AI Predictions in Marketing and Advertising

AI technology is becoming a must-have for businesses. As well as helping with the day-to-day running of a company, AI can really help to boost marketing and advertising.

Here, we'll look at some of the top predictions for AI in marketing and advertising in the coming year.

It Will Be Adopted by More Content Marketers

At the moment, AI has the ability to greatly streamline content marketing. More and more content marketers are choosing to seek help from AI systems to make their marketing process easier and more efficient. In the coming year, we can expect to see the majority of content marketers implementing some form of AI technology.

One thing AI is helping with in terms of content marketing is rankings. It can use algorithms to ensure the content ranks highly with search engines such as Google. It is particularly useful in the creation of online ads, email subject headlines and for providing social media updates.

According to The Content Marketing Institute, content marketers can use AI text mining tools to identify specific keywords to optimize the content. So, expect to see a lot more AI-generated content over the course of the next year.

Using It for Hyper-Targeting

As AI technology gets smarter, it's going to start being used more for hyper-targeting – that is, using past data to determine future behavior. Marketers can use this to target customers, creating much warmer leads and higher conversions.
It can target users based upon location, interests, gender and any other demographic.

It Will Automate SEO Tasks

One of the key challenges for marketers is SEO. Optimizing ads and content to rank highly in terms of SEO can be extremely tough. This is especially true when search engines frequently review and adjust their algorithms. However, AI technology can make it easy to automate SEO tasks.

Not only can it take over part of the SEO process, but it can also reduce errors. This means that marketers will be able to produce content that ranks higher, with minimal effort.

Chatbots Will Greatly Increase

Chatbots are already proving popular with a wide range of businesses. However, over the next year they are set to play an even bigger role in customer service.

Helping customers to navigate their way around websites and make purchasing decisions, chatbots can be an extremely useful tool. They can also learn from the responses they receive. This means that in a year's time, chatbots are going to be much smarter than they are today. They will be able to provide product recommendations to customers and even come up with potential leads you can market to. They can deliver leads straight to CRM software. So, it's predicted most businesses are going to be using chatbots in 2021.

These are just some of the top predictions on how AI technology will be used in marketing and advertising over the coming year. It has so much potential in the marketing world so if you haven't implemented it yet, now is the time to start doing so.