

**Assignment 6.1**

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MKT220: Optimize your Marketing Strategy

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## How to Create an AI Digital Marketing Strategy

The article I went with, “How to Create an AI digital Marketing Strategy” defines AI digital strategy as being important to marketers as it provides them with a guide to leverage technology in ways that will help deliver on KPIs and realize business objectives. The article breaks down the AI marketing strategy in nine steps:

Step 1: Assess your current strategy - What are you currently using? Does your digital strategy include AI?

Step 2: Define your goals - What your current challenges are? What objectives do you want to achieve?

Step 3: Look at your data - Gather your data so AI tools can dig deeper into trends, patterns and opportunities.

Step 4: Select your AI tools - Decide what AI tool is best for you.

Step 5: Segment your audience - Define your market and use AI to reach your target audience.

Step 6: Automate campaigns and workflows - AI can automate email sequences, ad placements, and social media posts by analyzing customer data.

Step 7: Test and optimize - AI can continuously analyze and optimize campaigns based on real-time data.

Step 8: Measure performance - Track KPIs such as conversions, customer lifetime value, and ROIs.

Step 9: Refine and scale - AI is built to learn. As it gathers data it will help refine strategies.

**Based on what you've learned about digital privacy, what can you include in your marketing strategy to follow governmental regulations?**

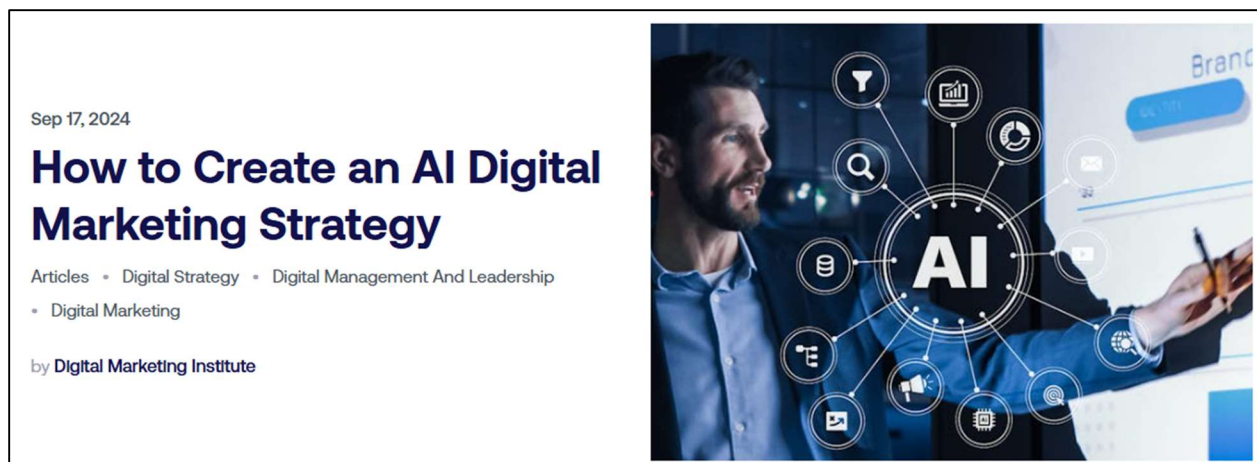
The article brings up five topics that could have some risks and ethical implications while utilizing AI marketing.

1. Promote bias – AI is using company data to provide information that leads to the decision-making process. It's important to make sure there's no inherent bias. The article gives an example of a study that found AI was prompting medical professionals to pay more attention to white people than to black people meaning that many high-risk patients who needed care were not seen.
2. Lack of transparency – It's important to understand what data AI looking at and how it arrives at it's conclusions.
3. Privacy Violation – Companies need to make sure customer information is kept private as AI is gathering from different areas.
4. Job displacement – AI, has the ability to replace jobs. A current real world issue where this was a threat was the Longshoreman on the east coast going on strike as a means to protest jobs against automation.
5. Misinformation and disinformation – AI has the ability to create content that is false which can potentially spread misinformation or manipulate the public's opinion. The article gives an example of cyber criminals phishing scams or identity theft. You hear about dating app scams or senior citizen scams where criminals have utilized AI to scam them out of money.

From what I've learned so far in digital marketing and staying within government regulations is to hire an attorney that specializes in the AI field. Each state differs when it comes to governmental regulations. And the United States as a whole is still in the infant stages of defining a skeleton frame of regulations for AI. Until regulations and laws are solidified, I would consult with an attorney coupled with a technically experienced marketing team.

### Include a screenshot of the article

Figure 1.



*Note.* Screen shot taken from, <https://digitalmarketinginstitute.com/blog/how-to-create-an-ai-digital-marketing-strategy>

## References

Digital Marketing Institute (September 17, 2024). How to Create an AI Digital Marketing Strategy. Retrieved on October 15, 2024 from, <https://digitalmarketinginstitute.com/blog/how-to-create-an-ai-digital-marketing-strategy>

Murrow, A (October 2, 2024). Dockworkers are waging a battle against automation. The rest of us may want to take notes. Retrieved on October 17, 2024 from, <https://www.cnn.com/2024/10/02/business/dock-workers-strike-automation-nightcap/index.html>