

# ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING



# Artificial Intelligence In Digital Marketing - Cheat Sheet

AI digital marketing is a huge topic and one that is going to grow in importance over the coming years. While there's a huge amount to unpack, this cheat sheet will provide everything you need to know in a single place.

## AI Will Change Google

Google already considers itself an "AI first" company. That means that AI is at the heart of everything it does and certainly its long-term goals. What this means for marketers, is that Google is going to become increasingly conversational, as we have already seen in the previous years.

What you need to do:

- Use latent semantic indexing in your content
- Write high quality content
- Use a good vocabulary and lots of natural language
- Incorporate questions
- Think about the "intent" of a search term

## Computer Vision Will Make Images Searchable

This is already possible, and it's only matter of time before it becomes a reality. Google will soon start using machine learning to search images, which means you need to be more careful about the ones you choose.

What you need to do:

- Replace borrowed/low quality/irrelevant images
- Use images that will further enforce the topic of your articles

## Marketers Will Use Predictive Analytics

We are already being tracked by cookies, which allow sites to show us personalized ads. This will be taken to the next level however, as companies start using machine learning and predictive

analytics in order to show us things that they guess we might like based on stats and our own previous behavior. Every ad will be tailored and will show us things we hadn't even considered.

What you need to do:

- Creating user profiles on your site will let you collect more information
- Make sure you are keeping track of as much data as possible
- Know your buyer persona/target demographic

This will also have a big impact on email marketing. Here, autoresponders will begin using predictive analytics along with lead rating and more advanced stats:

- Collect emails
- Set up an autoresponder

## **Chatbots Will Become Increasingly Important**

80% of businesses want chatbots in the next year. Chatbots can be used to help handle customer service queries, to take orders, and even to guide visitors to checkout pages!

What you need to do:

- Think about how a chatbot could potentially help your business
- Look into the chatbot builders and tools currently being offered

## **Web Design Will Become Algorithmic**

Sites will start to change and adapt to accommodate different users, and to respond to statistics and data collected from millions of other users. What color works best? Where should the link go?

What you need to do:

- In the meantime, try using split testing to "evolve" your site to work perfectly for your audience.

## **Ads Will be Increasingly Programmatic**

Programmatic advertising automatically purchase ads across a huge number of different sites depending on the niche of your business.

What you need to do:

- Consider the use of programmatic buying for your next campaign
- Research top platforms and providers

Take these steps, and you will be ready for the AI revolution!