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## THE ROLE OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING – A CONCEPTUAL STUDY

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### ABSTRACT

Artificial intelligence (AI) is becoming increasingly popular in the everyday lives of companies and individuals. Companies use artificial intelligence through voice recognition, image recognition, meeting their needs, answering questions and other opportunities to interact and attract customers. Artificial intelligence can be seen as a holistic integration between cloud computing, robotics, digital content creation, various technologies for network devices and their systems. AI has the authority to help management create and track a variety of digital content, help understand customers' overall needs and provide management with the information they need to make important decisions. AI helps marketers create clear benefits and provide better products and services to customers (Cremer, 2019).

Digital marketing has enabled marketers to implement different strategies and improve the use of different electronic tools, market products and monitor customer needs using various online tools. Marketers can also be used to attract customers, target ads and stay up to date on the latest developments in the business environment. Artificial intelligence in the marketing process allows marketers to process and analyse large amounts of data to obtain basic information, analysing it to meet customer needs in a short time. In addition, management must effectively attract customers to be loyal and support the return on investment. Another important factor that aims to apply artificial intelligence in the marketing process is that the business environment becomes more complex, competitive and dynamic with various internet tools such as Web 2.0 and so on. Therefore, companies must recognize and understand customers' needs and expectations, create and improvise. Products that effectively meet the needs.

**Keywords:** Artificial Intelligence, Digital Marketing, Chatbots

## INTRODUCTION

Artificial intelligence (AI) is gaining popularity in everyday life of business and individuals. Companies apply AI for interacting with customers and engaging them through voice recognition, image recognition, addressing their needs, resolving queries etc. AI is considered as the overall integration between various technologies covering cloud computing, robotics, digital content creation, network devices and their systems. The AI is enabled in supporting the management to create and monitor various digital content, assist in understanding the overall needs of the customers and enable in providing the necessary information to the management for taking key decisions. The AI helps the marketers to create distinct advantage and enable in providing better products and services to the customers (Cremer, 2019).

Digital marketing enabled the marketers to apply various strategies and enhance the usage of various electronic devices, promote the products, track the needs of the customers by using various internet tools. The marketers can also enable in engaging the customers, target the advertisements and keep updated on the recent happenings in the business environment. AI in marketing process enables the marketers to process high volume of data and crunch them for arriving at key information, analyse them so as to meet the needs of the customers in a quick span of time. Besides, the management need to engage the customers in an effective manner so that they will stay loyal and support in enhancing the return on investments. Another essential factor which intends to implement AI in the marketing process is that the business environment is becoming more complex, competitive and dynamic with various internet tools like Web 2.0 etc. hence companies need to recognise and apprehend the customer needs and expectations, create and improvise the products so as to meet the needs in an effective manner.

## AIMS AND OBJECTIVES

The main aim of the study is to explore the role of AI in digital marketing and state how companies utilise the potential of AI in interacting with the customers effectively. The key objectives of the study are

1. To understand the strategies which are implemented by companies in applying AI for digital marketing
2. To state the benefits of using AI in digital marketing process
3. To mention the challenges and ethical issues of applying AI In the digital marketing domain

## DISCUSSIONS

### *DIGITAL MARKETING: A GLIMSE*

The critical aspect of AI refers to the application of technology which supports organisation, management and employees in mimicking the human intelligence and get the work done in quick time. AI includes in applying broad range of capabilities like voice recognition, image recognition, and application of neural programming, machine learning and semantic approaches. The marketers intend to use such technologies so as to provide information to the customers, receives their feedback and comments, engage them better and thereby creating a loyal community of customers who will support the organisation. (Goodfellow, 2016). The traditional marketing channels are less efficient as it involves more cost, time and the success rate could not be predicted, moreover traditional channels are focused for domestic country or regroup of people. Whereas digital marketing is mainly involved in offering the information pertaining to the products to the individuals who are situated in various parts of the globe, engage them better and serve them in an efficient manner.

In the competitive environment AI is highly significant for marketers to gain competitive advantage, stay connected with the customers, address their queries and grievances, support in creating content and providing information to the customers about company products and services. The digital marketing is mainly focused in addressing the following questions

How to reach to the customers

What content do the company need to create and share

How to schedule the post in social media channels

How best to address the queries?

The marketers need to understand and prepare comprehensive answers to such question with the aim to enhance engagement with the customers and foster growth in sales, finally leading in creating better brands. It is noted that AI is generating better transformation to each aspect in every day life of marketers and consumes, furthermore, it enables in changing the way the ad campaigns are being carried out, also AI tends to define how the digital marketing is being carried out in the current context and future aspects as well.

### ***AI STRATEGIES IMPLEMENTED IN DIGITAL MARKETING***

#### **NATURAL LANGUAGE PROCESSING – NLP**

The automated process of buying and selling ads is called ad planning. Marketers are looking for advertisers and publishers, who in turn point to an ad store. Advertisers pay merchants in exchange for ads. Artificial intelligence technology uses algorithms to analyze customer behaviour. We also collect customer cookie data to help marketers make informed decisions and use this data for real-time campaign optimization. (Anon. 2019). Customers or audiences who are likely to convert will see certain ads appearing within a certain period of time. The ads that customers see vary depending on their previous research and activity. Artificial intelligence is not website creation at all, it helps marketers to enhance the visitor experience by intelligently customizing the company's websites. It shows the many benefits of customizing their website. These smart AI algorithms can be used for customization in two ways: • Push alerts - Using behavioural alignment algorithms, specific push alerts can flash or be sent to specific client devices. Website - After a thorough analysis of customer data including demographics, location, website interaction, device and more. AI shows the best content and offers for this user (Akerkar, 2019).

#### **IMAGE AND VOICE RECOGNITION – CHATBOTS**

Chatbot's are artificial intelligence-based applications that interact with users in a natural language environment. These applications are fast becoming an area of great interest to marketers as the traffic on social media to private messaging services like WhatsApp and Facebook Messenger increases. This is a difficult commitment opportunity that must not be missed. Most digital marketers see chatbots as a very personal customer service related to marketing, but not directly to the marketing function. At the same time, chatbots help users with customers waiting to be sold. Smart chatbots provide impressive customer service in many industries such as fashion, healthcare, insurance and more. They understand site- or environment-specific queries to understand patterns, identify problems, and guide users to the cause of the problem. Chatbots are not just about customer service.

#### ***BENEFITS OF USING AI***

Artificial intelligence makes email marketing even better for the marketer and the customer. Large-scale adaptation is every trader's dream and artificial intelligence makes it possible. Artificial intelligence can use data to generate personalized emails to each business subscriber based on their previous interactions with the brand. You can customize it based on the content they consume, their wish list pages, older pages and more. For example, if a user continues to visit product page links in their company email, but someone else ignores those links and goes directly to the content, artificial intelligence can send different messages with the most relevant links for each user (SAS Institute, 2019).

Another aspect of artificial intelligence that can improve customer satisfaction is augmented reality (AR). AR gives customers the opportunity to see and feel the production before they make an online purchase. An example of this technology, of course, in the initial phase is the Linkert 3D test, which allows customers to test the structure they want to acquire via webcams. Feel at home. Integrating this technology can really lead to better and faster customer response, which will ultimately reduce revenue (Chaffey 2019).

## **CHALLENGES FACED BY THE ORGANISATION**

Technological advances have always helped companies create new opportunities to reach customers. One of the greatest technologies of our time is artificial intelligence (AI), which makes all the noise in the digital space. Because of the story and marketing opportunities, artificial sales intelligence and B2B marketing are designed to change people's interaction with brands, information and services. The world and future of B2B marketing will be affected by artificial intelligence. (Greenwald, 2018). Many business giants are afraid of the idea of fully automating marketing efforts through intelligent artificial intelligence technology. Governed only by human power. Artificial intelligence was consolidated this year with complementary processes such as big data, the Internet of things and machine learning. But these are just elements that ultimately help unlock the full potential of artificial intelligence. In the coming years, especially in 2022, there will be visible changes and effects due to the use of artificial intelligence. (Braun, 2019). Artificial intelligence is constantly becoming an enabling tool for digital marketers and works with tricks to get information from a person or group of people and make their brand powerful. We can safely say that artificial intelligence is a safe investment that will surely pay off.

## **CONCLUSION**

AI Marketing is a new guide for marketers that guides them from marketing automation to market adaptation. The need for personalization, responsive design and dynamic engagement has long been talked about, and the introduction of artificial intelligence serves as a catalyst to initiate the transition to marketing. The scope of AI has increased in terms of its application in marketing. This marketing time can be considered interesting, challenging and scary at the same time. (Dumitriu, 2020). With the advent of artificial intelligence marketing, automated and traditional marketing techniques have lagged behind and things like customization, voice and image recognition, chatbots, compensation forecasts, dynamic pricing and customer insights have come into the picture. The availability of a wide range of data enabled merchants to conduct personal sales and marketing activities and meet customer expectations as much as possible. AIM is currently in its infancy and is expected to change marketing strategies and business models at a rapid pace. Some market research topics can become trivial as these roles are taken over by machines and advanced jobs are created that require high skills and knowledge. In the near future, AIM is likely to change marketing strategies and customer behaviour significantly. AIM will surely explode with many more surprises in the near future.

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