

THE USE OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING

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Annotation. This article explores the role of artificial intelligence (AI) in modern marketing and its impact on the effectiveness of marketing strategies. We will look at various aspects of the use of AI in marketing, including content personalization, predicting consumer behavior, automating processes and improving analytics.

Key words: Digital marketing, artificial intelligence, social media, personalization, marketing campaign, analytics.

INTRODUCTION

The modern world of marketing is experiencing an era in which technology is becoming an integral part of customer acquisition and retention strategies. In this digital era, where data is a key resource, artificial intelligence (AI) is becoming the main tool for companies seeking to gain a competitive advantage and improve the results of their marketing campaigns.

The combination of AI and marketing opens up unique opportunities for companies to create personalized and precisely targeted strategies. Using machine learning algorithms, natural language processing and other technologies, it helps to analyze huge amounts of data about consumers and their behavior. Such an analysis allows you to understand the preferences and needs of the audience much more deeply

than was previously possible, and create content and offers that better meet these needs.

In addition, AI reduces the time and resources spent on routine marketing tasks. Automating processes such as sending personalized emails, managing advertising campaigns, and analyzing data allows marketing department employees to focus on more strategically important tasks and improve their work efficiency.

According to Bronnikov, artificial intelligence can be useful in:

- sales orientation and customer communication management based on the results of the analysis of the collected data;
- using customer self-service methods that have not been used before, based on intelligent customer support;
- application of solutions developed by artificial intelligence methods for consulting and information support of clients [1].

In addition to the above points, artificial intelligence can facilitate the activities of a marketer in the following ways:

Personalization of content. AI is used to analyze data on consumer behavior and preferences in order to create personalized content strategies. Emarsys estimates that 73% of customers prefer to buy from brands that personalize their consumer experience. According to the results of the Forrester study, it was found that representatives of retail and e-commerce consider AI as a tool to strengthen the brand's position, including its ability to personalize in the Top 5 priority marketing mechanics.

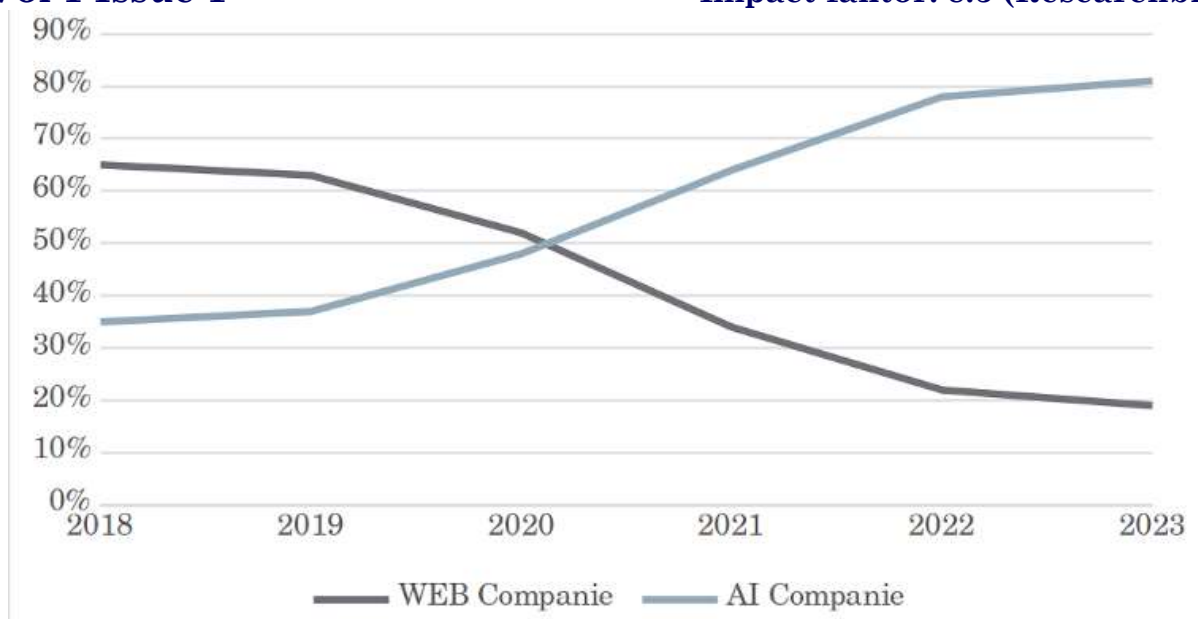


Figure 1 – Dynamics of the customer engagement rate before and after the introduction of AI-based personalization

Forecasting consumer behavior. Machine learning algorithms are used to analyze historical data about purchases, content interactions, and other factors to predict future consumer behavior.

Marketing campaign automation: AI allows you to automate a number of marketing tasks, such as audience segmentation, advertising campaign management, data analysis, and more.

Improved analytics. AI allows you to analyze huge amounts of data and extract valuable insights from them. This includes detecting hidden trends, identifying key success factors for marketing campaigns, and predicting future trends in the industry.

Customer experience management. AI can be used to improve the customer experience by automating customer service, analyzing feedback, and providing personalized recommendations and services.

Optimization of pricing policy and sales. AI can help companies optimize their pricing policies by predicting optimal prices for products and services, as well as manage dynamic pricing. AI can also help in forecasting sales volumes and determining optimal sales strategies to maximize profits.

Artificial intelligence is used by 60% of large and medium-sized companies - this is the conclusion reached by experts of the Dentons organization after a survey [2].

Based on the analysis, it can be concluded that artificial intelligence (AI) is actively used and tested by many large and medium-sized businesses around the world. Only 31% of the companies that participated in the study completely deny the use of AI in their activities. The participants of this study also noted the high cost of AI systems.

Thus, artificial intelligence (AI) plays a key role in modern marketing, providing companies with powerful tools to optimize and improve their marketing strategies. The use of artificial intelligence in marketing represents an important step in the evolution of modern marketing practices. The correct application of AI can significantly improve the results of marketing campaigns, increase business efficiency and improve the customer experience.

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