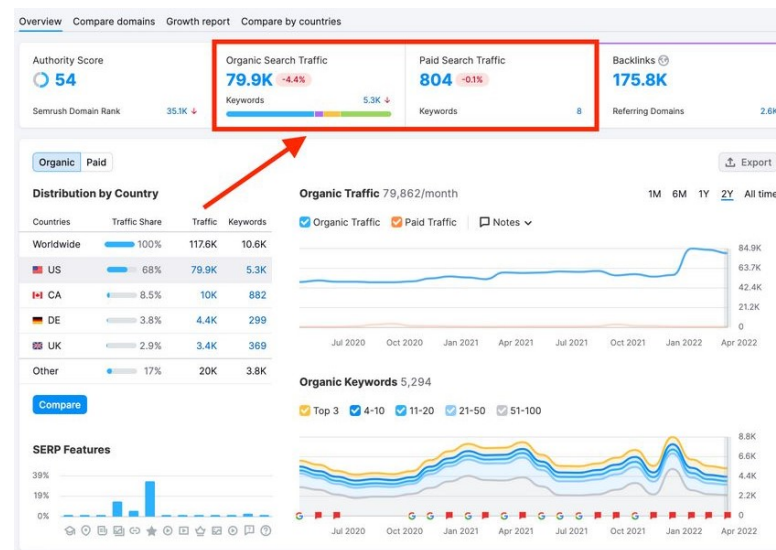
HOW BRANDS USE AI IN MARKETING - 6

Content Marketing

AI also assists advertisers in improving their content.

Various tools can be used to examine the audience's interests in order to generate better topic ideas. Marketers may grasp the purpose of their audience by working with others. They can then find elements that will help their content rank higher in search results, for example.

SEMrush, for example, use AI to investigate themes and provide various techniques that may assist engage the audience.

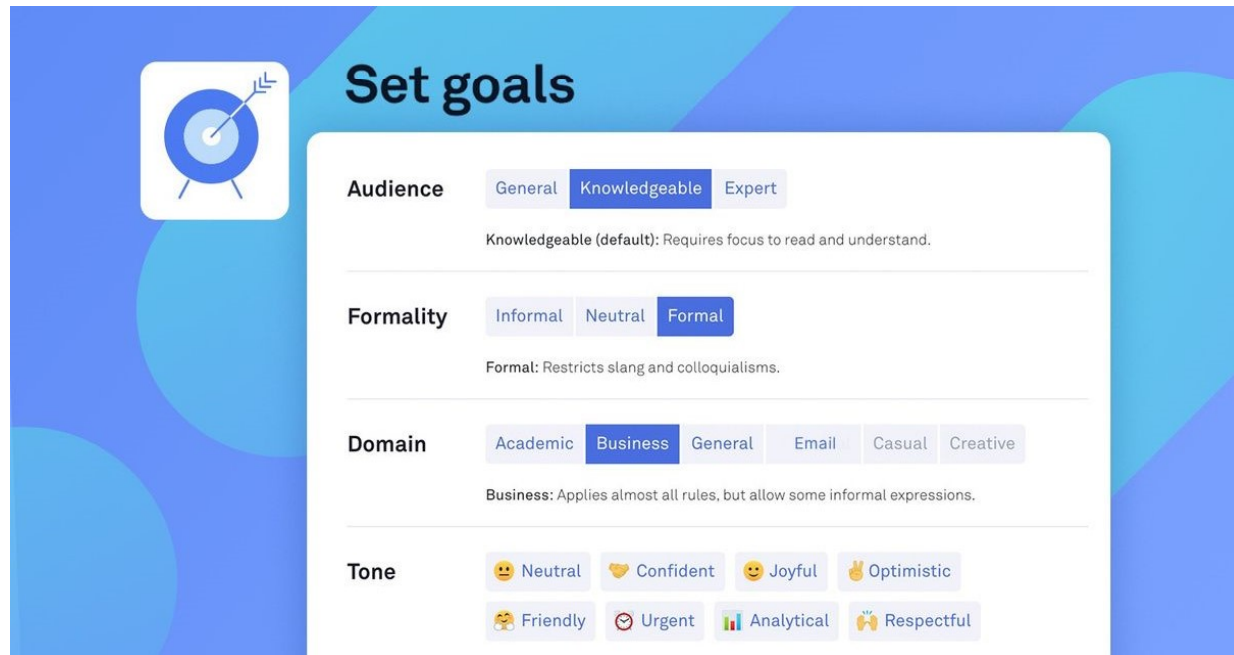


HOW BRANDS USE AI IN MARKETING - 7

Content Analysis and Improvement

Various AI-powered systems enable content analysts and marketers to examine and improve their work.

Grammarly, for example, detects problems in grammar, spelling, and style. Based on user-defined parameters, the program also makes recommendations for refining the content.



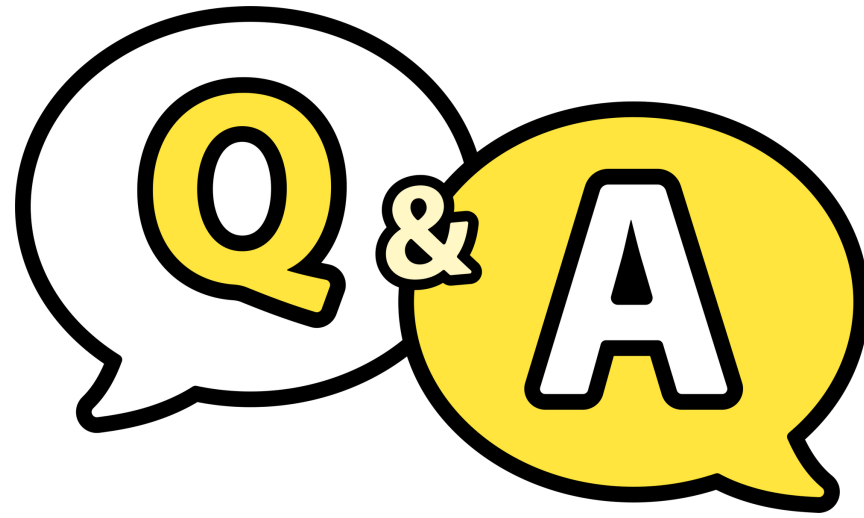
The screenshot displays the 'Set goals' interface in Grammarly. It features a target icon on the left and a white panel with the following settings:

- Audience:** General, Knowledgeable (selected), Expert. Description: Knowledgeable (default): Requires focus to read and understand.
- Formality:** Informal, Neutral, Formal (selected). Description: Formal: Restricts slang and colloquialisms.
- Domain:** Academic, Business (selected), General, Email, Casual, Creative. Description: Business: Applies almost all rules, but allow some informal expressions.
- Tone:** Neutral, Confident, Joyful, Optimistic, Friendly, Urgent, Analytical, Respectful.

WHAT'S HAPPEN NEXT?



“The capacity to digest so much data may benefit marketers and companies in a variety of ways, which is why artificial intelligence has such amazing marketing potential. One of the most effective applications of AI in marketing is hyper-personalization. Artificial intelligence can help you comprehend massive volumes of data in a fraction of the time it would take your staff, and you can utilize all of this data to develop highly personalized marketing campaigns and content. Indeed, with AI on your side, you will be able to ensure that every decision you make is supported by relevant data.”



THANKS FOR
WATCHING AND
LISTENING

