



# Role of Artificial Intelligence in Digital Marketing- A Review

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## Abstract

The world is transforming from Traditional Marketing to Digital Marketing and no business is exception for it. As many countries witnessed widespread diffusion of technology, the usage of Internet has become very prominent. In addition to this usage of social networking sites has gained momentum for business applications. Marketers understood this fact and using digital marketing as a tool for business enhancement and profitability. India is no exception, Digital marketing is booming in India day by day at a greater pace. Many Indian firms are using Digital marketing to improve their marketing performance and to gain competitive advantage. Digital marketing is a marketing technique that makes use of Internet also electronic devices like desktops, laptops, phones and tabs. As there is a considerable change in the consumer behavior and their purchasing patterns from the last decade, Marketers must focus on the emergence of Digital marketing and its impact on future business strategies. Artificial intelligence (AI) involves knowledge representation, search, perception and inference. To generate results, artificial intelligence (AI) must define and read the data in forms that will allow representation and processing. This paper focuses on the overview of digital marketing and its implications on Indian business and how it's advantageous over traditional Marketing along with the current and potential relationship between digital marketing and artificial intelligence.

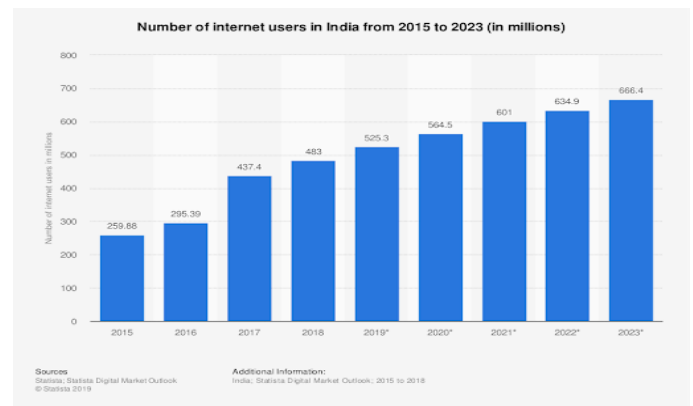
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**Key Words:** Digital Marketing, Consumers, Promotions, Search Engines, Artificial Intelligence (AI), Online Advertising.  
**DOI Number:** 10.14704/nq.2022.20.8.NQ44452 **NeuroQuantology 2022; 20(8): 4188-4194**

## Introduction

### Digital Marketing

Computerized marketing is defined as an advertising strategy that primarily relies on the internet to connect with the target audience via various sophisticated media channels and stages. Computerized advertising is a broad phrase that encompasses sophisticated channels such as content marketing, SEO, email marketing, web-based media advertising, and flexible marketing, among others, to create intricate methodology for reaching and interacting with prospects and clients. A typical customer consumes material via television, computer, tablet, smartphone, radio, and other traditional media.



This constant exposure to various forms of media has resulted in data overload, further complicating the buyer's journey.

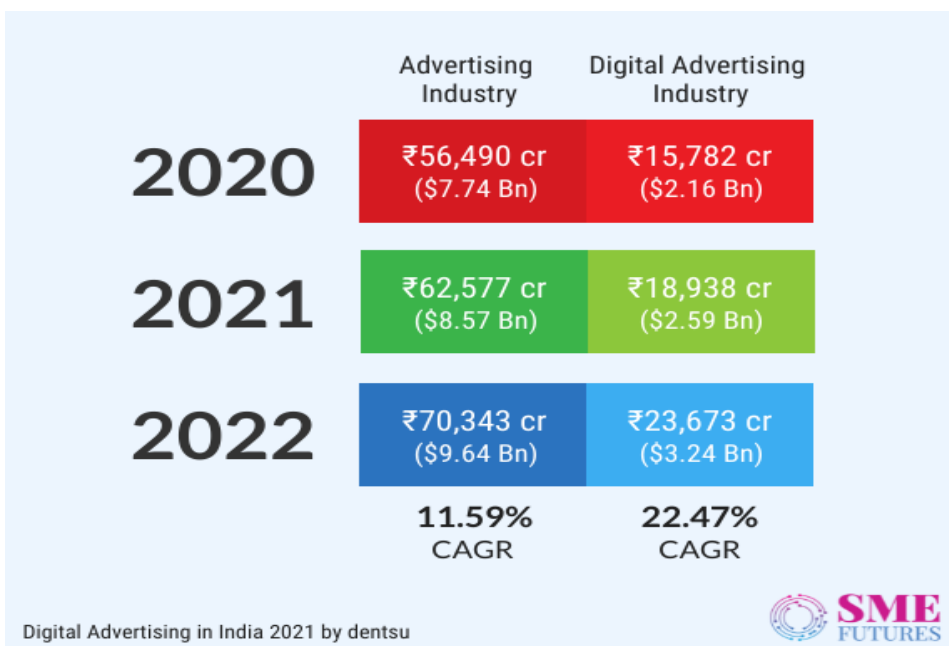
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Brands have been able to stay relevant by making themselves visible across several platforms and touchpoints because to computerised showcasing. Aside from traditional advertising mediums such as

television, newspapers, billboards, and so on, advertisers utilize these computerized channels to direct possibilities through their buy excursion and stay in contact with their current clients.



Using AI in Digital Marketing raises the level of productivity since the processes are automated based on the instructions given. AI is also capable of understanding which content performs better and helps with content curation. As a result, the right content reaches the right audience, thereby increasing the ROI.

**Research Methodology**

The present research work is a conceptual study on Artificial intelligence and its implications in Digital Marketing. Therefore, the researcher has adopted a qualitative research strategy. (Saunders, M, et al 2003), states that when it comes to conceptual research, it is important to review previous research on the same topic. A qualitative approach allows an elastic process during which it is possible to make changes and integrate research. According to (Ader et al., 2008), there are no independent or dependent variables involved in a qualitative study because a qualitative strategy is not of an experimental nature. The current study adopts a purely qualitative strategy.

**Objectives of the Study**

1. To analyze various Digital marketing and its implications and thereby understand its Overview.
2. To understand the role of artificial intelligence in the field of digital marketing

**Discussion**

A study conducted by MarketingProfs showed results that supported this fact. While surveying Businesses that implemented AI in their Marketing Strategies, they found that these Businesses had,

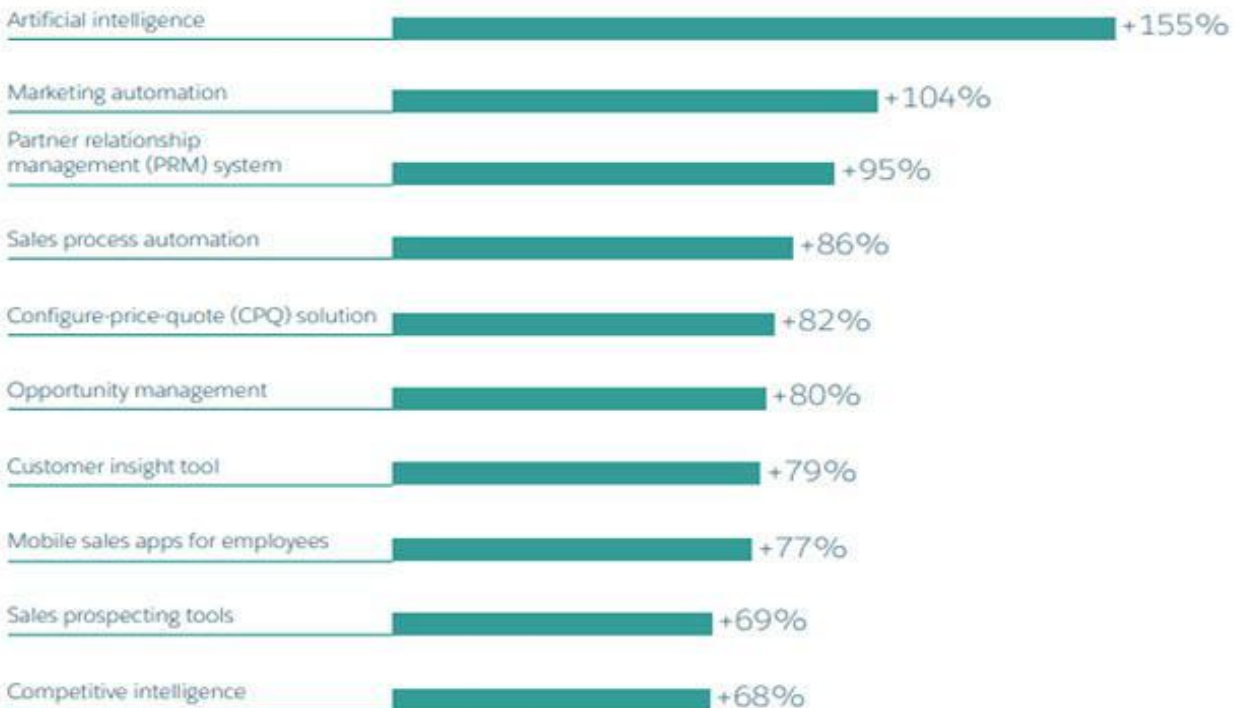
- 59% Better Closing Rates
- 58% Increased Revenue
- 52% More Conversions
- 54% More Traffic and Engagement



## Artificial Intelligence Stands Out Among Fast-Growing Sales Tech

Sales leaders expect their teams AI adoption to grow faster than any other technology. Other sophisticated capabilities such as marketing and sales process automation also rank high.

### 10 Sales Technologies with the Highest Projected Two-Year Growth



Base: Sales executives and managers  
See page 45 for all technology adoption data.

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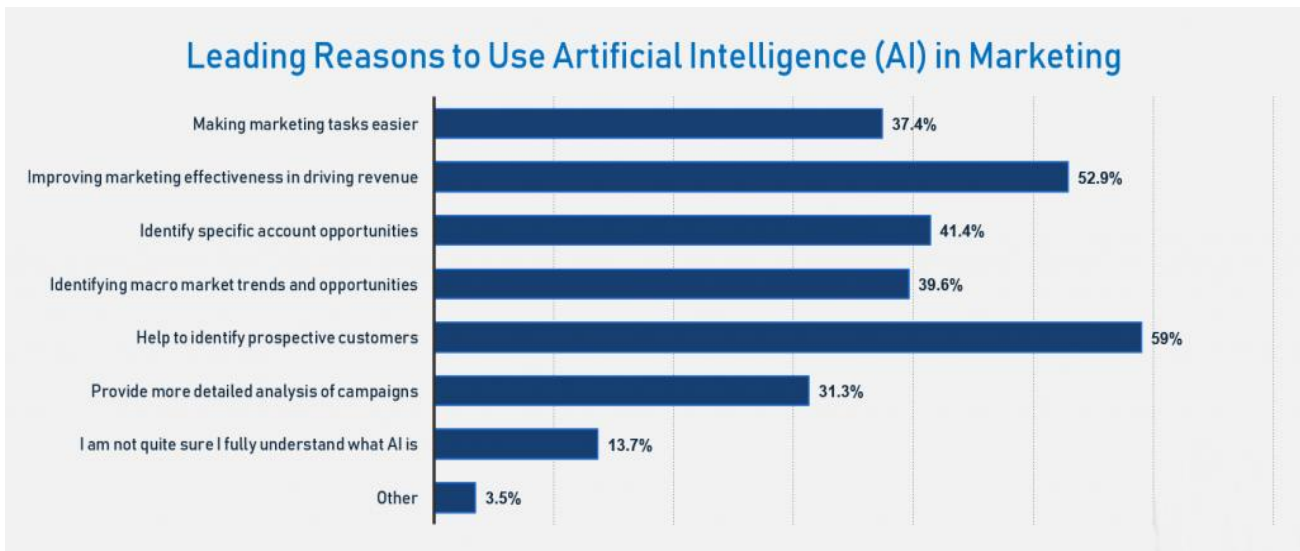
### A) Digital Marketing Channels Types

Let's briefly examine the top eleven types of digital marketing channels before moving on to other parts of digital marketing:

1. Content Marketing
2. Website
3. Search Engine Optimization (SEO)
4. Digital Marketing
5. Email marketing.
6. Marketing on Social Media
7. Affiliate marketing
8. Mobile Advertising
9. Online PR
10. Conversational AI
11. Web analytics

Artificial intelligence (AI) and machine learning (ML) technologies have paved the path for more advanced marketing methods like conversational AI. Conversational AI is becoming increasingly important in digital marketing as voice search, chat bots, and digital assistants become more widely used.





Source: <https://www.mobiloitte.com/blog/how-ai-is-transforming-the-future-of-digital-marketing/>

**B) Best Practices for Digital Marketing Go Omni Channel**

Effective businesses have adopted Omnichannel marketing as a means of directing their opportunities through the channel. Omnichannel marketing is a refined kind of multichannel marketing that helps you provide your customers with a seamless buying experience. It has to do with sending the right message at the right moment through the right marketing channel. Being Omnichannel means providing a consistent experience across the buyer's journey. This means that instead of using explicit channels, your strategy should revolve around the client.

To put up an Omnichannel strategy, create a consistent brand voice across several platforms. A solid Omnichannel promoting technique should take into account all computerized advertising channels and manage their use at each stage of the buyer's journey, as well as operate on educating suitably.

Starbucks is recognized for using digitized media to enhance the customer experience (CX).

In this scenario, the Starbucks app allows customers to find shops, make requests using the app, pay to use the phone, monitor Stars, and redeem rewards. Customers may now earn reward points for placing orders over the phone, and because to their partnership with Spotify, customers can also identify the music playing in their stores.

**C) Influence AI in Digital Marketing**

Advertisers may now contact their desired interest group with more accuracy than ever before thanks to computer-based intelligence and machine learning.

Big Data & AI Yield Meaningful Results According to MIT Sloan Management Review:

- Executives report notable successes in initiatives to improve decision-making through advanced analytics-69% success rate
- Businesses are also using big data and AI investments to accelerate time-to-market for new products and services-54.1% success rate
- Improve customer service-53.4% success rate

You may interact with your customers in the following ways with AI and ML-powered applications:

**i) Conversational AI**

Conversational AI, such as automated companions and chat bots, has become ubiquitous in speaking with prospects and customers. They are capable of delivering material, gathering client needs, providing customer service, supporting customers with purchasing items or reserving a seat, and keeping them up to date on their orders. The Wall Street Journal, for example, has created a Facebook Messenger Chabot to deliver articles straight to endorsers' inboxes.



### *ii) Personalization*

The success of multi channel advertising is determined by how well you personalize CX, and AI can help you do so. Artificial intelligence-based tools are capable of comprehending and anticipating customer behavior. This can also help you deliver a personalized insight by allowing you to create segments of clients with similar characteristics.

### *iii) Try not to Ignore Email*

Email showcasing is a very intense computerized advertising channel. On the off chance that you have a sizable endorser base, you can impart a message to your supporters without spending a penny! You can utilize email advertising to send trickle crusades, local available new clients/clients/endorsers, advanced substance, offer restrictive limits and offers, request criticism through reviews, etc. For effective email showcasing activities in 2020, use the client-produced and intuitive substance to create a commitment, keep your messages portable and well disposed of, and assemble a select email local area that can go about as your clan.

### *iv) Stress on Video Marketing*

Email marketing is still a powerful automated marketing medium. You may send a message to your fans without costing a dime if you have a large supporter network. You may use email marketing to deliver drip campaigns, find new clients/clients/endorsers in your area, promote fresh content, provide restricted limitations and offers, solicit feedback through reviews, and so on. Use client-created and intuitive content to build a commitment in 2020, maintain your communications portable and well-disposed, and build a select email local region that may serve as your clan.

### *v) Make a Cohesive Content Experience*

Making solid substance experiences will help you obtain the eyes on your picture, in addition to executing continuous computerized marketing crusades and other activities. Making long-lasting content experiences necessitates expanding your content marketing efforts. Make material in as many different ways as you can. Text, digital recordings, info graphics, recordings, gated material, and so forth are all good places to start. Each single item you create should support the others, which is

where content repurposing comes into play. By bolstering the substance approach with a dazzling dissemination process, you can give it a boost. Convert a 2000-word blog article into info graphic, create a digital broadcast scenario, and record a whiteboard video if you've written a 2000-word blog entry.

When you do this, you are separating yourself.

### *D) Digital Marketing for Businesses*

Push and pull techniques are used in advanced advertising to combine the best of inbound and outbound marketing. Here are three important benefits of using computerized advertising for business growth:

#### *i) Quantifiability*

When you launch a marketing campaign using traditional techniques, it's tough to track its impact until you provide a form of discount code that will be represented in marketing estimates.

Pick any computerized promoting path, on the other hand, and you'll acquire a refined examination capability. Impressions, snaps, traffic, and sales may all be used to measure the impact. You may also see how each touchpoint contributed to the deals, depending on the attribution methodology you used. Advertisers may use this quantifiability to figure out what works and what doesn't.

#### *ii) Refined Targeting*

The traditional media employs a mass bombardment strategy, in which everyone receives the same message. You may adjust the message based on the character of the crowd on today's advertising routes. You may precisely target your ideal customers using computerised advertising channels. Your ideal customers can also find you thanks to computerized advertising. A potential customer will put a question into a web crawler to find you as a result of your content marketing and SEO efforts. You may target customers based on their sexual orientation, age group, hobbies, education, location, psychographics, and so on with computerised advertising. You may concentrate on as little as you require, or you can be more creative and concentrate on a larger group, depending on your goals.



### *iii) Refine in a Hurry*

In terms of standard promotion, there is no room for course revision. It's out when your advertisement gets printed in the newspaper. You may modify things on the go using computerized displaying. If you don't notice a given advertisement copy bringing in results, you may modify it or redistribute your budget based on what's going on at the time. This versatility ensures that your computerized marketing campaigns are always well-managed.

Account-based advance business, Demand base linked hands with Wakefield in an Artificial Intelligence (AI) audit. Research to irritate the potential that AI has in influencing arrangements and exhibiting by a large margin.

The study demonstrated how there is a big distinction in the desire and confidence of pioneers to assist significant affiliations in acclimating to AI for first-grade advancing projects. While one endeavors to use AI data to draw in promoting, it also aids in empowering suitable and convincing client participations, support ROI, and have a significant influence on pay figures.

### *iv) Human-induced Mental Ability*

Marketing is capable of working with enormous amounts of data at a much faster rate than any other showing group. Finding concealed bits of information that influence client direct, critical data centers, and buyer designs is so critical. Regardless of how much has been talked about AI and its potential future, it is critical to comprehend why and how associations are committed to using AI solutions in order for their marketing wing to thrive. As far as anybody understands, firms who have adopted AI for expanding framework may anticipate a 37 percent decrease in prices and a 39 percent increase in pay figures on average by the end of 2020.

Traditional displaying is outfitted with contraptions that allow for changed and relevant content to be delivered at the fortunate chance to influence change rates for any business out there using PC-based understanding. How can you predict a client's future? Simply make a reference to their past.

Reasoning created by humans Marketing supports marketers in determining and breaking down what a customer will respond to in general, based on their previous behavior.

As a result, it suggests that an advertiser will do all possible to close the business. One such amazing

occurrence is motivation recommendation for purchasers, in which AI and Machine Learning collaborate to understand a client's purchasing behavior, which anticipates impetuses impacting alterations. More importantly, such an answer may keep an advertiser informed about what would entice a client the most—a 15% or 30% refund or a no-markdown deal. In that liesthe substance of AI, which helps accumulate refreshed on the individual inclination of a buyer to significant insight readily available. Auto-populate the correct arrangement of suggestions consistently.

### *v) Send Time Optimization*

While much is said and done about tailoring content, it is all for naught if a buyer ignores it. This is when Send Time Optimization enters the picture. Driving companies are increasingly relying on artificial assistants to respond to concerns quickly. What AI does is create a fantastic inquiry design by taking into account the historical context of opening messages and their rates. Advertisers may choose the best moment for both individuals and crowds over larger regions based on their demands. As advertising, it may be advantageous to know when a client preferentially reads his email. It is a comparable moment when a client is obliged to connect with; therefore, it aids in rate changes. To advance an occasion, the middle space of conveying messages at the ideal time with AI devices setup is above and beyond 32% while the snap rate rests at 6.5 percent.

### *vi) Product Recommendation*

Aside from motivating force proposition, AI also helps advertising in getting down to business with their item recommendation strategy. Buyers nowadays respond to companies that cater to their preferences and communicate in a similar manner. It's almost as if you had to pair a shoe with another outfit you bought to wear to a party. Advertisers will be able to rely on AI and Machine Learning to aid transforms client commitment information to appropriate item proposals—something that will change over without a doubt. Advertisers may remain competitive by troubling customer norms of behavior and fondness for a certain range of products. Today's advertising agencies must deal with a slew of competing demands. They are actually pressed to demonstrate how their content and missions are paying off. As a result, they are



offered a variety of options ranging from innovation-based replies for topic-based tasks to depicting how they would go about sectioning information bases. AI isn't just another marketing gimmick. These are continual data and outcomes that help develop organizations—something on which advertisers can rely to add value to both brands and customers.

## Conclusion

Advanced showcasing is a fantastic control. You must gradually incorporate computerized showcasing into your methods. If you don't have any advertising budget, you might start with natural content, SEO, and web-based media. On the other hand, if you're looking for quick results and are willing to spend a lot of money, automated marketing is the way to go. If you've successfully used computerized advertising, consider how you may improve your current strategy. Everything is dependent on your criteria, asset pool, and financial strategy.

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