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AI Driven in Marketing and Sales Arena & Leveraging it for Business Growth – An Outline on it

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Abstract--- Of all a company's functions, marketing has perhaps the most to gain from artificial intelligence. Marketing's core activities are understanding customer needs, matching them to products and services, and persuading people to buy capabilities that AI can dramatically enhance. No wonder a 2018 McKinsey analysis of more than 400 advanced use cases showed that marketing was the domain where AI would contribute the greatest value. Artificial intelligence (AI) has been making waves in various industries, and marketing and sales are no exception. With the rise of AI tools, marketing and sales departments are able to streamline processes, automate tasks and make data-driven decisions. From lead generation to customer engagement, AI has the potential to transform the way businesses approach marketing and sales. Leveraging AI in marketing and sales has become increasingly important in today's fast-paced business environment. For example, AI algorithms can analyze vast amounts of customer data and provide insights into buying patterns, helping companies to personalize their marketing campaigns and increase conversions. AI has seeped into our lives in a way that it is almost impossible for us to imagine a world without it. In the last four years, AI adoption by businesses has grown by more than 270%, says Gartner. By 2027, the global AI market is expected to reach $267 billion, according to Fortune Business Insights, 2020. It is a ten-fold increase in eight years as the value of the AI market in 2019 was $27.23 billion. Hence the present study focuses on understanding AI's drive in Marketing and Sales arena and leveraging it for the growth of business.

Keywords--- AI Driven in Marketing, Artificial Intelligence, Leveraging, Lead Generation.

1. Introduction

Of all a company's functions, marketing has perhaps the most to gain from artificial intelligence. Marketing's core activities are understanding customer needs, matching them to products and services, and persuading people to buy—capabilities that AI can dramatically enhance. No wonder a 2018 McKinsey analysis of more than 400 advanced use cases showed that marketing was the domain where AI would contribute the greatest value. Artificial intelligence (AI) has been making waves in various industries, and marketing and sales are no exception. With the rise of AI tools, marketing and sales departments are able to streamline processes, automate tasks and make data-driven decisions. From lead generation to customer engagement, AI has the potential to transform the way businesses approach marketing and sales. Leveraging AI in marketing and sales has become increasingly important in today's fast-paced business environment. For example, AI algorithms can analyze vast amounts of customer data and provide insights into buying patterns, helping companies to personalize their marketing campaigns and increase conversions. AI has seeped into our lives in a way that it is almost impossible for us to imagine a world without it. In the last four years, AI adoption by businesses has grown by more than 270%, says Gartner. By 2027, the global AI market is expected to reach $267 billion, according to Fortune Business Insights, 2020. It is a ten-fold increase in eight years as the value of the AI market in 2019 was $27.23 billion.

2. Leveraging AI in Marketing and Sales

Leveraging AI in marketing and sales has become increasingly important in today's fast-paced business environment. To illustrate, AI algorithms can analyze vast amounts of customer data and provide insights into buying patterns, helping companies to personalize their marketing campaigns and increase conversions. With AI-powered tools such as chatbots, predictive analytics and personalized email marketing, companies can streamline their operations, gather valuable insights and increase their reach. For instance, AI can, write emails to different segments or industries, resulting in a series of personalized messages that are precise and tailored to the target audience. This simple implementation of AI can enhance email marketing, which remains one of the highest ROI marketing channels. One of the most exciting developments in AI is arguably the emergence of AI salespeople. These virtual employees can help companies with tasks such as explaining products and qualifying leads. AI-generated salespeople are computer programs designed to perform tasks typically carried out by human salespeople. These AI systems are powered by AI and natural language processing, allowing them to interact with customers and analyze data, among other tasks. AI-generated salespeople can use machine learning algorithms to analyze data and identify potential customers while also using natural language processing technologies to interact with customers and answer their questions. In the last four years, AI adoption by businesses has grown by more than 270%. By 2027, the global AI market is expected to reach $267 billion, according to Fortune Business Insights, 2020. It is a ten-fold increase in eight years as the value of the AI market in 2019 was $27.23 billion.

Most of the popular products that you use today are powered by AI systems. The business in question might not even be a technology company, but many of its functions, such as customer service and operations, could be enabled by AI systems. Naturally, marketers are quick to leverage technology, which is why you will find them using AI to map customer journeys and understand their audience. Artificial intelligence in its most simple terms means "the science of making machines smart". Hence, AI marketing would be a step closer to making marketing smart.

3. Role of AI in Serving Marketers and Marketing

Audience Targeting

Some of the biggest platforms that you use, Facebook, Google, Quora, Reddit, Instagram, Snapchat, etc., have oodles of data that can be used to segment customers with relative ease. It is impossible to do all of this manually. AI looks at past audiences, how ads performed for that particular set of audiences and so on. It considers the KPIs used and their performance data to arrive at audiences who are more likely to buy. AI tools for advertising: AI also helps with performance and spends optimization of the ads as well as its creation. Some of the most popular AI tools for advertising are: Adobe, IBM, Albert, Gum Gum, Pathmatics, Phrasee, Word Stream, etc.

Lead Generation

Based on existing data, including information about ideal customers, clients, etc., the AI system will be able to show a list of leads that are closest to becoming the customers. It will even score the lead based on preset conditions. The leads that have the highest score are looking for a solution similar. Salespeople will be better equipped to provide them with a solution and that too at the right time. It reduces the time taken for manually scourge through leads from multiple sources. Most of the methods followed to find leads are tiring and are not that effective either. Building an AI system for lead generation allows spending time on more important tasks that will add value directly to the company's bottom-

line. AI tools for Lead Generation: LinkedIn' Sales Navigator Tool helps find leads; it is also powered by AI. Node is a similar program that uses metadata to recommend new customers.

Personalization

Sending the right content to the prospects, based on needs, can make to win deals. Customers these days expect the moon and it is perfectly all right because it can use AI to offer a piece. They expect to understand what they want and showcase that in front of user. With the help of AI and ML, it will be able to deliver a relevant and personal experience to the visitor. The offers that are sending, prospective customers should be available across a variety of channels. If not, they will be confused and leave for your competitor. According to Eversting, 71% of marketers are interested in AI for their marketing mainly because of personalization. AI tools for Personalization are Skyword, Scripted, Curata, etc., helps you scale your content. Acrolinx uses natural language processing to read all your content and suggests improvement.

Deep Understanding of Customers

Every business knows that customers keep changing their preferences and are always on the lookout for the next shiny object. So, if you need to keep the attention of your prospective customers, you need to keep refining your understanding of them. Finding buyer personas is one of the prime tasks that should be undertaken before planning any marketing campaign. Persona by Delve AI is an AI-based persona generation tool that uses first-party data (e.g. Google Analytics) and public data sources, for e.g. voice of the customer data from social media, review sites, communities and forums to create personas for business automatically. It offers incredible insights into what your prospective customers are looking for by using data from more than 20 sources. It even goes a step ahead and segments the audience. No need to worry about customer's expectations and behaviors changing over time because the personas are automatically updated on a regular basis.

Behavioral Analysis

Retailers love AI and ML because it allows for segmentation of customers and offers products for them based on analyzing and understanding their purchasing habits. Mere personalization doesn't hit the perfect pitch, customers are looking for individualized interactions. It implies an offer that is exclusive for the particular customer and not just because they are a part of a customer segment. For a business that has thousands of customers every day, there is an AI system which can make that happen.

Competitor Insights

The importance of knowing what competitors are doing cannot be discounted. Everything that competitor does can either be a lesson or something that is needed to adopt for business. Some of the most successful companies in the world have always made it a point to learn from their competitors. AI tool helps to understand details about competitors and their marketing strategies. Manually going through each page of competitor, their social media handles, content on different platforms, etc., might not be a smart decision.

PPC Advertising

When it is set up with PPC campaign, it can be either to choose manual or automatic bidding, placement, etc. The latter is done by AI. While PPC requires AI, it cannot function without the help of a human. AI systems have only managed to take over repetitive tasks of PPC management, but they are great in improving the campaigns. It helps with optimizing the ads, dynamic ads whereby it shows different ads to people based on their browsing history, adjusts the bidding value to help achieve the objective.

Intelligent Advertising Design

With the help of AI, highly personalized design is now possible, allowing for the automatic customization of many aspects of marketing campaigns and advertising materials for particular audiences or even specific individuals. Algorithms can decide which aspects of marketing campaigns are most likely to catch your audience's attention and encourage additional involvement, right down to the design style and color schemes used. The performance of various combinations of design elements and audiences can then be evaluated by algorithms to identify areas where improvements could be made.

Search Engine Optimization

Using AI for SEO allows using much better solutions that will help with page rankings and create a better strategy. Search engines are getting smarter at identifying irrelevant backlinks, keyword stuffing, poor content, and so on. Marketers are instead using AI to meet the high standards that search engines have. According to research, Google is the starting point for up to 85% of purchasing choices. The most efficient methods for getting the website to the top of the results may have altered as e-commerce has expanded to take up more of our life.

Social Media Listening

What customers speak about the business and its various aspects like customer service, operations, time taken to order, etc, they tell a lot about the user. Not only is the opinion something that should reflect on, but it should also make to sit up and take notice. It will help you unearth patterns based on their conversations. By now, the AI system recognizes that it is something that the user might want to know.

4. Conclusion

Marketers may use AI to evaluate consumer behaviours and patterns, anticipate future results, and adjust advertising appropriately. It uses data, statistical algorithms, and cutting-edge AI technology to forecast future trends. As AI systems examine more data, they learn how to enhance their results and deliver the best answers over time. AI-powered ML algorithms can analyse massive amounts of historical consumer data to identify which advertisements are appropriate for clients and at what stage of the purchasing process. AI will give marketers the optimisation benefits of deploying content at the perfect moment by utilising trends and data. ML is a process that uses observations or data, such as direct experience, or instruction, to recognise patterns in data that allow you to make better decisions in the future. ML aims to enable computers to learn automatically "on their own," without human intervention or assistance so that systems can adjust their actions accordingly.

5. Acknowledgement

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