ROLE OF ARTIFICIAL INTELLIGENCE IN CHANGING MARKETING TRENDS (A REVIEW)

1. *Ms. Priyanka Agarwal, Assistant Professor, Graphic Era (Deemed to be) University, Dehradun, Uttarakhand, India.*

2. *Mr. Abhishek Singh Chauhan, Assistant Professor, Graphic Era (Deemed to be) University, Dehradun, Uttarakhand, India.*

Abstract

Over last few decades, retailing activities has largely demanded to become Technology-oriented to survive and to grow in extensive dynamic market. Digital Marketing not only helps marketers to reach customers across the globe but also they can measure their performance metrics. AI applications have significant effect on marketing practices and company cultures.AI facilitates to craft their sales according to customer's expectation. Marketing involves multiple disciplinary. The scope of this paper is to majorly focus on segmentation and profiling, advertisement and customer relationship management (CRM). The role of Artificial Intelligence in these areas, promotional ideas and how they improve the sales. This paper endeavours to find the future connection between marketers and artificial intelligence machines.

Keywords

Artificial intelligence, digital marketing, machine learning, advertisement, customer relationship management, advancement in technology.

1. RESEARCH OBJECTIVE

Identify the role of artificial intelligence in improving and supporting marketing practices by identifying the prominent tools of AI which are currently used in marketing along with the trends which are developing in AI.

2. INTRODUCTION

ARTIFICIAL INTELLIGENCE

According to oxford Dictionary, the ability to acquire and apply knowledge and skills is called Intelligence. This definition is in the context of human behavior. Now if this Intelligence is applied without blood and cell then it becomes Artificial Intelligence.

Technology Devices/Process shows no signs of emotional decision making syndrome affecting the problem area; alternatively decision are based purely on analysis of factsheet and statistics (Kask, 2014)

The utilization of artificial knowledge (AI) in showcasing is so as to constantly follow and anticipate the following buying choices of the target consumers and to improve their consumer "venture". The intensity of AI is reflected in its core components: big data , machine learning and powerful solutions. The idea of "big data" implies that marketer have capacity to total and section colossal measures of information with minimum manual work. By utilizing this information, they will be certain that they would convey the correct message to the right individuals at the perfect time, through the channel of choice

Human acquire knowledge through their education and experiences and Machine acquire knowledge through the data available or training data. According to DOMO's sixth edition report "Over 2.5 quintillion bytes of data are created every single day, and its going to grow from there. By the end of 2020, it's estimated that 1.7 MB of data will be created every second for every person on earth". With this heavy amount of data, the machine is being trained to understand the Consumer behaviour, their choices, their liking, disliking and their requirements. Smart Technology like Machine Learning can interpret such pattern then analyze the Customer pattern.

Artificial Intelligence has largely revolutionized Marketing and will totally change its shape in near future. Artificial Intelligence is smart technology that generates self-learning algorithm the machine is provided with very large amount of training data with input and output. Machine analyze the pattern and develop the algorithm for itself.

MACHINE LEARNING

The ability of systems to learn without being explicitly programmed and is modeled around the paradigm of human and animal learning associations is known as Machine Learning (Samuel, 1959). Machine learning as the application of AI is the inbuilt capacity of modern era machines to learn from algorithms and statistical analysis tools (Rouse, 2018) by accessing large repository of databases and providing marketers with actionable insight to enable intelligent automation and decision making.

DEEP LEARNING

Deep learning is a specific machine learning technique and is defined as the mechanism of

feeding machines with huge sets of data so as to enable them to work on self-learn-solve paradigm (Kutton, 2018). Deep learning is the subset of machine learning which is an application of artificial intelligence and it had yielded eye opening research results in the domains of speech recognition, computer vision and natural language processing (Najafabadi, et al., 2015). Deep learning is based on the artificial neural networks much alike the biological neural connections (Holland, 1992).

BIG DATA

The core of any business is largely depend upon Human Resource, Technology and Data. The generation of data in very large volume, high velocity and large variety is known as Big Data. This data is available in structured (eg tabular) and unstructured form (eg audio video). Technology oriented organizations by incorporating a blend of analytic tools , statistical techniques , data interfaces , visualization approaches and software analysis (Roski, Bo-Linn, & Andrews, 2014) transformed this Big Data into the useful data for Marketers to take smart decision to improve value for their products.

CHANGING TRENDS IN MARKETING EVOLUTION OF MARKETING

The philosophy behind the Marketing is to generate profit by producing and satisfying customers with their products by mobilizing all their available resources. The Marketing philosophy went through great evolution after Industrial Revolution by the end of 18th century and beginning of 19th century. Marketing trend has seen series of evolution over the period of time. Extensively there are five developments that drives the marketing strategy are as : Production Marketing , Product Marketing , Sales Marketing , Customer Oriented Marketing, Social Marketing

DIGITAL MARKETING

Before 1990s, the marketers facing limitation to reach out their customers across the globe. They were facing challenges in expanding their business. With the advancement of Internet and the market is now data driven. To expand business with ever- growing competitition marketers have to update with latest Technologies. Digital Marketing not only provides zero demographic boundaries but also they can measure performance metrics by counting number of clicks, views, shares, comments, etc. This way it largely helps the marketers to take right decision about their business.

ARTIFICIAL INTELLIGENCE ENABLE MARKETING

AI in marketing is the use of customer data, statistical tools and computational concepts to predict the customer's preferences. Companies using Artificial Intelligence Techniques can target the right potential customers. AI is so popular now because Customer today expects the Companies to understand and stimulate their needs. This enables the digital marketers to correctly anticipate their customer behavior and can feed right content at right time. Today, almost 55% of the business from various segments is AI oriented. This is because marketers are boosting their Return on Investment (ROI) in short span of time by getting insights of their Customer so they continuously working on to migrate their business more towards AI.

ROLE OF ARTIFICIAL INTELLIGENCE IN BUSINESS
HOW AI WORKS IN RECENT BUSINESS TRANSACTIONS

Artificial Intelligence (AI)is picking up significance in today's advanced commerce. Beginning from Google Assistant to Tesla's self-driving cars to Apple SIRI, Artificial Intelligence is enhancing businesses. The applications of Artificial Intelligence extend from recognizing patterns in information to moderate advertise risks, improving client benefit through virtual individual assistants, or indeed analyzing millions of records over a company's servers to discover compliance failures. Be that because it may, it is as of late that organizations have had the choice to anticipate and envision the conceivable results that Artificial Intelligence and robotics can bring to the destiny of the trade world. AI utilize self- learning systems by utilizing devices like information mining, design acknowledgment and normal language processing. Along these lines, as distant as its key commerce favorable circumstances over human information, Manufactured Insights is significantly versatile, bringing about wonderful cost savings.. Besides, Artificial Intelligence's consistency and rule-based programs allow enterprises to minimize their errors. Its longevity, coupled with continuous improvements and its ability to document processes, translates into rewarding business opportunities.

When someone use internet through browser and apps in that time his data is collected and manipulated with computer programs (application or apps) to create and send recommendations based on his interest and behaviours that are programmed in an application. This is the way machine learns. Another example when in someone's mobile, the data pack is finished it automatically starts sending you the notification and various offers to recharge again. In business, it's customer retention process. Companies have to

focus on their values, brand position in market, goals and customer experience while trying to implement Artificial Intelligence in their business process and system. Artificial Intelligence applications and programs create different process and system of works with high speed and accuracy. They need proper inputs (programs, code, class, function, and loops) from its users before performing any action. AI is also changing customer relationship management (CRM) systems. Many latest Software's like Sales force or Zoho require a heavy amount of human intervention to remain up to date and accurate. But by applying AI to these sorts of platforms, a normal CRM system is transformed into a self updating, auto-correcting system that stays on top of your relationship management for you. Thanks to social media outreach and tons of data left behind knowingly and unknowingly during internet surfing, Artificial Intelligence holds a huge potential in the field of digital marketing. Using Artificial Intelligence in providing better customer experience, predictive analytics and targeted marketing will surely provide a great Returns On Investment to businesses.

CHANGING SCENARIO OF MARKETING

Change is the dominant fact of life in every business today. And the ability to master and exploit change has become one of the most sought-after management skills. Current global and competitive business environment constantly asks for innovation, existing knowledge base is getting obsolete, continuously thriving for advancement in process improvement. The learning curve is always put to test, and every company is striving to remain ahead of the curve. Due to this shift in the way business is getting conducted has thrown out new reality of ever shortening product and service life cycle. More and more companies are coming out with customized products and finding ways to differentiate from competition. In marketing, the very tempo of change is constantly quickening. The major change in marketing environment is the emergence of electronic data-processing equipment as a major tool of

scientific marketing not only for reporting data but also, more importantly, for planning and control by management. Most companies are taking advantage of electronic data-processing analyses, online communications, and information-retrieval systems as tools to help make marketing more efficient. This has led to the emergence of real – time marketing. Real-time marketing involves creating a marketing strategy focused on up-to-date events. Marketers are making use of current trends and customer feedback, while

working to connect consumers with products and services they could use. Real-time marketing is growing in popularity with the rise of social media because it provides businesses with access to real-time information on target audiences; marketers were able to tap into that information and transform it into messages and products that they thought the customer might like. Real-time marketing now makes use of all kinds of customer data to help companies understand exactly how customers behave. Done correctly, real time personalization ensures that you are always serving relevant and timely content to your website visitors, and it can make your website visitors feel like your entire website experience has been crafted specifically for them. That level of personalized attention makes any prospect feel valued, and valued consumers are far more likely to develop brand loyalty than those who feel like they're simply one more lead. Today, there's real-time, always-available access to the data and tools that enable rapid analysis. This has propelled Artificial Intelligence and machine learning and allowed the transition to a data-first approach. In the past, AI"s growth was stunted due to limited data sets, representative samples of data rather than real-time, real-life data and the inability to analyze massive amounts of data in seconds.

THE RELATIONSHIP BETWEEN ARTIFICIAL INTELLIGENCE AND DIGITAL MARKETING

Artificial Intelligence is an intriguing issue in advertising. It is considered as the following outskirts of showcasing marketing. AI is an expansive term which has secured a wide scope of various advancements. The idea of Artificial Intelligence alludes to innovation that is trying to impersonate human insight. AI incorporates a wide assortment of capacities, for example, voice, picture recognition, machine learning and semantic searching. Marketers like to wax expressive about new energizing refreshed innovations and technology. They strike into Artificial Intelligence for picture recognition and speech recognition. It likewise forestalls information spills in showcasing and aides in focusing on drones at remote networks.

Artificial Intelligence is essential to increase economical upper hand in this consistently associated, ongoing reality where advertisers are required to convey constant, modified, knowledge driven communications with clients on an individual premise. Brands that have comprehended the criticalness of Artificial Intelligence and setting up the correct framework to scale are fruitful in making an upper hand which is extremely hard to

reproduce. Since AI isn't about technology, it is tied in with conveying the ideal blend of content with context. Today, there are various applications of artificial intelligence in the consumer and business spaces, from Apple's Siri to Google's DeepMind. Siri, for example, uses natural language processing (NLP) to interpret voice commands and respond accordingly. Google's DeepMind, on the other hand, uses deep learning. It's capable of making connections and reaching meanings without relying on predefined behavioral algorithms, instead learning from experience and using raw data as its inputs. In fact, by applying findings from DeepMind, Google had the option to improve the productivity of its own capacity communities, lessening the vitality utilized for cooling by 40%. Artificial Intelligence has evolved into that "can't do without" technology in the modern business landscape. Small to large enterprises are leveraging this technology to improve the efficiency of business processes and deliver smarter, more specialized customer experiences. During earlier years, marketers were reluctant to consolidate artificial intelligence into their strategy. Be that as it may, a year ago has seen impressive certainty among marketers with respect to its application. It is a direct result of the decreased vagueness seeing outcomes as an ever increasing number of divisions have just received huge rewards. There are overflowing measures of information accessible all over the place, which is, truth be told, making the procedures increasingly cumbersome, if it is done physically. This makes human conduct to relinquish information and pass by instinct. This is the sort of situation where Artificial Intelligence develops as a controlled apparatus as instinct won't lead one to astute outcomes. A digital marketer frequently goes through these questions – Who should I reach out to? What should I send? When should I schedule my posts? Over what channel will my posts have greater reach? Comprehensive answers to these questions are looked with an aim to create engagement amongst customers and further lead to growth, fostering sales and finally build a brand. Artificial intelligence is carrying change to each part of our everyday professions. This will change the manner in which marketers do their crusades to the manner in which the campaigns themselves are estimated and run. Artificial Intelligence will characterize how advanced showcasing will be directed now and later on in coming future.

Following are the ways that has transformed artificial intelligence technology in changing the world of digital marketing.

1. Marketing Increasingly Focused on Consumer Behavior Artificial Intelligence is

about information driven ways to deal with showcasing and dynamic and to this degree is being utilized to incorporate information from various platforms. Clients leave scraps of personal information when they connect on the web. Regardless of whether they shop, post or peruse, information is gathered at each progression. Presently, Artificial insight applications are crunching these huge numbers and learning "online behavior" and "digital identity" of the clients. Platforms gather and store a wide range of investigation nowadays as a piece of dissecting client designs so as to create robotized frameworks and client profiles to focus on specific markets. It would appear that, soon, PCs will have the option to investigate conduct and client profiles considerably more intently, therefore having the option to basically play out their "own" outreach strategy, building duplicate that meets the voice of the clients who they are watching on the web.

2. Predictive Marketing Social media plays a vital role in gathering more personal information about the potential customer, which in makes it simple for marketers to have an engaged crusade. With each click at whatever point a client is perusing the web, new information is being created and arranged for the Artificial Intelligence analysis. This information is significant for the advertiser to enhance the data and give the most applicable data.

3. Lead Generation Artificial intelligence actually sift through piles of data to find the ideal for customers, clients and even colleagues based on information that it already has and the program that it's using. Even more fascinating, it can also predict or rate how hot a given lead is. So, for B2B or even recruiting purposes, this can save a lot of time and energy on just basic searching, leaving the marketer more time for things like pitching and sales calls.

4. Chatbots are Artificial intelligence -driven programs that interact with users in a natural-language environment. These programs are rapidly becoming a major area of interest for marketers, as an increasing amount of social media traffic takes place on private messaging services like WhatsApp and Facebook Messenger. That's a engagement opportunity that's difficult to overlook. Most advanced marketers see chatbots as an approach to give customized client care at scale – which is digressively identified with promoting, yet not legitimately a showcasing capacity. Be that as it may, visit bots additionally help control clients through a client

excursion to a deal.

5. Automated Content Creation Numerous brands are utilizing Artificial Intelligence to computerize content creation. On account of this innovation all thanks to technology , content creation is snappier, and simpler. For instance, worldwide drink significant Coca Cola utilizes Artificial Intelligence to robotize its advertising stories. Making of logos and music contents is done pair with the setting naturally.

6. Refining Advertisements Artificial Intelligence is also used to refine advertisements and their delivery. According to marketing experts, Google and Facebook control more than 60% of all PPC campaigns in the United States. Artificial intelligence can help advertisers to find out new advertising channels for their PPC campaigns. These channels may not be used by competitors and thus Artificial intelligence offers a competitive advantage to advertisers.

7. Image recognition It is one of the most energizing and perhaps most significant advancements in Artificial knowledge is picture recognition. On the off chance that somebody need machines to have the option to „think‟ like us and copy our capacity to react to our environment, for example, on account of self-driving vehicles, it is of imperative significance that they are likewise ready to „see‟ like us. PCs are currently ready to distinguish and perceive straightforward articles and situations. Despite the fact that these capacities are irrelevant contrasted with human vision and observation, these structure squares of PC vision have empowered some significant mechanical turns of events, and keep on doing as such. Picture Recognition encourages

advertisers to discover visuals via web-based networking media, regardless of whether they are not joined by the important subtitle.

8. Email Marketing Artificial intelligence is making email marketing even better, both for the marketer and their customer. Personalization at scale is every marketer's dream – and Artificial intelligence makes it possible. Artificial intelligence can use data to create personalized emails to every one of the company subscribers, based on their previous interactions with the brand. It can customize based on what content they've consumed, what's on their wish list, what pages they have spent the

most time on, and more. For example, if one user always visits links to product pages in the company's email, but another skips those links and goes straight for content, the Artificial intelligence can send different messaging with the most relevant links for each user.

9. Augmented Reality Each other part of the Artificial knowledge which can possibly give better consumer loyalty is Augmented Reality (AR). AR can furnish the client with the alternative of seeing and feeling the creation before the online buy, one case of this innovation obviously on its underlying stage is Lenskart"s 3D preliminary, which permits clients to attempt the casing they are keen on purchasing through their webcams sitting at home. Fuse of such innovation can animate better and quicker reaction from the client which at last will reflect in the revenues.

3.   REVIEW OF LITERATURE

"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." (American Marketing Association, 2013). In the era of Technology, Marketing largely using Technology to understand its customer and stay ahead from their competitors. Kannan & Li, 2017, stated that Digital Marketing therefore can be viewed as "adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders" .

Artificial Intelligence, is one such technology which is highly trending these days in the field of Marketing. The term Artificial Intelligence was first given by John Mc Carthy in way back 1956 at a workshop called the "Dartmouth Summer Research Project". Artificial Intelligence means when the computer (or robots) thinking and behaving like humans. They take decision like a human being. Example, Google's driverial car, speech recognition, face recognition, etc. This concept is quite old but trending from last decade due to less availability of data before. Now with Internet of Things (IOT), marketers have access to the consumer data. These data are generated in large Volume with high velocity with any of the gadget that consumer is using which is connected to the internet termed as Big Data. Device which can be "connected, accessed or controlled via the internet", which enables to collection of a lot of data. (Valacich & Schneider, 2016, p. 38)

AI technologies have the ability to help marketing managers in various functions including lead generation, market research, social media controlling and customization of consumer experiences (Sterne, 2017).

● SEGMENTATION AND PROFILING OF CUSTOMERS

Profiling means "describe(s) customers based on their attributes (…) in order to identify the characteristics of a group of people and describe what they are like." (Walters & Bekker , 2017). AI is largely used in segmenting and profiling of consumers. Before profiling, market segmentation is necessary as to understand consumer belong to which market. The data available is in very large volume so it is important to first segregate the data sector wise.

Generally, here Unsupervised Learning is used which just checks the homogenous data and make a cluster of one segment. This helps the marketer alot to work on its customer.

After segmentation, the next step is to profile the customers. Profiling is done by Supervised Learning where proper labelling of each customer can be done according to their requirement. The profiling is of two types: Demographic Profile and Behavioural Profile. When the Profiling done on the basis of location, age, gender, education and income, such profiling are known as Demographic Profile while when it is done on the basis of attitude, occasion and feedback are termed as Behavioural Profile.

These segmentation and profiling are useful to appeal their customers. These division of customers results in efficient working of a company and to better predicts their consumer.

● PROMOTION AND ADVERTISEMENT

In the area of promotion and advertisement AI is mostly used to learn more about the customers and target them more specifically and personalize the messages towards them (Daugherty & Wilson, 2018). Advertising stages give us huge amounts of information to work with, including quantifiable impressions, click through rates, bid levels, demographics and the sky is the limit from there. People surely can deliver great advertising, measure that publicizing, and improve advertisements dependent on what they learn. However, digital advertising across search, content, and online networking channels like social media, gives us a practically boundless capacity to produce information on what works and what doesn't. That is the thing that makes advertising at scale tricky (read: outlandish) for people. Furthermore, it's what makes AI a characteristic fit for advertising.

With the correct information, AI-fueled advertisement instruments can recognize patterns at scale in your advertising information, at that point anticipate what changes to crusades will improve execution against a particular Key Performance Indicator. This would all be able to occur in a moment or two, as opposed to the hours, days, or weeks it may take a human to analyze, test, and emphasize across crusades. AI for advertising can build our arrival on advertisement spend (income) and lessen the measure of money Co. invest on staff energy and incapable advertisement financial plan.

Be that as it may, AI can really go above and

 beyond. Example: IBM

Artificial intelligence has additionally prodded a future brimming with energizing changes for advertisers, for example, better campaign analytics, hyper-personalization, and predictive audiences. Organizations utilizing AI to open information are affecting sales, connecting with the client better, boosting activities, and producing insights – all by more than 10%.* But adaption is slow. Difficulties incorporate worries over information safety.

Much the same as how Watson is being utilized to tackle key difficulties across businesses, IBM Watson Advertising, formerly The Weather Company, is utilizing its one of a kind legacy of development and trust to carry AI to advertising.

The outcome is trusted, knowledge driven solutions, that brands can use over their whole marketing strategy to help spare time, money and fabricate increasingly significant client connections. Customer Relationship Management CRM

- **Customer Relationship Management**

Customer Relationship Management (CRM) is a way to deal with an organization's association with present and potential customers. It utilizes data investigation about customers history with an organization to improve business relationship with customers, explicitly concentrating on customer retention and eventually driving all of the sales growth of the company. One significant part of the CRM approach is the frameworks of CRM that assemble data from a scope of various correspondence stations, including an organization's website, phone, email, live visit, showcasing materials and all the more recently , social media. Through the CRM approach and the frameworks used to facilitate it, organizations become familiar with their intended interest groups and how to best take into account their requirements.

Artificial Intelligence is all around us. Perhaps the concept still comes as new to some, but it already has a huge impact in our daily routine. When we contact Uber, Alexa, Amazon or the voice assistants on our smart phone like Siri, Artificial Intelligence (AI) technology works to make life easier for us.

Businesses have been using AI to boost the decision-making process. Some examples are online customer support, intelligent personal assistants, or process automation.

The use of Customer Relationship Management (CRM) software is growing, as well. The value of providing a better service for consumers helps guide a business. Spending time and

other resources on CRM is very important as companies realize the importance of not just knowing, but understanding their customers.

It is estimated that by 2021, an additional $394 billion in revenue could be gained from Artificial Intelligence adoption in CRM activities in the United States (Statista.com)There are many new developments in CRM software, such as face and voice recognition. Sales force's Einstein and Zoho CRM's Zia are two examples of an AI-powered CRM that uses voice commands to access information.

In addition, as a company grows, collecting, storing and providing data can become a huge task, and your clients won't wait around for Co. to offer them exactly what they're looking for. Nowadays, CRM needs the support of Artificial Intelligence to achieve a more efficient data management. Even more so when less than 0.5% of all data is being analyzed and used, according to Forbes.As stated by Demis Hassabis, who is the founder of Deepmind – the AI Company of Google, "Artificial intelligence is the art to make machines intelligent (Ahmed, 2015)." It is the most widely accepted definition and also a well-fitting since AI is a broader term used for a number of a variety of indicators. Under the AI, there are some subcategories including machine learning and deep learning which manufacture real-world apps of AI, including search suggestions, voice recognition, virtual assistants and image recognition.

The term, AI, refers to the computer-assisted analytical course that attempts to form automated systems which can be labelled as intelligent. It is the automated system that inputs data to conduct tasks of intelligent beings in a manner that increases the success rate. According to Guruduth Banavar, supervisor of AI research by IBM, there are a broader

variety of various types of Artificial intelligence, therefore, it can be considered as a collection of technologies (Kaput, 2016). These technologies have various functions and come in a variety of prices, but the aim of all of them is almost the same which is to mimic human intelligence in technologies to make the functions intelligent.

The progressions made in AI and its executions in various domains have resulted in the advancement of AI technologies that is evident to be valuable and beneficial for marketing professionals. Since more emphasis is on digital marketing as compared to the traditional methods of marketing, the ample data is there for usage of AI technologies. AI technologies

have the ability to help marketing managers in various functions including lead generation, market research, social media controlling and customization of consumer experiences (Sterne, 2017). AI technologies in the field of marketing can be broadly classified to customized AI systems for the customized usage and to vendor provided and software-as-a-service (SaaS) solutions which includes AI aspects. Customized and real AI technologies can be manufactured by the internal AI department of companies, outsource providers or it can either be a mix of both. The various vendor-provided solutions of AI also need customization for personal usage cases (Sterne, 2017). A majority of software houses and providers has given a lot in AI and technology organization such as IBM is giving their own marketing computerized solution with IBM Watson Campaign Automation. IBM Watson Campaign Automation has AI by default which is built in the solution.

Sales force, which is considered as the leading provider of Customer Relationship Management (CRM)software has also begun to provide AI service along with the Sales force Einstein, which is also executed in the solution (Sterne, 2017). Paul Roetzer, who is the CEO of Marketing Artificial Intelligence Institute, came up with the structure for AI in marketing which is commonly known as 5Ps of Marketing AI. The structure was formed for simplifying and visualizing the ground and it is in line with the research carried out with different AI companies.

4. CONCLUSION

Artificial Intelligence opens new door for innovations, advertisement and administration. Promotion is a game of analysing the Customer's brain and heart (Fagella., 2016). It is all

about gathering knowledge induce with feelings. AI setup an environment for one to one interaction between the buyer and seller. By the end of 2020, almost 85% of the Customer Interaction will be managed without involving human. AI changed every possible way of predicting Human behaviour and modifies its algorithm largely to help for brand promotion, Content Creation and improve customer interface. For example, Companies like Amazon Prime and Netflix showing the content to their users by analyzing their past interest based on cache. Interpreting Users behaviour based on their demographics, choices, profile helps to predict best product for them. It largely profits them by using some tools such as Ad Optimization, Pay per click (PPC) etc. AI spares money and time for manufacturers, distributors, suppliers and promoters and reduces the effort of client without human intervention. Artificial Intelligence is persistently turning into an enabling instrument for digital marketers and chips away at the secrets to get the data from an individual or the group of individuals to and make your brand an immense one. It is sheltered to state that Artificial Intelligence is a made sure about speculation, which makes certain to get dividends.

The commercial solutions based on it take advantage of all five AI areas: image recognition, text recognition, decision-making, voice recognition and autonomous robots and vehicles. While the first three are applied quite extensively in marketing, the instances practical application of voice recognition are rare and developed by the biggest tech companies such as Amazon, Google, Apple, or Microsoft on a large scale. Similarly, the autonomous vehicles and robots are not so frequent solution, as this area is much more connected with Industry 4.0, than innovation design within the marketing mix.

The era of AI Marketing is rapidly approaching and carries with it far-reaching implications. As AI quickly becomes more sophisticated and widely adopted in marketing, the ability for marketers to effectively implement and manage AI solutions will become an ever more necessary skill set. Likewise, an individual's understanding of their role in creating and distributing value in an AI-powered workplace is not only pivotal to their success, but to the success of their company. Despite the serious issues that need to be solved before widespread adoption, artificial intelligence offers immense benefits to marketers, consumers, and society

at large by facilitating marketers' ability to create and distribute value at scale to the right people at the right time in the right way. This ability can be realized through a mix of improved emotional capabilities within employees like empathy and creativity, and a constant focus on quality data-driven cultures within organizations. As AI automates repetitive tasks, marketers can increasingly align their efforts towards value-generating activities that improve the lives of consumers, allow for higher workplace satisfaction, and empower creative thinking for societal benefit at-large. The AI Marketing Era entails fundamental changes to the manner in which marketers interact with customers, the tactics, and tools they use to achieve their goals, the type of skills that are valued in the workplace, and the nature of their day-to-day responsibilities Artificial intelligence carries the potential to change the nature of marketing drastically. The coming years, particularly 2020 would see noticeable changes and effect because of the use of AI.

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