



A Study on Impact of Artificial Intelligence on Marketing

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ABSTRACT

Artificial intelligence is a machine or system similar to the human beings and their function or work is also similar to the human beings but they perform /act according to the human command .whatever human want to do can be done by artificial intelligence.

INTRODUCTION

Artificial intelligence is an intelligent machine created by the human beings that are capable to think and react like human .

artificial can be causes of exact industrial revolution because people believe that AI can provide a better solution to the most of problems and challenges that exist right now and occur in the future in the field of marketing and others.

AI has potential of creating new industries and technology.

RESEARCH OBJECTIVES

- To find out the impact of artificial intelligence in the marketing.
- To analyze the various aspect of AI in the marketing
- To know or understand the strategies adopted y the managers to achieve the goals of the organization .
- To know the necessities of adopting AI in the marketing strategies.

RESEARCH METHODOLOGY

- This research paper is descriptive study of artificial intelligence in marketing by the best of my personal knowledge ,experience ,references and secondary material or sources .
- This study helps/suggest some measures that can help marketer to improve their marketing .

WHAT IS ARTIFICIAL INTELLIGENCE IN MARKETING .

Marketer uses AI technology to make automated decisions, based on data collection ,data analysis and extra observation of audience or economic trends that may impact marketing efforts.

AI tools use data and customer profiles to learn how to best communicate with customers. then provide / serve them tailored message at right time without any intervention from marketing teams member ensuring great efficiency.

Many of today's marketer AI used to perform tactical tasks that require less human nuance/intervention.

AI marketing uses to:-

- Data analysis
- Content generation
- Automated decisions making

- Media buying

Real time personalization action etc.

The effects of AI on the growth of different industries.



ADOPTION RATE OF ARTIFICIAL INTELLIGENCE BY INDUSTRIES.

AI adoption is growing steadily. – AI adoption and strategy: Today, 35% of companies reported using AI in their business, and an additional 42% reported they are exploring AI. AI adoption is growing steadily, up four points from 2021. – Augmenting the workforce: AI is helping companies address labor and skills shortage by automating repetitive tasks. 30% of global IT professionals say employees at their organization are already saving time with new AI and automation software and tools. – Sustainability: Two-thirds (66%) of companies are either currently executing or planning to apply AI to address their sustainability goals. – Use cases: Around half of organizations are seeing benefits from using AI to automate IT, business or network processes, including cost savings and efficiencies (54%), improvements in IT or network performance (53%), and better experiences for customers (48%). At the same time, important challenges remain:

WHY IS AI MARKETING IMPORTANT?

The impact of artificial intelligence in digital marketing is huge .76% of customer expect companies to understand their needs and expectations.AI marketing allows to marketer to process huge amount of marketing data analytics from social media ,emails and the web in a relatively faster time .that's why AI marketing is important for every business.

- 51% of marketers use atleast some form of artificial intelligence.
- 3 of 4 companies that have implemented AI achieved a 10% or more to boots in sales.
- 35% of customers would be happy to use a chatbot to resolve a complaint or a problem.
- 30% of companies will be using AI in atleast one of their sales processes by 2023.
- expert think AI will generate 2.3 million new employment opportunities by 2025.
- 75% of organization say using AI has helped drives customer satisfactions by 10%
- It is predicted that AI will handle 85% of all customer service inquiries by 2023.

CONCLUSION

Artificial intelligence has potential to transform all organization.ai holds the key to unlocking a magnificent future where,driven by data and computers that understand our world,we will all make more informed decisions.These computers of the future will understand not just how to turn on the switches but why the switches need to be turned on.

Although AI can not solve all your organizations problems,it has the potential to completely change how business is done.It affects every sector,from manufacturing to finance,bringing about never before seen increases in efficiency.as more industries adopt and start experimenting with this technology ,newer applications will be invented.AI will bring a change even more widespread and sweeping than the introduction of computing devices.it will change the way we transact,get diagnosed,perform surgeries, and drive our cars.It is already changing industrial processes,medical imaging,financial modeling and computer visions.we are well on our way to tapping into this enormous potential, and as result the future holds better decisions-making potential and faster.