Artificial intelligence, Social Media Marketing and its scope in the Present Marketing Industry

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Abstract

The world of marketing has evolved in a big way, from posters on old electric poles which get blown away in the wind to individual specific advertisements which compel people to at least go through the company portfolio, if not purchase a product or a service. These days, this task of marketing has been handed over to Artificial Intelligence systems that do their own thinking and deliver the target instructed by the marketers, analyzing and controlling all the other relevant variables on their own. The biggest fear among the people is that AI systems will take over their jobs and render them worthless and jobless, but this is not true in all aspects as the cognitive ability possessed by human beings cannot be matched by any robot or artificial intelligence system, but the routing jobs can be taken over by the robots and made more efficient, while removing the burden of working hours, provident fund and labour laws. Therefore, it can be said that till the time people make use of their unique skill and abilities, no system can replace them, but the day they stop doing new things and settle in for the routine work, it won't be long before they are replaced by a robot. Our paper covers various aspects of marketing, right from traditional to marketing using Artificial Intelligence systems and also integrating it with social media marketing. We also highlight the negatives and the positives of the AI systems taking over in the future.

1. INTRODUCTION

1.1 Traditional Marketing

Traditional marketing can be roughly characterized into four broad categories, i.e. 'print, broadcast, direct mail and telephone'.

Print media is one of the oldest forms of marketing. It has been used since the ancient times when Egyptians used to use papyrus to spread sales notices and other public messages. These days, print media includes newspapers, magazines, etc. This method has a very wide reach as it can reach where the broadcast media

cannot.

Broadcast media covers marketing through radio and television. 'T**he first commercial broadcast—a radio program supported by on-air advertisements—aired on November 2,1920'**. This method is fast growing and has greater capability to capture a customer's attention because it touches the two major senses, i.e. seeing and hearing.

Direct mail covers things like postcards, fliers and postal mail. It is similar to print media, but it is used to reach people of a particular characteristic. It is mainly aimed to reach individuals, unlike print media, which focuses on a larger audience.

Telephone marketing is the process of informing the consumer about the products and services and convincing them to buy, over the telephone. This process is becoming obsolete these days because it irritates the people and these days people do not have the time to listen to such long conversations over the telephone.

The type of traditional marketing depends upon the size of the company and the available funds. advertising on the television is the most expensive form of traditional marketing. '**a 30-second commercial during Super Bowl 2012 was around $3.5 million, more than $100,000 per second'**

Advertising in leading national newspapers is also very expensive. The companies that have limited funds, advertise in local newspapers, distribute fliers and put posters.

Small local businesses, that do not want to spend a lot on promotion and just focus on local customers, advertise through radio.

Telemarketing is extensively used by telecom companies to promote their data and voice plans to their customers. It is a cheap method of advertising and enables them to target individuals.

1.2 Social Media Marketing

It is a form of marketing in which the marketer uses social media to inform the customers about new products and services being offered, about discounts and offers, about events being organized nearby, etc.

It is a comparatively new form of marketing and is being heavily used by all major companies. The best thing about it is its low cost and wide reach. These days, all companies, right from backyard startups to multinational corporations, are using social media to get their customers attention and also get new customers in the process.

Social media marketing is mainly used to target youth and middle aged population, the ones who are socially active and conscious about their social lives. This strategy enables users to register for events very easily and also to share this with their friends, who in turn, at least go and read about the event which their friend has registered for.

Social media marketing is done through various platforms, which include Facebook ads, Youtube clips, Google Search results, Twitter ads and various other Email websites. The company has to pay according to the

visibility of the advertisement and its positioning on the webpage.

This form is very useful when companies want to target a particular group of people depending on age group, gender, geographic location, preferences etc., because social media websites collect information about search history, purchase history and other online behavior patterns, which is used by companies to position different ads for different kind of people. This gives the company websites more traffic, and boosts their app downloads, if not anything else.

1.3 Artificial Intelligence and The Society

The little understanding of human intelligence with them has resulted in the mistaken belief that with the introduction of AI there will be shift between the levels of agency and action. Commercial firms and government organizations are replacing their own employees in AI driven society. Instead, they can train the employees with new technologies and have control over artificial intelligence with the power of law.

2. FUTURE OF AI

The transportation framework is heading towards full robotization. Sooner rather than later Cyborg innovation will upgrade the aptitudes of people by enlarging themselves with PCs. Numerous unsafe occupations like defusing employments, delivering poisonous materials, welding will be finished by machines incorporated with simulated insight. AI will assume a major part in deciding the climatic changes utilizing information examination to give pre data about common catastrophes and in this manner spare lives. The day isn't far when robots will wander among us as our companions who can comprehend our feelings and change their feelings as needs be pushing us to remain upbeat and even market products just like a human being understanding the likes and dislikes of a person just like how a marketer does

2.1 How AI Can Revolutionize Marketing Industry and How It Can Affect The Traditional And Modern Marketing Techniques

Manmade brainpower is increasing tremendous notoriety in new fields and wanders all around the world. The Supply Chain is in no way, shape or form a special case. Huge organizations that have adequate money to put resources into AI makes utilization of its gigantic abilities to address their issues. Today, all organizations are driven by a 4 letter word ‚DATA'. On the off chance that you are a production network director, you should crunch information and perform examination on the information to get important conclusions. AI frameworks can help the Store network administrators to take entangled choices, after investigation of information. Before tending to what AI can do, it is basic to first comprehend what it is. In the least difficult terms, AI is insight displayed by machines, or when machines imitate or can supplant savvy human conduct, for example, critical

thinking or learning. Generally, AI is machines deciding, for example the issue of instructions to alter a request to estimate in view of changing interest is normal for a store network official. AI can give recommendations and master feeling to the official on the most proficient method to deal with the issue. Nonetheless, comprehend that interest in AI will accompany its claim dangers. Today there are enormous dangers related with SCM. This is on account of run of the mill SCM frameworks today the functions of AI is Objective oriented functions: The decisions taken by the expert systems in AI must be in accordance with the goals and objectives of the organization. If the organization prioritize customer satisfaction over low cost, then the decisions must be made accordingly. AI must account the cost of change: It is easy to provide new path breaking decisions that can help the manager take decisions. However the feasibility and associated costs must be taken into account by the AI systems. AI must be scalable: In today's world, it is important that the AI systems are scalable and its operations can be incremented as and when required by the organisation. When one talks about Artificial Intelligence numerous expect that it is the substitution of people as robots. In any case, it isn't only that fairly it is an umbrella that envelops everything, right from Robotic Process Automation to genuine robots. According to the Father of Artificial Intelligence John McCarthy, Artificial Intelligence is the science and engineering of making intelligent machines, especially intelligent computer programs' and as the whole world gets revolutionized the marketing sector as well will be revolutionized and hopefully never in the near future will the marketers be called jobless and the AI'S carrying out the jobs.

These high tech AI systems collect enormous amounts of data through social media. People's online purchase history, search history, social media behavior and many more aspects which help these systems to show the customers exactly what they need and prefer through ad banners, ad clips, webpage popups, etc. Companies have to encrypt this data and program their AI systems in a way which does not intrude the privacy of the general public. Through this information, the AI systems even show different prices to different people based on their needs and their desperation to purchase, it can understand the various websites which the person is visiting and the prices and benefits offered by them, then it can place its own offering to look tempting to the consumer and present that offer in the form of an ad, when the customer is browsing the internet, or using an app.

These systems help companies to connect with the exact kind of customers, that they want. They can program their AI systems to analyze a particular kind of people based on the demographic details, occupation, income, age group or any other factor which they want. Then these systems can be given a target, like more sales, reduced costs, greater penetration and reach for the new offers, etc. and the AI systems do the rest to meet the target, controlling and adjusting all the other necessary variables.

2.2 Is the development of AI systems good or bad for people?

AI systems are designed to take over the monotonous jobs that people do, it enables people to be put to a more productive use, where their thinking and decision making capabilities can be valued. It is not developed with the aim of rendering the people jobless and hungry, rather it is developed to increase the speed of production and efficiency, while removing the risk of injury, fatigue or death. The control of these robots is in the hands of the people and they can takeover anytime they like.

But on the flip side, if people do not enhance their unique skill and just stay content with the monotonous work they are used to doing, then they face a possibility of being replaced by a robot very soon. The companies are finding the use of robots more convenient than employing people, specially in the case of routine work, like manufacturing, because robots do not take sick leaves, get tired or demand gratuity and provident fund. Robots enable manufacturers to undertake big orders and produce in sub-standard working conditions because unlike people, robots do not stand a chance of injury or death.

3. CONCLUSION

As we all know that marketing is a complicated word in itself, for ages it has been practiced either knowing or unknowing and it is still very difficult to define it. But when it comes to is importance it is as important as it is in any field weather it is a business organization or a non- business organization. By the above study we come to know that marketing has evolved from traditional practices like getting one's product marketed by representatives of the company to giving advertisements on televisions, radios, newspapers and other advertisement sources. But today with the emergence of social medias the marketing has also evolved itself in a whole new form, but the concept is still the same that is to promote one's product or service. But as we see there are many companies which rely on only the social media marketing for their promotions which is not a good sign because of following reasons:

- Still many people are not aware about these social media marketing.
- Many do not take things seriously when promoted through social media.

So it is still good for an organization to promote via both traditional and modern or social media as a combined combination of these which will help it in a better way to promote.

So it is known that we operate in a dynamic environment so it has to change according to changing and adopt to new

 methods and technique, so it is pretty acceptable for companies to adopt to new

marketing tools to promote their products and services bu in a appropriate way which could actually help their company rather than going with the flow.

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