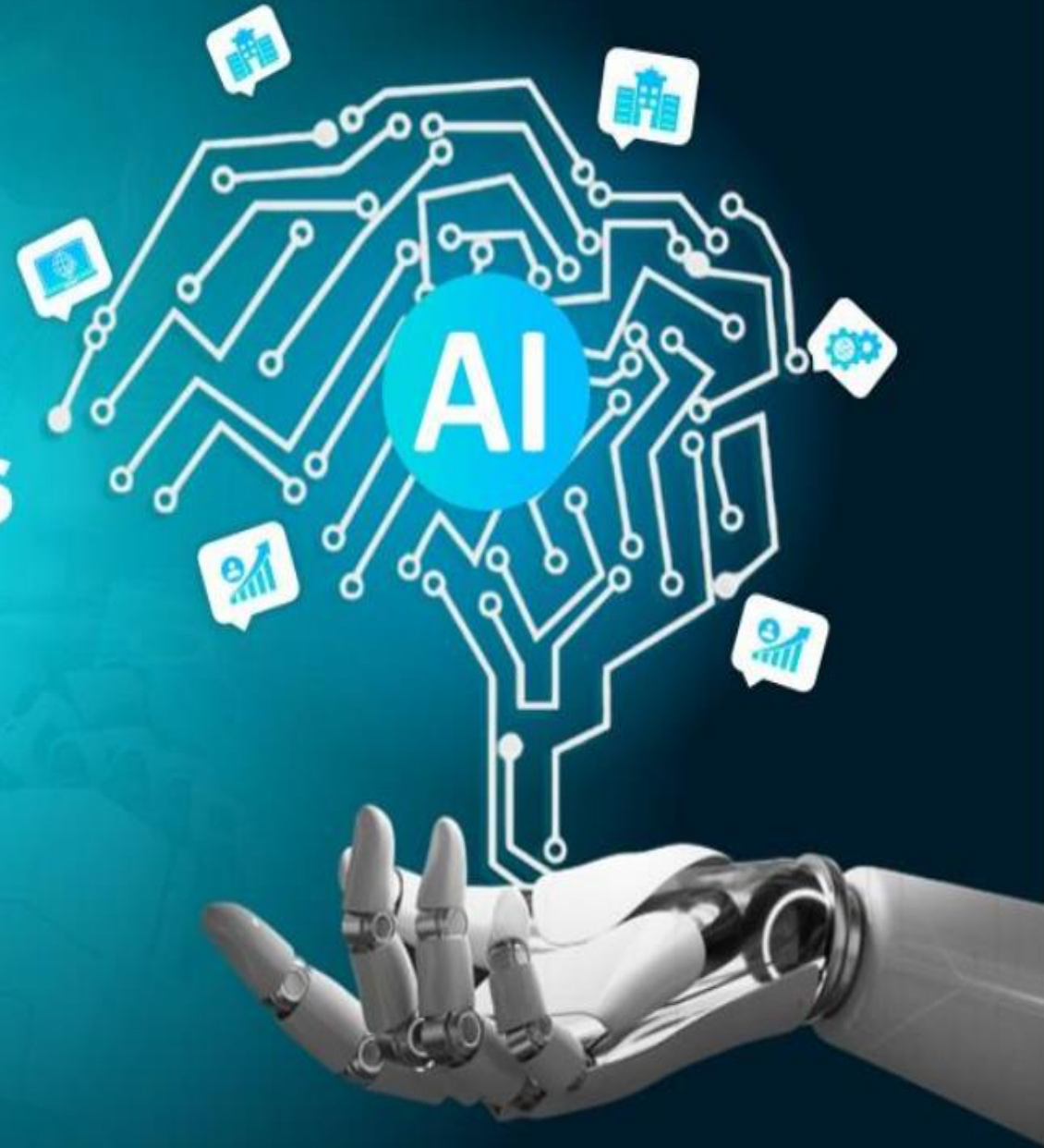


# AI-Powered Marketing: How to Achieve Better Results with Automation

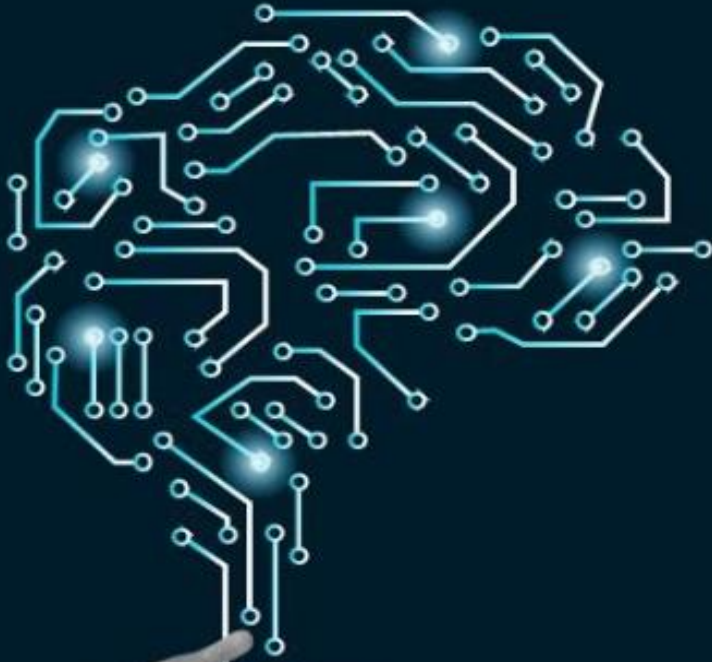
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# Agenda

## AI-powered marketing: How to achieve better results with automation



01

Understand basics about AI Marketing along with its evolution, benefits, process, statistics, trends, challenges, etc.

02

Analyze how marketers can use AI in multiple marketing tasks such as social listening, email personalization, dynamic pricing, sentiment analysis, media buying, etc.

03

Understand usage of AI technologies such as automation, chatbots, NLP, RPA, Metaverse, AR and VR in online and offline marketing ecosystem

04

Assess usability and significance of using ChatGPT-3 & ChatGPT-4 for tasks such as content curation, SEO, PPC, copywriting, etc.

05

Explore best AI Marketing Tools which can help marketers in automating and speeding their promotional tasks

06

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- o AR and VR trial rooms in fashion retail
- o Projection advertising strategy to attract prospects virtually

# AI marketing overview: Purpose and statistics

This slide showcases artificial intelligence (AI) marketing overview which can guide brands about its purpose and supporting statistics. It provides details about marketing campaigns, customer segmentation, automation, etc.

**Artificial intelligence (AI) in marketing** is a strategy of leveraging data and machine learning (ML) for initiating campaigns and attaining brand's objectives effectively



## Purpose

- Strengthen marketing campaign and strategies through AI automation tools
- Personalize promotional messages and provide customer intelligence
- Free marketers to focus on strategy through routine task automation
- Make lead generation and segmentation efficient through RPA
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## Key statistics

**61.4%** of marketers have used AI in their promotional tasks

**44.4%** have used AI for content generation

AI platform/tool most often used by marketers is Jasper.ai (**32.8%**)

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# Evolution of artificial intelligence in marketing

This slide showcases evolution of artificial intelligence (AI) in marketing, which can guide and help marketers in adoption of this technology. It provides details about hype to rethink, augmented intelligence, innovation, hybrid, etc.



## AIM: from hype to a rethink

- o AI and ML algorithms were majorly theoretical in early 2000
- o Netflix Prize helped marketing industry understand potential use of AI and ML (2009)
- o Initial adopters wanted to know how AI operated so that they can control outputs and understand algorithms more clearly
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## Shift to Augmented intelligence

- o Algorithms and technology had to be adapted for meeting growing demand for AI outputs
- o AI was no longer viewed as sole decision-maker, but rather as crucial tool for decision-making augmentation
- o Marketers started trusting AI more and A/B testing became more common amongst them
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## Safe zone for continued AI innovation

- o AI started getting widely deployed for decision making purposes
- o Cloud deployment made AI more scalable and cheap
- o AI started allowing black box decision making, but majority of promoters were still looking for business value
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## Hybrid Approach

- o The future of AI in marketing will likely involve a more hybrid approach
- o Algorithms will take on more responsibility in decision-making while also providing marketers with greater control
- o Brands should evaluate AI tools, GPT platforms, etc. based on their specific needs and preferences
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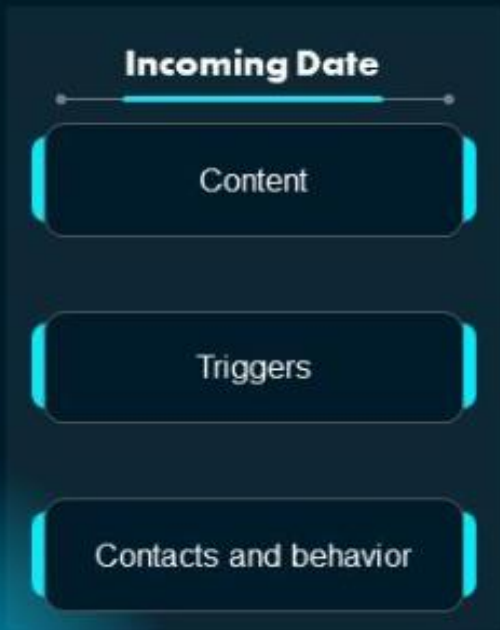
\*GPT - Generative Pre-trained Transformer

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# How artificial intelligence marketing works

This slide showcases a framework guiding how AI actually works with respect to key marketing activities. It provides details about vertical solutions, strategic analytics, omnichannel, automation, AI layer, etc.



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# Benefits of leveraging artificial intelligence in marketing

This slide showcases benefits of artificial intelligence in market which can be referred by marketers to realize certain opportunities. It provides details about customer personalization, content, performance metrics, productivity, etc.



## Personalized Customer experience

- Analyzes customer data for predicting preferences, resulting in personalized recommendations and experiences
- Increases customer satisfaction, loyalty and lifetime value
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## Better content and Offers for customers

- Chatbots or voice assistants interact with customers in real-time, providing personalized recommendations and support
- Optimizes content marketing and SEO activities by customer and market data analytics
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## Improved Performance metrics

- Optimizes marketing campaigns, improves click throughs, conversions and acquisition costs
- Automates A/B testing and quickly identifies most effective messages and offers
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## Increased Productivity

- Automates lead generation and customer segmentation, saving time and resources
- Provides actionable insights, streamlining processes and improving decision-making, leading to better results
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## Increased revenue Of businesses

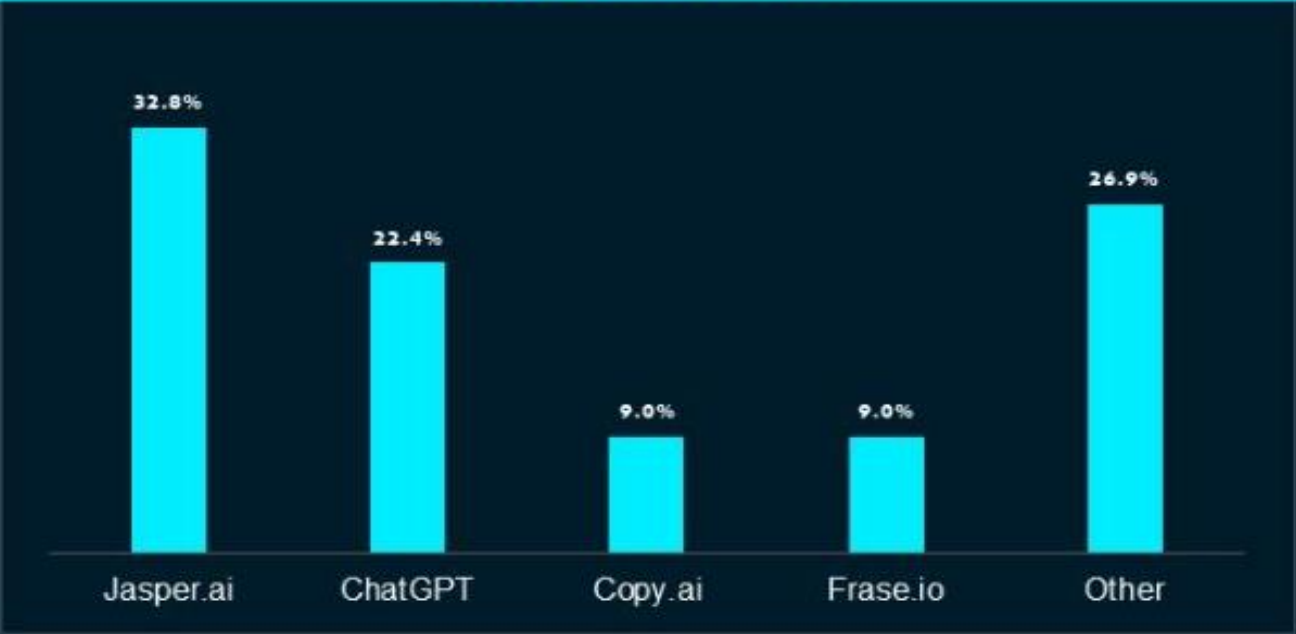
- Improves customer engagement, optimizes marketing campaigns and identifies new income opportunities, leading to increased revenue
- Helps businesses achieve better results and stay competitive in the digital marketplace
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\*SEO- Search Engine Optimization

# Statistics indicating usage of AI tools across marketing tasks

This slide showcases statistics which indicate usage of multiple artificial intelligence (AI) tools across marketing ecosystem. It provides details about Jasper.ai, ChatGPT, Copy.ai, Frase.io, high quality content, social media content, etc.

## Most popular AI tools



40% of marketers spent <10% of their budgets on AI-oriented campaigns, but ~20% spent >40%

Businesses using big data saw 8% increase in profits and 10% reduction in overall costs<sup>1</sup>

32.8% marketers are using Jasper.ai as it offers:

Easy to create high-quality content, blogs, social media content, emails, etc.

Includes custom recipes, content generator, templates, jasper chat, etc.

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Source: Artificial Intelligence (AI) Marketing Benchmark Report: 2023, Influencer Marketing Hub, Feb'23

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

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