

ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING



Artificial Intelligence In Digital Marketing

Resources Report

AI is just beginning to make a serious impact on internet marketing and the way that marketers promote their businesses.

There are several ways this is happening now and is likely to happen in future:

- Websites will anticipate their users' interests based on their previous behavior and thereby show better ads, based on machine learning algorithms
- SEO will be based more on natural language in order to accommodate the needs of an AI-centric Google
- Chatbots will be an essential part of many website's operations
- Programmatic advertising will be increasingly used to locate and order the best ads for your business across multiple channels

Here are some tools that can help you to get started right now:

LSIGraph

<https://lsigraph.com/>

LSI stands for Latent Semantic Indexing and refers to the process of including more natural language and co-occurring vocabulary in your articles.

This tool will help you to identify potential keywords and phrases that work within an LSI approach.

Schema.org Markup from MOZ

<https://moz.com/learn/seo/schema-structured-data>

This is a guide to using Schema.org markups. Schema is simply an agreed upon standard for structured data, used by all the major search engines. It allows you to outline important elements in your text, which Google can use to better understand the content of your writing.

This article acts as a useful and in-depth guide that can help you to get started.

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Schema.org

<https://schema.org/docs/gs.html>

This post comes direct from Schema.org and discusses how to use schema Microdata. It provides a lot of useful instruction.

Schema should be used to highlight specific elements in your text. Good examples include ingredients, dates and times of shows, and more. The best part about schema is that it lets you

Schema Markup Generator

<https://technicalseo.com/tools/schema-markup-generator/>

If you like the concept of schema but find it complex, then this tool will help you to automatically generate it for use in your website content.

A SQL Primer for Android app developers

<https://www.androidauthority.com/sql-android-app-development-812969/>

While this article is aimed specifically at Android developers, it will be useful to anyone hoping to learn more about SQL. SQL is a language used to search and edit databases, and is the main tool used by data scientists. This can be extremely powerful for those hoping to work with big data and machine learning and it's worth getting to know seeing as it will play such a big role in future.

Leadformly

<https://leadformly.com/>

A useful tool for segmenting users. This can be a great start when it comes to better managing and making use of the large amounts of data you collect about your customers and visitors.

TensorFlow

<https://www.tensorflow.org/>

Don't wait around for the ideal AI tool to come and help you boost your business... consider making your own! TensorFlow is a powerful, open source learning platform that developers and business owners can use to achieve all kinds of impressive features.

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Autoresponders

Email is likely to be affected by AI in a large way. You are already collecting lots of data about individual users, and using a tool that allows you to send automated messages based on numerous behaviors. This can do things such as lead rating and more.

Start collecting and sending emails now to get ahead. Here are some useful autoresponders to try.

MailChimp

www.mailchimp.com

GetResponse

www.getresponse.com

AWeber

www.aweber.com

All these three autoresponders are very similar and provide similar features and benefits. The choice will likely come down to price. Refer here:

MailChimp:

Subscribers	Monthly Fee
500	\$10
1,000	\$15
10,000	\$75
20,000	\$150
30,000	\$215
40,000	\$240
50,000	\$240

AWeber:

Subscription Plan	Fee
Monthly	\$19
Quarterly	\$49
Yearly	\$194

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This is then on top of the following monthly fee:

Subscribers	Additional Monthly Fee
< 500	N/A
501-2,500	\$10
2,501-5,000	\$30
5,001-10,000	\$50
10,001-25,000	\$130
25,001+	Not Listed

Get Response:

Subscribers	Monthly Fee
1,000	\$15
2,500	\$25
5,000	\$45
10,000	\$65
25,000	\$145
50,000	\$250
100,000	\$450

Volusion

www.volusion.com

Volusion is an interesting alternative to the other three autoresponders. This one comes with a built-in ecommerce section, affiliate marketing option and more. It's an "all in one" marketing product, which will appeal to a certain type of business/marketer.

Volusion is interesting from our perspective in particular, as it already offers some built-in lead-rating features and other predictive analytics.

Listwire

www.listwire.com

Listwire is a free alternative. This has obvious appeal but as you can imagine it is also a little underpowered compared to the paid options.

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Programmatic Advertising

Programmatic advertising uses smart algorithms to buy advertising space based on those that are statistically most likely to work for your target audience. It will then adapt and learn on the fly, to ensure your ads are showing in the optimum places.

Popular programmatic advertising platforms include:

SmartyAds

<https://smartyads.com/programmatic-advertising>

AdMedo

<https://www.admedo.com/>

What is programmatic advertising? A beginner's guide

<https://www.marketingweek.com/programmatic-advertising/>

This is a great detailed introduction to the concept of programmatic buying and how to utilize it.

Chatbots

Chatbots are AIs that can live on your website or Facebook page, or that can wait for messages and even send messages to potential leads!

Chatbots are currently still gaining popularity but are likely to play a big role in marketing going forward. To ensure that you're involved, consider using one of the following chatbot builders to make your own – no code required.

Chatfuel

<https://chatfuel.com/>

This is a chatbot builder that works with Facebook messenger. This one is easy to use and there's a free version you can try if you only have 5,000 subscribers.

Flow XO

<https://flowxo.com/>

Flow XO lets you build chatbots, host them, and then launch them on multiple different platforms.

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Botsify

<https://botsify.com/>

Another tool for building Facebook Messenger chatbots. Keep in mind that you can embed Facebook Messenger on a website.

These are just some tools that can help you get started benefiting from AI as it impacts on digital marketing. Stay vigilant though and keep your eyes open for new opportunities and tools as the technology develops. This is likely to be a huge part of marketing in future, and the businesses that embrace it will be the ones that succeed.