Scott D. Brown

Artificial Intelligence in Digital Marketing

Aspects that Must be in your Strategy

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ASPECTS THAT MUST BE IN YOUR STRATEGY

Artificial Intelligence in Digital Marketing: Aspects that Must be in your Strategy

1st edition

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ABOUT THE AUTHOR

Scott D Brown, a 35-years, seasoned Marketer and Sales expert.

A career in advertising, publishing, healthcare and Digital Marketing.

 Brown founded his Digital Marketing firm to help nonprofit organizations and the e-commerce industry. At Marketing Online Specialist, Brown scoops marketing consulting.

Recently interviewed as a cutting-edge marketing expert in AI and Immersive Marketing technology for marketing in the United States by ***Daily Ad Brief***

Brown is a serial entrepreneur too, and his current project is Club Remora, an online club for the wealthy who want to meet, get exclusive services and buy luxury items from a secure and exclusive smartphone app.

 Also, he is involved with nonprofit causes worldwide, with an emphasis in sustainable housing for the homeless. He is a Heavy Lifter for Lift Up.

Education: BA Communications from California State University at Fullerton, 1985 and Digital Marketing from MIT Sloan School of Management, 2020.

https://www.linkedin.com/in/stillscoopingit/
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INTRODUCTION

The History of Artificial Intelligence

Can machines actually think?

Yes, and thanks to human brains of course. With advanced technology, machines are actually thinking for machines. For example, at Google, the main internet search engine, algorithms are mathematical formulas that rank websites for a particular search based on keywords typed in at the point of search. It is the algorithms that allows to match or eliminate websites from being ranked on the coveted page one in at least one of the ten slots. There is a lot of competition. With the advancement in this technology, there are machines that are controlling and some contend, thinking. It is understood that very few at Google control this.

AI Began in Antiquity

The seeds of modern AI were devised by classical philosophers, like Plato and Aristotle, who described the process of human thinking as the mechanical manipulation of symbols. In the 1940s, programmable computers were developed to basically create a machine that abstracted the essence of mathematical reasoning. The field of Artificial Intelligence rapidly expanded from there. Today artificial intelligence plays a role in many aspects of our life from self-driving cars to video games.

Social Media sites like Facebook use machine learning algorithms to produce content specifically tailored to the user, to the point that the analytics can determine probability of the user buying products and services. Amazon, the giant online mall, masterfully uses AI to get products out of your cart or off your list into the cart for purchase.

In healthcare, doctors' offices incorporate AI to examine medical images and search for abnormalities like cancer. This is a combination of man and machine to care for humans, there is some AI that can even dream and have a conversation through robotics. Many strides are being made rapidly in the medical field to save lives and to increase life expectancy.

As machine learning and AI expand their influence in modern society, we can utilize AI to inform public policy and even expand capabilities to meet the demands of an ever-modernizing world.

The question is, does the use of intelligent machines allow for ethical decision making? this introduction and conclusion of this eBook will examine this question specifically where AT is used in Digital Marketing.

Overall, the future of AI looks promising, with the potential to improve many facets of our lives, but only if we can fully understand the complexities and limitations along the way. (research source: https://sitn.hms.harvard.edu/)

Why is Artificial Intelligence being Used in Digital Marketing?

As with the ubiquitous AI in many areas of technology in the 21st century, digital marketing is no exception in adopting the use of rapid changes due to new innovative AI. The power of having the power of data capture and the analytics to, with some mathematical certainty predict consumer buying habits, trends and to even use to address the ever-changing algorithms of search engines like Google, Bing and Yahoo and social media like Facebook constantly changing the rules on marketers who run pay per click ads and campaigns designed to drive traffic to the client offer.

Technology brings exciting possibilities for the digital marketer. There is a dramatic increase of marketing channels to choose from, each having a use in the marketing mix.

Mobile Marketing

The landline gave way to the large cellular phone to the flip phone and the Blackberry to the now widely accepted smartphone. Whether it is Android, or iPhone, the smartphone is attached to most, often more than other humans. Just observe usage. The smartphone calls, text messages, searches by use of an internal SIM card. One can download many apps to make it even faster to connect to favorite products or services. Anyone without a smartphone is at a distinct disadvantage. And on a regular basis, the phones are faster, more storage, better screen resolution. The future is unlimited and very attractive to a marketer to be able to be at the fingertips of a targeted audience. The use of text marketing is gaining use as a communication tool for companies to update their clients and for some marketers a way to do indirect advertising with a link to a landing page or a full website.

Machine Learning

Marketers want an edge to predict what a target audience may do and they look to machine learning and predictive analytics as a way to level the playing field. Every marketer is trying to outdo the other with blog content, video content, keywords, backlinks, competitive analysis and BOTs all in the name to get on the coveted page one of the search engines. Getting a client on page one for a solid keyword phrase is like getting the holy grail. There are software companies that offer all kinds of tools to get to the marketing grail. All you have to do is go on social platforms like LinkedIn and the market is saturated with those offering the next best secret machine learning secret sauce. Some SEO vendors offer tools to get the advantage in organic ranking climbing and others concentrate on pay per click to buy rank. It is difficult to stay ahead of the organizations that make the rules and often change the rules. Imagine a baseball changes the rules in the middle of the 5th inning. Well, giant search engines and giant social media change. Even announcing a change in advance leaves many marketers scrambling and scratching their heads.

Machine learning, using algorithm to identify and learn from data patterns, helps marketers with marketing strategy and rethink strategy campaigns and anticipate present and future customer patterns to better assess needs by scouring data, patterns and creating what is known as "predictive analytics." Taking it a step further, there is software that performs this artificial intelligence without human intervention through a bot, a software program that operates on the internet and performs repetitive tasks. While some bot traffic is from good bots, bad bots can have a huge negative impact on a website or application.

In the digital marketer's toolkit digital, machine learning has been used for several years, although they may not have realized it. Marketers leverage natural language processors to identify positive, negative or neutral feedback, without having to read a word themselves.

Video Marketing

With several exciting video production offerings, consumers are seeking videos to better explain products and services, more than still images. The picture is worth a thousand words is being relace by the video is a thousand words plus and tells a better story to get the visitor to better understand the marketing offer and move to the 'call to action'. The trend to use video is expected to continue and an increase in video content on the internet. Taking it a step further, there are live feeds and recorded podcasts. With many channels available, many marketers are recommending clients utilize this technology and the channels for content to reach new audiences, actually massive traffic to the many content topics offered.

The Consumer's Benefits

On the consumer side, these technologies can lead to more streamline engagement with content, campaigns, products and even seamless purchase processes.

The Ethical Responsibility Using AI in Digital Marketing

In recent times, social media like Facebook and Twitter have taken an active role in policing their platforms and have addressed their role in the ethics of their world. Former president Donald Trump was banned by Facebook for his alleged role in inciting a group that stormed the US Capitol on January 6, 2021. (https://www.cnbc.com/2021/06/04/facebook-says-donald-trump-to-remain-banned-from-platform-for-2-years-effective-from-jan-7.html) And, Trump's favorite Bully Pulpit, Twitter, banned him for life.

The US Federal government has discussed regulations with leaders like Mark Zuckerberg of Facebook and Jack Dorsey, founder of Twitter.
The European Union released this guideline on ethics using artificial intelligence https://www.europarl.europa.eu/RegData/etudes/BRIE/2019/640163/EPRS_BRI(2019)640163_EN.pdf

"The discussion around artificial intelligence (AI) technologies and their impact on society is increasingly focused on the question of whether AI should be regulated. Following the

call from the European Parliament to update and complement the existing Union legal framework with guiding ethical principles, the EU has carved out a 'human-centric' approach to AI that is respectful of European values and principles. As part of this approach, the EU published its guidelines on ethics in AI in April 2019, and European Commission President-elect, Ursula von der Leyen, has announced that the Commission will soon put forward further legislative proposals for a coordinated European approach to the human and ethical implications of AI." (source: EU guidelines on ethics in artificial intelligence)

What technology is on the horizon?

Will voice messaging, AI content generation and influencer (personalized) marketing be developed in the artificial intelligence environment for marketer's future use?

Content of this eBook

In the next succession of chapters, you will discover more details and examples of the three aspects of AI in digital marketing and how the use of video & podcast content marketing, mobile marketing and machine learning impact the success and even the failure of marketers. All of this 'persuasive manipulation' needs to be regulated, according to industry and government leaders. What is on the horizon that will be developed and used to reach more audiences effectively.

1 SMS TEXT MARKETING IS EFFECTIVE

1.1 98% OPEN RATE & SMART PHONES WITHIN 6 FEET OF THE USER

It is no secret that people are addicted to their Smart Phones which is why they keep it within 5 ft 24 hours a day and without a doubt their text messaging APP is the most used APP on their screens home page. We check our Text messages what, 50, 100, 200 times a day, maybe more depending on the level of addiction.

Why are people addicted to their Smart Phone? It is easy to see why considering people have more technology in the palm of their hand today than the first Apollo mission to the Moon. There is something intriguing about hearing the new message tone or seeing the icon notification on your text messaging app especially if it is from a number, you do not recognize. Marketers can take advantage of that intrigue.

For Marketers it is important to keep in mind that people are very selective who they give their Smart Phone number to which is why Texting is considered more personal and intimate than say email or social media messaging. If Marketers can gain access and consent to send Text messages to a customer's Smartphone, the Text marketing channel can be very lucrative for their clients and here's why.

Text messaging enjoys phenomenal open rates of 99% and 97% of messages are opened within 15 minutes of delivery. With click through rates (CTR's) of over 35% it is clear Text marketing is a necessity in a Marketer's toolkit. As a comparison email marketing open rate sit at around 30% and click through rate of about 6%. Source; https://www.redeye.com/resources/sms-marketing-vs-email-marketing-who-wins-the-battle-for-effectiveness/

To increase click through rates email marketers must inundate their customers' inboxes daily hoping they will open one. Text marketing is the opposite. Bombarding customers with daily text messages will undoubtingly lead to customers blocking a business that send too many Text messages. Marketers must respect the personal touch they have with their customers by understanding their customer's needs and preferences. Sending weekly, bi-weekly, or even monthly offers depending on the product or service assist Marketers develop the right contact strategy. Restaurants may want to send weekly dine in, pick up or delivery specials. Women's apparel retailers may determine their customers prefer bi-weekly or monthly offers with a follow up text reminder such as the Promotion ends soon, i.e. This Friday at Midnight!

Conversion Rate and ROI

A critical key performance indicator (KPI) in any marketing campaign is the conversion rate. With Text marketing this is the number of customers who received the promotional offer and click through to the web site landing page, as an example. Marketers can add active links in message to the desired landing page. Conversion rates are critical in determining the ROI or the success of the campaign. For example, sending out 10,000 Text messages and get 3,600 click throughs resulting in converting 36% of recipients clicking through and ending up on the landing page. Now let's say you get a 5% redemption rate (180 purchases) and an average revenue per sale (ARS) of $40 your gross sales revenue is $7,200. Your total messaging cost is $300 (assuming $.03 per message) resulting in a campaign ROI of 2300%. These results could be considered scalable.

Text Message Spam and Regulation

A final Metric to consider with Text marketing is the opt-out rate. As discuss earlier due to the intimate nature of Text marketing regulators watch for spam to ensure that mobile user intimacy is not abused. In Text marketing customers must give their consent before marketers can send them a marketing message like a promotional offer. Regulators learned their lesson with email as a recent statista.com study (https://www.statista.com/statistics/420391/spam-email-traffic-share/) determined that Spam messages accounted for 45.1 percent of e-mail traffic in March 2021. In 2019, 293.6 billion e-mails were sent and received on a daily basis. That is a lot of spam and regulators, and wireless carriers want to avoid spam messages in the wireless industry at all costs.

Text Marketing and Customer Consent

With Text marketing customer consent is an absolute necessity. There are many ways to garner consent with Text marketing. The easiest being posting a promotional offer in all advertising channels using a KEYWORD like PIZZA for example. By adding a simple tag line "Text PIZZA to xxx-xxx-xxx (your dedicated text number) and receive 50% off you next order". When a customer texts PIZZA to the dedicated text number an auto-reply message is triggered by the Text marketing platform and sent with fulfillment details. Within this auto-reply message marketers can ask for customers to reply JOIN their marketing list and receive weekly exclusive offers sent right to their phone. When the customer simply replies JOIN marketers now have their consent to send weekly offers. Customers can opt-out of the marketing list by replying STOP at any time. Consent and opt-out are 2 of the most important regulatory guidelines marketers should never forget.

So, getting back to knowing your customer if you bombard them with daily text offers the opt-out rate will be very high. If Marketers manage their customers' expectations with weekly exclusive offers, then the opt-out rate will be much lower. The good news is you can adjust the frequency of your promotional offers to find the optimal interval for sending messages to ensure promotional success.

Let's look at some case studies to see how Text marketing increases engagements and sales.

Case Study #1 - National Pizza Chain

Source; https://uplandsoftware.com/mobile-messaging/resources/case-study/pizza-chain-sms/

This pizza chain has a large national audience. Yet they strive to connect with communities at the local level.

Recognizing that text messaging is an effective way to engage local communities, they used Text marketing to empower their stores to text customers about store-specific discounts, inform them about charity events, or just to remind customers to pick up a few pizzas before a local event.

Of course, this chain can't deliver localized text messages if customers haven't given their consent and aren't on their text messaging list, so they sought a way to grow their text messaging opt-ins and win new customers. That's why they went big with a nationwide push for customer acquisition.

Solution

An irresistible keyword campaign.

Text Marketing helped this pizza chain create and execute a keyword campaign to grow their mobile list and connect new customers with fresh pizza. The campaign offered free pizza to the first 100,000 people who texted "FREEPIZZA" to their Text Virtual Number (VN). A VN is a dedicated phone number that captures messages used only for text messaging. It can be a short code (a five to six-digit phone number) or a standard 10-digit number or a toll free number.

The chain set up a clear, compelling offer that directed users through a simple series of text prompts, ensuring people could claim their free pizza with ease. Once customers completed the opt-in process, they received a promotion code directly to their smart phone that could be redeemed online for a free pizza.

The chain promoted their campaign on social media, Text "FREEPIZZA" to their VN, where it went viral. Though the campaign was originally created to run for six days, the 100,000 free pizza codes were claimed in less than 12 hours! They closed their campaign after 160,000 opt-ins, giving an additional 60,000 customers a deal to try their pizza as well.

The campaign proved wildly successful on many levels. The Pizza chain grew their mobile list and connected with new customers via a marketing channel where previously they saw only a 1% conversion rate on average. And because the promotion required customers to redeem their offer online, they were also able to collect customers' email addresses during the ordering process. By driving both mobile number and email list growth, they gained new opportunities for connecting with customers in the way they prefer, improving the customer experience.

With new connections to new customers, this pizza chain can customize messages to their national customer base at a local level, driving deeper relationships with fans of fresh pizza, no matter where they are. Needless to say the campaign was a huge success.

Case Study #2 – Jamba Juice Bakersfield

https://ontargetinteractive.com/8-case-studies-that-prove-sms-text-marketing-works/

Jamba Juice Bakersfield, which operates out of four locations in central California, had a tough challenge ahead of them: create a marketing campaign on a lean budget and with no experienced marketing employees. They wanted to entice residents to enter their storefronts and found that mobile marketing was their best option. Their first step in the process involved creating the mobile keyword "JAMBA" which customers could then text to their Text Virtual Number to sign up for the marketing program. To encourage signups, they waved a carrot: a free 16oz smoothie coupon that would be sent to the subscriber as soon as they texted the keyword. What made this carrot so delicious was that customers could use the coupon on their purchase immediately. They also sent out weekly or bi-weekly promotions for 'BOGO free' and '20% off'. They were able to grow their database by over

1,000 contacts in just two months, thanks in part to large in-store signs promoting their text marketing campaign. These signs were located at the point-of-purchase, encouraging many to sign up quickly so they could get their item for free. Social media played a role as well, specifically their Facebook Fan Page and Twitter account. Overall, they saw a 10% increase in in-store traffic across all four stores. The takeaway for Marketers is traditional brick and mortar retail settings (in-store posters) offer a great opportunity to compliment digital marketing strategies.

Case Study #3 – Julep

https://www.tatango.com/blog/online-retailer-grows-mobile-database-from-0-to-5000-subscribers-in-24-hours/

Julep, an online beauty retailer launched their Mobile Insider Club, and in just the first 24 hours generated 5,000 new mobile subscribers. Prior to launch they didn't have a captive audience.

How did Julep generate 5,000 new mobile subscribers in just 24 hours? It was pretty simple. Instead of just advertising for people to become a Julep Mobile Insider by texting "JULEP" to their Text Virtual Number, they created an initial offer to reward new Mobile Insiders, giving them 50% off their next nail color purchase.

Customers loved it, with the promotion producing a 10.7% redemption rate, meaning that for every 1,000 people that became a Julep Mobile Insider, 107 Mobile Insiders made an online purchase on Julep's website. You can see below how this initial promotion works in conjunction with becoming a Julep Mobile Insider.

Another awesome thing about this online retail text messaging campaign was the fact that Julep maintained a 99% retention rate, meaning that for every 100 people that joined as a Julep Mobile Insider, 99 remained after receiving the initial 50% discount. This is higher than the industry average of 97.7% for text messaging campaigns that offer significant promotions to new mobile subscribers.

Case Study #4 – Subway

https://www.tatango.com/blog/subway-goes-mobile/

A 16-store franchise of Subway Restaurants in the Buffalo/Rochester, New York region has generated increased repeat business through its My Subway Mobile SMS campaign program. Set up to influence more visits from its current customer base.

To opt-in to the SMS program, customers simply text a mobile keyword to a SMS shortcode (a five-digit number). After customers opt-in to the SMS campaign, they are sent product offers and coupons via text message. A coupon with high incentive for return visits may consist of a "free 6-inch Subway sandwich with purchase of a 32-ounce drink." After analyzing the response from these messages, Subway has determined that the most effective format features 4-6 messages per month, consisting of an expiration date for each discount.

After only a few months, the 16 restaurants have seen an extraordinary return on their investment. Over 5,000 customers have signed up, 13,000 messages have been sent, and most importantly – they have experienced a 9% redemption rate of all messages, as opposed to a 1% rate for direct mail. With My Subway Mobile SMS campaign now ramping up, a buy-one get-one SMS alert will result in a nearly instant increase in customer traffic.

Text Marketing Benefits

There is no underestimating the benefits of Text Marketing. TEXTmarketingNation.com is a text marketing platform that offers simplicity and the effectiveness of text Based Marketing.

Steven McMullin CEO and Co-Founder of Realtors Choice has seen the results of Text marketing and likes what he sees. "We use TEXTmarketingNation.com in our Marketing Mix and are very pleased with the results. We use the Text BLAST feature to communicate with our clients and by simply adding a tracking link in all of our outbound text messages we are seeing 40-45% click though rates which is phenomenal" he said. "TEXTmarketingNation.com allows us to segment our Marketing lists in order to send the right message to the right targeted audience" McMullin added. TEXTmarketingNation.com has a TRIGGER WORD feature that allows clients to capture Smart phone numbers for future sales and marketing opportunities. "Our clients send us a text with a TRIGGER WORD, like SOLD for example, and a message that we craft is automatically sent right to their phone which is very convenient. All in all, we are very pleased with the Marketing effectiveness of TEXTmarketingNation.com" McMullin said.

Kevin Gill Founder & President of Staffmax.ca, a Staffing & Recruiting company with offices in Canada, USA & Australia, has also enjoyed success with Text marketing. "In our experience when we reach out to clients using Text messaging, we see a response rate of over 90%. When we reach out with email it is maybe a 50% response rate and leaving a voicemail it is less than 10%" Gill said.

Customer Engagement and Beyond

Customer engagement in Marketing is "the use of strategic and resourceful content to engage people and create meaningful interactions over time" Source; https://www.business2community.com/marketing/engagement-marketing-great-example-02026517. For many years and up until the late 1990's the tried-and-true advertising mix was print, radio, outdoor billboards and TV. Fast forward 20 years and marketing engagement strategies and channels have changed and evolved because of technology. Most of the traditional customer engagement channels mentioned above are on life support, however, engagement today and in the past use the same customer interaction principles & processes. Engage through advertising, acquire sales through promotional offers, retain through customer service, reward through loyalty offers.

Text marketing is a tool that accomplishes all of these.

Engagement

"Text PIZZA to xxx-xxx-xxx and receive 50% off your next order."

Acquisition

Trigger auto-reply text message with fulfillment instructions "Click on this link www.website.com and enter 50%OFF at checkout to redeem your offer"

Retain

Send weekly specials and promotional offers to Text marketing lists. Segment lists to target the right offer to the right audience.

Reward

Exclusive offer for loyal customers. "Thanks for your loyalty. Please take some time and fill out this short survey by clicking on this link www.website.com. A $50 promo code will automatically be sent at the end of the survey. We appreciate your business!" A simple text message to the rewarding loyal customers can be very effective.

Some other uses for Text Marketing

Contests

Contests are a great way to engage customers. For example, a Social Media influencer can post a message to their followers such as "The first 50 people to Text WIN to xxx-xxx-xxxx will get a complimentary $50 gift certificate." The limited number of gift certificates generates excitement and urgency to respond immediately to try and win the offer. A contest like this may result in 5000 people texting in to be one of the 50 winners. With this list marketers can Blast out a message to all 5000 with a separate 20% off offer, as an example.

Event Planning

Event Planning is all about generating excitement in the lead up to the big day. By sending teaser messages to garner excitement about a live or online event, Event planners can ensure a full event.

Appointment based Businesses

Missed appointments can be very costly for Dentists, Chiropractors, Physiotherapists and other medical professionals. When you think about who looks forward to going to the Dentist? Dentist offices still call patients to remind them about their upcoming appointment or mail a reminder card both are expensive. Scheduling an appointment reminder, the day before can dramatically reduce missed appointments. Even if the patient responds cancel their appointment the Dentist office can offer the opening to another patient.

Sending scheduled reminder messages is also very effective for HVAC, Electrical & Plumbing professionals and in the Automotive industry. Sending customers, a scheduled message that they are due for a tune up or an oil change can keep Automotive companies service bays full thereby increasing revenues.

Political Campaigns

Campaign Managers can get their candidates message and other relevant information out to their supporters in a rapid and timely matter. Sending Text Blasts to supports requesting donations (include a donation landing page in the message) can be very effective. And what Politician doesn't want donations.

Service Based Companies

Sending customers payment reminders is a great use to reduce delinquent or late payments for Utility companies, Wireless carriers, Cable and Internet providers and Credit Card companies. We may hate receiving them by they work.

Additional Benefits of Text Marketing

Massive Audience Reach and Instant or Scheduled Delivery

Smart Phones are everywhere, and message delivery doesn't require internet access just the wireless carrier's network With TEXTmarketingNation.com marketers can schedule when messages are sent or send them instantly. Based on the size of a marketers marketing list you can send 200 or 20,000.

It is easily integrated with other channels

Text Marketing can be easily and effectively integrated into your existing Marketing Plans. For example, by posting a tag line in your existing Marketing material/channels you can capture Smart Phone Numbers for future use (see PIZZA example above). If marketers are ready have established advertising digital channels like Facebook or Instagram or Websites the cost to add a simple tag line is effectively $0. "Text PIZZA to xxx-xxx-xxx (your dedicated text number) and receive 50% off you next order." Tag lines can be added to existing instore posters in retail settings for very little expense.

Home Screen Clutter

When you think about the intimate nature of texting it is one of the few applications that you completely control. With opt-out or blocking functionality the end user controls who has access to their mobile number. In most cases a person's smart phone screen is already cluttered with APP's and now you are seeing retailers, especially restaurants, offering their own APP's that only add to the clutter. When people do a home screen purge lots of APP's are potentially on the chopping block. Text marketing only uses one APP the Text APP. Therefore, with Text marketing it is critical to gain trust with your customers, so you can maintain and build on that relationship.

In closing like a recent article on Business.com said "Texting began as a simple tactic, largely applied for nonstrategic and small-scale communication activities. Fast forward to today, text messaging has become the most preferred method for brand communications and a must-have ingredient in the marketing toolkit." Amen! Source; https://www.business.com/ articles/text-message-marketing-benefits/

1.2   INTERVIEW WITH STEVEN TAIT, SMS TEXT MARKETING EXPERT

Steven Tait, Founder Client-Minder

Steve is a perennial Entrepreneur and enjoys assisting small to medium sized businesses achieve their sales goals by offering cutting edge technologies. From wireless communication in the in the 90's to Digital Signage in the 00's & 10's and now 20's and beyond with "The Future of Client Contact & Digital Marketing."

The mission of client-minder.com is to empower users with the right online tools and strategies to attract and keep customers. Texting has a 98% open rate versus less than 20% for email.

1. **Steve, what are the most significant developments in mobile and the effect on mobile marketing over the last 3 years?**
   The most significant developments in wireless mobile over the last 3 years has been the deployment of 5G technology. Not only do mobile users enjoy ultra-fast speed for downloading video and games there are also commercial applications especially in the public safety industry. First responders having the ability to send vital signs and video of the patients' injuries to the hospital allows ER's to prepare and dramatically increase survival rates. 5G also provides better network latency and reduces network congestion. From a marketing perspective this allows

marketers to use video to engage customers capitalizing on visual ques. With 5G marketers do not have to worry about network congestion at concerts or sporting events. The challenge now is to increase the penetration of 5G capable phones in consumers hands.

Another significant development is affordability in terms of hardware and data plans. Price of hardware and mobile data plans continue to drop. Unlimited data is now the standard. Apple and Samsung will continue to be the dominant hardware players but a quick search on Amazon and consumers can get a decent 4GLTE phone for under $100. 5G phones are not there yet but they will be. The barriers to entry used to be hardware price and limited usage on data plan. These barriers have disappeared.

2. **How can marketers show sensitivity to consumer privacy?**
   With Text Marketing marketers can display sensitivity to consumer privacy by getting consent from their customers. Consent with respect to sending promotional offers and being upfront as to the frequency of promotional offer messages i.e. weekly or bi-weekly or monthly.

3. **Will there be tough regulations in the US, Canada and the EU on the mobile marketing?**
   The mobile marketing industry has evolved overtime and has implemented strict regulations with respect to spam. This goes to the consent question outlined above. Without consent marketers are exposed to fines by regulators for spamming consumers with unsolicited marketing text messages.

4. **What sorts of data are most pertinent to the marketer aiming to capitalize on mobile and what communication must be the SMS?**
   5G technology makes video a viable advertising medium for marketers. Since its› inception Video has always played a major role in advertising and having the ability to send targeted video messages right to consumers' smartphones via SMS is a marketer's dream.

5. **What can we expect for the future of mobile marketing?**
   The future for mobile marketing will be video content and voice activation search. Consumers are accustomed to turning on their light using their voice or turning on the air conditioning or getting recipes or the outside temperature, so the natural evolution is talking to one's phone for video content. Show me a video selection of Prada purses or Gucci watches as an example.

6. **What are upcoming trends?**
   Artificial Intelligence, Video, Voice Activation, Augment reality to name a few. We are also seeing wireless carriers bundling video services in their mobile plans. Verizon as an example, bundles video streaming services like Disney, Hulu and ESPN. This will only add to the rapid increase in the use of 5G hardware by consumers adding to the technology's penetration in the marketplace.

7. **What is augmented reality and how can marketers leverage this technology?**
   Augment reality allows consumers to get a 3D perspective of an object in a real-life scenario. Let's imagine a consumer wants to see how a new couch will look in their living room. Augment reality allows them to visualize the couch in 3D in their living room in real time. The item could be a fashion accessory like a watch or purse or shoes the possibilities are endless. One of the best examples of augmented reality is in a live concert venue with a 3D hologram of Michael Jackson performing.

8. **To run effective marketing strategies, do you have advice for marketers?**
   Yes. A consumer's mobile number is a very personal thing that is primarily reserved for family and friends. If marketers can build a trusted relationship with their customers and gain consent to send promotional Text message and/or loyalty offers the rewards for marketers can be phenomenal.

SMS Marketing Conclusion

How can you NOT include it in your marketing mix, especially what a marketer can do with it at a 98% open rate and with new 5G technology for sending bigger files like marketing videos.

> *"Why are people addicted to their Smart Phone? It is easy to see why considering people have more technology in the palm of their hand today than the first Apollo mission to the Moon."*
>
> – Steven K Tait

2 MACHINE LEARNING IN DIGITAL MARKETING – BOT TECHNOLOGY, TARGET AUDIENCE MODELING, PREDICTIVE ANALYTICS AND AI SEO

Machine learning is a collection of models, methods, and algorithms to help make better decisions that are driven by data, not gut feelings or guesswork. The tools and techniques used in machine learning can help to address many common challenges.

How do you know which marketing channel is performing best, and what is the interaction effect when you are using multiple channels?

Machine Learning and ongoing conversation allows chatbots to collect data surrounding users, including personal information such as where they live and their product preferences. To begin the process of applying machine learning to your digital marketing strategy, digital marketers can start in several areas.

2.1 MIT EXECUTIVE EDUCATION (SLOAN SCHOOL OF MANAGEMENT) – DIGITAL MARKETING ANALYTICS

In 2020, I took a Digital Marketing course from MIT, a leading think tank for AI and Marketing lead by some of the best marketing minds in academia. The 6th module in the course, addressed the three aspects of Artificial Intelligence in Digital Marketing and the course offered insight from the Chief Scientist from IBM Watson Research Center. She discussed how automated brand targeting is used and more importantly, placement of the ad. There are AI companies that are providing solutions in this area and a case study for a technology provider is following in this chapter.

So, these analytics addresses all the way to the granular of the communication to the prospect/visitor to that ad so that now the consumer is searching, a banner ad can come on screen and the searcher actually is faced with an advertising communication decision. Do they stay on task? Or do they show interest in a targeted message that takes them to another offer that is met with AI machine learning – Click Here for this new offer. Consumers often look at this "a disruptive" to their online experience. Closely resembling the magazine turning and seeing an ad that stops you from reading that article.

The goal for the marketer from the pop-up needs to have a compelling target message to get a click through to sign up or what the marketing does to persuade and generate a sale.

2.1.1 A LOOK AT CUTTING-EDGE AI DIGITAL MARKETING COMPANY: BOODLEAI

I met the Boodleai representatives at a conference this September and talked extensively with **Mike Alonzo** the *Vice President, Experience* at **boodleai**

At **boodleAI**, they want to connect organizations to the people who have a passion for their causes, products, and services. **Why?** Because they want you to further your mission faster. **What's the result?** Organizations who use **boodleAI** make a greater impact today and are prepared to do more tomorrow.

I talked with Alonzo and had a chance to get into his head and discuss how his company is leading the way in predictive analytics using artificial intelligence. The follow is the results of our conversation:

Mike, thanks for taking time to talk with me, first can you give me an idea of your expertise: who are you in our industry?

I am Mike Alonzo, the Vice President of Experience for boodleAI. I am responsible for overseeing boodleAI's Marketing and Product Development while continuously evaluating our end-to-end customer journey. I have over 20 years of experience in product development, user experience, marketing, and visual design.

What Does boodleAI do?

boodleAI guides marketing outreach through the use of predictive analytics to acquire and retain the best lifetime customers or donors. Using an organization's existing contact database combined with several other third-party data sources, we identify any given individual's likely response to a message or offering. Leveraging the power of machine learning is at the core of our solution and allows us to easily build and apply predictive models, ultimately producing ultra-targeted audience segments and personas. Our predictive models can identify new contact attributes such as giving/spending capacity, channel preferences, affinity-based interests, or best audience identifiers. Armed with these new insights, marketers can confidently produce personalized creative for a specific distribution channel.

boodleAI also offers cutting-edge enriched advertising - powering a true virtuous loop. Through the use of enriched audience segments, we deliver custom display and video advertising directly to connected household devices, specific mobile devices, social media accounts, or via SMS. By targeting individuals, rather than merely demographics, we are able to ensure the necessary impressions required and identify how influential each specific advertisement is to a desired conversion.

What is happening in the evolution of marketing tools?

As privacy concerns continue to mount and the digital marketing landscape shifts away from cookie and pixel tracking, it has become vital that today's marketers move beyond intent-based data and adopt the valuable insights derived from existing customer or donor data. By exposing the patterns of your best audiences, marketers will no longer have to rely solely on intent-based data and demographic targeting but rather focus on the individuals that are most likely to take your desired action. As the walled gardens of social media and paid search continue to fortify their grasp on advertising opportunities, marketers are faced with the daunting task of managing a disconnected omni-channel marketing strategy.

Though the power, reach, and ease of social media advertising is alluring, marketers must remember that people's social media persona is based on how they want to appear, rather than how they actually behave. Leaving the results of a social media campaign up to a provider's proprietary algorithms makes for a very unbalanced advertising partnership. Marketers must take control of their enriched and predictive analytics which give them insights into the cause of an advertisement's performance and supply them with the flexibility to apply those learnings to any distribution channel.

What is the future of digital marketing?

Though AI and the data science behind predictive analytics is not new, it has only recently become widely accessible through saas-based platforms, such as boodleAI. The newfound potential of predictive modeling is leveling the playing field for all organizations no matter their technical expertise or financial resources.

Predictive analytics and custom predictive modeling are set to become the primary method for automated audience segmentation and message delivery. As AI-powered advertising copy and creative continues to evolve, I predict we will see a world where the entire advertising workflow will be autonomous - instantly analyzing a prospect, creating the most personalized

and compelling ads dynamically, delivering that ad to their preferred communication channel, all while tracking its conversion success and feeding the positive and negative results back into the governing models to continually optimize for maximum conversions.

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How the marketing/advertising services works for a client. source website, https://boodle.ai/testimonials

> *"We wouldn't put boodleAI at the heart of our process if we didn't have confidence that it was going to make us look good in front of our clients. And that's exactly what they do every single time. We say that boodleAI is our Intel Inside, kind of secret chip, that we use to understand any client's audience. As long as boodleAI is at the heart of how we make those decisions, we have a level of confidence that we're going to get a better return on investment for our clients. So, it has been a game changer for A2P to be working with boodleAI."*
>
> – Andy Bookless, A2P

2.1.2   SEMRUSH AND THE OPTIMIZATION TOOLS FOR MARKETERS INCLUDING AI SEO ADDRESSING THE ALGORITHMS FROM GOOGLE

As a marketer, I have been using SEMRush tools since 2007. They are constantly developing their offering. They have a new media relations digital tool: Prowly.

SEMRush offers cutting-edge digital solutions for SEO, PPC, content, social media and competitive research. Trusted by over 7,000,000 marketers worldwide.

How is machine learning impacting Digital Marketing?

Although the future implications of machine learning are still unclear for digital marketers, it's already impacting the digital marketing landscape as we know it. Machine learning tools have the ability to analyze extremely large sets of data and present understandable analytics

that marketing teams can use to their advantage. For organizations using machine learning tools, the marketing teams have more time to specialize in other areas and use machine learning findings to gain new in-depth insights to optimize their marketing strategies.

The ways that machine learning is being used in digital marketing practices helps to expand their understanding of their target consumers and how they can optimize their interactions with them.

However, with more information comes change, which will occur much faster than digital marketers expect. This year, 2021 IDC FutureScape expects that 75% of developer teams will include some type of AI functionality in at least one service or application. In addition, by 2022, 85% of customer interactions will be managed with no human involved.

Regardless of the expectations of digital professionals, machine learning isn't here to take over the jobs of digital marketers. Rather, it's main use is to help enhance digital marketing strategies and make the jobs of digital marketers easier. By utilizing machine learning tools and capabilities, you can streamline your digital strategy and align yourself with an AI and machine learning-dependent future.

ML is being implemented in digital marketing departments around the globe. Its implications involve utilizing data, content, and online channels to increase productivity and help digital marketers understand their target audience better. But how, exactly, are machine learning tools being used in digital marketing strategies today?

Machine learning can make its way into your digital strategy, including:

Content marketing:

In recent years, digital marketers, bloggers, and businesses of all sizes have been busy creating content of all types to engage their target audience. Whether it's in the form of informative blog posts, customer testimonial videos, or recorded webinars, content is everywhere online.

A leading social media, LinkedIn defines the top three things that make content truly effective as:

- Audience relevance – 58%
- Engaging and compelling storytelling – 57%
- The ability to trigger an action or response – 54%

Machine learning tools can be a beneficial part of helping digital marketers uncover and understand this data better. By tracking consumer trends and producing actionable insights, tools allow you to spend time streamlining your tasks to reach more leads with your content.

Pay per click campaigns: Gone are the days of marketers trying to analyze data sets to measure the effectiveness of pay per click (PPC) campaigns. Level-up a PPC campaigns by providing information that demonstrates:

- The metrics you need to help drive your business forward
- How you can make better, strategic decisions based on the top performance drivers
- Overcome the struggles that keep you from meeting PPC goals

Search Engine Optimization (SEO):

SEO is still a major player in a well-rounded digital strategy, with many digital marketers choosing to specialize in this highly sought-after skill. However, as SEO algorithms change across major search platforms, the insights from searchable content may become more relevant than specific keywords in the search process, thanks to AI and ML tools.

To ensure that your web pages and online resources maintain their high-ranking place on search engine result pages, start considering the quality of your content rather than simply the keywords included. By doing so, you'll be ahead of the game when it comes to future-forward content creation and SEO.

**GPT-3: How Will This Impact SEO and Content Marketing?**

(Source) A blog post by Kristin Tynski. January 5, 2021 SEMRush Blog

If you haven't yet heard of the transformational potential of GPT-3, you are about to have your mind blown.

GPT-3 is essentially the first artificial intelligence that can pass the Turing Test and write copy that is highly convincing as human. It can write about any topic and can be directed to write in any voice, style, or tone. The best way to think about it is that GPT-3 is essentially a professional-level copywriter that has the collective knowledge of the entire Internet.

What Is GPT-3?

GPT-3 is an AI language model developed by OpenAI. The model uses a revolutionary architecture called a "Transformer." Transformer models are relatively simple, but what makes them powerful is that their skill and accuracy is directly related to the amount of data they were trained on and the length of that training. This is referred to as "Param Size."
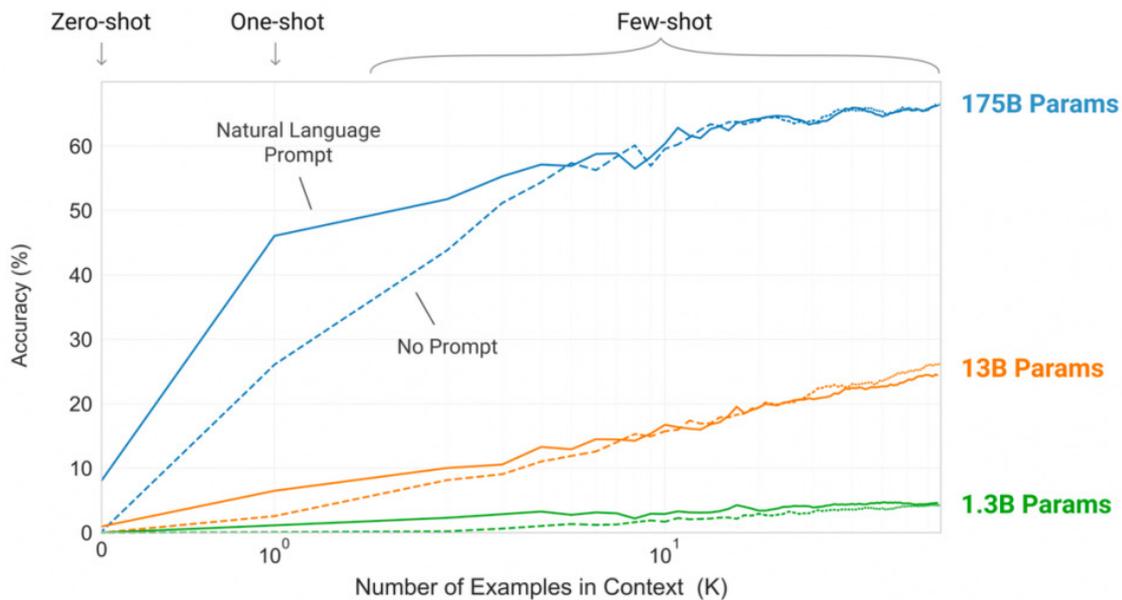
The above image references GPT-3 (175B parameters as well as two other smaller transformer models. As you can see from the chart, the leap from GPT-2 (13B params) to GPT-3 resulted in a massive improvement in accuracy. Given that there are already plans in the works for a 1 Trillion param model, we may well be on our way to a true proto artificial general intelligence.

What makes GPT-3 special versus its predecessors is that its large size has enabled something called "meta-learning," where the model does not require "fine-tuning" (additional training) to accurately respond to a prompt. The prompt itself is enough for GPT-3 to figure out what you want.

As you can probably imagine, the implications of this transformative technology are just at the very beginning of being realized. What follows is my understanding of how GPT-3 will impact the many aspects of digital marketing. Get ready!

General Content Implications of GTP-3

- GPT-3 will replace the bulk of low-level content creation, eliminating thousands of writers and hundreds of thousands of content marketing jobs, potentially leading to a crash in the content creation market.
- GPT-3 will immediately impact the voice, tone, and flow of all copy being written. And by combining GPT-3 with a virtual assistant like Alexa, Apple's Siri, or Google's Duplex, we will reach the tipping point when copywriting becomes, for the first time, a fully automated job.
- Copywriting as a profession will slowly become extinct, as will creative writing jobs.
- Such an advance, if it occurs, would mark the beginning of the end for content marketing as a whole.
- The resulting automation of the ghostwriting services market will have a similar impact on marketing agencies and in-house marketing departments.
- GPT-3 will enable the creation of passive income assets in a similar manner to what happened with GPT-1, with the difference being that the skill required to write the content is vastly higher.
- The GPT-1 model required a relatively high threshold of writing skill. As a result, the majority of the value was created by people who possessed the skill to write unique content. GPT-3, however, requires a much lower threshold of skill to create content.
- This means that anyone who can "copy/paste" can do the job of writing effectively. The value of GPT-3 lies in its ability to do the job of a writer so well that there is no longer a need to have a writer.
- In-house marketing departments, as well as agencies, will increasingly use GPT-3 to do work that was previously done by people, replacing both of these roles.
- To be clear, I don't believe that all content marketing jobs will be eliminated.
- In fact, I believe that there will be a need for people who specialize in understanding the role of content in the larger marketing strategy, and who have the ability to create, manage, and optimize the content that GPT-3 is writing.
- But, do not confuse this with the need for someone to write the actual copy.

Everything above in was written by GPT-3. The prompt given was simple: I provided the introductory paragraphs written above.

As GPT-3 mentioned in the previous paragraphs, new state-of-the-art language models present an existential risk for any writing with quality at or below the quality of what GPT-3 has been shown to achieve.

GPT-3 has already demonstrated it can easily fool people into thinking it was a human writer and has the ability to write about virtually any topic. It even consistently demonstrates proficiency with niche esoteric topics. Its command of spelling and grammar is impeccable, and it seems to make considerably fewer of these types of mistakes.

Given these skills, GPT-3 could be said to have the ability to write as well as most mid-tier writers, but at 500X the speed and with instant access to knowledge that would take a writer a considerable amount of time to research themselves to become familiar enough with to write an accurate article.

When GPT-3 becomes ubiquitous, it will be possible to get the same quality article you might have paid $200 for written for under $1 (or perhaps $5 for GPT-3 creation and then editing by a human). This will also result in a massive increase in the total amount of text output online — perhaps an order of magnitude or more, increasing the competition considerably, especially in the long tail.

One can also imagine new ways that GPT-3 generated text can be combined with other forms of AI or procedurally generated media. Here are a few things we are likely to see (some of which may proliferate incredibly).

GPT-3 Text to Speech

AI-generated content can also be made into podcasts/audio on YouTube. Services that do automatic generation of audio content will likely pop up, offering AI podcast creation about any topic, potentially exploding the number of podcasts available.

For instance, it would be easy to set up a podcast where GPT-3 pretends to be, say, Abraham Lincoln, and comments on daily news headlines as an automated GPT-3 to text-to-speech and then uploaded as a podcast each day.

These AI-generated podcasts will generally proliferate in niche markets, with a few rising to notoriety and general popularity.

GPT-3 Video Generators

Tools like Vidnami take text as input and generate videos made up of stock video footage. Each scene is chosen by Vidnami's AI based on the context of the text input. Combining this tool (or even more sophisticated versions of Vidnami) with GPT-3 would allow for scalable conversion of GPT-3 generated text, to engaging videos. Here is an early example of what is possible:

Artificial Intelligence (AI), automation and machine learning are having a profound impact across all industries. Their potential is to revolution mundane everyday tasks and frees our time to be more productive and creative. AI and SEO is already happening, with self-learning algorithms and deep learning GPT-3.

However, pure artificial intelligence is still not a current reality. Most applications that we consider AI are in fact automation or machine learning. It's worth understanding the nuanced differences to really grasp the potential of AI on SEO.

To spark the discussion of SEO and AI, we invited Shannon K. Steffen onto #SEMrushchat. The center of the conversation focused on how traditional, manual, and human-centered SEO could be threatened or augmented by AI.

- Do you think AI will make SEO obsolete?
- What's the impact of AI on SEO?
- What are the advantages and disadvantages of using AI for SEO?
- How can SEOs keep the balance between what AI can do and what will be left for human specialists to work on?
- What are some of the best tools to use to optimize for both AI and SEO?

> *Human SEO is the understanding of human search patterns when using tools such as search engines and social media networks. [For example] machines can never understand how a mom with a screaming baby at 3am searches differently than a CEO mom's nanny searching for that same product in the middle of her day with a laughing baby at the park. Humans search based on emotion. This is where AI and SEO intersect.*
>
> – Shannon K. Steffen

Q1. Do you think AI will make SEO obsolete?

Shannon thinks no! SEO, is a living, breathing technology with immortal and ever-changing "best practices," such as keyword research, web development, content and link building, each of which is essential for search engines themselves to function properly.

AI enables humans to do "human" things more easily and improve how SEO is implemented. There is little chance of SEO "dying" as it forms the backbone of digital marketing. Instead, AI could make it more exciting and evolve to encompass optimization tactics beyond those directly related to search engines.

Carolyn Lyden "No, I think it›ll make it easier for humans to do the human things and make the tasks that are automate-able easier."

Alice Davies «Not at all. if Anything, it just means another exciting change for SEOs. The term ‹SEO› encompasses MANY optimization tactics, not just that of search engines!"

Experts including Craig Campbell and Bill Slawski predicted SEO will not become obsolete under any circumstances, because elements unique to human nature, like curiosity and empathy, are still beyond AI's reach. Further, humans control the AI tools themselves. Planning a marketing strategy is also a uniquely human occupation. However, there will definitely be a dip in hiring due to automation, as tools with more advanced capabilities continue to be developed.

Kim Doughty «I think marketing specialties that involve strategy will, for the most part, at least require human oversight. Tools will be more advanced because of AI but won't go as far as replacing the person."

SEO itself will be a lot better due to AI. Already, great progress has been made due to a collection of new, real-time data streams. AI will help humans optimize visual content better, improve voice search, target conversational keyword clusters, provide better UX, cut down black hat tactics, create efficient reports, and make informed decisions in general.

Danny Ray Lima "It›s going make us better marketers in a few ways such as; cutting down black hat SEO, improving visual and voice search, optimizing content for conversational keywords and the end game of better UX and value."

Alexis Huddart "No, it will just change aspects of SEO work like: data work & presentation, keyword clustering, content generation and offer new data streams"

AI's integration with SEO will only become stronger, with machine learning and quantum computing delivering new insights that will help us create stronger, long-term, user-focused strategies. Marketers need to learn how to use AI effectively to strengthen various components of SEO.

Marianne Sweeney "Of course not. It will, however, make it a long game instead of short, strategic, instead of tactical, user-based instead of systemic. ML uses elements of SEO for learning. Learn those elements, work with UX, IA and content to influence from the other side"

AI reinforces human experience in SEO by automating tasks that we *need* to do and provides immediate feedback on the results. It can help us discover new patterns in our behavior and even simulate outcomes of decisions. However, it can't supplement or reproduce decision-making capabilities that have been developed over years of human experience. Like Andrew said, if multiple organizations use the same AI, human skills would be the crucial differentiator for each one of them.

Perfect Search Media "Artificial intelligence reinforces the importance of SEO. It›s a tool to be used with the industry, not something that can simply or realistically replace it."
JP Sherman "Another thing about AI is that it will provide feedback to our efforts, hopefully illuminating new and unforeseen patterns of human behavior - so we can use SEO to implement"

Ai and SEO Recap: Do you think AI will make SEO obsolete?

- AI reinforces the importance of SEO. It's a tool to be used with the industry, not something that can simply or realistically replace it.
- AI will refocus some of the existing tactics and strategies of SEO. Forcing us as an industry to better understand databases, markup, schema and other technologies as we integrate them into our SEO efforts.
- It will automate a lot of what we do. But, a lot of decision making is based on experience that we have built up over the years. AI can only simulate that, not produce it.
- Tools will be more advanced because of AI, but we won't go as far as replacing the person. Emotions such as curiosity and empathy may be beyond the grasp of AI.

Q2. What's the impact of AI on SEO?

AI has infused human traits into SEO and changed it from a system that could be easily manipulated to a knowledge-centered technology that encourages interaction and trust among people.

The short-term impact of AI on search algorithms and results won't be drastic. After all, algorithms are only as good as the data they're fed. Therefore, until AI becomes perfect, SEOs and engineers will be left scratching their heads when inconsistencies crop up.

Peter Mead "Impact of AI in SEO will be hit and miss in the early days. Like we have seen in the Algos thus far. It helps speed things up, but often needs correcting by us."
Tim Capper "Do not overestimate the impact of AI just yet, after all it took 5yrs for AI to understand what a picture of a cat looks like."
Bill Slawski "Until AI improves, it will befuddle SEOs and search engineers trying to understand why it does some of the stuff it does."

Right now, Google is using AI to understand users and provide a better user experience.

Danny Ray Lima "I think we are seeing it now, with the quick changes in the ranking algorithm as Google uses AI to understand users. I believe AI also puts a huge emphasis on user experience from search results to the way we build/design websites. AI makes us think User"
Natasha Woodford "I think AI will level the playing fields in the industry, not black hat tactics but genuine best practice doing what it does best"
Dhaval Shah "Less spreadsheets, more Grafana! More scalable, consistent, and replicable insights/patterns from better collection of data."
The Weekly SEO "Sophisticated AI will make it easier to interpret big data and understand ranking factors at a query level. It will also make our data more impactful, so we can make smarter decisions about our SEO strategies."

As marketers, we must adapt to the changes that AI influences. As JP Sherman stated, we need to change our perception of the internet from a collection of web pages, to a database of information. This way, we would be able to correlate and study huge amounts of data, making our research process more effective.

JP Sherman "In the near/ short term the impact will be minimal, but will be touted as a panacea - but I think AI or ML will only be as good as the data its fed - so, brush up on schema & structured markup."

We should also attempt to understand the potentially damaging impact of AI before we fully adopt it. Immoral inputs or inputs devoid of morals might lead AI to learn incorrect ethical principles. In turn this will have undesirable effects on content marketing and user behavior as a whole.

Bill Slawski "Potentially more frightening, AI will learn morals from human (Hello Taye!), and that moral input may be inhuman."
Dean Brady "AI can have a profoundly disturbing impact on SEO and content marketing if left to run on its own. It will learn user behavior and make suggestions/changes that do not contain any moral input."

AI and SEO Recap: What's the impact of AI on SEO?

- It forces SEO to become more human and bridges the changes in technology with the know, like and trust society we've become.
- It will make processes faster, will provide more accurate data and will help in building more robust SEO strategies.
- It will be able to correlate a huge amount of data quickly, allowing us to focus on the elements that matter rather than trying to find them.
- It will level the playing field in the industry. Not with black hat tactics but with genuine best practices doing what it does best.

Q3. What are the advantages and disadvantages of using AI for SEO?

Shannon believes that human connections and engagement are the central tenets of both AI and SEO. AI might not serve up the accurate content, but it will certainly help weed out black hat tactics for ranking.

Ultimately, you will get more conversions from the traffic that SEO brings you. People who try and game the algorithms will be the only ones to suffer continued setbacks with the evolution of AI.

Automation is the single most important advantage that AI offers – improvements in speed, efficiency and cost savings allows us to focus more on key areas that impact user experience. However, faulty inputs will quickly lead to bad decisions.

iPagesCMS "Automation! giving you more time for other important jobs…"
Heather Harvey "As others have mentioned, AI will help automate many areas of SEO to allow humans to focus on the key areas that will improve the user experience. Disadvantage - it has to learn from current data & human input which is riddled with errors. Errors in, errors out."
Simon Cox "Speed, efficiency, less resource costs, being able to spot outliers more easily. But… If AI gets it wrong, you can make bad decisions quickly. Understanding the results is critical."

AI helps marketers decide, filter, manage, and present complex sets of big data. Sometimes, though, this results in the devaluation of human input. Human analysis is always needed to monitor and control results.

Kat Hammoud "AI can help automate some tasks, saving time. Disadvantages - not always accurate and cannot fully replace SEO as human behavior and analysis will need to control the AI and audit the results."
Peter Mead "Some of the advantages of using AI for SEO is to free us from thinking about problems, so we can think about other problems, and not keep an eye on it. Disadvantages are we will have more than one brain, so who is going to keep an eye on it?"

When it comes to SEO, AI gives marketers access to big data, a deeper understanding of industry trends, and helps prioritize UX by standardizing practices and processes. What is more, you can precisely match user intent based on their past behavior, while helping them discover new solutions with a personalized, humanized content strategy.

Natasha Woodford "Better standardization… i.e. currently more human influence/uncertainty in the actual process but when AI applied it will be programmed and therefore more continuity? (I think). i.e. team dynamics/disruption to SEO practices."

Marianne Sweeny "Precision relevance for user queries based on what the user has waned in the past as evidenced by their behavior. Nice if you like eating at the same restaurant always. AI leaves behind the delight of discovery. That makes content strategy all the more important."

Over-reliance on AI could easily be your biggest drawback. You need to understand that AI is a reinforcement, not a replacement, to SEO, and figure out exactly how it will help you create successful campaigns.

Danny Ray Lima "The disadvantage is relying too much on AI. AI is developed to aid the marketer in making informed decisions, but the biggest disadvantage is not knowing exactly how you can benefit from AI"
Debi Norton "Advantages of using AI in SEO is to automate aspects of SEO that do not require, human intervention. A1 SEO disadvantages are that some people think "SEO is DEAD" A1 is it - but at present, it is more in addition to an SEO - not an instead of."

Maria Kalyadina
Aug 20. 2018

Machine Learning AI Conclusion

For each mentioned machine learning AI area (Bot Technology, Target Audience Modeling, Predictive Analytics and AI SEO) AI application in marketing is going to rapidly grow, fueled by consumers shopping online and in an e-commerce environment.

It is critical for marketing success; all AI must be in the multi-channel strategy to get the attention of your audience in a very crowded landscape for attention.

While text recognition, image recognition, decision-making technologies are widely used, the voice technology, as you will see in the last chapter will be what will tie together other AI Digital Marketing efforts. This can be caused by the greater complexity of both technologies.

Thus, it is seldom perceived as a way of creating and developing innovations in sales channel management, merchandising optimization or delivering e-commerce products and services.

It is clear that the real future of AI and Digital Marketing to help retail, led by Amazon, the onslaught of a pandemic, and simply ubiquitous consumer choices from a mobile app, that about everyone has in their fingertips can purchase in seconds and have chosen items drop shipped to their door for consumption. The backbone of commerce is dramatically switching from brick and mortar to online consumerism in mainly North America and Europe.

3   SHOW IT, WITH AI & VIDEO MARKETING

3.1   VIDMOB VIDEO PRODUCTION TOOLS

Video is replacing, written content, and even surpassing still images. During a course at MIT Sloan, the founder and CEO of VidMob, Alex Collmer was interviewed and discussed his take on how video is taking over as content.

VidMob was founded around the idea of creating a million quality jobs. But, over time, that mission has evolved and expanded.

As video and AR take over communications, we understand that there are countless charitable organizations struggling with this emerging reality, just the same as large marketers.

Collmer pointed out the three key trends in video marketing that he sees.

The three developments he outlined are:

1. Test and learn - using videos to test products in the marketplace. Also, using videos in AI for education & learning
2. Brands bringing video production in-house – allowing even small companies to do big things on the internet. It levels the playing field for attention in a crowded space for the little guy trying to get attention for his or her product or service
3. The rise of the start-up brand – It is easy to start up these days and market your products and services and be seen everywhere if it is done right and done with the latest technology available, being artificial intelligence
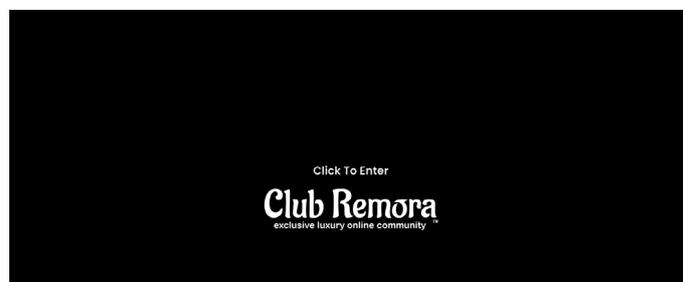
Images provided by Club Remora (Scott D Brown LLC)

3.1.1   VIDEO HOSTING USING ARTIFICIAL INTELLIGENCE

YouTube

YouTube is an American online video sharing and social media platform owned by Google. It was launched in February 2005 by Steve Chen, Chad Hurley, and Jawed Karim. It is the second most visited website, with more than one billion monthly users who collectively watch more than one billion hours of videos each day. As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute.

Vimeo

Vimeo, Inc. is an American video hosting, sharing, and services platform provider headquartered in New York City. Vimeo focuses on the delivery of high-definition video across a range of devices. Vimeo's business model is through software as a service. They derive revenue by providing subscription plans for businesses and video content producers. Vimeo provides its subscribers with tools for video creation, editing, and broadcasting, enterprise software solutions, as well as the means for video professionals to connect with clients and other professionals. As of 2021, the site has 200 million users, with around 1.6 million subscribers to its services.

3.1.2   VIDEO SEARCH USING ARTIFICIAL INTELLIGENCE

The Power of Video, made simple for you, with Black Box AI

Next-gen video platform with AI-powered video search. Embed, share, and search your video, audio, and library, all from one place.

End-2-End Encryption

Every bit of information in BLACKBOX is encrypted.
Stay in control of your files with end-to-end encrypted expiring links and password protection.

Analytics

Dive into the analytics and track how your videos perform over time (view count, time watched, engagement and much more)

Content from videos to search

Instantly find the moments you're looking for, instead of manually browsing through hours of video. Our AI Search provides results as you type and gets exactly what you need.

Collaboration

Send secure messages, documents, and links without ever leaving a single workspace. BLACKBOX brings together documents, chat, and notes so you can work together privately from start to finish.

A new way to watch video

Next-gen video platform with AI-powered video search. Embed, share, and search your video, audio, and collections, all from one place.

Have your videos automatically analyzed and labelled by AI.

Easily search for what you need and get to the exact moment in the video.

3.1.3   PODCAST VIDEO CONTENT USING ARTIFICIAL INTELLIGENCE

Podetize, complete podcast service.
What is the Feed Your Brand Podcast all about?

Reinventing brand marketing with an obsessive (video and) podcaster-centric focus on solutions to get you seen, heard, found, and rewarded in a noisy digital world.

Get off the marketing roller coaster and get on the automated fast track to digitally market your brand everywhere now. Listen in and learn strategies for broadcasting messages, saving time, optimizing your results and building a platform that organically grows Real Fans & Qualified Clients.

Join Podetize Experts, Tom Hazzard and Tracy Hazzard, as they share actionable Videocast and Podcast Power Tactics, Content Building Formulas, and Smart Cut Secrets proven to fuel hundreds of videos, podcasts, blogs, and brands with bingeable original content that converts to sales and subscribers. Join the conversation on how to get your message to out to the world. Consistently and constantly fill your online presence to accelerate your Brand Authority & Generate More Revenue. Be original. Be heard. Find your reward with alternative monetization – Podetize and Feed Your Brand!

Well-conceived podcasts are an effective, portable, convenient and intimate way to deliver and produce content, and to build ongoing relationships with your clients, employees and constituents.

When you are considering producing podcasts for your organization, consider these top benefits:

1. Podcasts make information personal.
    In a podcast, the content is communicated directly to you, the listener, either verbally or through video. That's a much more intimate way of getting information than reading it from an e-mail or document.

2. Podcasts are convenient and easy to consume.
    Once you subscribe to a podcast feed, new podcasts are automatically downloaded to your computer as soon as they are available. You can listen to them at your convenience.

3. Podcasts cut costs.
    Because podcasts are delivered digitally, they eliminate many costs associated with other forms of communication including postage, printing, and paper. They can also reduce meeting costs and e-mail storage costs. They are easy to archive and updating them is quick and easy.

4. Podcasting is a time-efficient form of communication.
   You can listen to podcasts while you do other things at work or at home, or during your commute. Some types of meetings can be eliminated in favor of podcasts, saving time and improving productivity.

5. Podcasts are portable.
   Once a podcast resides on your computer, if your computer is portable, you can take the podcast with you and listen whenever or wherever you want. Or, you can transfer the podcast to a personal media player such as an iPod.

6. Podcasting is an on-demand technology.
   Listeners decide what they want to hear, and when they want to hear it. On one hand, this means you're competing for their eyes and ears. On the other hand, this means that if they are subscribing to your podcasts, there's an excellent chance they're actually getting the information you're providing to them.

7. Podcasts are one way to deliver on a social networking strategy.
   Your podcast subscribers are the core of your community and over time, they will be your best prospects for deepening the relationship through cross-sell and loyalty tactics.

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4 THE FUTURE AI IN DIGITAL MARKETING IS VOICE ACTIVATION MARKETING

Customer Service - Press 1 for English. Press 2 for Spanish.

Voice Activation is already widespread in customer service and customer relations management (CRM).

Press 1 for English. Press 2 for Spanish.

We spend a lot of time talking to our gadgets these days. Whether we're seeking directions from Siri or weather updates from Alexa, voice activation is quickly becoming a preferred means of communicating with technology. A future once at our fingertips now rests at the tips of our tongues.

Voice activated technology doesn't just afford us fun tools for our private lives – this technology is playing an increasingly pivotal role in the professional world, too. And that extends to the small and midsized business space. Voice activation is now helping small and midsized businesses use customer relationship management (CRM) software with more speed and efficiency. This burgeoning feature becoming a game changer in a world where the tech-savviest players win.

Voice-activated CRMs have become significant time-saving tools for professionals across the board.

They help users interact with data in more targeted ways, meaning they can bypass irrelevant information and skip directly to the data they're seeking. A time-crunched salesman can simply say: "Alexa, open Act! and retrieve John Smith's email" rather than opening a CRM program on a computer and manually retrieving the information.

Speech-to-text software can be a real timesaver for data entry, too. Rather than the costly and monotonous task of manually imputing data, users can rely on software to submit information via speech. This saves hours. The average worker types 50-70 words per minute. Meanwhile, speech recognition programs can accommodate 120-140 words per minute with near-perfect accuracy. And if you're serious about saving time, forget texting. A Stanford study found speech recognition to be three-times faster than typing on a phone.

As I mentioned, many people are already using voice activation in their day-to-day lives. According to a recent study, nearly 40 percent of smartphone owners use voice recognition software.

Naturally, small and midsized business owners and employees will want to use voice activation in their professional lives, too. And smaller organizations are often better positioned to test and integrate new technologies on the fly than enterprise-level companies that come with much longer approval, research and implementation processes.

Early-stage voice-activated CRMs will consist of a basic integration with well-established virtual assistants such as Amazon Echo, Google Home and Apple Home Pod. Users can ease into this advancing technology by mastering the basic skills and continuing to learn as voice activation becomes more sophisticated.

As businesses begin relying more heavily on voice activation, they'll find there's no longer a need to bring up a full-blown CRM. Instead, they'll rely on spoken words to complete a task.

Hey Google, what is Next in Voice Activation?

Voice Activation – An Exciting Frontier in Digital Marketing

Voice activation is an untapped tool in promotional marketing. Since the first implementation of voice technology nearly a decade ago, voice activation tools have seen a huge rise in sales, like voice speakers Google Home or Amazon Alexa.

The majority of smart speaker usage is for things like checking the weather, playing music, or asking a question. However, the amount of purchases made through voice speakers is on the rise. The 2019 US Smart Speaker Consumer Adoption Report reported that "15% of U.S. smart speaker owners say they were making purchases by voice on a monthly basis at the end of 2018. That is up from 13.6% that were using voice for retail purchases at the beginning of the year" *.

In addition to incentivizing purchases, brands and marketers can use voice activation to increase consumer engagement with their brand. Imagine having a consumer entered into a sweepstakes with each purchase via smart speaker. Or, giving consumers the chance to earn extra loyalty points for interacting with your brand on Alexa or Google Home. In this article we will dive into the many ways voice activation could benefit your promotion, be it a sweepstakes, contest, loyalty program, or more.

What Can Marketers Do with Voice Activation?

1. Sweepstakes - When it comes to gamification, sweepstakes are king. Consumers run into this type of promotion everywhere, from large brands to small businesses. Despite that, sweepstakes have yet to break into voice activation. A voice activated sweepstakes could take on many forms.

2. Games - Instant win. Collect and win. Match and win. Peel and win. There are many types of promotional games, and this list is just a portion of them. As you can see, there is a big emphasis on winning.

3. Contests - You might be wondering, "how could you possibly run a contest via voice activation?" The answer: you can't. Or rather, you shouldn't. Would it be cool? Heck yeah. Would anyone use it? Most likely no.

4. Loyalty Programs - And that leads us to loyalty. Everywhere you look brands are coming out with a loyalty program of some kind. A lot of brands are looking for ways to create excitement about their program by introducing technologies, like augmented reality. This is where voice activation fits in. Not only will it create buzz for your loyalty program, but it can also get consumers excited about your brand. Consumers could interact with your loyalty program.

   a. Using voice activation to find out how many points they have (or how many points away they are from their next reward).

   b. Daily voice check-ins for points. With each day's voice check-in, brands could tell consumers about current discounts and offers

   c. Receiving exclusive rewards for using voice activation. For example, "enable our rewards program skill on your Alexa for a 10% discount on your next purchase"

   d. Making purchases with voice activation to receive exclusive rewards

   e. ...And that's just to list a few.

    f.   Voice activation makes purchasing as seamless as possible. Give your consumers the incentive to purchase with their smart speakers by adding voice activation to your loyalty program.

5. Voice Activation with other Artificial Intelligence in Digital Marketing
    a.   Video Marketing with voice recognition to
    b.   Text Marketing, activating a search from an image or link in a text message.
    c.   Machine Learning, asking Siri, Alexa or Google to do a search and in a machine learning environment come with an electronic response to guide the consumer to make a purchase.

In conclusion, the application of smart speakers in promotional marketing is an untapped market. The key to successfully implementing voice activation into your promotion is to provide value to your consumers. Give your consumers the incentive to make purchases with voice-activation by rewarding them with a sweepstakes entry, game piece, or coupon. Develop an effective strategy, execute with efficiency and security, and analyze the data with our real-time reporting tool.

*(voicebot.ai)

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