

Digital Marketing Trends and the Rise of Artificial Intelligence

“A theoretical study on digital marketing taking an edge over traditional marketing manoeuvres”

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ABSTARCT

Marketing is an ever-changing concept, when we think we've got a handle on one aspect, something new comes along and requirement of shift takes place, New trends are continuously surfacing that improve how content is created and the way it's promoted. Today success depends on the ability to compete and keeping business relevant through the shifts that will inevitably come. The trends are changing day by day, Every new day there is a new trend, and that is why some kind of transformational revolution is going on in today's world. When something new arrives it reduces the popularity of old one and affecting its utility directly. It is not perfectly acceptable but also we cannot deny the fact. In marketing, adding creativity to old one can give birth to all new and exclusively idea and that is the beauty and essence of marketing. Artificial Intelligence (AI) playing a vital role in advertisement, research, consumer mapping and customising things for easy access, A.I is the future of marketing where human and machine will perform the marketing task simultaneously. Gone are those days when people use "Traditional marketing" as best marketing practices now the trend is all about "Digital marketing" connected from everywhere and on your fingertip taking an edge over traditional one. The future is all about availability and mobility of on demand product and services and unques strategies with ultra-smart intelligence.

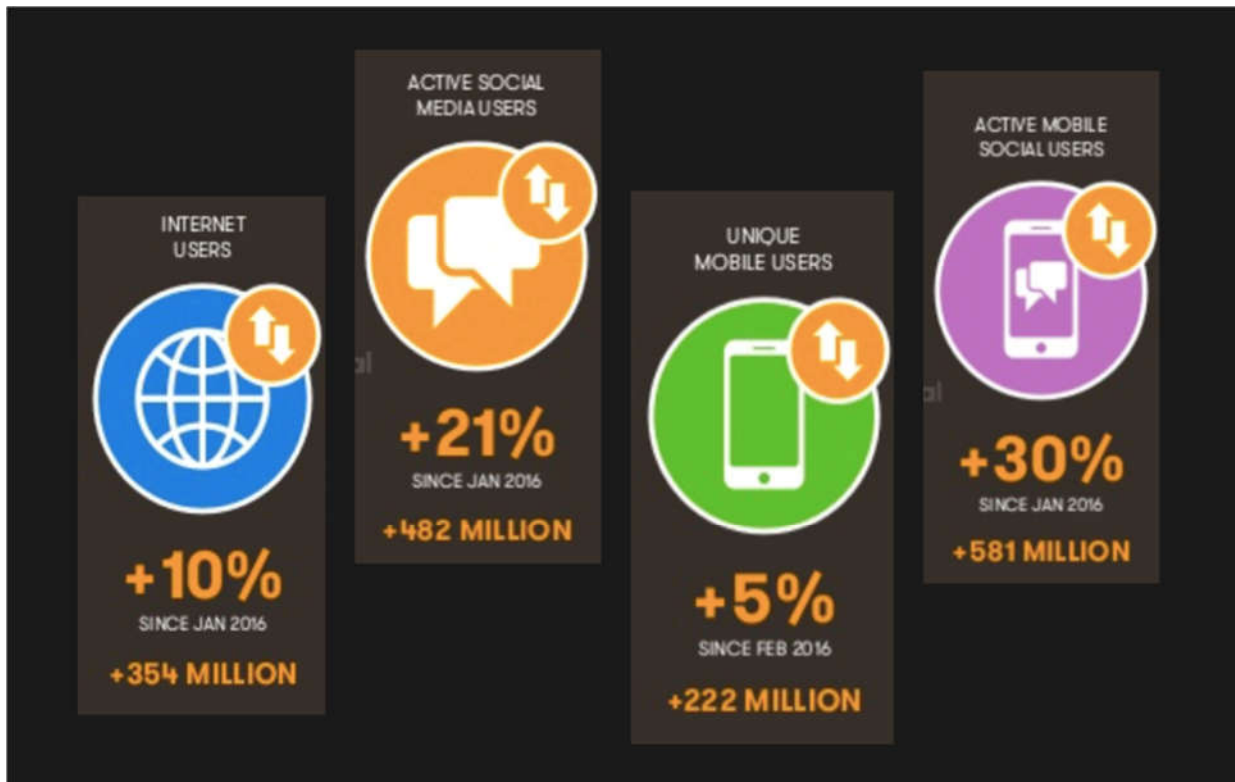
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1.Introduction

In todays world nothing is time bound, everything has to change, so becoming a subject of change with time is very important. Just like anything, market today is going towards a new direction. Its a big concern for the marketers to know about what exactly the future will hold for them in the coming days, like emerging trends that can have the greatest and direct impact upon their business in relation to their clients or brands. A renovated concept is surfacing called Digital marketing 4.0, in marketing world which is actually coined by Philip Kotler. Marketing 4.0 is one step ahead of all the traditional concepts of marketing. It is using the new approaches to increase the efficiency and productivity of marketing that satisfies the true purpose of why it is conducted. The future of marketing will be very innovative and appealing, the big office spaces will be easily replaced by the small workplaces with just by your fingertips. The offices now going to become highly mobile. Just a click or touch on the mobiles or tablets can start the business process instantly like combination of brick and click model. The future markets will revolve around the handy gadgets including mobile phones, tablets, smart watches, fitness bands and others wearable gadgets. Their evolution has become a prime factor in influencing the prospects and to the other marketers. Thus, this shift is going to establish a new highly personalised relationship between the customers and the business owners that will make easier to leverage the benefits of the mobile phone.



Fig.1 Key static Indicator for the world's internet, mobile, and social media user year 2017
Fig.2 Annual growth since 2016



2. Artificial Intelligence

Artificial Intelligence is one of the arm of computer science that deals with creating intelligent machines that can actually think and respond like humans. It came from "The Turing Test", which is proposed by English Mathematician Alan M. Turing in 1950, the test determined the intelligence of computers and was taken in order to identify whether the computer could achieve human-level understanding and performance in all cognitive tasks which can sufficient enough to fool an interrogator.

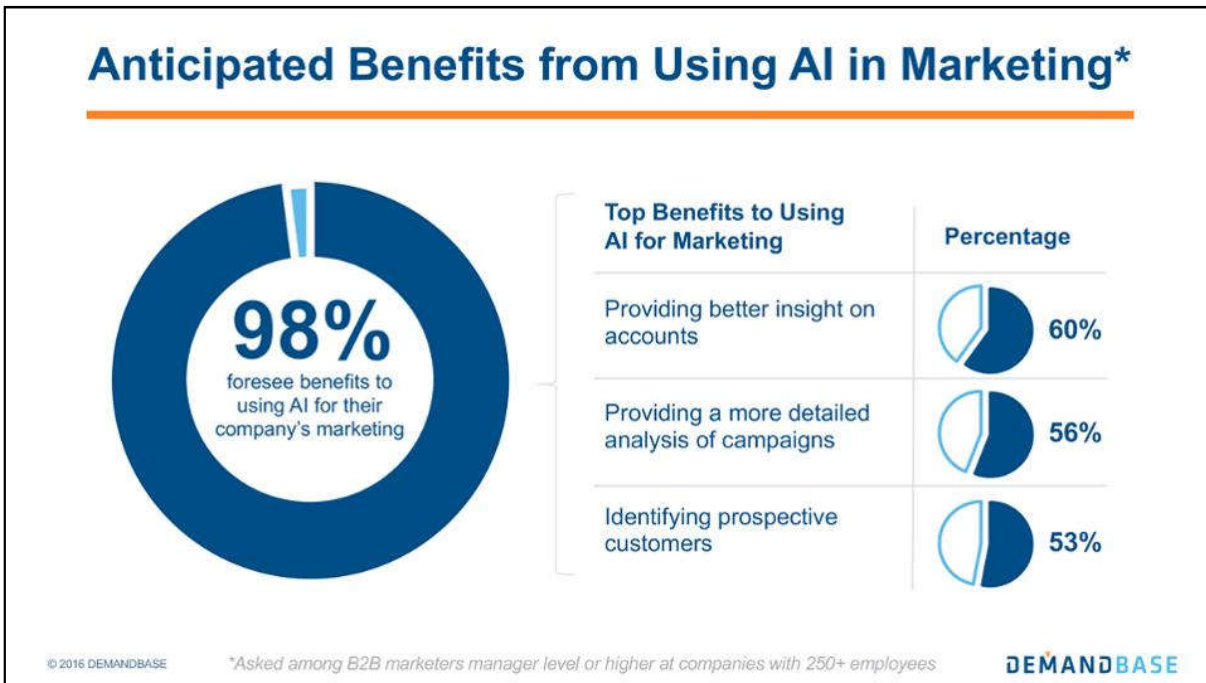


Fig.3 Role of A.I in Digital Marketing

- Machine learning may be a set of AI that permits machines to mechanically learn and improve from expertise. Specialised systems square measure created for this purpose and no specific programming is required to feature new definitions to the info. The machines will learn on their own.
- Deep learning is a set of machine learning comprised of very massive neural networks and an enormous assortment of algorithms which will mimic human intelligence.

3.Traditional Marketing

Traditional marketing old school sort of advertising, campaign or promotion that has been actually used by companies for past many years, and the success rate is proven in almost any domain. Some of the methods of traditional marketing includes advertisement like print media advertisements, such as billboards, newsletters, newspaper print ads and flyers.

Examples of traditional marketing: Mailboxes, commercials both on TV and radio, billboards

4.Digital Marketing

Digital marketing includes all marketing efforts that uses an electronic device or the internet. Businesses now a days holds different digital channels such as search engines, google, yahoo, email, social media, and their websites to connect with todays prospective customers in this current competitive world.

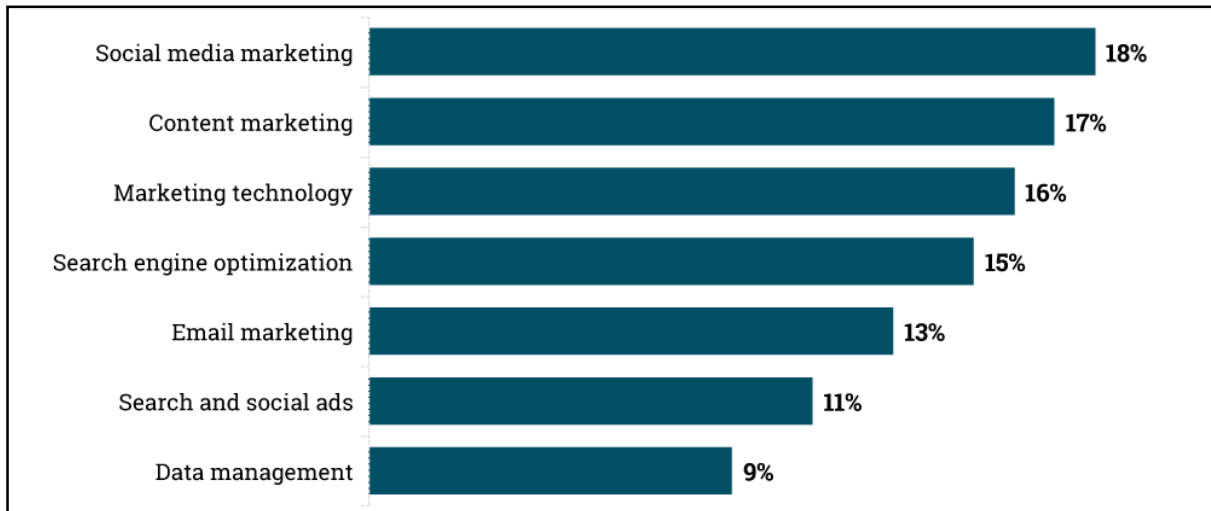


Fig.4 Aspects of digital marketing in percentage

It is the utilisation of diverse digital techniques and channels to attach with customers wherever they pay a lot of of their time: on-line. From the web site itself to a business's on-line disapproval assets -- digital advertising, email selling, on-line brochures, and on the far side -- there is a spectrum of techniques that represent the umbrella of "digital marketing."

4.1 The 5Ds of digital marketing

To know the vitality of digital marketing exactly and also the way forward for promoting in any business, it's useful to assume as per the attitude what audience interactions we want to grasp and manage. Digital promoting currently a days is all concerning attracting additional and additional styles of audience interaction than web site or email. It involves managing and utilising these '5Ds of Digital marketing'. The 5Ds explains the opportunities for shoppers to act and synchronise with brands and for businesses to directly reach and learn from their audiences in several ways in which :

1. Digital devices: when customers get in touch directly with websites and mobile apps of different businesses they became expertise about brands generally through a mix of connected devices as well as tablets, desktop computers, TVs smartphones, and gambling devices.
2. Digital platforms: most of the encounter of customers are on these high-end devices are through an app or browser from the main platforms or services, like Google (YouTube), Facebook (Instagram), Twitter and LinkedIn.
3. Digital media: it's the channel completely different paid, owned and attained communications, channels that is employed for reaching and charming audiences as well as advertising, search engines, email, electronic messaging and social networks.
4. Digital information: businesses collect regarding their audience profiles and data, records their interactions with businesses for the later analysis and analytics, that currently has to be secure and guarded by law in most countries and in Republic of India conjointly.

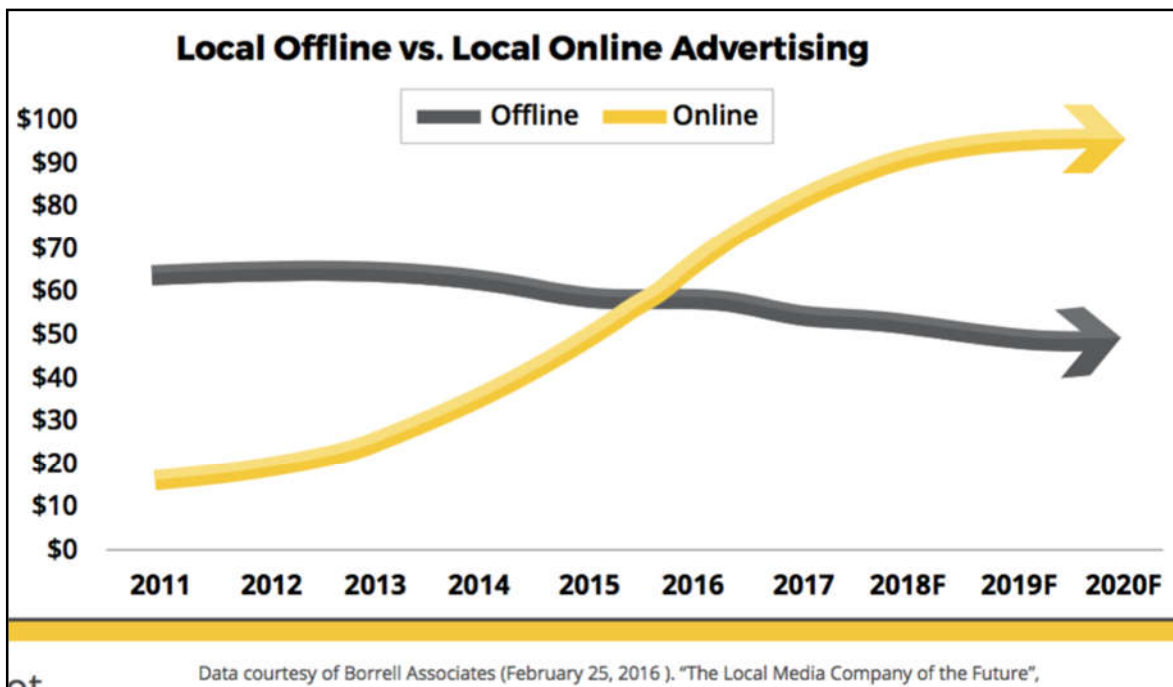
5. Digital technology: the selling technology or mar-tech stack that companies are victimised to involve customers by making interactive experiences from mobile apps to in-store kiosks, websites and email campaigns.

5. Traditional Vs Digital Marketing

Both are the concepts of marketing and are practiced by a large number of firms, Digital marketing is emerging at a very high rate because of the technological upgradation but Traditional marketing has its own advantages, there is no doubt that internet marketing has set a new revolution ablaze within the market. It has some clear and precise winning benefits over traditional marketing and some of those are mentioned below.

5.1 Greater Exposure

If you see any traditional form of marketing device, be it a newspaper ad, television commercials that only cover a certain area or population sector of a region because of their limited reach. As opposed to this and adding effectiveness, an online advertisement has the potential to reach out to a widespread population not just



your country but in other countries too, even the whole of world.

Fig.5 A general insight of offline vs online marketing

5.2 Non-intrusive

People actually do not buy newspaper to look at the ads or watch a television to be interrupted by irritating commercials, hence usually advertisements featured through these kind of media ignored by audience. However, the case is not with online ads, here audience has the power to choose to see an ad or not according to their choice, whether they want to participate in a social media discussion read the advertisement or simply ignore the marketing email.

5.3 Quicker Publicity

Owing to real time results with digital promoting, you get instant promotion and notwithstanding whether you are doing or not, you'll instantly apprehend that of your ad isn't operating. The controversy for traditional vs. Digital promoting is out of question here since the previous falls means behind during this regard because of lack of such a scope. On the opposite hand, the latter works sort of a chain reaction supplying you with newer audience and earning you a more recent client with each passing unit of time.

5.4 Real Time Result

Digital marketing has a grip over traditional marketing since it's ready to provide fast results, whereas the latter keeps you watching for long before showing any results. With on-line marketing you'll be able to live and examine everything from range of holiday makers, conversion rate, busiest amount of the day and bounce rate too with ease.

5.5 Low Cost

While newspaper, tv and different such media ads value a great deal, advertising through the web is sort of cheap. This successively means that bigger fraction of the budget to boost business.

6. Recent trends in Digital Marketing

6.1 Effective Advertisement

Advertisement plays necessary role in shaping the image of the complete within the mind of the client, like cosmetic corporations square measure targeting ladies by emotional and sacred advert of ladies management. Example: Indiabulls Home Loans launched a digital campaign titled '#ExtraordiNAARI' to celebrate the extraordinary spirit of ladies.

6.2 Fusion of Brick and Click

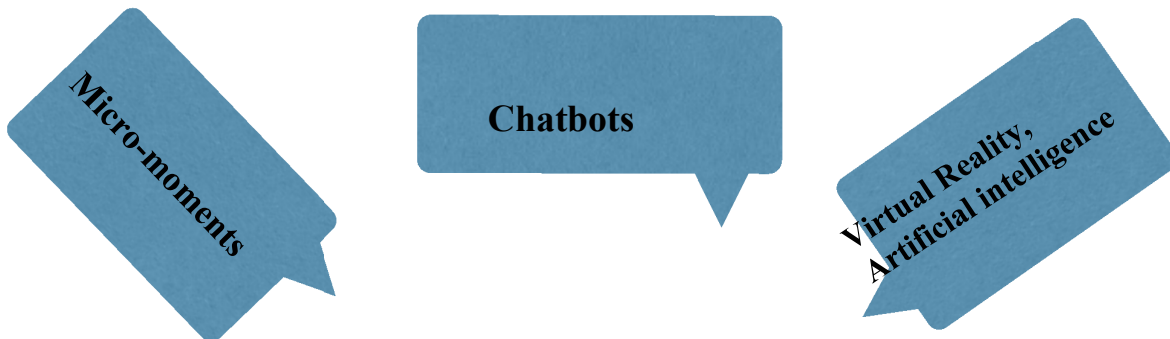
To increase the reach and ease for the client, corporations investment in each their stores on-line and offline, nearly each single company marking their presence on-line. Example: Amazon giving devour facility that is really a fusion of brick and click on, while not having the retail outlet they're giving the merchandise to customers nearest store attainable.

6.3 Brand with Mission

Touching lifetime of customers by innovative merchandise and emotional tag-lines square measure the new trend in promoting currently, therefore for the success of a corporation with a smart mission and vision statement will act as a primary thanks to get success. Example: JetBlue: "... to inspire humanity – each within the air and on the bottom."

6.4 Mobile Speculation (In-App advertising trend)

Power of mobile phone is acknowledge to corporations, that's why they need endlessly concerned in mobile-based promoting. Example: Hollywood blockbusters typically have multi-channel advertising campaigns, however this year's Justice League took that to a replacement level, A free mobile app referred to as Justice League VR: be part of the League King Camp Gillette Edition was introduced to make on TV and cinema spots linking the film to the shaving complete.



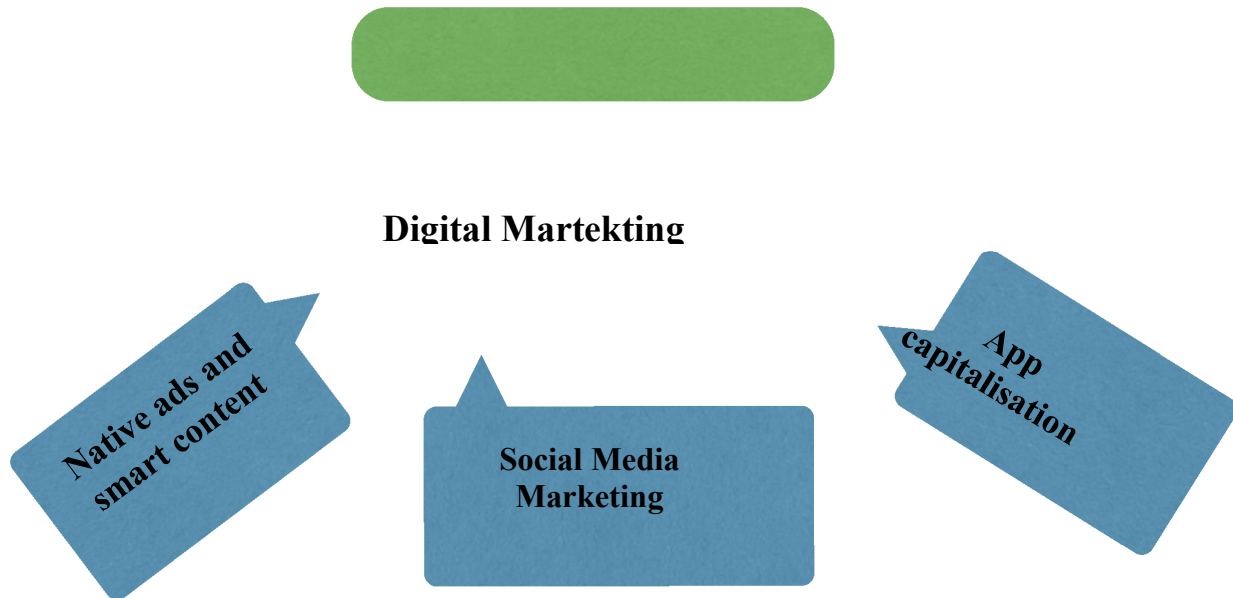


Fig. 6 Current digital marketing trends

6.5 Chatbots

Chatbots area unit shooting up everywhere, each in Facebook and alternative live chat solutions. As chat-based AI soars, I expect to examine a lot of chatbots being used in everything – respondent FAQs, putting orders and stepping into bit with client service. Marketers ought to air the front lines embedding sales material and electronic communication as their company rolls them intent on guarantee they drive real price.

6.6 Big data

Big data's been a giant trend for several years currently, however it's principally been confined to huge businesses and major players. With the prevalence of huge knowledge now—after all, there area unit over half dozen million developers acting on huge knowledge projects—and its growing accessibility because of machine learning and AI, huge knowledge can become a lot of offered to small- to mid-sized business homeowners. With a lot of advertising platforms and selling reaching ways incorporating huge knowledge into their usual infrastructure, it's progressing to be laborious to remain competitive if you area unitn't sound into the thousands of client knowledge points that are currently offered.

6.7 App capitalization

There's associate app for everything currently. And yes, there's been a diversity of apps out there for the past decade more or less, but now, shoppers have faith in sure apps—like map, transportation, and review apps—as a part of their standard of living. They've become as planted as Google as a primary computer programme, and thus represent robust property during which a whole will grow. i believe in 2018, we're progressing to see a lot of app capitalization—more brands getting ads and creating deals to earn exposure on alternative, extremely in style apps.

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Fig.7 Mobile connectivity by region (number of mobile connection compared to population)

6.8 Native ads and smart content.

Native advertising is predicted to drive over seventy four p.c of all ad revenue by 2021. With a lot of natural placement and data format, native ads tend to urge a lot of exposure and a lot of engagement than ancient banner ads—and ar less annoying for shoppers. the sole drawback is, native advertising needs a basically completely different approach to copy—one that may take advantage of the distinctive preferences of the individuals seeing the ads. In 2018, we'll undoubtedly see redoubled payment on native ads, and we'll additionally see the increase of “smart content” for those ads, able to adapt to audiences exploitation cookies AND an in-depth understanding of target audiences.

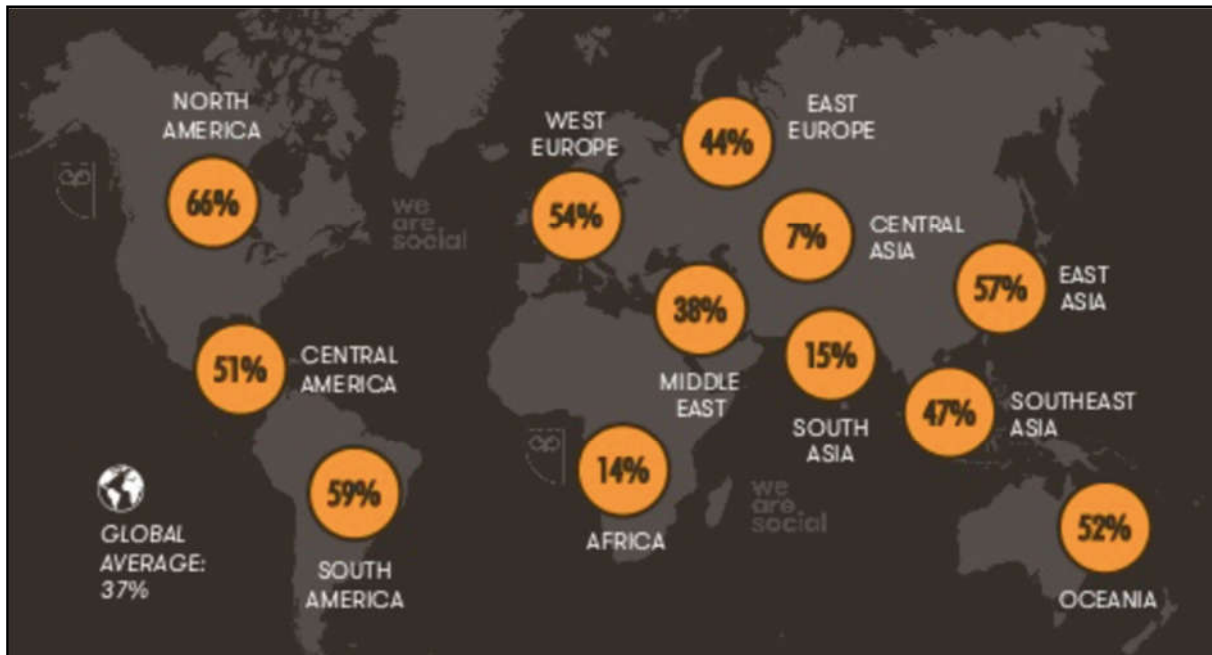
6.9 Micro-moments

Google defines micro-moments as any moment that drives a client to use their mobile device on the fly, whether or not they wish to find out one thing, go somewhere, do one thing, or obtain one thing. In 2018, the brands that pay the foremost time attempting to find out, understand, and take advantage of these micro-moments ar attending to have the best potentialities of success. It needs deeper demographic analysis and a mobile-intensive strategy, however with the new tools i feel we'll see develop, it's attending to be easier to approach for contemporary brands.

6.10 Social media marketing

Social networking can become the integral market trend. The merchandise can become social through the social market. Social promoting goes to become an excellent promoting discipline. The trend has already

started growing through the social channels. it's the potential to urge direct access to many shoppers living



everywhere the world.

Fig.8 Social media penetration by region

7. Future of Digital Marketing Practices

7.1 Omni-channel Marketing Strategy

This includes very deep analytics interpretation and data processing, like AI and machine learning. Omnichannel selling brings a diversity in mediums once it involves human activity your whole and value-add. Focusing solely on one medium may be limiting, particularly if your patrons do not exist on it channel.

7.2 Personal Digital Assistants

You've in all probability head of Alexa and Google Assistant by currently, AI-driven personal assistants designed to remain connected, on a private level, to individuals in the least purpose in their every day lives. This market is foretold to double next year and reach 1.6 billion users by 2020. Devices created by completely different corporations ar even able to contact one another for information--yes, they're truly collaborating.

7.3 Blockchain Technology

Blockchain could be a hot topic of recent time, and it's one that's not getting ready to get away. It refers to a localised digital ledger that's the premise for anonymous and extremely secure applications. It's additionally unregulated, that makes it not a good plan to immerse in currently on a business level, however understanding the doable business opportunities here is very important because it develops.

7.4 Virtual Reality, Artificial intelligence (Tech enable creativity)

A new starting of product and repair promotion is spreading apace and it's the tech-enabled creativeness like analysing interface, learning their mood and clicks by computing system. firms mistreatment video game like Google, HTC, and Samsung etc. Early adopters of AI have already found it to extend user engagement. However, desegregation AI with a site's chat box or Facebook traveller would force even perhaps additional creativeness and understanding of the brand's target market. AI still needs to address client wants and issues even as competently as a personality's agent, and it helps if the AI expertise delights customers during a fun and lightsome manner. video game is changing into progressively commonplace as a promoting tool for brands

massive and tiny. The challenge is mistreatment VR during a manner that creates sense for your overall complete electronic communication and audience. VR promoting remains rising, thus it is a nice time to explore your choices and obtain before the curve.

8. Conclusion

In today's highly volatile and competitive environment, Companies are busy creating PODs in their offering, brainstorming sessions are taking place and every organisation is busy in creating the change that will differentiate them from others. An effective and unique content makes an actual difference. Content is always needed and if the same is beautify with the latest trend and technology, people take interest and this is what every organisation wants "interest of prospect". The ones who are most successful are those presenting effective content both in the form of words and in the shape of visuals. The frequency of creating an effective content in all reverence is highly beneficial. The combination of AI, analytics and big data can build intelligent marketing machines competent in creating a truly personalised and individualised user experience. It will make the life extravagantly easy for marketers. There are some standard marketing tools that streamline some of the manual marketing processes which people calls traditional, however, with certain limitations but they are highly effective. For instance, automation tools can compose and send emails but those emails cannot create a fully personalised experience for readers. So as far as stats designate, it would get more difficult for digital marketers to gain sustainable growth and engagement by using antiquated automation tools. Marketers need farsighted machines competent in resolving issues such as the lack of personalisation in marketing campaigns. Artificial intelligence can unquestionably help marketers to mitigate technological paucities and enhance the quality of their marketing endeavours. All digital marketers need to stay on top and focus on the trends listed above to ensure that their marketing manoeuvring is staying competitive. Marketers will need to have a precise goal and vision keeping somewhat flexible longer-term strategy to consolidate some of these trends. They always need to be, learning, thinking and testing in order to welcome new technology as it becomes increasingly affordable and accessible.

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