## USE OF ARTIFICIAL INTELLIGENCE IN MARKETING

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**ABSTRACT:**
Artificial intelligence (AI) technology is used in marketing to make automatic judgments based on audience or economic patterns, as well as further audience or economic trend observations. AI is frequently utilised in marketing tasks where speed is important. In order to offer personalised messages at the correct moment and with the greatest efficiency, AI systems use data and consumer profiles to learn how to best engage with clients. To do. Today, a lot of marketers employ AI to support their marketing teams or carry out more tactical duties that don't require as much human nuance. The development of intelligent machines with human-like thought and behaviour is known as artificial intelligence. The next industrial revolution has been dubbed artificial intelligence. Some individuals think that artificial intelligence can

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

**INTRODUCTION:**
The development of intelligent machines with the ability to think and act like humans is known as artificial intelligence. Tasks can be completed more precisely thanks to artificial intelligence. People feel that artificial intelligence can solve the majority of problems, and there are obstacles in the world today. Artificial intelligence has been dubbed the "next industrial revolution." AI can also find solutions to issues that may arise in the future. The development of artificial intelligence has the potential to produce entirely new environments, technologies, and industries.
The applications of artificial intelligence in today's corporate environment are varied. Artificial intelligence, in the opinion of both professionals and academics, will shape our civilization in the future. The world is now a web of interconnected networks as a result of technological advancements. The adoption of new technology resulted in the development of the automated system of marketing.

**OBJECTIVES OF THE STUDY:**
1. To find out the use of AI in Marketing.
2. To know the various aspects of AI in Marketing.
3. To identify marketing strategies of the marketers which is useful with AI.

**RESEARCH METHODOLOGY:**
1. The paper searches the various dimensions attached to the concept of artificial intelligence marketing.
2. This paper is a descriptive study, where examples are cited based on the references from secondary material.
3. Marketers to improve their marketing with the help of AI so this paper searches the various dimensions attached to the concept of artificial intelligence used in marketing.

**WHAT IS ARTIFICIAL INTELLIGENCE (AI) IN MARKETING?**
Artificial intelligence (AI) technologies are being used in marketing to make automated judgments based on data gathering, data analysis, and further observations of audience or economic trends that may have an impact on marketing activities. When speed is crucial in marketing campaigns, AI is frequently used. To ensure optimum efficiency, AI technologies learn how to effectively engage with

clients using data and customer profiles. They then give them personalised messages at the appropriate moment without assistance from marketing team personnel. AI is employed by many modern marketers to support marketing teams or to carry out more tactical jobs that don't require as much human finesse. Use cases for AI in marketing include: • data analysis • natural language processing • media buying • automated decision making • content generation • real-time personalization

## WHY IS AI MARKETING IMPORTANT?

Artificial intelligence has a significant impact on digital marketing. 76% of customers want businesses to be aware of their wants and needs. With the use of artificial intelligence (AI), marketers can analyse vast amounts of marketing data from social media, emails, and the Web reasonably quickly. That is why every company needs to use AI marketing.

## USE OF ARTIFICIAL INTELLIGENCE:

1. Artificial intelligence in Marketing
2. Artificial intelligence in strategy and planning
3. Artificial intelligence in product management
4. Artificial intelligence in pricing management
5. Artificial intelligence in place management
6. Artificial intelligence in promotion management

## BENEFITS OF AI MARKETING

1. Automation:

Your marketing automation becomes smarter thanks to AI. It can integrate with marketing automation to make it possible to convert data into decisions, valuable interactions, and outcomes that are beneficial to your organisation. The ability to properly and swiftly transform data into insights that can be put to use is more important than anything else. In other words, a crucial benefit that AI marketing may provide for your company is the speed with which the marketing duties are carried out and completed. AI can assist marketers in scaling the quantity of ads they produce, identifying the optimal course of action for clients, and properly defining which campaign to deliver to each.

2. Minimizing errors:

Humans are naturally prone to mistakes. Artificial intelligence exists to avoid human intervention and eliminate the possibility of human error. AI has been shown to help with human error, especially when it comes to the aspect of greatest concern: data security. Due to common data security issues, many organizations are concerned about their employees' inability to protect customer data and other critical corporate data. Rise in cyberattacks is a risk that every e-commerce business must consider. Fortunately, AI can help address these issues by learning, adapting, and responding to an organization's cybersecurity needs.

3. Cost Savings:

AI can help eliminate the many burn-out resources typically used to create and apply marketing strategies. With AI, work can be done faster and more efficiently, resulting in significant cost savings and increased sales. If your organization spends a lot of money and time getting things done, AI can help you complete repetitive and mundane tasks. Reduce the time it takes your employees to complete these tasks the first time, while reducing errors to zero. Recruitment costs can be significantly reduced while using available manpower for more important tasks. AI helps you work more efficiently.

4. Increased ROI:

AI helps marketers understand their customers better and improve the customer experience. AI-powered marketing enables marketers to create predictive customer analytics to better target and personalize a customer's journey, effectively increasing her ROI of every customer touch. I can do it.

With AI, marketers can gain better customer insights, better understand how to group customers, guide them to the next step, and create the best experience in their journey.

  5.   Increased Personalization:

Artificial intelligence makes marketing more personalized in many ways. Many businesses are already using AI to personalize websites, emails, social media posts, videos, and other content to better serve their customers. For example, an e-commerce business leader can get better results by making push notifications mobile friendly. Done right, push notifications delivered via mobile devices create a personalized feel and can get more attention from your customers.

  6.   Smarter and faster decision-making:

AI moves data much faster than human intervention, ensures accuracy and security, and allows teams to focus on strategic initiatives to execute effective AI-powered campaigns. AI can collect and track tactical data in real time so marketers can make timely decisions without waiting for campaigns to end. Data-driven reports help you decide what to do next, making decisions 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. Web development

  1.   Chatbots:

Chatbots are computer programs that use AI and natural language processing and are designed to interact with online customers and also fulfill customer orders. Chatbots can be integrated into websites and social media sites. Chatbots can increase engagement, help customers 24/7, and serve multiple customers simultaneously.

  2.   Semantic search:

Semantic search greatly helps users find answers to their searches faster. Semantic search is a data retrieval technique that understands user intent and contextual meaning of search queries rather than keywords. AI can do this by understanding the meaning of search phrases. Finding relationships between words and phrases in search queries. Machine learning techniques allow search engines to understand what information you may need based on your search history and your personality. Search quality improves steadily with the help of machine learning.

  3.   Content creation and curation:

Artificial intelligence plays an important role in content marketing. Marketers can automatically create content using AI-powered natural language generation technology. NLG (Natural Language Generation) platforms transform data into readable and engaging narratives. Artificial intelligence can create data-specific content such as sports stories, stock updates, and financial reports. AI he can spawn 2000 items in 1 second. Content production using artificial intelligence is also becoming more efficient. Content curation is the process of gathering and organizing information related to a specific topic. Content curation is a form of artificial intelligence. The best example of content curation is an e-commerce site like Amazon.

  4.   Ad targeting:

Advertising is integral to brand promotion, and AI can generate and promote online advertisements. Generate or enhance advertising content based on your interests, preferences, likes and dislikes. AI can show the right ad to the right user at the right time. As a result, the advertiser can improve her ROI.

  5.   Predictive marketing:

Predictive marketing predicts marketing success, and AI helps marketers accurately predict future deals. Predictive analytics uses data mining, machine learning, and artificial intelligence to analyze historical data and predict future trends. Every time you browse the Internet, AI collects information about your online behavior and analyzes this data. This data reveals a lot of information, such as user frequency of purchases and brand preferences. Artificial intelligence can use data that has already

been analyzed to understand consumer needs and preferences. AI helps businesses understand what their customers want by segmenting their audiences. It helps to predict the buying behavior of target customers.

6. Voice search:

Voice search is an easier and faster way to find information. Voice search will transform her SEO strategy in the future, so marketers should optimize their content with language-appropriate long-tail keywords.

7. Target the right audience:

Providing the right target group with the right product at the right time is very important for any online business. Powered by artificial intelligence, Google Analytics can segment audiences based on demographics such as location, age, gender, education, income and occupation, and psychographics such as interests, preferences and attitudes. It helps you determine the best target audience for your product or service.

8. Web development:

AI helps you create websites easier and faster with just a few clicks. Applications like Grid use artificial intelligence called Molly to design her website in minutes based on information you provide, including images, page layouts, text and calls to action. To do.

**EXAMPLES OF AI IN MARKETING**
1. Nike - Personalized online experiences
2. Amazon - Personalized shopping recommendations
3. Alibaba – Fashion AI store
4. BMW - Intelligent Personal Assistant
5. Starbucks - Reward Program/Mobile App

**CONCLUSION**

Artificial intelligence (AI) in marketing is gaining importance in current and future business due to its practical importance. Due to the wide and wide range of research studies on AI in marketing, metasynthesizing existing research to identify future research directions is very important. We attempted a systematic literature review of the existing literature, but the existing reviews were descriptive and the underlying intellectual network structure remained unexplored. In this study, we used bibliographic analysis, conceptual network analysis, and intelligent network analysis to identify research subtopics, trending topics, and future research directions.

The speed at which artificial intelligence is being implemented across industries will surely spark the revolution that companies have been working on. Artificial intelligence increases the chances of getting things done with greater precision and speed. AI will greatly assist the financial and banking industry in data management, information retrieval, large-scale computation, and cost efficiency. Marketers can make data-driven decisions for better campaign results with the help of artificial intelligence. Plus, you can easily identify prospects and buying behavior using AI predictive efficiency to increase sales and customer satisfaction.

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