

16. Recent's Trends in Digital Marketing using Artificial – Intelligence Technology

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Abstract

In today's era the use of Artificial Intelligence (AI) technology in digital marketing is growing fastly. AI techniques is the most powerful Tool other than digital marketing technologies as like Search Engine Optimization (SEO), Email Marketing, Content Marketing, Web Marketing. AI is a very useful algorithm for gathering & integrating data sets from various software and collection. Digital marketing companies are already incorporating AI solutions in day-to-day process.

AI Technique is heart of Information technology in Digital Marketing. Online Marketing is also known as Internet Marketing, Web Marketing, Digital Marketing and Search Engine Marketing (SEM). Online Marketing exchanged values between seller & customer and it is done through different online services. Online Marketing has sub sold traditional advertising in recent years and continues to be a high growth industry. It is very important to explore the relationship between Digital Marketing & Artificial Intelligence

Keywords: Customers, Technology, Artificial, Intelligence, Digital Marketing.

Introduction

In 2018, the world has come along with updated terms of technology. Today, AI (artificial intelligence) affects useful aspects of life in the smart devices, chat-bots, and self-driving cars. All of these aspects are designed to understand customer needs & preferences and deliver customized customer experiences.

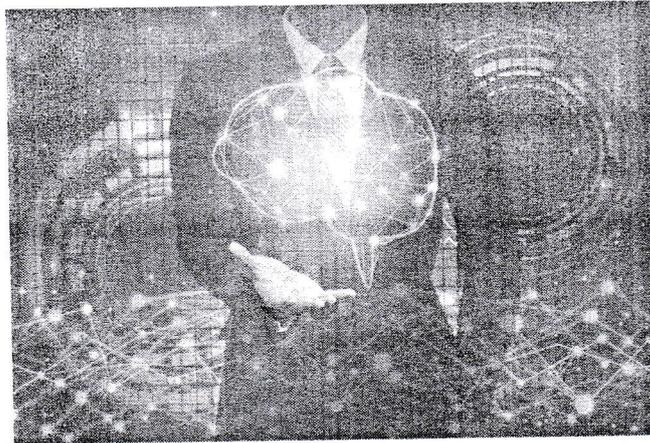
AI has been a trending topic for new technology quite a boom & it used in different fields including digital marketing. This is mainly because use of AI digital marketing strategies can help us in delivering improvised customer satisfaction. More than that, they can help us in saving money and time.

It has started becoming a way to stand out and offer clients an added effective service value.

of doing business which GST brings with it. The overall impact is expected to be positive on economy thereby increasing the overall economic growth. Another important factor that needs to be examined, is the stage of construction. If the project is at an advanced stage, where substantial cost has already been incurred before the application of the GST, very little input credit will be available and very less benefit will be passed on. If the project is at an early stage, more benefits can be passed on.

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What is Artificial Intelligence?

To put the simply, artificial intelligence refers to intelligence showcased by machines. AI empowers machines to think about, respond to, and perform tasks like humans. It help to machines learn from experience and adjust to new input to the customer.

Artificial intelligence is today increasingly popular because:

It increases precision and accounts, difficulties for more accuracy and fewer errors, which means greater work efficiency& performance.

It analyzes more and deeper data for valuable uses.

It can add to the capable of various devices with its smart, useful algorithms. GPS trackers, voice assistants, and home automation systems are few examples.

With exceptional abilities to analyze data from it, AI is revolutionizing industries. Several industries have high demand for AI capabilities including medical, banking, and marketing.

Meaning

Internet has become an essential part of offices, homes, institutions etc. Number of people spend their time online all over the world. Smart marketers on the top of the scale of change and ensure their marketing strategies and touch point's mirror where the consumer is spending their time.

Digital Marketing is the most valuable term used today, so we focus on the same. In simple words Digital Marketing is "Achieving marketing objectives through applying digital technologies and media". So, digital marketing is about utilization of digital technology to achieve marketing objectives. There is no need for digital marketing to be separated from the marketing department as a whole. However now-a-days it remains a useful term because digital marketing requires a certain skill set to utilize the digital technology.

16. B

ers need Artificial Intelligence?

er. Marketers are dependent on tools and technologies to generate work and reduce manual effort. Yet, there is always been a gap and quantifiable results. Intuition of customer of asking an query and ter must match the customer satisfaction at its peak is the only aim. h out to? What should I send? When should I send? Through What

channel?

How AI Tools are Utilized in Modern Digital Marketing

Help to Understand Your Audience: AI analyze data to easily predict the buying behaviors and decisions of our customers.

Improve User Experience: Use of AI data to provide your audience with what they actually need.

More Effective Marketing: You can create more effective marketing strategy for our business with AI's data-driven analysis.

Increase Productivity: Using AI algorithms, you can automate a number of repetitive tasks. This can help you increase productivity and save you both time and money.

Objectives of Digital marketing with used of AI

- 1) Today's scenario of Digital Marketing in Information Technology.
- 2) To study AI in Digital Marketing in upgrading and highly developing technology world.
- 3) To study the future of Digital Marketing.

Research Methodology

The present research study is based on secondary data. Such secondary data is collected from various reference books on Digital Marketing, Internet Marketing, Electronic Marketing.

For the said research study the data pertaining to the above objective was collected by the review of the literature on the subject concerned. The literature was thus collected by visiting libraries and various concerned website.

Today's scenario of Digital marketing in Information technology

Today, the Internet is boon that provides endless opportunities for your small, medium or large business. Currently, more than half of the global population uses the Internet. Experts say that in coming years above 80% of the world population will be online. Therefore, digital

marketing has become an integral part of marketing. To help you understand the importance of digital marketing for your business.

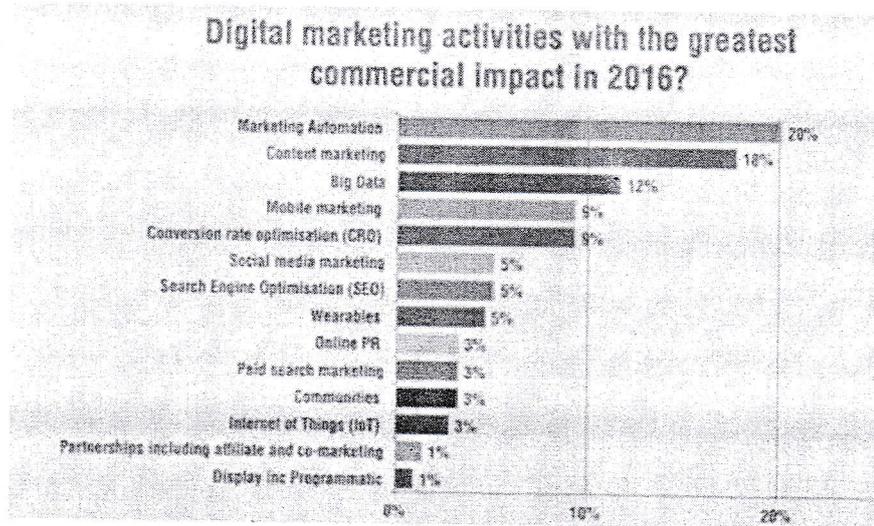
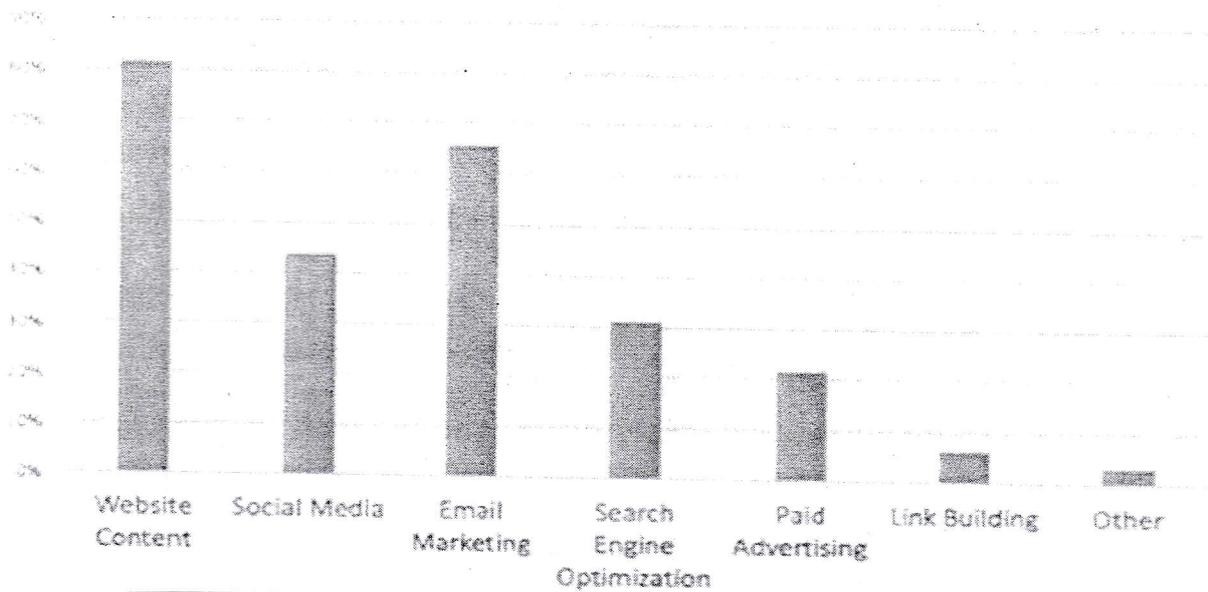


Fig. Digital Marketing Commercial Impact

Source : <http://www.smartinsights.com/>



Online marketing platforms are getting bigger and bigger each day to come. That is when digital marketing service companies come to action today. They will help us to get the right strategy and keep growing our business.

Effective uses AI in Digital Marketing through the different tools can be analysed as follows:-

1) Search

Search improvement for E-Commerce and marketing has improved due to the same underlying factors that have improved “Search” at large including technologies like “Elastic

Search" which is allowing any small e-commerce store to search and get the satisfaction beyond the matching keywords.

Other misc improvements, such as: Software to detect common misspellings is now more preferable and repeated at many places, and can calibrate for misspellings by context (for e.g: "Season cikets" can be understood to mean "season tickets", while "cikets" alone might be more difficult to discern without context)

2) Recommendation Engines

Recommendation engines are a rarity in the world of digital marketing in this marketing technology are often appreciated and even loved by customers. Amazon's book or product recommend ate are excellent, Specify knows your taste is well, this kind of "discovery idea" amongst the millions of different choices available in markets for companies with huge inventories (both digital and physical).

3) Programmatic Advertising

Simply stated, programmatic advertising is the automated process of buying and selling ad inventory through an exchange, connecting advertisers to publishers in agencies. This process uses AI technologies and real-time bidding for inventory across mobile, display, video and social channels – even making its way into television in the whole world.

AI technology is the algorithms that analyze a visitor's behavior allowing for real time optimizations towards an audience more attractive or convictive.

4) Marketing Forecasting

This section is to be referred as "Insight from Marketing Data," a much broader topic. However, one of the most straight-forward marketing applications of business intelligence data lies in its ability to aide in predictions, a capability much more enhanced by developments in AI.

Companies like Rapidminer, Birst, Sisense, and others tools becoming industry standards for business intelligence.

5) Speech / Text Recognition

Beginning in 2018, a way of viewable speech and chat interfaces are into the marketing world – and some of them showed grand promise. Here few of examples used:

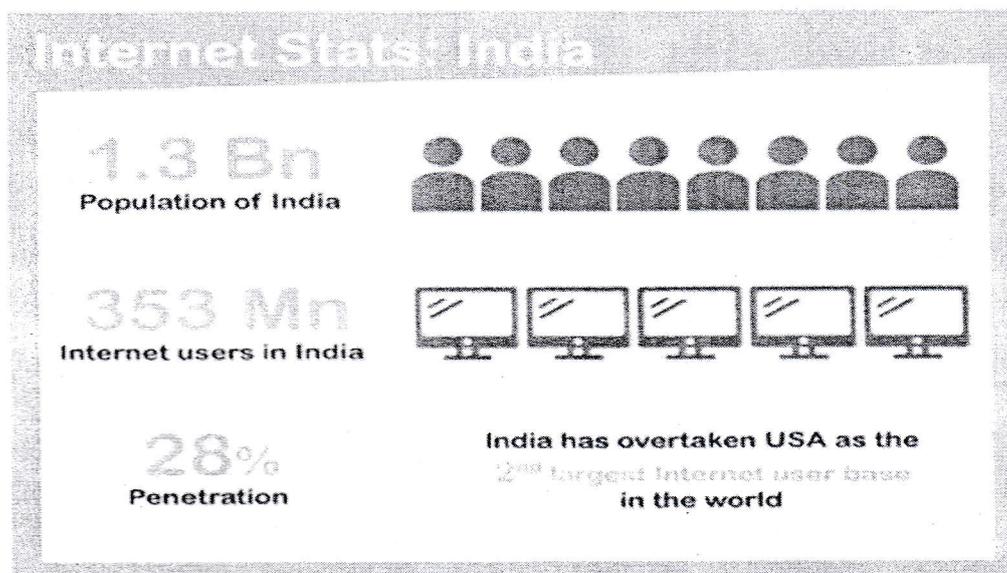
1. Amazon Echo – Echo has been a remarkable success in internet of things into a reality... for users to make purchases simply by speaking to the machine. You can order an Uber car or a Domino's pizza with speech alone is one of the best.

Facebook Messenger – Aiming to model the “online to offline” strategy of chat-based purchases, Facebook Messenger allows users order flowers (and soon, much more) via chat alone is another one best example

Future of Digital Marketing in India

Digital Marketing has amazing future in India more than 15% of India’s population already using internet in various types and sizes of device, it is imperative that growth and consumption of content, ecommerce etc., is going to be huge

By 2017, India will have more than 350 million Smartphone users. Inexpensive Smartphone’s and the rollout of 3G and 4G broadband infrastructure are rapidly growing together to traditional distribution and demo’s online access.



The figure shown above showing the growth of the mobile and internet users in India while world. That today’s Internet users are rising rapidly in India. With this rise the scope of digital marketing is also growing.

Major factors affecting Digital Marketing/ limitations of Digital Marketing

- a) India's literacy rate is at 74.04%. Kerala is the most literate state in India is 93.91% literacy. Out of Six Indian states account 70% of all illiterates in India: Uttar Pradesh, Bihar, Madhya Pradesh, Rajasthan, Andhra Pradesh and West Bengal. Thus increasing literacy positively effecting today’s the digital marketing growth in India.
- b) Expensive technology: The mobile and internet rates are very competitive and are not affordable by the common man living in the rural area of country.

- c) Cost of advertising: The cost of advertising is very low to our product marketing. One can have its own website in just Rs. 5000 in India. Anyone can promote product on Google with Google AdSense with just Rs.1000 a month.
- d) Inherited limitation of Technology: In India the youth is very adaptable towards technology but still large population is not so friendly with electronic gadgets because of major illiteracy in India.
- e) Unavailability of Infrastructure facilities in India: The internet connectivity is still not working properly in Indian rural areas because of lack of infrastructure facility.
- f) Traditional business practices: The small businessman running its business in a small area and only focusing on that particular area will be preferable by him, these are the traditional ways of Promotion as it finds more visible to the people around.
- g) Inform Online Business Experience: Lack of awareness about the digital marketing is also a major limitation in the growth of the digital market area.

Conclusion

In today's era, business is depends on technology with the help of technology, marketer can easily enhance their profit. Technology has its benefits and limitations but sound technology eliminates maximum errors and can drive new way of business.

Suggestions

Many retail and ecommerce brands use AI technology to tracking customers' preferences, needs, and buying behaviour. These insights help to suggestions on products and services in their customers may be interested.

Knowing your customers' buying habits can help you more effective marketing strategy. This can promote products that our customers actually want to purchase a Product.

AI digital marketing and data analysis strategies are more accurate than any human capability.

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