

Uses of artificial intelligence in digital marketing: tools and platforms- analytic study

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Abstract

This paper aimed to survey and explores artificial intelligence tools and its uses in digital marketing. It looked to examine the areas that artificial intelligence was able to enter in digital marketing, and sought to include some of the tools and applications that swept into digital marketing.

The study concluded that artificial intelligence has impacted digital marketing and has been able to cover and develop many of its areas, such as data analysis and forecasting, automation of marketing processes, assistance in building and managing marketing content, as well as assistance in enhancing the performance of digital marketing and elevating it to more efficient and effective levels.

The study also recommended that businesses working in the field of digital marketing should keep pace with all developments in artificial intelligence, particularly those that support the application of digital marketing.

Key words: Digital marketing, Artificial Intelligence, Data Analysis, Automation.

Jel Codes Classification : M31, M37, L86, C88, D83

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استخدامات الذكاء الصناعي في التسويق الرقمي: الأدوات والمنصات- دراسة تحليلية

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ملخص

هدفت هذه الدراسة الى استطلاع و دراسة أدوات الذكاء الصناعي واستخدامها في مجال التسويق الرقمي، حيث سعت الى تفحص المجالات التي استطاع الذكاء الصناعي ولوجها في مجال التسويق الرقمي، كما سعت لإدراج بعض الأدوات والتطبيقات التي اكتسحت مجال التسويق الرقمي . وقد توصلت الدراسة الى ان الذكاء الصناعي ولج عالم التسويق الرقمي وتمكن من تغطية وتطوير العديد من ميادينه على غرار تحليل البيانات والتنبؤ، امتتة العمليات التسويقية، المساعدة في بناء المحتوى التسويقي وادارته، وكذلك المساعدة في الرفع من أداء التسويق الرقمي والانتقال به الى مستويات أكثر كفاءة وفعالية.

كما اوصت الدراسة بضرورة مواكبة المؤسسات العاملة في مجال التسويق الرقمي كل التطورات الحاصلة في مجال الذكاء الصناعي خاصة ما يخدم منها استخدامات التسويق الرقمي

الكلمات المفتاحية: التسويق الرقمي، الذكاء الصناعي، تحليل البيانات، الامتة

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Introduction:

Artificial Intelligence (AI) has transformed digital marketing, ushering in a new era of innovation. It empowers marketers to create more targeted campaigns, improve customer engagement, and optimize overall performance.

AI excels in analyzing vast amounts of data quickly and accurately, allowing businesses to anticipate customer needs, delivers personalized experiences, and make informed decisions. It enables businesses to stay ahead in an increasingly competitive market.

AI and digital marketing are closely intertwined, AI serving as a powerful tool that enhances the effectiveness, efficiency, and personalization of digital marketing strategies.

The problem of this study is based on the following main question:

What is the role of artificial intelligences technology in digital marketing?

This main question guides us in asking the following sub-questions:

- How is AI development used in digital marketing?
- What are the main aspects of digital marketing impacted by AI?
- What are the main AI tools used to enhance digital marketing practices?

This study aims, first, to investigate the field of AI and highlight its relation with digital marketing, it is also examines different uses of AI in digital marketing. Furthermore, it investigates the most important advancements and AI-powered tools used in the field of digital marketing.

I- Artificial intelligence (AI)

Artificial intelligence (AI) is defined as “the technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making, creativity and autonomy” (Cole & Eda, 2024).

Types and classification of AI

There are several types and classification of AI in the most important (Zotara, 2024) :

- Narrow AI : it is designed for everyday application such as voice assistant (virtual assistants like Siri and Alexa) .
- Artificial general intelligence: it allows machine to understand and apply knowledge
- Supervisor learning : it is based on training algorithms and using labeled data (used in image and speech recognition) .
- Unsupervised learning: it is not based on labeled data as supervisor learning, but it use algorithm to analyze data (used in customer segmentation)
- Reinforcement learning : it push algorithms to make decisions(used in robotic and gaming)

II-Uses of AI in digital marketing

Below, we explore the different uses of AI in digital marketing:

II-1-Data Analysis

One of the powerful characteristics of AI is its capacity to process, collect, analyze, and deal with a large amounts of data collected from different sources as social media platforms, web sites, and other digital channels. It can identify and discover patterns, trends and much crucial information about customers and marketing issues.

The use of AI for data analysis is more powerful than traditional statistical analysis, it has more sophisticated tools and algorithms automatically identify patterns and trends through techniques such as: machine learning algorithms, natural language processing neural networks (Wells, 2024).

AI-driven data analysis enhances digital marketing in various ways (Kudos, 2024) :

- Identifying patterns and trends by processing large amounts of data in real time.
- Optimizing marketing strategy by providing businesses with real time insights, allowing them to adjust their strategies accordingly.
- Enhancing customer experience by collecting and analyzing data from different sources, then using AI to tailor the best customer profiles.

AI-driven data analysis makes customer more understandable, it better analyzes their needs and preferences, and helps businesses build stronger relationships with their customers by delivering them a tailored offers which improves customer satisfaction and retention.

II-2-Personalization

The uses of AI in digital marketing enables personalized marketing by tailoring messages, content and recommendations to individual customer needs(Babatunde et al., 2024).

One of the biggest applications of AI in marketing campaigns is its ability to replace traditional ads with highly and personalized targeted ads generated by AI (Jungco, 2024).

With AI marketers can customize any offer based on customers' characteristics. Emailing, products, content, ads, marketing channels can be tailored in real time, making targeting e more precise.

II-3- Predictive analytics

Predictive AI relies on using statistical analysis and machine learning to forecast future and anticipate how phenomena change over time (Mucci, 2024).

In digital marketing, AI predicts future customer behavior which helps marketers to anticipate needs and trends. AI helps also sales forecasting, and enhancing proactive marketing strategies.

The predictive AI forecasts customer behavior based on their data and past activity and helps provide a personalized experience.

II-4- Automation of tasks

Automation of tasks is “the use of AI-based robotic systems to perform tasks in the workplace previously performed by humans” (Safe and healthy , 2024)

In digital marketing, there are several tasks to automate. These tasks can be done by AI programs without the need for total human assistance.

Businesses use AI to automate tasks like email and SMS targeting, social media scheduling and programmatic ads.

One of the fascinating roles of AI in task automation is the chatbot, where robots respond automatically and like humans to customers' questions and inquiries.

II-5- Content generation

AI generated content is a human-like text, images, or other media created by AI tools (Murphy, 2024), which means it can mimic humans and help marketers to create and optimize marketing content, such as social media posts, ads, etc.

The role of generative AI in marketing content creation touches many aspects, with the most important we have (Anisin, 2023):

- Brainstorming and ideas generation.
- Automation content creation.
- Enhancing existing content.
- Creating visuals.
- Hyper personalization.

II- 6- Customer experience (CX)

Customer experience means the whole experience of the customer and their interaction based on their interaction with a brand, it can be distinguished by four elements: Emotional, Cognitive, Physical and Sensorial (Ameen et al., 2021).

AI customer experience refers to using AI to deliver fast, personalized and proactive experience at scale (Iniobong Eyo, 2024).

AI enhances CX by using tools like Chatbot and machine learning. It improves website navigation and provides services support in real-time.

There are many benefits to use AI to improve customer experience (Iniobong Eyo, 2024):

- Enable great customer service experiences at scale.
- Provide fast, 24/7 customer support.
- Onboard CX teams faster.
- Improve efficiency and productivity.
- Deliver hyper-personalized interactions.
- Anticipate customers' needs and potential issues.
- Provide AI-powered quality assurance.
- Analyze customer data to predict and prevent.
- Present customers with special offers.
- Improve workforce management.
- Reduce operational costs.
- Create more consistent brand experiences.
- Enhance knowledge management.

II-7- Ad optimization

With AI businesses has the opportunity to deal with a large quantity of data to set a good compain. AI is using to (Kaput, 2024):

- Allocate advertising budgets, across channels and audiences.
- Find new advertising audiences and conversion opportunities.
- Build richer audience profiles.
- Create visual ad creative.
- Hyper-personalize ad messages and images to individual consumers.
- Hyper-personalize ad targeting.

Also AI optimizes digital ad campaigns by analyzing data in real-time and placements for maximum ROI.

II-8- Social media management

Social media platforms are becoming one of the most powerful channels for promoting products and converting new customers. AI helps very much in analyzing social media usages and here are some examples:

- It helps suggesting content ideas.
- Generate text, create social posts, translate and repurpose valuable poste.
- Enhance visuals.
- Analyze engagement metrics, social media trends and audience sentiment.
- Schedule and automate poste by selecting the best time to post.

II-9- SEO and search algorithms

AI has enhanced Search Engine Optimization (SEO) by offering automation and data mining. It focuses on intend and context to generate personalized answers that cite webpages (What Exactly Is AI in SEO?, 2024).

AI-driven tools help in automation SEO tasks, give recommendations and improve website's search engine ranking (Keever, 2024).

AI helps engines by many ways (How AI is Changing SEO?, 2024):

- It helps to understand users intent and deliver relevant search results.
- It is more precise on data analysis.
- It allows tailoring SEO strategies based on real-time trends and users behaviors.
- It enables predictive insights.

II-10- Other uses of AI digital marketing

The uses of AI in digital marketing are limitless. Marketers use AI to improve various tasks and make them more efficient at lower costs. Here are some more examples of these tasks:

- Image and Video Recognition: with AI we can analyze visual content to improve ad targeting.

- dynamic pricing: with AI we can adjust the pricing strategies based on customer behavior in real-time.
- Sentiment Analysis: the AI algorithms can review social media comments, users feedback and understand audience sentiment.
- Lead Scoring: the AI algorithms evaluate leads based on their likelihood to convert.
- Customer Journey Mapping: AI tracks customer interactions across touchpoints.

III-Tools and platforms

The fast evolution of AI has pushed many companies to develop their own platforms in order to benefit from this technology.

In the field of digital marketing, there are many tools and platforms used in AI-driven data analysis. In the following paragraph, we will try to categorize them by their primary functionality, providing examples:

III-1-Analytics and Insights Tools

The purpose of digital analytics is to collect and analyze data from different sources to make precise decisions (The 12 best digital analytics tools in 2023 (by category), 2023). The tools of analytics and insight help businesses analyze valuable data collected from web traffic, user behavior and any marketing channels.

In this field we point out some applications that perform analytics and provide insights:

Google Analytics 4 (GA4) : this tool helps in measure traffic and engagement from various platforms, websites and apps (Introduction to Google Analytics)

Adobe Analytics : This Tool workflow with centralized system for data collection, processing, analysis, reporting and output. It allows an advanced customer journey analytics powered by AI, visualize complete customer journey (ADOBEANALYTICS), allows a real-time anomaly detection and Customizable dashboards and reporting (Anomaly Detection, 2024) .

III-2-Social Media Monitoring and Analytics

Several platforms monitor and analyze Social media trends, sentiment, and engagement on social platforms. Here are some examples:

Hootsuite.

Hootsuite powered by Brandwach , it comes with many uses of social media analysis tools wick are: social performance score, AI recommendations and highlights, competitive benchmarking, industry benchmarking, best time to post on social media and Repurpose top-performance posts (Understand what's working on social with Hootsuite Analytics).

Sprout Social

Sprout Social is also a social media management tool that allows businesses communicate customers through social media channels. It is equipped by many solutions and allows businesses to (solutions):

- Manage social networks.
- Increase sales.
- Collect in-depth information.
- Build brand awareness.
- Streamline workflows .
- Personalize customer service.

Sporout gives advanced reporting on social media engagement, and identify optimal posting times.

III-3-Customer Relationship Management (CRM) Platforms

CRM software is “a tool for businesses to maximize productivity, pipeline visibility, and revenue. It collects and organizes information from every customer interaction, painting a complete picture of customer needs and preferences.” (What is CRM software? 9 best CRM tools of 2024, 2024)

CRMs integrate AI to better understand customers, and engagement patterns. Here we have some examples of software using AI to enhance CRM performance.

HubSpot CRM

HubSpot is a leading CRM platform provides many solutions using AI technology such as (Free HubSpot CRM):

- Breeze AI tools
- AI content writer
- AI content writer
- AI website generator
- AI email writer
- And free CRM software

HubSpot CRM AI-powered lead scoring and Tracks email engagement and website interactions.

Salesforce CRM Analytics

CRM Analytics is powered by Salesforce is a solution use AI to do predictive analytics for sales and marketing, identify trends and efficiencies, accelerate work with automation and improving products and services (What Is CRM (Customer Relationship Management)).

III-4-Advertising Platforms

With the evolution of AI, ad campaigns becoming more optimized in real time.

Many AI-powered platforms have been developed to perform this task. Here we explain examples:

Google Ads

Google's AI-powered Ad offers many options for marketers, it helps in finding new customers, maximize leads and conversions, Suggests audience segments based on browsing, generates and tests multiple ad copy variations. (Google Ads)

Meta's Ads Manager

This tool offers many options as (Generative AI features for ads coming to all advertisers, 2023):

- Background generation : allow advertiser to tailor their creative assets for different audiences.
- Image expansion : allowing advertisers to spend less time and resources on repurposing creative assets.
- Text variation: Generates multiple versions of ad texts based on advertiser's original copy.

III-5-Visualization and Business Intelligence (BI) Tools

Business Intelligence is "a set of methods, processes, architectures, and technologies that gather and transform raw data into useful information, used to make effective decisions in real time (EVELSON, 2008).

Using AI has simplified the presentation and handling of complex data. Many solutions and apps using AI have been created in the last decade to enhance the work of business intelligence, Here are some of them:

Tableau

Tableau is one of the solutions of Salesforce. It uses AI to (Beers):

- Find data insights to inform decision-making.
- Empower analyst experts to deliver data science output, especially prediction at lower cost.
- Extend, automate, and accelerate analysis for business group domain experts.
- Reduce time and cost spent on deploying and integrating data.

Microsoft Power BI Desktop

Power BI of Microsoft is a tool that gives access for businesses to a collection of pre-trained machine learning models that allow them to enhance data preparation. With Text Analytics and Vision tool, many services are available : sentiment analysis, key phrase extraction, language detection and image tagging (Use AI Insights in Power BI Desktop, 2023).

III-6-Content and SEO Tools

Content optimization tools improve analysis, readability, visibility, and identify relevant keywords, etc (10 Best SEO Content Optimization Tools in 2024).

In the following, we mention two examples of apps using SEO to optimize content visibility:

Semrush

Semrush is an app offers multiple AI-driven solutions, such as:

- Keyword Research
- Local SEO
- Link Building
- On-page SEO
- Ranking Tracking
- Competitor SEO Analysis

Ahrefs

Ahrefs platform offers many solutions to help marketers deal with their digital marketing, it offers: study websites of competitors, audit and optimize of website, learn what customers are searching for, tracking web mentions and links, improve content with AI, and monitors ranking in search engines (All-in-one marketing intelligence platform).

III-7-Automation and AI Content Tools

“Automation in content it is the use of tools to generate, schedule, and distribute content with minimal human intervention. It includes tasks like writing articles, creating images, and posting on social media” (AIContentfyteam, 2024).

Many platforms help on automating tasks and creating personalized content, here are some examples:

ChatGPT/OpenAI API

One of the most advanced natural language processing models, it creates custom AI content workflows and Turbocharges digital marketing with AI-driven content automation (AI Content Automation At Its Best).

This means, it can generate marketing content, personalize messages, Provide quick responses to customer queries, etc.

SocialBee

It is an AI-driven social media management tool allows generating posts and images, creating content with relevant caption and hashtags, etc (Manage jaw-dropping & scroll-stopping social media feeds).

Conclusion

Artificial intelligence is one of the latest revolutions in information technology. It has impacted various fields, one of which is marketing digital.

Marketing digital is deeply influenced by this evolution of AI, many tasks of digital marketing can be performed by AI with greater efficiency and at lower cost.

AI simplifies complex tasks in digital marketing such as data analysis, forecasting, CRM, advertising, market research, and more.

Many AI-powered apps and tools have been developed to support marketing digital needs, and it has deeply impacted the results of digital marketing.

Marketing digital has become more closely tied to AI, as many task are automated, and vast quantity of data becoming difficult to manage without relying to AI technology.

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