Is AI written content the future of Digital Marketing?

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https://digitalkoda.wordpress.com/2018/11/18/artificial-intelligence-and-digital-marketing/

It's a popular belief that AI will never overtake humans in positions that require a lot of imagination. Writing is a perfect example, as its lifeblood is imagination. From easy, short essays to detailed, excellently-researched blog posts, in certain respects imagination is needed.

When AI continues to evolve, so does the potential to make use of technology to strengthen digital marketing campaigns and offer useful perspectives for companies.

AI is changing new approaches with the potential to collect data, interpret it, implement it and then benefit from it. As it progresses, so does the opportunity to use it to develop digital marketing campaigns and generate profitable consumers' insights for organizations.

Artificial intelligence is demonstrated as invaluable in potential digital goods, particularly in the field of digital advertising. Mostly from the movie "The Matrix" to Google AI, from funny yet insightful Siri to Tesla's self-guided vehicle, even more corporations are incorporating AI for their companies in digital marketing. Artificial intelligence is transforming the future of the digital world.

What is Artificial Intelligence?

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https://www.gettingsmart.com/2018/12/the-future-is-here-artificial-intelligence-what-it-means-for-our-kids-2/

Artificial Intelligence is a field of data science that aims to grasp the nature of thinking and create a modern smart machine that understands, reacts and executes tasks depending on the evidence that is inserted into it, much as humans do.

AI systems are already rapidly maturing due to comprehensive algorithms, with applications being more effective at a much higher pace than ever before.

It is possible that in the future the technical goods taken with them by artificial intelligence would be the "shell" of human information. AI is not human intellect, but it is capable of learning like a human being and can surpass human intelligence.

The relationship between AI and digital marketing

Marketers had refused to add artificial intelligence to their business campaigns in previous years. So today, it's been embraced and utilized by other famous companies within their campaigns, with businesses like Amazon and Spotify currently implementing AI technologies. Amazon, for instance, utilizes AI to display shoppers only specific items, based on past reviews, orders and views.

It will improve the probability of a shopper making an actual buy, or being a frequent client, for the widely sought after customized experience.

AI is becoming a reality as part of digital marketing, delivering a variety of rewards and choices. Let's explore how artificial intelligence will be utilized in our digital marketing.

How is AI transforming digital marketing?

AI is reshaping digital marketing, with the potential to capture, interpret, implement and then respond to results. When the volume of knowledge on future customers increases, AI may become increasingly relevant because of its capacity to make fast and precise data-based judgments. Below are several aspects that digital marketing is evolving AI:

1. **RECOGNIZE AND ANALYZE**
   Customer Relationship Management (CRM) corresponds to a corporate plan that carries out a consumer-centric market method by optimizing customer knowledge processing and extracting relevant information.

   Through integrating CRM, AI technologies and Big Data analytics, they will optimize the aggregation of consumer knowledge from various channels, gain reliable data for potential markets and recognize the desires of consumers so that businesses will evaluate the most suitable campaign plan. The goal is to make some behavioural knowledge the basis of an AI study.

   With all this data gathered, advertisers can quickly determine the desires of a prospective consumer and customize the AI used to improve sales. They should also imagine the consumer path and have the right kind of approach, encouraging the buying process and helping the consumer hit the checkout with tips that best match them and their preferences.

2. **COMBINING AI WITH AR/VR**
   As AI technology encounters emerging digital innovations such as AR and VR it carries with it a fresh perception of use.

   Coca-Cola, for example, wanted to merge AI and Augmented Reality (AR) by overlaying digital graphics on a real-world image of a person utilizing glasses or a helmet inside a variety of its bottling plants.
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   https://knowlab.in/artificial-intelligence-vs-virtual-reality-vs-internet-of-things-ai-vs-vr-vs-iot/

   This helps technicians to collect details about the devices being serviced which encourage them to assist professionals who are qualified to see their vision, making it possible for technicians to conduct maintenance which treat issues in remote areas. This approach will also include fascinating opportunities for customers to communicate with a brand and learn about it, helping them to develop a bond.

   The integration of AI and AR / VR not only replenishes the customer interface of the consumer but also creates a powerful brand image that will serve to generate a stronger sense of trust from the client base of a company.

AI DIGITAL MARKETING IN BUSINESS

- **APPLICATION OF AI CHATBOTS**
  Developing AI semantic comprehension, language translation, and speech transfer technologies has rendered AI customer support easy to use and a great product to provide. AI chatbots have several benefits as opposed to human customer support. Firstly, AI chatbots empower companies to move outside the conventional "one-on-one" customer support type.
  Alternatively, chatbots will offer a "one-to-many" operation, serving a variety of consumers concurrently and in various time zones.

  https://www.blog.epravesh.com/wp-content/uploads/2019/03/Introduction-of-Chatbots.png
  https://www.blog.epravesh.com/artificial-intelligence-enabled-chatbots-admission-education/

Second, AI chatbots do not pause, because they will handle consumer questions in real time and across the world. It not only ensures they are extremely effective, but they will also offer help during working hours, thus enhancing customer service.

In addition to these advantages, consumers may customize the vocabulary that AI customer support uses to meet their preferences, enabling a company to offer personalized customer care.

Several brands have begun connecting with their consumers via messaging apps such as WhatsApp, Facebook Messenger and Slack, both of which can take advantage of AI chatbots to simplify the operation.

- **EMAIL MARKETING**
  AI allows advertisers to personalize consumer behavior-based email marketing strategies, so marketers will send out notifications that other behaviors cause.
  It helps them to send specific communications to the inboxes of consumers, with subject lines, product reviews and feedback all chosen depending on the actions of a client.

  AI also lets advertisers refine their email strategies, allowing them to improve their performance, as well as quality personalized material. Marketers may use software like Phrasee to evaluate and refine strategies efficiently rapidly, rather than trying to check A / B for various phrases and templates that may take many weeks.

  In the end, AI will help email marketers meet the best clients at the best moment, making sure content is important, entertaining and more likely to sell. It will also allow you to further evaluate which messaging styles, subject lines, architecture, and photos get the best results.

- **AI DIGITAL ADVERTISING**
  Digital ads is beyond question one of the most popular fields to have embraced artificial intelligence. It's used through sites like Twitter, Google and Instagram to offer the greatest product imaginable. Such sites evaluate the details of consumers, including gender, age, preferences, backgrounds and other factors, in order to display them the most important advertising.

  Digital ad spending worldwide was projected to be $273.29 billion in 2018 and this is anticipated to increase even farther, as per eMarketer. Marketers can detect microtrends

with AI technologies, and also forecast patterns. We will then make rational choices about where they are allocating their resources and how they are addressing.
It helps marketers to reduce digital media duplication and insure that their investment produces the greatest outcomes possible.

- **MARKETING CONTENT**
  Thanks to AI, you will figure out which advertising is more successful, based on the actions of your consumers, allowing you to use marketing material that works.
  Marketers may have a deeper idea of what content forms fit well for their target market, helping them to distribute or build the appropriate content kind.

  For starters, 40 percent of millennials mostly trusted video material, meaning it's next to blog posts the second most successful method of content marketing. This ensures a branding agency that reaches this demographic should be best positioned to generate meaningful content utilizing AI insights.

  Instead of making costly videos and other material sources, AI-powered software will help you build those. Tools such as the FlexClip video creator, for example, enable you to produce and import high quality videos despite the need for a designer or technical expertise. That ensures you can do it instantly and conveniently if the viewer evidence suggests you need to use images.

  AI can be used, and developed, to curate content. YouTube's feedback feature, for example, offers guidelines for videos that might attract viewers based on their past behaviour. Use a similar method, you may recommend goods, forums, videos or other types of material that might be of concern to a website user depending on how they communicate with your app.

CONCLUSION

Today AI is more available to organizations, rendering it a powerful resource for digital marketers. It is irrefutable that AI affects the consumers' decisions in large part, helping to deliver appropriate advice and prompt customer support. Looking at how you can make use of it, you'll be best positioned to develop the business branding and fulfill the consumers ' needs.