10 WAYS ARTIFICIAL INTELLIGENCE BOOSTS MARKETING

1. MARKET RESEARCH

AI improves traditional market research as saves time, automatically creates research reports, performs open-ended feedback analysis, extracts emotions from the collected text, removes human errors, ensures accurate market research data, etc.

2. CHATBOTS

Chatbots provides instant responses to customers' inquiries - 24 hours a day. They work on social media platforms and collect data about every single user with whom they chat. Chatbots boost sales as offer personalized shopping advice based on the customer's purchase history. They engage with customers and retain them for longer.

3. EMAIL MARKETING

AI produces automated email campaigns that are driven by customer history data such as past purchases. It shows you what kind of content is going to be most effective in creating your welcome emails or retention emails. AI optimizes emails for high customer engagement. It chooses the frequency of email campaigns and the best time to send out your emails.

4. ADVERTISING

AI writes and tests advertising copy on different platforms such as Facebook, Instagram, and SMS. It analyses data and offers suggestions on how to improve your advertising across channels. AI shows you exactly which customers to target and how to make them act on your ads. It optimizes your budget in real-time.

5. SEO

AI improves your page rankings and allows you to produce better content. It allows you to analyze your competitor's website, create and improve your keywords, analyze your traffic report, and much more.

6. AUGMENTED REALITY (AR)

AR is a set of technologies that allows you to put virtual objects in your real environment. AR and AI together create unique customer experiences. AI is used in AR to predict the interface a customer might need. AI is also used for object recognition and tracking, gestural recognition, and eye-tracking.

7. VIDEO MARKETING
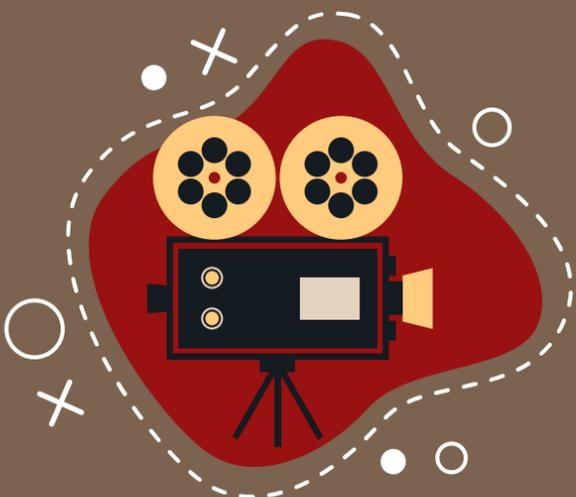
AI can do amazing things such as emotion-detection that measures user facial expressions. AI identifies and verifies faces in videos and provides businesses insight into an audience's viewing behavior. It helps you understand where and why viewers stop watching business videos and which video content makes viewers purchase.

8. SOCIAL MEDIA MARKETING

AI can completely auto-generates social media content across channels and automatically include hashtags and links. It can handle some types of social media creation. AI analyzes social media posts at scale and informs you what your audience says in them. AI shows you how often to publish in social media and what content to create.

9. CUSTOMER SEGMENTATION

AI ensures actionable segmentation quickly and accurately and finds new customer segments. It helps you create more personalized messages to your customers. AI analyzes and predicts which actions your target segments are likely to take upon receiving your offer. It automatically updates segments and achieves a higher level of personalization.

10. COMPETITIVE INTELLIGENCE

AI allows you to effortlessly spy, track, and understand what your competitors are doing and what makes them successful. AI can harvest data from millions of webpages with info about your competitors (on and off their website). Thus you can spot competitor trends and analyze competitor strategies or benchmark your brand position in the market.

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