Artificial Intelligence for Digital Marketing

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#AIWorkshop; #ArtificialIntelligence; #SoMSwansea

Background

- Data, **Use of mobile device**, **Cloud computing** and **Internet** has contributed to the significant development AI.

- AI is making a double-edged impact – constituting a significant source of innovation yet threatening human jobs.

- AI is applicable in many different sector, Focus here is on AI for digital marketing.

- AI ofers opportunities to enhances campaign creation, planning, targeting, planning, and evaluation.

- **Three key stakeholders** are identified as the opportunities for AI in digital marketing are being explored.

Agencies

They are responsible for digital marketing strategies. They need AI to bridge the gap between the brands, the customers and data.

Consumers

They need to engage with the brands' marketing communications. They are the recipient of the information and the generator of the data which is being used to targeting.

Opportunities

- **Data –** A large amount of data generated by the consumers provides an insight into their behaviour.

- **Content Creation–** There are opportunities for more innovated and relevant content creation.

- **Content Sharing** – With customers engagement and information collected, AI can be used to deliver contents.

Challenges

- **The Availability of Data** – Collecting and using the data may be challenging. GDPR and consumers' willingness to release data.

- **Resources** – Though AI is getting much attention as a fast-developing technology, the cost needed to it for digital marketing may be a limiting factor.

- **Trust in AI** – Consumers don't trust it. Advertising practitioners are feeling that the machine is not creative enough or it is going to take their jobs, Brand feelings they are losing grip over their narratives.

Research Agenda

- Conceptual and theoretical development
- AI integration with online behavioural advertising (OBA) and mobile location–based advertising (MLBA).
- Ethics
- Content Creation
- Attitude towards AI developed Campaigns
- Stakeholders attitude towards AI for Digital marketing
- Metrics and Evaluation

Conclusion

- AI offers enormous opportunities for key stakeholders.
- AI helps marketing agencies gets a better understanding of the data, to meet their goals and help brands connects emotionally to their customers.
- AI open opportunity for interdisciplinary collaboration involving AI developers and creative individuals, enhancing the power of AI to develop appealing advertising campaigns.
- Research agenda provide theoretical and managerial implications relevant for AI developers, marketers and brand managers.