ARTIFICIAL INTELLIGENCE IN MARKETING: NEW METHODS

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Abstract:
In the article, the author outlines the degree of influence of artificial intelligence on the economy and business, and also examines its opportunities and problems.

Keywords: artificial intelligence, algorithm, data, machine learning, transaction, digital economy.

Introduction

Artificial intelligence is the ability of computer programs to learn, make decisions and do things that are characteristic of humans. AI technologies are divided into four subfields: machine learning, natural language processing, computer vision science, and robotics.

There are two types of artificial intelligence - weak and strong.

The weak one was created long ago. This is AI capable of solving a limited range of tasks for which it was created: processing photographs, talking with the user, guessing client preferences. Weak AI performs tasks better and faster than humans and continuously improves. However, he will never learn something fundamentally new. AI processing photos will not translate texts from one language to another.

Strong remains in the future for now. Strong artificial intelligence is capable of making decisions in situations for which it was not trained. For example, create content, although previously I was engaged in the selection of personal recommendations in news feeds of social networks.

Weak AI has been used in marketing for a long time. According to Gartner statistics , in 2015–2019 the share of companies using AI grew by 270%. 37% of companies whose CIOs were surveyed by Gartner used artificial intelligence in one form or another.

Artificial intelligence solves two problems in marketing:

-reduces costs - for example, by cutting jobs when introducing a chatbot with AI instead of a staff of operators;

-increases efficiency - for example, it studies large amounts of information and puts forward hypotheses to personalize content faster and more accurately than a human.

Below we will look at the marketing industries that use AI for these purposes.

Content: AI writes news and product cards

Artificial intelligence is used to reduce content production costs. AI is capable of writing texts based on databases, a given topic, or analysis of similar materials. Artificial intelligence can also suggest topics for copywriters, prepare reports, and write draft texts.

The Washington Post has been using the Heliograf bot since 2016 to help it gather news faster. This is a semi-automatic system that works in tandem with the editorial team. At first it was used to cover the Olympic Games: journalists prepared templates, and the AI immediately after the sporting events filled the templates with data and published the results on different platforms.

Artificial intelligence is only good at small texts, while long articles require editing. AI cannot yet

replace a trained journalist, but it can already reduce the amount of manual labor and reduce the time for producing content. AI can not only create, but also process content and recommend suitable solutions.

Bots can work with text, images and video. In Odnoklassniki, AI automatically creates videos with congratulations for various holidays. The Social Network Analysis algorithm analyzes behavior and finds 3-5 accounts with which a person interacts most often. Deep, ultra-precise neural networks take photos of these users, cut out their faces and integrate them into video content.

Co-founder and development director of Postoplan Ekaterina Sukhenko talks about how the service uses AI. Artificial intelligence is responsible for analyzing competitors' posts and searching for interesting topics. In addition, AI allows you to remove the background from photos without going to third-party editors.

How to use it in business now. The examples we described are developments of corporations. They had investments that were not available to average businesses. However, a company of any level can choose AI-based content applications that are on the market to suit its needs.

For example, the AI copywriter from Sber AI x CopyMonkey.ai creates product descriptions based on specified characteristics (however, experts interviewed by Skillbox Media called the tool crude). The Synthesia service generates videos in more than 50 languages, and Articolo creates text in English based on a given topic or rewrites the source. However, you won't be able to find an app for every task, and many of them don't work in Russian.

Selection of relevant offers: multiple increase in conversion

AI-based technologies can analyze preferences and offer users relevant products. AI can recommend suitable products, rearrange landing pages to suit consumer interests, or create personalized selections.

This is how recommendation systems work on social networks and on websites with high traffic. AI-based algorithms monitor user actions and suggest content that is highly likely to appeal to them. In Yandex.Music, Senior Data Scientist at Grid Dynamics Alexey Romanov talks about a case of using AI: a recommendation system for searching for similar products increased conversion by 11% in the Macy's online store. This brought the company an additional $28 million annually

Artificial intelligence is used for virtual assistants, assistants and chatbots. AI can conduct dozens of conversations simultaneously and processes requests faster than operators. Artificial intelligence can solve problems that are inaccessible to chatbots and voice menus built using simple linear algorithms (we discuss in detail how linear chatbots work in this article).

"Artificial intelligence that processes natural language is used mainly in a very large number of scenarios in which the user needs to be advised," explains Nikita Morozov, director of marketing at the AI company Cleverbots. According to him, AI is needed for tasks that cannot be solved in a linear way without losing the quality of the service. The ROI of AI in communications depends on the number of clients: the more users, the

Artificial intelligence is playing an increasingly important role in modern marketing, taking traditional methods of promoting products and services to a whole new level. Through the use of algorithms and machine learning, artificial intelligence is able to analyze huge amounts of data, identify trends and predict consumer behavior. Companies can use artificial intelligence to create

personalized advertising campaigns that are tailored to the interests and preferences of each individual consumer. For example, algorithms can analyze data about a customer's previous purchases and interests to offer personalized recommendations and promotions. Artificial intelligence also helps automate marketing communication processes. It can answer customer questions in real time through the use of chatbots or virtual assistants. This improves customer service and reduces response time. One of the key benefits of artificial intelligence in marketing is its ability to improve the performance of advertising campaigns. Algorithms analyze customer behavior and preferences to determine who is most likely to purchase. This allows you to reduce your advertising budget and focus on your target audience. It is also important to note that artificial intelligence is capable of processing data orders of magnitude faster and more efficiently than humans. This allows marketers to make faster and more accurate decisions based on up-to-date data and quickly respond to market changes. Ultimately, the adoption of artificial intelligence in marketing helps companies increase the effectiveness of their advertising campaigns, improve customer service and make more informed and accurate decisions based on data analysis. It also opens up new opportunities to create personalized interactions with consumers, which is an important factor for success in the marketplace today.

Artificial intelligence (AI) is a technology that enables computer systems to perform tasks that require human intelligence, such as pattern recognition, data analysis, and decision making. Every year, AI is becoming more common in companies' marketing strategies, and this is not surprising. The use of artificial intelligence in marketing has a number of advantages that help companies achieve better results.

1. Improved personalization

The use of artificial intelligence in marketing allows companies to create advertising and marketing materials that are more personalized and tailored to customer needs. AI algorithms analyze customer behavior, preferences and interests, allowing them to offer relevant information and offers. This helps improve customer experience and increases the likelihood of successful promotion of products and services.

2. Automated analysis of large volumes of data

Marketing activities require analyzing large amounts of data, which can be time-consuming and costly. Using AI allows you to automate this process, processing and analyzing data much faster and more efficiently than a human. This allows you to quickly identify trends, understand customer needs, and make more informed marketing decisions.

3. Improved customer experience

AI can be used to improve the customer experience by providing quick and accurate answers to their questions and queries. Robotic chatbots equipped with AI can communicate with customers, provide information about products and services, and solve problems. This reduces response time and increases customer satisfaction.

Artificial intelligence is already one of the most important technologies that is actively used in marketing. In this article, we looked at the main benefits and challenges of using artificial intelligence in marketing. Now it's time to draw final conclusions.

Artificial intelligence provides marketers with a wide range of capabilities that enable them to effectively interact with consumers and improve marketing strategies. The power of automation, big data analytics and personalization allows you to optimize your advertising campaigns and offer consumers more relevant and interesting products or services.

Big data processing and analysis is made possible by artificial intelligence, allowing marketers to more accurately analyze the preferences and needs of their target audience. As a result, companies can create more effective marketing strategies aimed at meeting customer needs and desires.

Advanced artificial intelligence algorithms allow for more accurate forecasting and forecasting of purchasing behavior. This allows marketers to make more informed and successful decisions related to pricing, advertising budget allocation and product positioning in the market.

However, the introduction of artificial intelligence in marketing is also accompanied by certain challenges. Lack of talent, high costs of implementing artificial intelligence and data privacy concerns are some of the main obstacles that marketers must overcome to effectively use this technology.

Overall, using artificial intelligence in marketing can significantly improve the effectiveness of marketing campaigns and lead to stronger customer relationships. However, it is necessary to take into account both the benefits and challenges associated with the implementation of this technology. Careful planning and selection of the right tools is the key to success in using artificial intelligence in marketing.

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