

Strategizing Marketing Tactics With AI

Mr. Rahul Chandrayan

Research Scholar

Abstract

Marketing is the backbone of every organization and hence it become important to automate the marketing process so that we can tapped the potential market and understand the customers buying behavior. Manual marketing process is slow and in competent to capture the potential market due to its limited access and reachability.

This paper discusses how to invoke the AI capabilities to enhance the marketing capabilities of the organization. AI can be targeted at various stages of marketing such as product promotion, branding, customer feedback, product innovation, tapped the potential customer and much more. Hence to get the deeper insight of the dynamic market using AI as a marketing tool we will elaborate the techniques can be best fitted to reduce the marketing efforts and get maximum benefit to the organization in short span of time.

Keywords: Marketing, AI, Digital Marketing, Social Media Marketing, Automaton, ML, NLP

Introduction

AI is the trend now a days to automate the processes, to get forecasting, to enhance the reach ability and tapped the potential customers, thus in general we can say that with AI we get 360 degree of feedback of the market which aids to understand the dynamic market.

AI can be think as to bridge the gap between market, consumer and organization. With AI we have more transparencies at each and every stage of the marketing efforts. We can find AI taking lead in various marketing process right from market penetration, product launch, branding, promotion and customer loyalty.

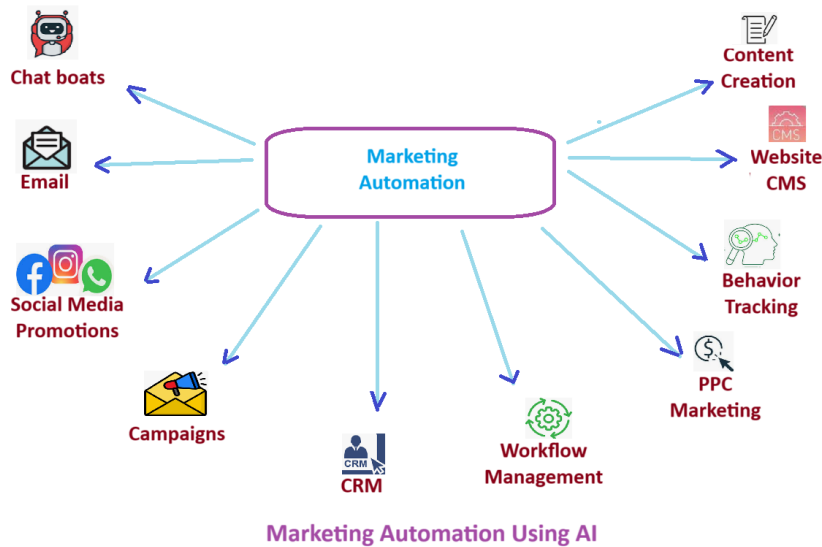
Thus AI as a tool can be used by multiple departments in an organization to accompany various objectives by which the organization can lead the market.

Need of Marketing Automation

Today , we can see every where there is digitization because of which automation get possible.

Automation helps to improvise process, ease flow and getting deeper business insights, customer unbiased feedback, forecasting can be drawn as per the need of the organizations when and where required before taking the business decisions. In general good business decision brings profitability, goodwill and sustainability for the organization.

Thus we can seen that for any decision making in the organization no matter it may small or big decisions need data and getting the correct, transparent data can only achieved with the help of automation in a shorter span of time. Hence AI plays a very crucial role in Marketing.



AI Marketing Framework

Marketing is multifold activity involving lot of efforts, manpower, consumes time and expensive activity, hence if the marketing strategies are not drawn correctly which cause losses to the organization sometime organization sustaining may become the challenges. Thus marketing become crucial stage for the organization which requires understanding of 7Ps (Product, Price, Place, Promotion, People, Packaging, and Process) and thereby build the long term and short term strategies.

AI can be act as a boon to organize the marketing efforts and streamline the strategies for the market. AI has wide range of automation tolls by one can automate all the complete 7Ps with in the marketing process and achieve the complete 360 degree of automation.

Automating the Marketing 7Ps with AI

Product: The new product prelaunch or development or need market survey and analysis of data obtained from survey for this AI can provide easy approach to enhance the reach ability to the customer. We can have multiple strategies to collect Customer feedback, Target marketing, market Penetration etc. Further we can have AI for Data analysis

Price: Deciding the product pricing is an important factor to bring the product sustainability and profitability. Thus we can have several marketing strategies which can provide the pricing strategies to the competitive market. AI can help us for performing competitor survey, search for target customer, market penetration etc. which provides insights base to get the decide the optimized pricing of the product.

Promotion: With AI we have right promotion tools to market the product. AI can strategies how the product can be marketed so as to enhance the reach ability and penetration to the market. AI strategies such as product branding, customer insights, content marketing etc serves the derive the best promotion strategies.

Place: With AI enabled services we can have product distribution strategies, market segmentation strategies and market penetration strategies to work so that we can have right place for right product to promote which significantly increases the profitability in short run and also reduces the expenses for development of distribution channel at preferred places.

People: AI tools can map the product with customers as per the demand of the market. It helps us to get better customer insights so that we can have more brand loyal customer.

Packaging: Product packaging plays an important role in product safety, handling of product, product promotion, launching etc. With AI applications we can have full proof packaging designing for the product so that not only the life of product get increased but its acceptance to national and international market also can be increased.

Process: AI process are customized designed and varies as per the requirement of the organization. In general process involved email Marketing, Task automation, Improving Customer Experience, ML based automation etc. Thus with rich AI exposure we can have optimized process design to achieve the organization goals in short span of time.

Thus from above we can see that if we have right framework handy we can improvise each and every task of marketing and develop the optimized marketing strategies. AI technologies example includes Chatboats, ChatGPT, Alexa, Canva, and Grammarly etc which are more widely used today for various purposes. We can categories AI application based on different kinds of automation which they can provide such as task based, ML based, Integrated application, NLP application etc.

AI Models for Marketing

AI model designed to learn from data and make decisions or predictions as per the organization need to meet the organizational goals. The AI model can help us to analyze patterns in vast amounts of information to generate insights, recognize trends, or create content as per the marketing requirements. We can think of AI models are the invisible force behind personalized ads, spam filters, and even the auto complete function in your email and text messages.

AI models we have multiple goals to achieve includes understand and reach target audiences analyze consumer behavior , understand search intent, content generation, Personalize User experiences, automate SEO, prediction of algorithm, precision marketing etc.

AI is indeed a powerful tool that requires human expertise to use it effectively and ethically.

Basic AI Model

AI brings data intelligence thus we must have big sources of data so that we can have AI model to work on it. AI models work similarly, but on a much larger scale and with more complex data. They can find patterns which humans might miss, or anomalies especially when dealing with large amounts of information.

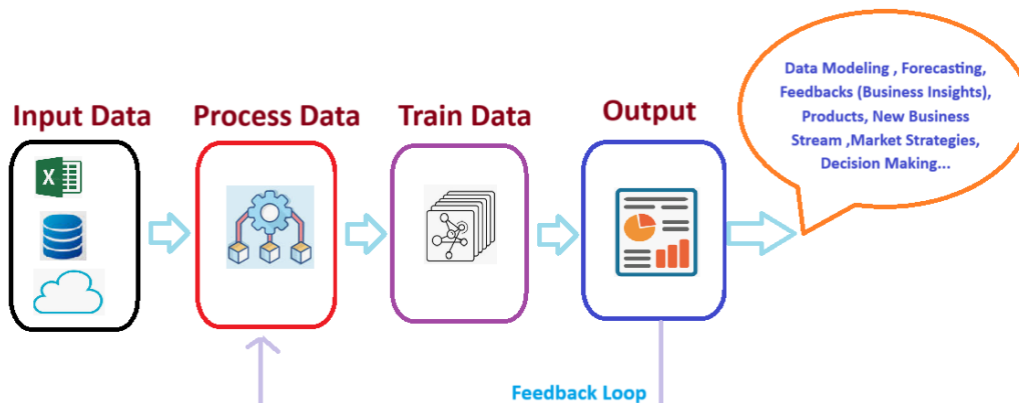
Data as Input: As we know AI is data driven hence at preliminary stage we always have input as data no matter this may be any kind of data structured, unstructured or semi structured.

Processing Data: Once we have sufficient data to begin we then have to process these data with the help of developing the model so as to analyzes this data using complex mathematical algorithms. It looks for the patterns and relationships in data and derive the various inferences / feedback on basis of the data provided.

Training Data: With the training of multiple data set our model get more refine and have deeper understandings of the data pattern. Thus with training we can increase the capabilities and accuracy of the data model.

Output: After series of training the model, a model can make accurate predictions or decisions

based on the given data as input. The output can be for any real time application purposes including prediction, forecasting, feedbacks, categorization, optimization etc.



Basic AI Model

Examples of AI model for Marketing

AI models we can categories to tackle different kinds of problems in real world. We have following categories of AI model identified as follows:

- Classification Models :** These models are developed to categorize data into predefined classes or categories. This model have application includes detecting email spam, and separating legitimate messages from unwanted data, Sentiment analysis, predict customer behaviors etc.
- Regression Models:** The regression models are used to analyze historical data and identify trends and patterns between them. They have capabilities to forecast continuous numerical values, these models establish relationships between variables to predict outcomes based on input data. This model applications includes finding the past sales, economic indicators, and seasonal trends to predict future revenue. Also in digital marketing, we can have SEO forecasting, estimating customer lifetime value, or predicting the number of conversions to expect from an ad campaign etc.
- Clustering Models:** This mode helps us to find patterns and groups i.e we get similar data points and able to categories them. Thus we can get more features of the each data point to get the natural grouping of data. This model applications includes categorizing the customer segmenting them in group based on input considered such as purchase history, browsing behavior, and demographic information. Thus once we get the right customer segment we can do target marketing by tailoring the content and defining the different promotion strategies as per the group of audience.
- NN and Deep Learning:** The Neural Network are similar to human brain, the neural network and deep learning technologies are used for complex predictions. This model application includes image recognition system to analyze the visual ads contents and provide the valuable insights as per consumer preferences. The other application includes speech recognition, generate human like text for content creation and personalization services.
- Natural Language Processing (NLP) Models**
The NLP model has capabilities to understand, interpret and generate human language. These models act as a bridge between human and computer acting as a communication interface between them. This model application includes sentimental analysis, extract key information from the document, chat boats automation etc.

Conclusion

AI for marketing has been used to accompany multifold goals which can be varies from organization to organization. With the recent trends in AI in marketing it can be seen that AI is very well utilized for achieving the smaller goals and has limitation to drive entire marketing function, however its capabilities are rapidly growing day by day. Nevertheless, still with AI marketers get better results, and it helps to transform the marketing efforts from manual towards automation.

The relevance of AI in marketing brings numerous advantages to the organization which serves the optimized way to the marketing efforts and brings win-win situation to organization and marketers.

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