SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

23BAT615 – Artificial Intelligence for Managers

Unit IV – AI & ML for Business Excellence

Presented by

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Design Thinker

Redesigning Common Mind & Business Towards Excellence

1st Indian Institution to Implement & Patent Design Thinking FrameWork

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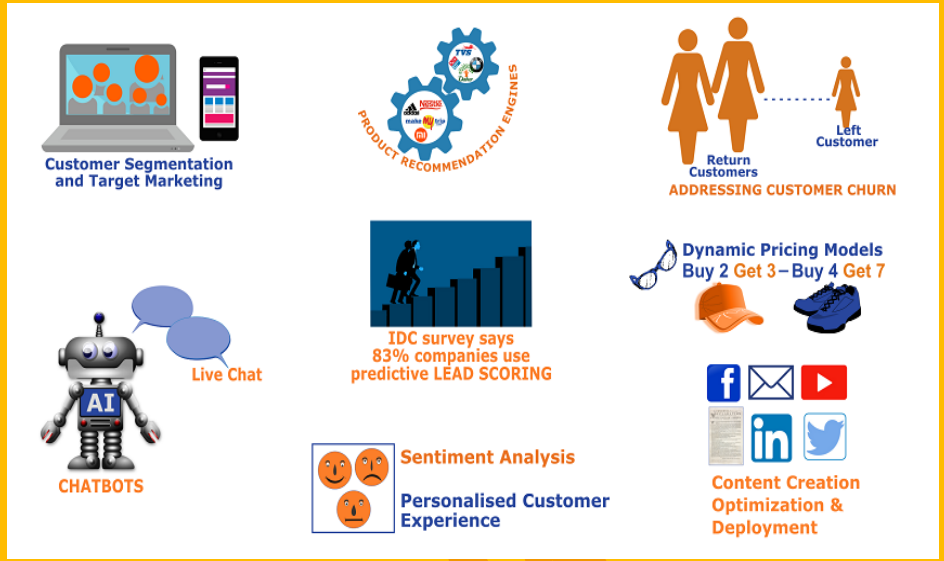
Build an Entrepreneurial Mindset through our Design Thinking FrameWork

Guess the Topic!!!

Application of AI & ML in Marketing



Recap

- Reason to study implementation and change management consideration
- Implementation of AI & ML in business
- Change management considerations in AI & ML in business

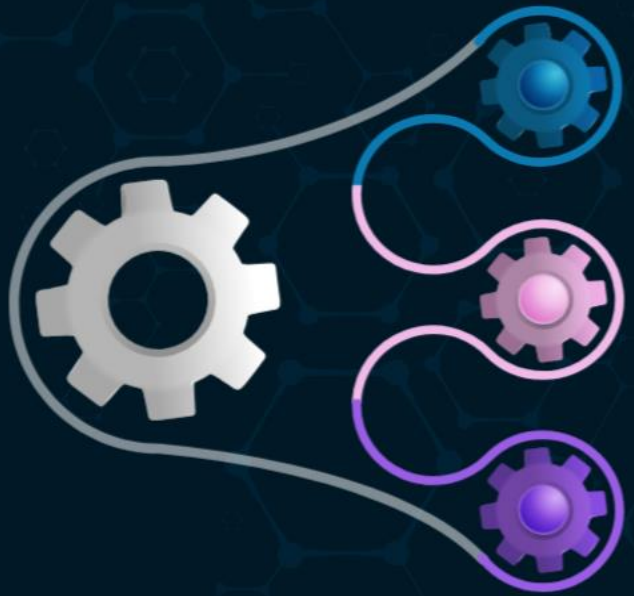
Discussion about….

- Reason to study AI & ML in Marketing
- Current state of AI in Marketing
- Key Benefits of AI & ML in Marketing
- AI Implementation Framework
- AI Personalization in Marketing
- AI Driven Customer Segmentation
- AI Powered Content Marketing
- AI in Social Media Marketing
- AI Analytics for Marketing Insights
- Future Trends in AI & ML in Marketing

Marketing

Overview of AI & ML in Marketing

Transforming Marketing Strategies with AI & ML



Enhanced Customer Insights

Utilizing AI & ML for in-depth customer behavior analysis.

Personalized Marketing Campaigns

Leveraging AI & ML to tailor campaigns for individual preferences.

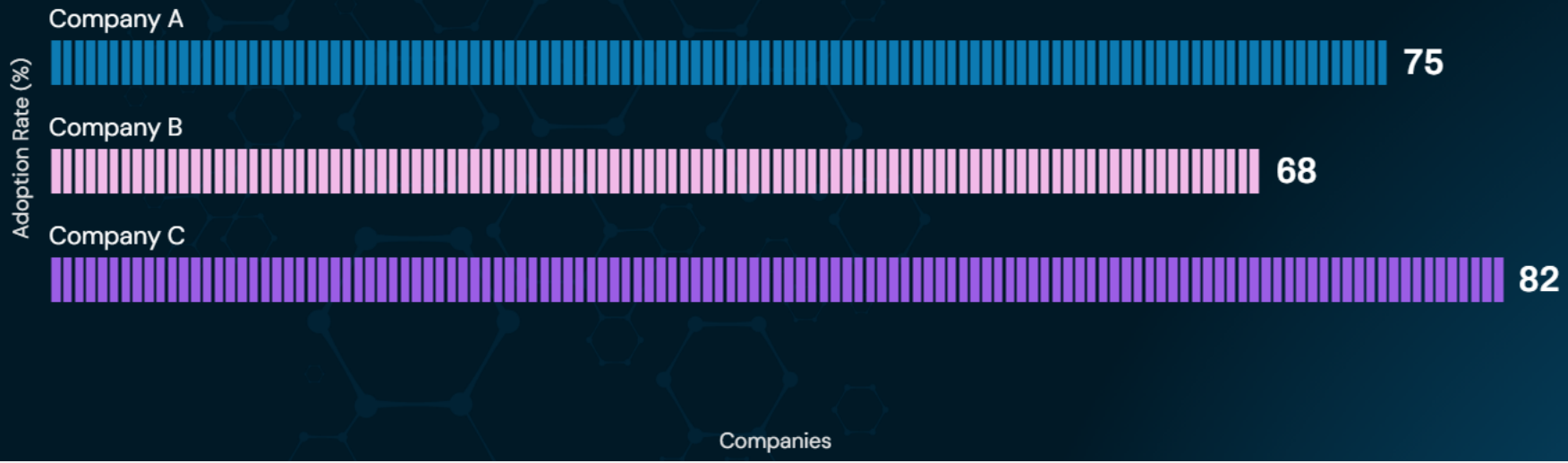
Automated Customer Engagement

Implementing AI & ML to automate personalized customer interactions.

AI Adoption in Marketing

Current State of AI in Marketing

Statistics and Examples of AI Adoption in Marketing



Marketing

Key Benefits of AI & ML in Marketing

Enhancing Marketing Strategies with AI & ML

1

Improved Targeting

Utilize AI & ML to target specific customer segments accurately.

2

Personalized Customer Experiences

Tailor marketing campaigns to individual preferences using AI & ML algorithms.

3

Enhanced ROI

Maximize returns on marketing investments through data-driven AI & ML solutions.

4

Predictive Analytics

Leverage AI & ML technologies to forecast trends and anticipate consumer behavior.

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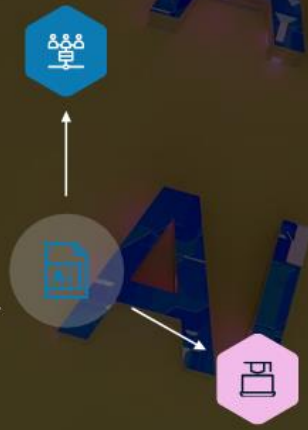
AI Implementation Process

AI Implementation Framework

Steps and Best Practices for Implementing AI in Marketing Strategies

Data Collection

Gathering relevant data for analysis



Deployment & Monitoring

Implementing models into marketing strategies and monitoring performance

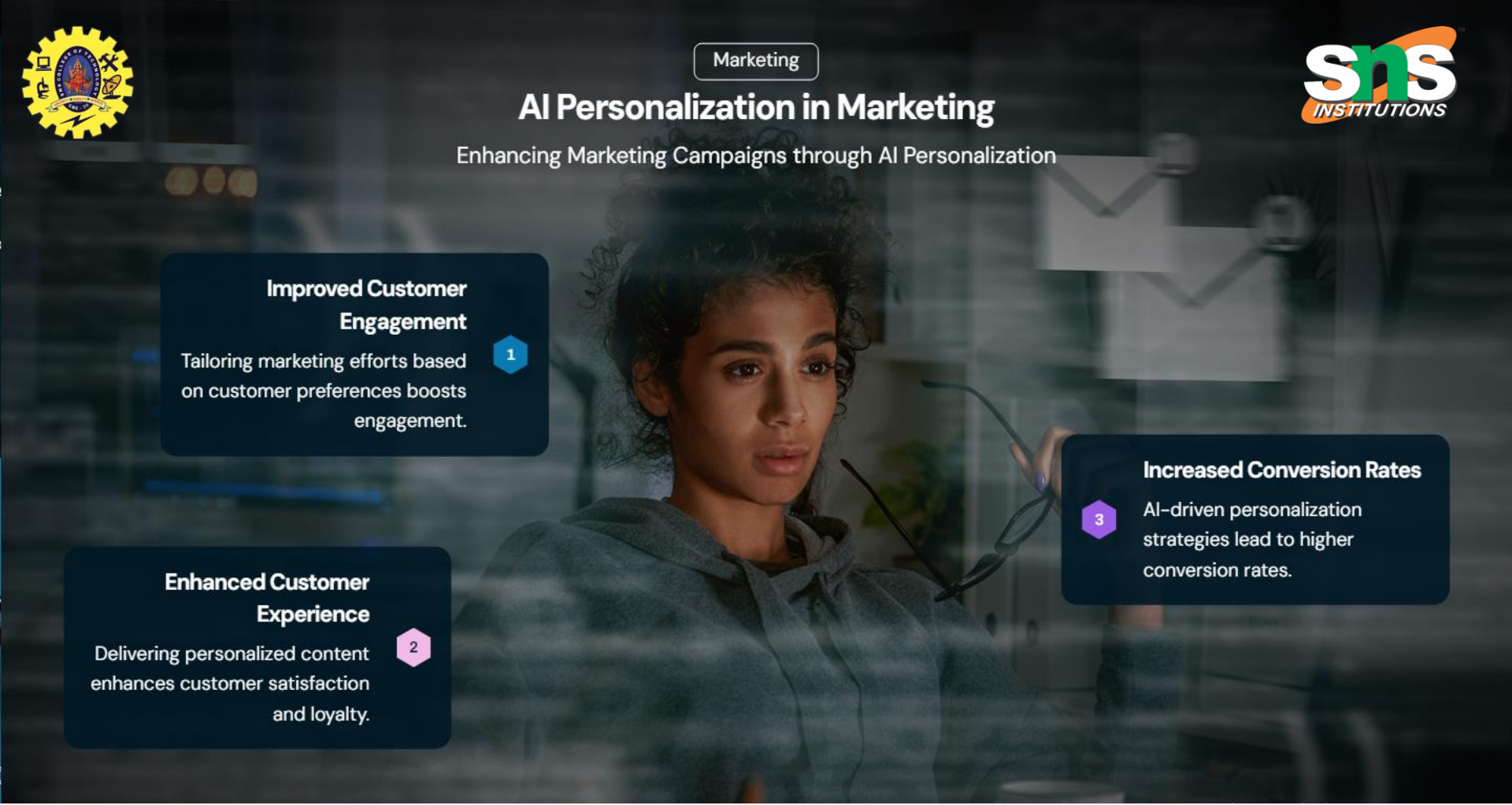
Model Training

Training AI models based on collected data

Marketing

AI Personalization in Marketing

Enhancing Marketing Campaigns through AI Personalization



Improved Customer Engagement

1

Tailoring marketing efforts based on customer preferences boosts engagement.

Enhanced Customer Experience

2

Delivering personalized content enhances customer satisfaction and loyalty.

Increased Conversion Rates

3

AI-driven personalization strategies lead to higher conversion rates.

Marketing Automation

AI-driven Customer Segmentation

Enhancing Marketing Strategies with AI & ML

Automation of Customer Segmentation

AI automates customer segmentation based on demographics, behavior, and purchase history.

Improved Targeting Precision

AI enhances targeting precision by analyzing diverse parameters for segmentation.

Personalization and Engagement

AI enables personalized customer interactions leading to increased engagement and conversions.

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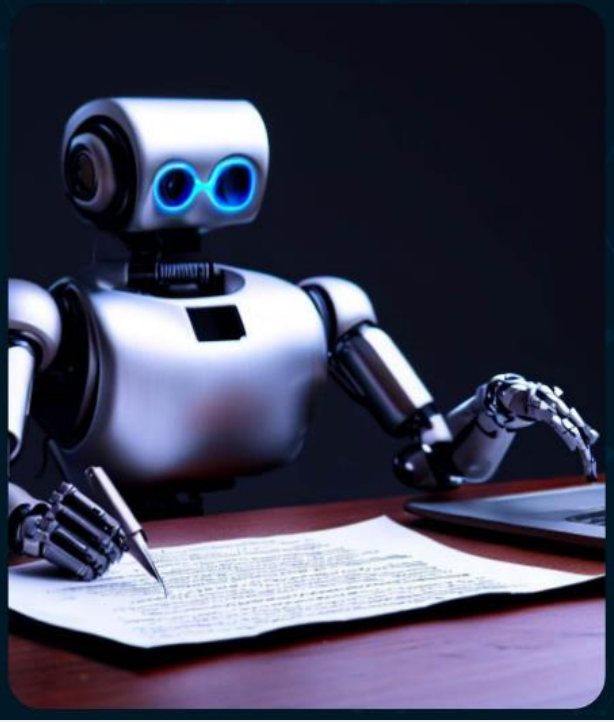
AI-powered Content Marketing

Enhancing Content Creation, Distribution, and Performance Tracking with AI



1. **Optimized Content Creation**
   AI streamlines content creation processes for improved efficiency and relevance.

2. **Automated Distribution Strategies**
   AI tools enable automated content distribution across multiple channels for wider reach.

3. **Enhanced Performance Tracking**
   AI provides advanced analytics to track content performance, enabling data-driven decisions.

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AI Applications in Social Media Marketing

AI in Social Media Marketing

Impact of AI on Social Media Marketing Strategies

Enhanced Analytics

Improves data analysis for better insights

Targeted Advertisements

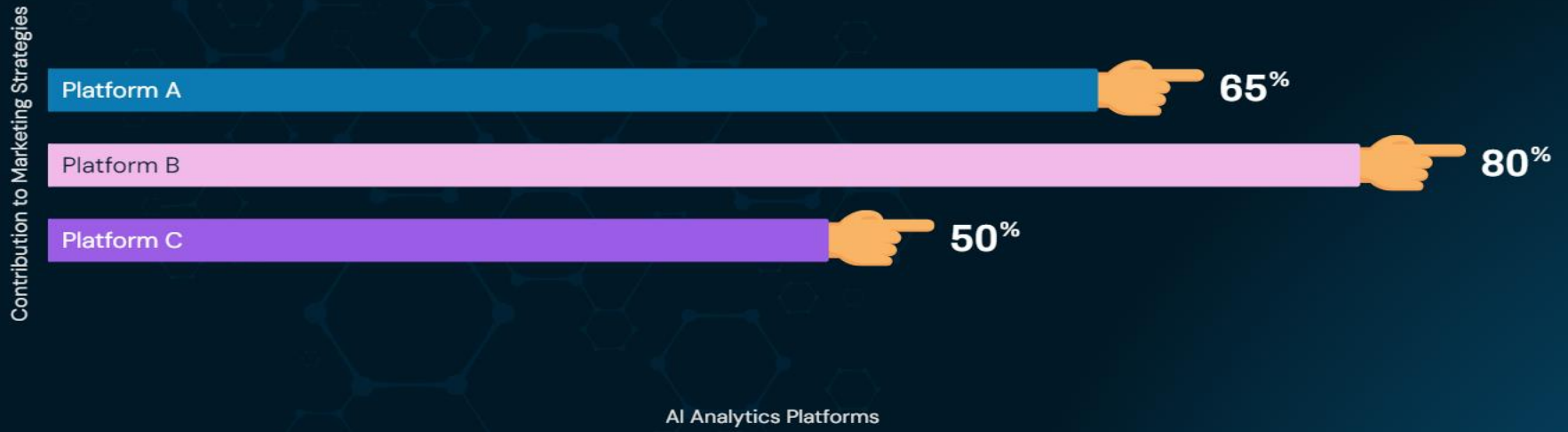
Enables precise ad targeting for higher conversions

Improved Customer Engagement

Enhances interaction with customers for better relationships

AI Analytics for Marketing Insights

Leveraging AI Analytics Tools in Marketing Decision-making



Examples of AI analytics tools and their impact on marketing strategies.

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Technology

Future Trends in AI & ML in Marketing

Exploring the Future of AI & ML in Marketing

Increased Personalization

Tailoring marketing strategies based on individual customer behavior.

Augmented Decision-making

Enhancing marketing decisions through AI-driven insights and predictions.

Automated Customer Interactions

Utilizing AI chatbots and virtual assistants to engage with customers.

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Knowledge Check

Which AI technology is commonly used for customer service and support in marketing?

- A) Chatbots
- B) Virtual reality
- C) Augmented reality
- D) Blockchain
- **Answer: A) Chatbots**

Summary

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References

- https://www.salesforce.com/in/resources/guides/role-of-ai-in-marketing/#:~:text=Marketing%20Automation%3A%20AI%20is%20utilised,respond%20positively%20to%20marketing%20messages.

Thanks!

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