



Leveraging Artificial Intelligence

in Marketing **Strategy**

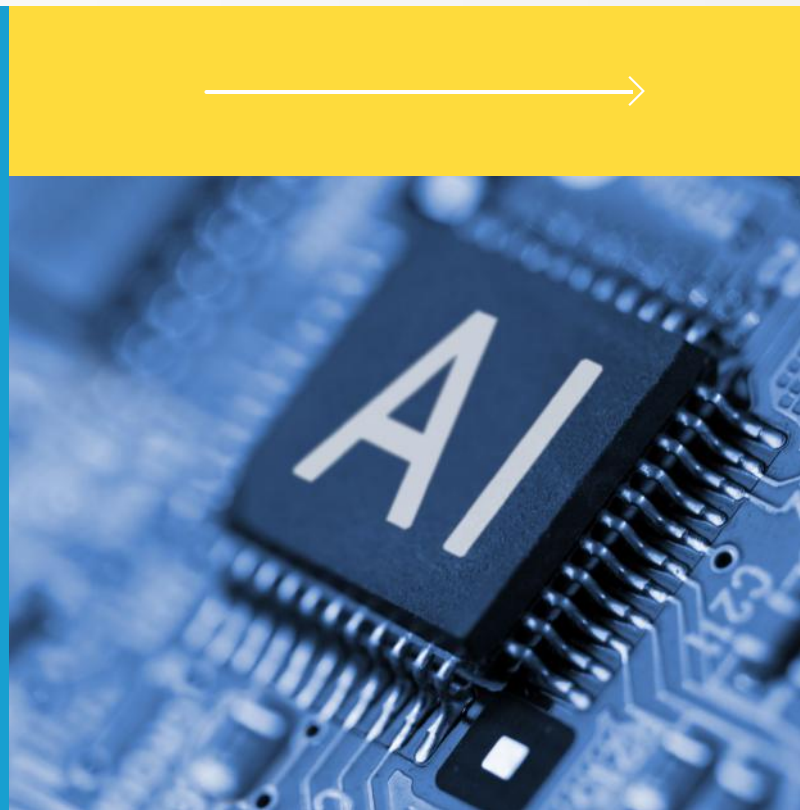


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Introduction

Once the stuff of science-fiction, artificial intelligence (AI) has permeated nearly every facet of life today. The technology has applications in almost all fields, including marketing. From targeting to content creation, AI is changing the way marketers work by doing much of the heavy lifting.

This white paper explores the integration of Artificial Intelligence (AI) into marketing strategies and its impact on businesses. It discusses the benefits, use cases,

implementation, challenges, and future trends of AI in marketing.

AI has a vast range of benefits for marketers, but they must also do their due diligence before deciding which tools to use so that they can incorporate them into their marketing strategy with clear intention. This guide provides an overview of the changing landscape of marketing and the role of AI in revolutionizing marketing strategies.

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The Evolution of Marketing

The latest B2B stats show significant correlation between [marketing automation and an organization's revenue growth](#). The most significant change in marketing has been the shift

from traditional to digital platforms, encompassing the rise of social media, search engine marketing, email marketing, and online advertising.

Marketing automation tools paired with AI is the most recent innovation in the field and are proving to be a powerful way to improve efficiencies and enhance the customer experience.

72% of successful companies utilize marketing automation.

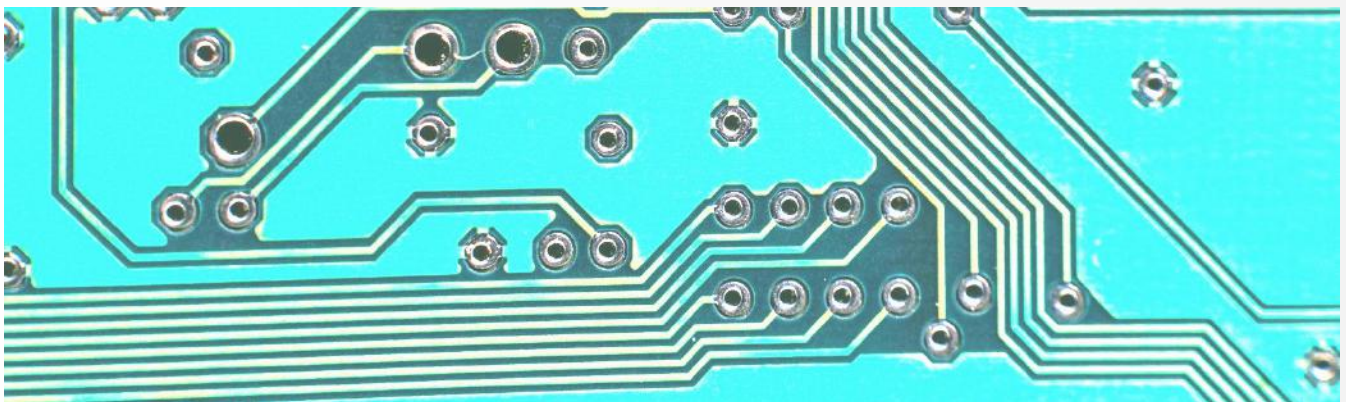


Understanding Artificial Intelligence in Marketing

IBM describes AI as “a field which combines computer science and robust datasets to enable problem-solving.”

An AI marketing tool gathers data and helps marketers make informed decisions or create marketing collateral. These platforms effectively remove the guesswork element, as well as reduce human error in data collection and analysis. Some marketing AI can act as a creative springboard, too

Let's have a look at some of the ways business-to-business (B2B) brands are leveraging AI:



The Benefits of AI in Marketing

Reasons brands are incorporating AI into their marketing strategies are vast. Some of the most compelling include:

EFFICIENCY

Many AI marketing tools that perform data analysis have filtering functions that allow a marketing team to see specific metrics within seconds. This facilitates quicker decision making and fast tracks many marketing processes.



THE BENEFITS OF AI IN MARKETING, CONT'D

INCREASED ROI

[Marketing analytics](#) AI products enable marketers to make informed decisions about strategies and campaigns. Rather than going the trial-and-error route, marketers can use this information to allocate budgets and ad placements for the most effective results.



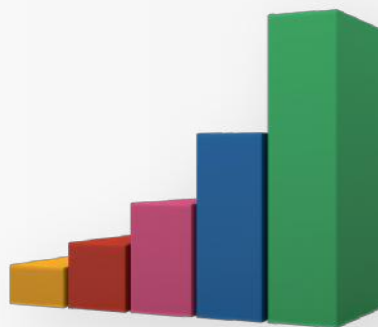
REFINED TARGETING

According to Zapier, smart AI technology can create the ideal [customer profile](#) and identify appropriate audiences. This precise information permits marketers to nail every last target market characteristic.

PREDICTING CUSTOMER BEHAVIOR

AI can analyze historical data to anticipate future trends, which allows marketers to get a head start on designing the most optimal strategies and campaigns.

THE BENEFITS OF AI IN MARKETING, CONT'D



INSPIRING CREATIVITY

Most marketing collateral requires a writer, videographer, photographer, designer, or animator. Creating content can be a lengthy process when creativity is running low. Generative AI can give content marketing artists a jump start by producing creative concepts that professionals can fine tune.

OPTIMIZING CONTENT

Previously, a lot of content creation was about throwing marketing collateral at the wall and seeing what stuck. Now, as Metrics Watch explains, AI can tell marketers very specifically what their audiences are interested in, allowing them to [tailor collateral and messaging](#) to appeal to and satisfy consumers.

MARKETING AUTOMATION

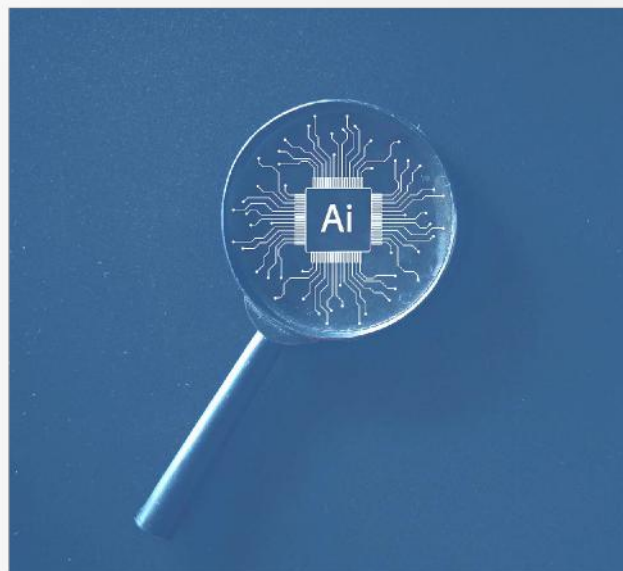
AI can take much of the burden off a marketer's shoulders by making laborious, repetitive, and time-consuming marketing activities automatic. For example, AI-automated emails can engage potential consumers who've taken a specific action with no need for human intervention, leaving marketers with more time to attend to other mission-critical tasks.

MORE ACCURATE DATA

Numbers mean nothing if you can't turn them into actionable insights. Rather than running the risk of making (potentially costly) errors when doing manual calculations, AI can do the math and data QA for you, leaving you with precise information to work with.



Use Cases of AI in Marketing



HUBSPOT

The folks at Hubspot are whizzes at enhancing the customer experience by using chatbots on their site to answer user queries. According to BONDAI, the [bot](#) helps users with preliminary questions and then connects them with live agents to move the person down the sales funnel.

EPSOM

The printer giant has mastered the art of using AI-automated emails as part of their digital marketing strategies. The messages appear so authentic that the company's customer response rate rose by almost [250%](#) which led to a 75% increase in the number of qualified leads coming from these emails.

CISCO

Understanding the importance of an immersive online experience led Cisco to produce interactive product catalogs that use [augmented reality](#) and virtual reality (VR) to give potential buyers a much more holistic view of how the products work in real life.

Implementing AI in Marketing Strategies



New AI-powered tools for amplifying marketing are entering the landscape every day. In order to evaluate which options could be right for your business, it's important to start with a clear view of the outcomes you are after. Here's a short list of ways to apply AI in marketing effectively, as well as a few of the best AI marketing tools.

AD OPTIMIZATION

Most advertising platforms already have an analytics dashboard that

gives you insight into metrics that measure a campaign's performance as well as AI-informed strategy suggestions. Notable examples include [Google Ads](#) for pay-per-click (PPC) marketing and [Facebook Ads](#) for social media advertising.

CONTENT INSPIRATION

[ChatGPT](#) is widely recognized when it comes to AI-written content. However, [Jasper.ai](#) is another great resource for writers, and [DALL-E](#) is fantastic for producing images that graphic designers can work with.

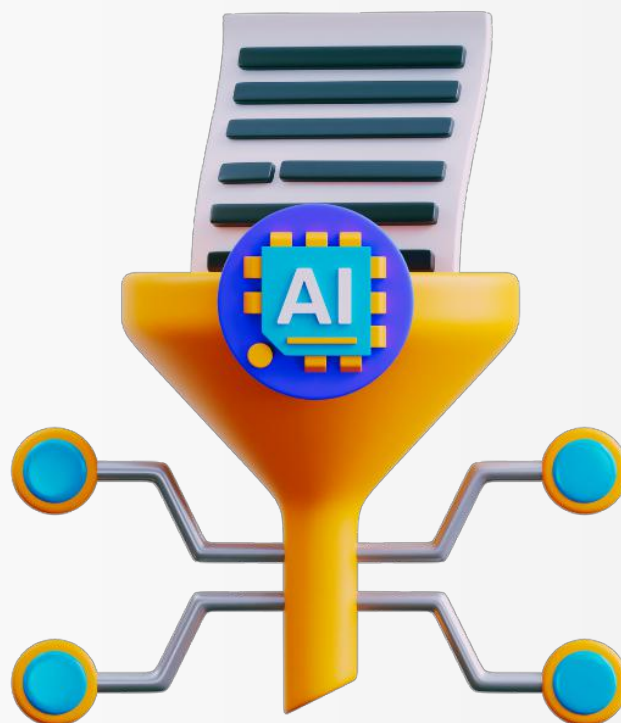
IMPLEMENTING AI IN MARKETING STRATEGIES, CONT'D

SEO

Platforms like [MarketMuse](#) and [Surfer SEO](#) help marketers discover which keywords their target audience is searching for so that they can capitalize on them. These tools also show users how optimized your written content is so that they can include new keywords and restructure web and blog copy structures as necessary.

A/B TESTING

Also known as split testing, this is a research method marketers use to see which of two or more ads (or other pieces of similar marketing collateral) is performing better. As you might expect, AI like [Optimove](#) can run the experiments and capture data for you.



REPORTING + ANALYTICS

Statistics are a marketer's best friend. But, combing through and analyzing numbers to display in presentations can also often be the bane of marketers' existence. Fortunately, platforms such as [Seventh Sense](#) do the work for you and even provide predictive analytics.

IMPLEMENTING AI IN
MARKETING
STRATEGIES, CONT'D



SENTIMENT ANALYSIS

No one has time to check every social media mention about their brand. AI platforms like [Brand24](#), [Brandwatch](#), and [Flick](#) can perform social listening analytics for you so that you can have a firm idea of what people think about your business.

AUTOMATED CHATBOTS

We already mentioned the ability chatbots have to enhance the customer experience and improve customer service. Fortunately, you don't have to program your own. [ChatFuel](#), [ManyChat](#), and [Customers.AI](#) are ready to go.



Challenges + Concerns to Consider

With the great power that AI marketing tools afford comes great responsibility. There are several factors you should consider before you select your AI marketing solutions and embark on your AI marketing journey:

MARKETING OBJECTIVES

Some AI tools require subscriptions and payments to access premium features. It's critical that you check whether the platforms you want to pay for will actually help you achieve your marketing goals, or else you risk wasting money.



CHALLENGES +
CONCERNS TO
CONSIDER, CONT'D



ETHICS + LEGALITY

The data that many AI marketing platforms use can only be gathered from consumers and users. As [Digital Resource](#) explains, you must ensure you collect customer data ethically and comply with any applicable legislation. You also need to make certain that you're in line with privacy and data security best practices.

DATA HYGIENE

It's no good having AI to run statistical analysis if the data you give it is incomplete, outdated, duplicated, or otherwise unusable. Take the time to regularly perform [data cleansing](#) to guarantee you have solid material to work with.

LIMITATIONS + INTEGRATIONS

Many AI platforms can perform multiple functions, but you should still be aware of what each can't do. Then you must make sure you have a cohesive technology stack that covers all your bases. Some tools can even directly integrate with each other, like Google Ads and Google Analytics.

TECHNICAL EXPERTISE

Most of these tools don't require a ton of training, and they usually have "How To" guides for novices. That said, platforms like Adobe will require a fair amount of industry knowledge, so bear in mind that you may have to get some additional education to get the most out of AI programs.



Future Trends in AI Marketing



AI is set to level the playing field by giving everyone an equal opportunity to excel in areas that would otherwise be weaknesses.

However, in doing so, it's almost guaranteed that just having data and content won't be enough to put a company ahead of its competition. What sets organizations apart is how they use the information that AI produces.

In this age of information and AI, simply getting information and using tools at a basic level won't be revolutionary. Instead, it's how strategically these platforms are used that will make the most significant difference. This will require no small degree of ingenuity, creativity, and unconventional thinking.

FUTURE OF AI IN MARKETING, CONT'D

As [SAS](#) explains, “marketers must be ready to disrupt what they know and how they measure success. They need open and curious minds to challenge conventions and assumptions to perform against evolving standards.”

With that in mind, what kind of trends and developments can marketers expect in the future?

HYPER-PERSONALIZATION

Very soon, customers won’t be satisfied with generalized messaging and lackadaisical targeting. According to AI experts like Chandan Thakur, they’ll expect marketing [tailored specifically](#) to them, which entails extremely engaging and relevant experiences.

Businesses will have to perform laser-focused consumer analysis and offer deals and products that meet any given customer’s very individual needs. Nothing can be broad or left to chance.

VOICE SEARCHING

Technologies like Apple’s Siri voice assistant have revolutionized how people search on the internet. It’s becoming an increasingly popular tool, so much so that it’s anticipated that [over half](#) of all searches will be done via voice by 2025. Consequently, organizations must ensure their content is optimized for voice search if they want their site to rank on result pages.

FUTURE OF AI IN MARKETING, CONT'D

VR SHOPPING

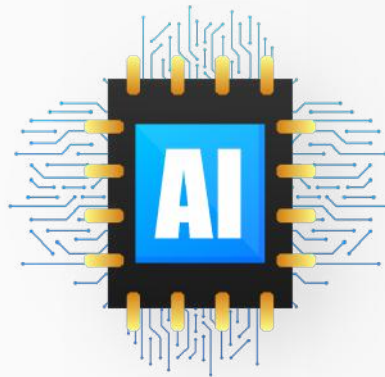
We mentioned earlier how Cisco is changing the game through VR catalogs. Soon, they won't be the exception but rather the rule. Per Ortto, VR will become an [e-commerce staple](#). Brands will have to keep pace by using AI that can enhance the customer experience by making it much more realistic through tools such as digital twins.

DYNAMIC PRICING

Most for-profit organizations are accustomed to doing costing and setting standard prices accordingly. However, this won't suffice in the coming years. As Hubspot explains, businesses must use AI to [instantly adjust prices](#) based on varying demand. We've seen that take place with companies like Uber, but it will have to extend to businesses across all industries and sectors.



Conclusion



AI is driven by data. Similarly,
facts and figures also power
the best marketing efforts.

Agile Education Marketing knows data mining and analytics strategy isn't everyone's strong suit. That's why we help education vendors with all things education.

Between our ranges of data products and services, we can assist education suppliers reach their marketing potential. [Contact us](#) today to find out more.