

“Digital Marketing Using Artificial Intelligence”

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Abstract

This article discusses AI's digital marketing advantages (AI). AI may help digital marketers. Digital marketing literature seldom discusses AI. E-commerce, consumer behavior, e-commerce strategy, social media strategy, search engines, and predictive consumer models dominate academic research, neglecting business-specific challenges. E-commerce, advertising, social media marketing, and user behavior research employ predictive models. I'll review AI and digital marketing in this essay. This article examines digital marketing science's AI use, gaps, and future research.

Keywords : Data, customer behavior, and AI are all crucial to the field of digital marketing.

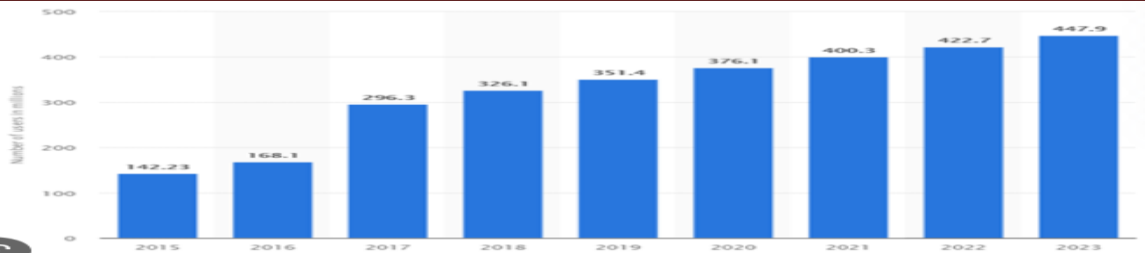
INTRODUCTION

Businesses may now provide a broader selection of products to customers thanks to advancements in technology. Digital marketing allows companies to reach more customers and promote their products by using digital mediums such as the internet. Digital marketing encompasses any methods that may substantially impact persons at a given time, in a specific place, and via a specific medium. Improvements in digital marketing may be attributed to the rise of big data and intelligent systems, both of which have their origins in academic scientific research. Through the study of AI, this essay provides a thorough examination and clarification of the digital marketing approach. Yet, the number of scientific articles published is approximately normal, and the business sector looks to be expanding at the same time. This article demystifies their efficacy using artificial intelligence (AI) solutions. Considering the vastness of the field and the abundance of publications, there don't seem to be many academic studies of the intersection between digital marketing and AI (AI). Several extremely wide research in certain domains of digital marketing, are already investigating the potential influence of artificial intelligence (AI) on digital marketing. Now, more progress is feasible.

ONLINE ADVERTISING

To achieve marketing goals, marketer integrates traditional marketing communications with digital media, data, and technology. Digital marketing is the practice of promoting a business using digital channels, such as the Internet, mobile devices, and social media. Here, we'll go further into the topic of online chats. This includes paid and unpaid internet promotion such as banner ads, emails, social media posts, content, SEO, and partnerships with other sites [1]. Digital marketing, often known as online marketing, email, social media, and the web. Visualization of India's growing digital marketing industry.

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see Fig. 1.

Fig1: Digital Marketing Growth in India

Online Advertising Methods

The many methods of online advertising include the following:

The goal of search engine optimization (SEO) is to increase the number of individuals who find your business via a search engine and visit your website. work those terms into the content of their businesses' websites [2].

To sell a business' products or services, it must participate in various social media activities. While the vast majority of people have some familiarity with social media, marketers need to take a strategic and comprehensive approach to obtain the best results [2].

With content marketing, the focus is on the content itself. It disseminates data and narratives in an effort to increase brand recognition.

Affiliate marketing is a kind of word-of-mouth advertising in which an individual or group of individuals promote a company in exchange for monetary compensation in exchange for posting promotional content (such as a link or video) on their website [3].

Keeping in contact with consumers and informing them about deals, new items, and events is the goal of email marketing [3, 4].

Intelligent machines

The essence of artificial intelligence is using computing to massive datasets in order to solve difficult problems. Also covered are the subfields of machine learning and deep learning. Artificial intelligence, or AI, describes machines that have been programmed to mimic human cognitive abilities (AI). Any machine displaying behaviors indicative of intelligence on par with the human brain may be called artificial intelligence [4]. It seems that artificial intelligence (AI) can help us figure out how to swiftly and accurately examine vast amounts of data. Artificial intelligence (AI) has quite different applications in different sectors. However commercial forecasting models are based on research conducted in the scientific community. In spite of this, businesses are prioritizing other activities over investing in AI research.

The Role of AI in Digital Marketing

These days, however, "artificial intelligence" (AI) refers to more than just a talking computer or driverless car. In today's corporate world, "AI" is shorthand for any program that can automatically upgrade itself via a learning process. Hence, in addition to the heavy lifting we've come to anticipate from robots, they can now aid with cognitive and deliberative labor as well [5].

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As marketing is often one of a company's biggest outlays, it stands to gain the most from any advanced AI applications that are developed to improve return on investment. The rise of social media and the insatiable need for online content have made content marketing the most effective form of advertising. With the use of AI, we can learn more about the content consumption patterns and distribution preferences of our clients and potential new ones. It used to be tough for artists to think up advertising that would pique enough people's attention to merit sharing widely. But, with the help of AI programs, this is now quite simple [5]. Figure 2 below depicts the usage of AI in marketing.

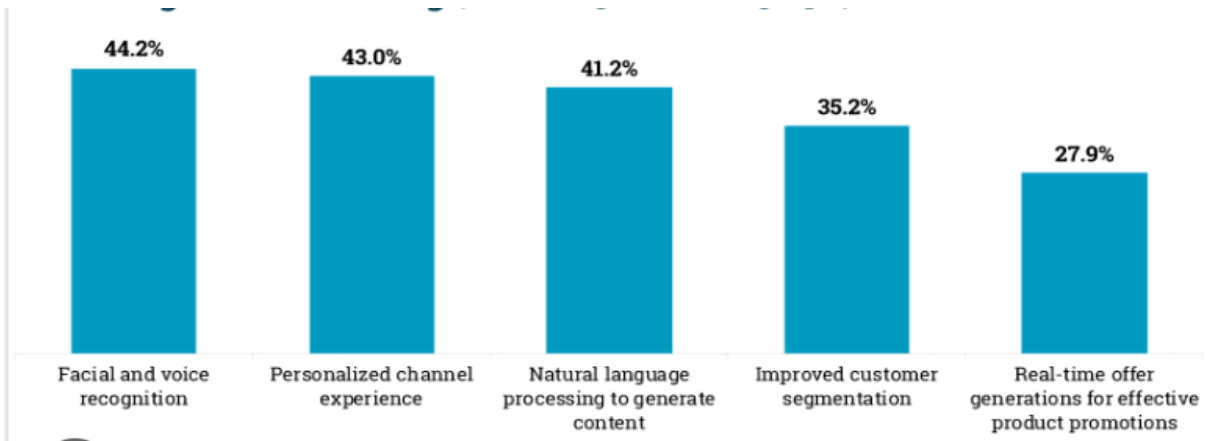


Fig2: Use of AI tools in Marketing By Organizations

Artificial intelligence (AI) in digital marketing: Advantages

Automation in digital marketing has helped save money and time for both marketers and companies. The most significant benefits of using AI into digital marketing are as follows:

Get valuable insight into your target market via the use of artificial intelligence (AI) to sift through mountains of data in order to predict customer behavior. This opens the way for the effective execution of targeted marketing initiatives [6]. AI enables businesses to automate a broad range of tedious but important duties, resulting in increased productivity. Because of this, we should expect substantial savings and increased productivity [6].

Artificial intelligence removes the guesswork from effective advertising by providing data analytics and AI-powered services [6].

Advantages to Consumers Businesses may better reach their target audiences by using AI into their marketing strategies. More satisfied consumers will keep coming back. Studies show that consumers are more receptive to advertisements from companies that employ AI [6].

PROPOSAL FOR RESEARCH

According to ref. [7], while collecting and evaluating data for marketing reasons, it is important to take into consideration consumers' unique personalities and interests. The impacts of digital marketing tools, such as studying the customer's journey, are not uniform. Learn the ins and outs of digital marketing by researching customer behavior and the purchasing cycle. Marketers are starting to see the value of artificial intelligence and machine learning, and there are now a number of martech platforms that can add these features to their apps. As a result, less time is wasted hunting for information, and the process moves forward more quickly.

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Website owners may utilize AI to keep tabs on user activity and assist categorize site visitors, or the technology can be put to work creating content like tweets to boost the company's brand awareness, social media following, and user engagement. You may use this data to find other businesses like yours to network with and increase sales.

The ever-increasing volume of data being produced daily has made it more challenging to make choices. Required steps include locating necessary data and agreeing on an aim. Modern digital marketing relies heavily on big data, which is defined by many attributes, a large number of samples, and complex algorithms for decision making and optimization. If the figures check out, it may be helpful for decision-makers. Data quality might be improved with the use of an on-demand data categorization mechanism. Now that generic optimization models may give disaggregated data, it is possible to reconsider decisions with low stakes. Digital advertising includes such procedures as bid optimization, keyword selection, and audience targeting. If we can show statistically that specific data interacts and correlates, we will have laid the framework for clever decision-making algorithms.

CONCLUSION

According to the findings of our research, the total number of academic articles exploring the use of AI to digital marketing has just reached an all-time high, with a few noteworthy exceptions. By the use of many current procedures, it is now possible to make significant advances in one's endeavors, such as expanding one's audience, boosting one's conversion rate, augmenting one's return on investment, and so on. In the near future, there will be a flurry of new advances in the realms of computer technology and advertising. The owners of businesses, those in charge of marketing, and those who make decisions should use this opportunity to do exceptional things. As artificial intelligence technology progresses, new standards for digital marketing will be set, both in academic institutions and in businesses. As the company's AI models continue to improve, academics will strive to narrow the gap that now exists between the two industries. The growth of marketing as a discipline is owed to the contributions made by a variety of different parties, including enterprises and academic organizations.

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