



The Rise of AI Marketing

Trend Report 2023

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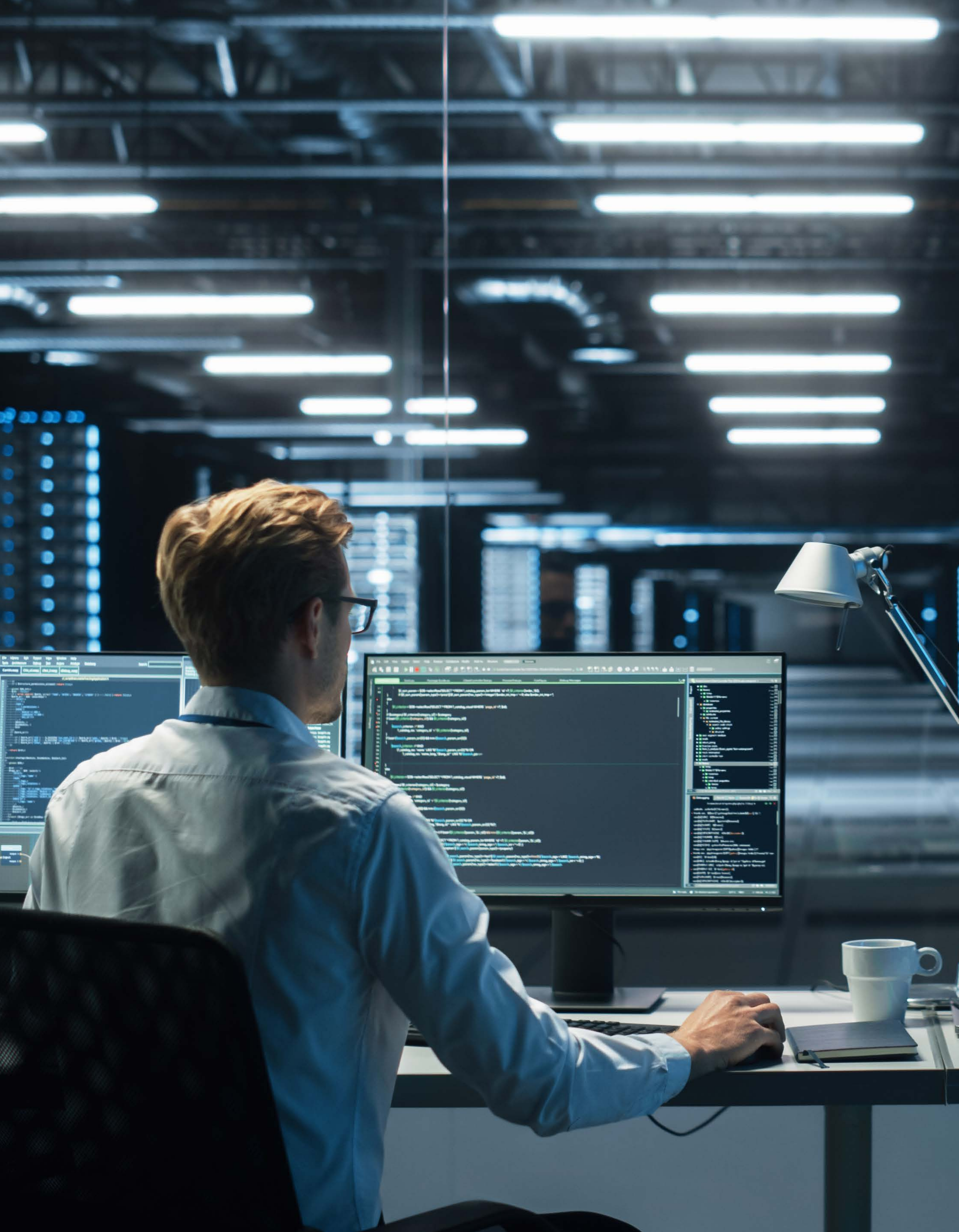
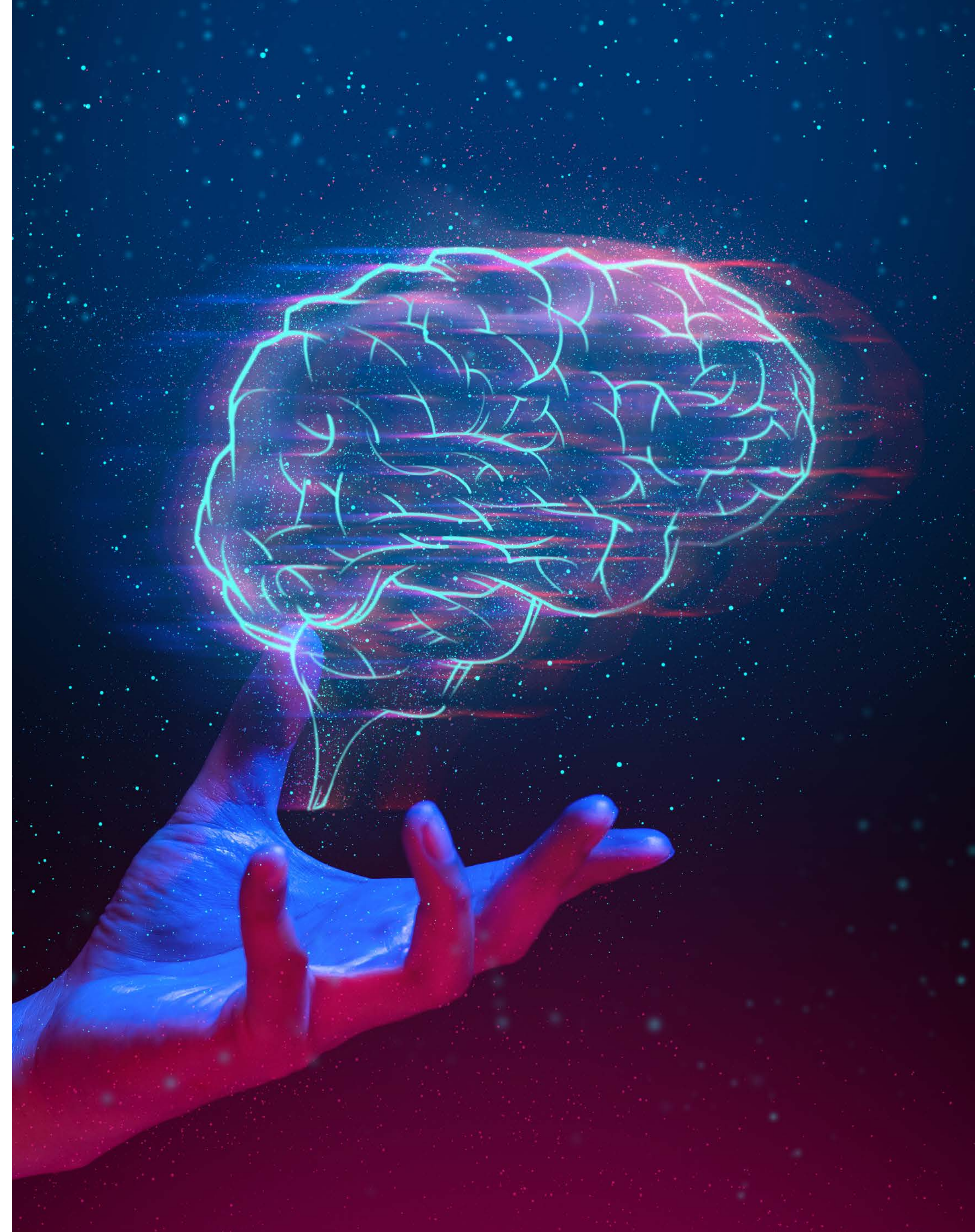


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Introduction

Artificial Intelligence (AI) is transforming the way businesses operate, and marketing is no exception. The ability of AI to analyze vast amounts of data and make predictions based on that data is giving marketers new insights and tools to improve their strategies and campaigns. From chatbots to personalization, AI is being used to enhance customer experiences, increase engagement, and ultimately drive revenue. As AI technology continues to evolve, it is becoming increasingly important for marketers and business leaders alike to stay up-to-date with the latest trends and applications of AI in marketing. This trend report aims to provide an overview of the current landscape, explore emerging trends and applications, and examine the potential implications of AI for the future of marketing. Whether you are a marketer looking to leverage AI in your campaigns or a business owner interested in the latest technological advancements, this report will provide valuable insights into the world of AI in marketing.



Understanding AI

AI or Artificial Intelligence is a branch of computer science that deals with creating intelligent machines that can perform tasks that normally require human intelligence, such as learning, problem-solving and decision-making. In marketing, AI is used to analyze vast amounts of data, make predictions and recommendations based on that data, and automate certain processes.

Artificial intelligence is a program that learns to recognize certain structures through training. In recent years, AI has surfaced in increasingly sophisticated applications, from customer service chatbots to talking virtual assistants, autonomous vehicles and even clinical diagnostics. The AI wave is expected to grow by 31.9% over the next five years and does not appear to be stopping. Even in an area that was long believed AI could not win: creativity.

Should you fear for your job now?

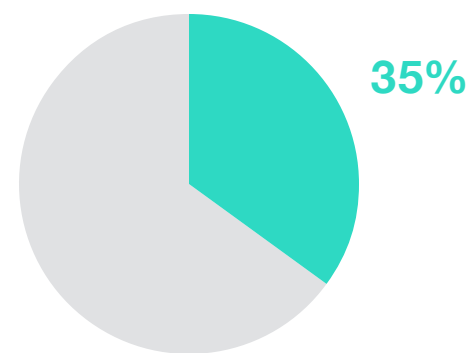
Well, yes and no. There will undoubtedly be repetitive tasks that will be replaced by AI tools within a certain period of time. But the point with these tools is that they need to be trained, and once they are trained, someone still needs to operate the software or provide input. That is why it is interesting to learn how to work with the various tools now. World Economic Forum states that 85 million jobs will be eliminated, and 97 million new ones created thanks to AI by 2025. That's an overall addition of 12 million jobs.

How is AI revolutionizing marketing strategies?

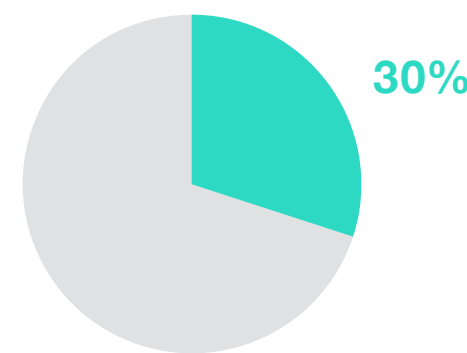
Artificial Intelligence (AI) has been identified as a significant disruptive technology that is revolutionizing marketing strategies. AI tools are being used in various applications in the field of digital media marketing. With the help of these tools, marketers can now focus more on the customer and meet their needs in real time. Personalization of customer experiences using AI leads

to users feeling at ease and being more inclined to buy what is offered. It is changing the way brands and users interact with one another by enabling marketers to focus more on the customer, revealing customer expectations, analyzing the performance of a competitor's campaigns, and identifying the right content to target customers and channels to employ at the right moment.

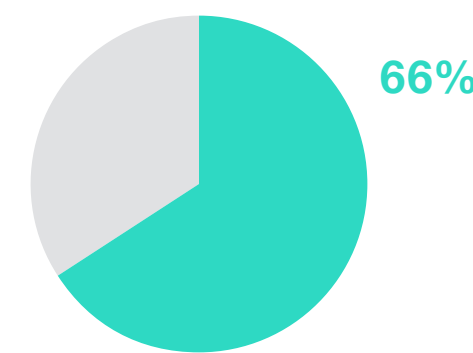
Global AI adoption is growing steadily. AI and its potential for business growth and enhancement are widely discussed, but what is the current business outlook for its use?



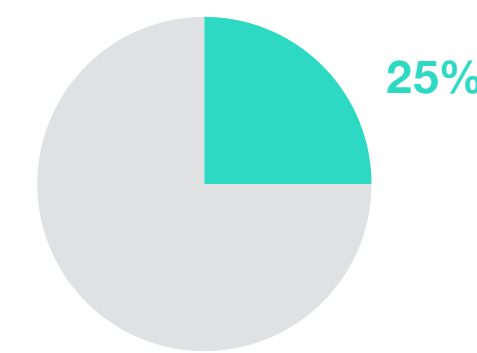
AI adoption and strategy: Today, 35% of companies are using AI in their business, and an additional 42% reported they are exploring it. (IBM Global AI Adoption Index)



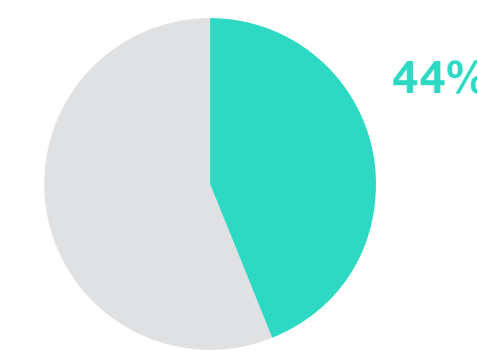
Augmenting the workforce: AI is helping companies address labor and skills shortage by automating repetitive tasks. 30% of global IT professionals say employees at their organization are already saving time with new AI and automation software and tools. (IBM Global AI Adoption Index)



Sustainability: Two-thirds (66%) of companies are either currently executing or planning to apply AI to address their sustainability goals. (IBM Global AI Adoption Index)



Gartner predicts that customer satisfaction in organizations using AI will grow by 25% by 2023.



The Info-Tech Research Group, an IT analyst firm, reports that 44% of private sector companies plan to invest in AI systems in 2023.

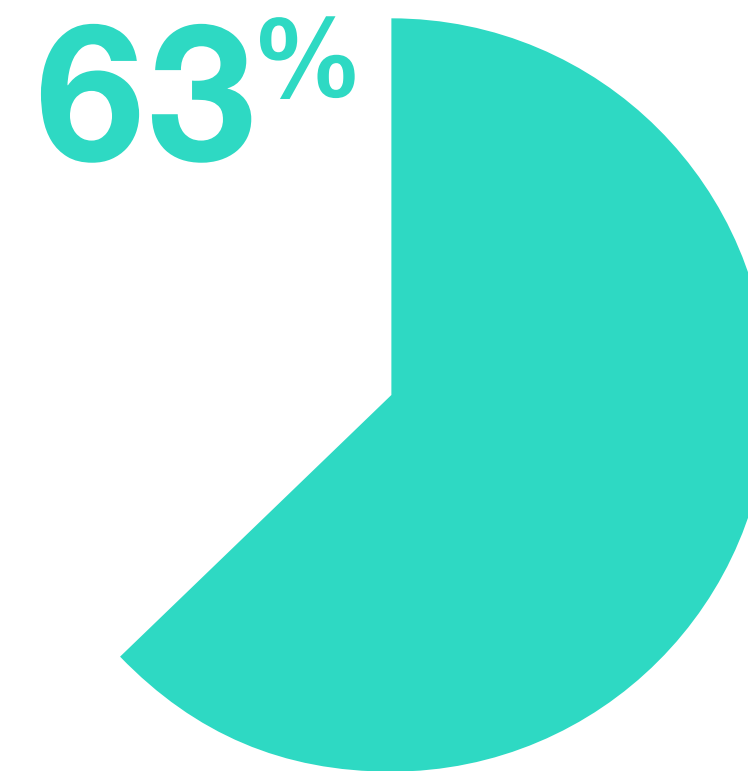
Overall, we see a widespread adoption of AI in business.

What are the benefits of using AI in marketing?

The use of AI in marketing has become increasingly important in recent years. It has wide applications in various areas of marketing, such as automating shipping and delivery, discovering and reaching new customers, providing in-store personal assistants to customers, recognizing consumers' emotions while they are watching commercials, and providing emotional comfort to consumers through chatbots.

The potential benefits of AI for marketing are vast and may substantially change the future of marketing. However, academic marketing research to date provides insufficient guidance about how best to leverage the benefits for marketing impact. AI in marketing is gaining importance due to increasing computing power, lower computing costs, the availability of big data, and the advance of machine learning algorithms and models.

It can personalize point-of-interest recommendations, service according to each consumer's preference, advance service innovation and design, and predict market trends for product design that cater to target customers' preferences.



A Verta, Inc. survey shows that 63% of companies plan to increase or maintain spending on AI and machine learning in 2023. The top three reasons cited for these budget changes are changes in business strategy, cloud migration and modernization, and cost pressures and inflation. Netflix is an example of a company that utilizes machine learning and AI software in content recommendations, which reportedly saves them \$1 billion annually.

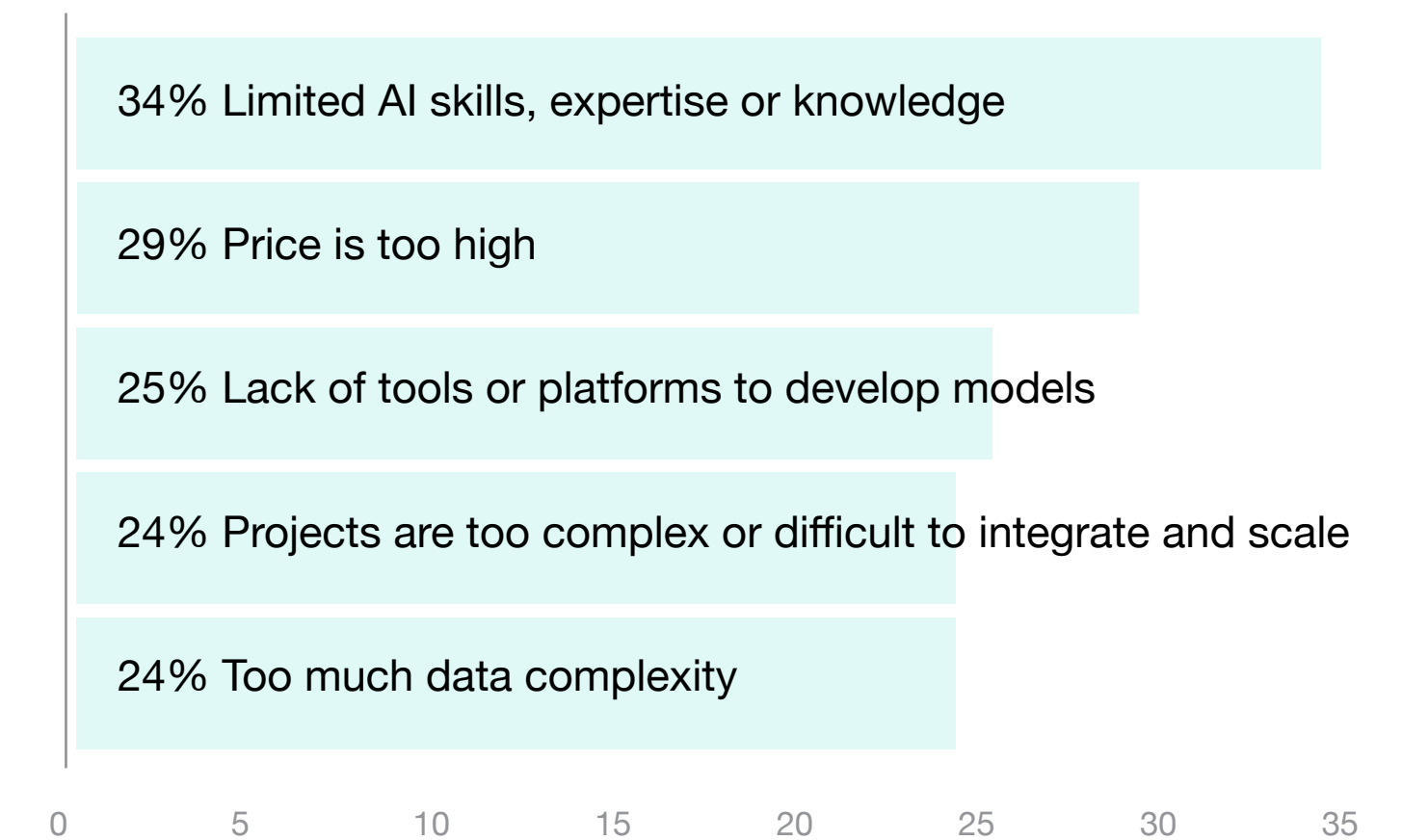


What are the potential drawbacks of relying on AI?

Although AI has the potential to revolutionize marketing, there are potential drawbacks to consider, including privacy, bias, and ethics issues, inadequate technological capability, and negative customer perceptions of AI's ability to identify what is unique about them. Customers may also feel uncomfortable if they discover they are interacting with a bot, and AI may not be as effective if it replaces human managers instead of augmenting them. It is crucial to consider these drawbacks carefully before relying too heavily on AI in marketing.

Barriers to AI adoption remain persistent. The top five things that are hindering successful AI adoptions for businesses are:

As these issues all negatively impact more than a quarter of businesses today, they remain a huge hurdle to widespread adoption.



Case studies and examples

AI has numerous use cases in marketing, with marketing and sales departments prioritizing machine learning more than any other department, according to Semrush.

- Marketing leaders report that 48% of customers interact with them better due to AI
- 51% of e-commerce companies use AI to provide a seamless customer experience.

64% of B2B marketers consider AI to be valuable in their marketing strategies.

With AI-driven insights, marketers can gain a deeper understanding of their target audience and create more effective strategies for reaching them. As AI continues to evolve, it will become an increasingly important tool in marketing departments across all industries.

Here are some real-world examples of big companies that have successfully implemented AI in marketing:

Amazon - Amazon uses AI to provide personalized product recommendations to its customers. By analyzing customer data such as purchase history and browsing behavior, Amazon's AI algorithms are able to make accurate recommendations that are tailored to each individual customer.

Spotify - Spotify uses AI to create personalized playlists for its users. By analyzing data such as listening history and user preferences, Spotify's AI algorithms are able to suggest songs and playlists that are likely to be of interest to each individual user.

Coca-Cola - - Coca-Cola uses AI-powered vending machines that are able to analyze customer behavior and adjust their marketing messages accordingly. For example, if a customer is browsing the vending machine for a long time, the machine might display a message such as "Thirsty? Try a Coke!" to encourage the customer to make a purchase.

Sephora - Sephora uses an AI-powered chatbot called Sephora Virtual Artist that allows customers to try on different makeup products virtually. Using facial recognition technology, the chatbot is able to provide personalized makeup recommendations and allow customers to try on different looks before making a purchase.

Domino's Pizza - Domino's uses AI to improve its pizza delivery service. By analyzing data such as traffic patterns and weather conditions, Domino's AI algorithms are able to provide accurate delivery estimates and optimize delivery routes for its drivers, resulting in faster and more efficient delivery.

These examples demonstrate the wide range of applications of AI in marketing, from personalization to automation to customer engagement. By leveraging AI technology, these companies are able to provide better experiences for their customers and gain a competitive advantage in their respective industries.



Future Outlook of Ai in marketing

The future outlook of AI in marketing is promising, with numerous advancements and developments on the horizon. Here are some potential trends and predictions for the future

1. Increased Personalization

As AI technology continues to evolve, it is likely that we will see even more personalized marketing experiences. AI algorithms will become increasingly sophisticated in analyzing customer data and making individual recommendations, resulting in more targeted and effective marketing campaigns.

2. Voice Search Optimization

With the rise of smart speakers and voice assistants, voice search optimization is becoming increasingly important. AI algorithms will be able to analyze voice search data to provide more accurate and relevant results for users, leading to new opportunities for marketers.

3. Augmented Reality

Augmented reality (AR) is another area where AI is likely to have a significant impact. By using AI-powered image recognition, AR experiences can be personalized and customized based on the user's preferences and behavior.

4. Ethical Considerations

As with any technological advancement, there are ethical considerations to be aware of. As AI becomes more prevalent in marketing, it will be important for companies to ensure that they are using the technology in a responsible and ethical manner.

By the time of writing we saw several exciting announcements in the field of AI, including updates to existing tools and the introduction of new ones.

- Midjourney released V5 of its text-to-image tool, which promises hyper-realistic portraits generated by AI.
- Google announced PaLM, its advanced AI language model, along with MakerSuite, an app that allows developers to customize prompts and datasets to train models.
- OpenAI introduced GPT-4, which can process up to 25,000 characters of input and can recognize the content of images, among other new features.
- Google also unveiled its AI integration for Google Workspace, which includes AI-generated photos and animations in presentations and the ability to transcribe meetings and create tasks from the transcript.

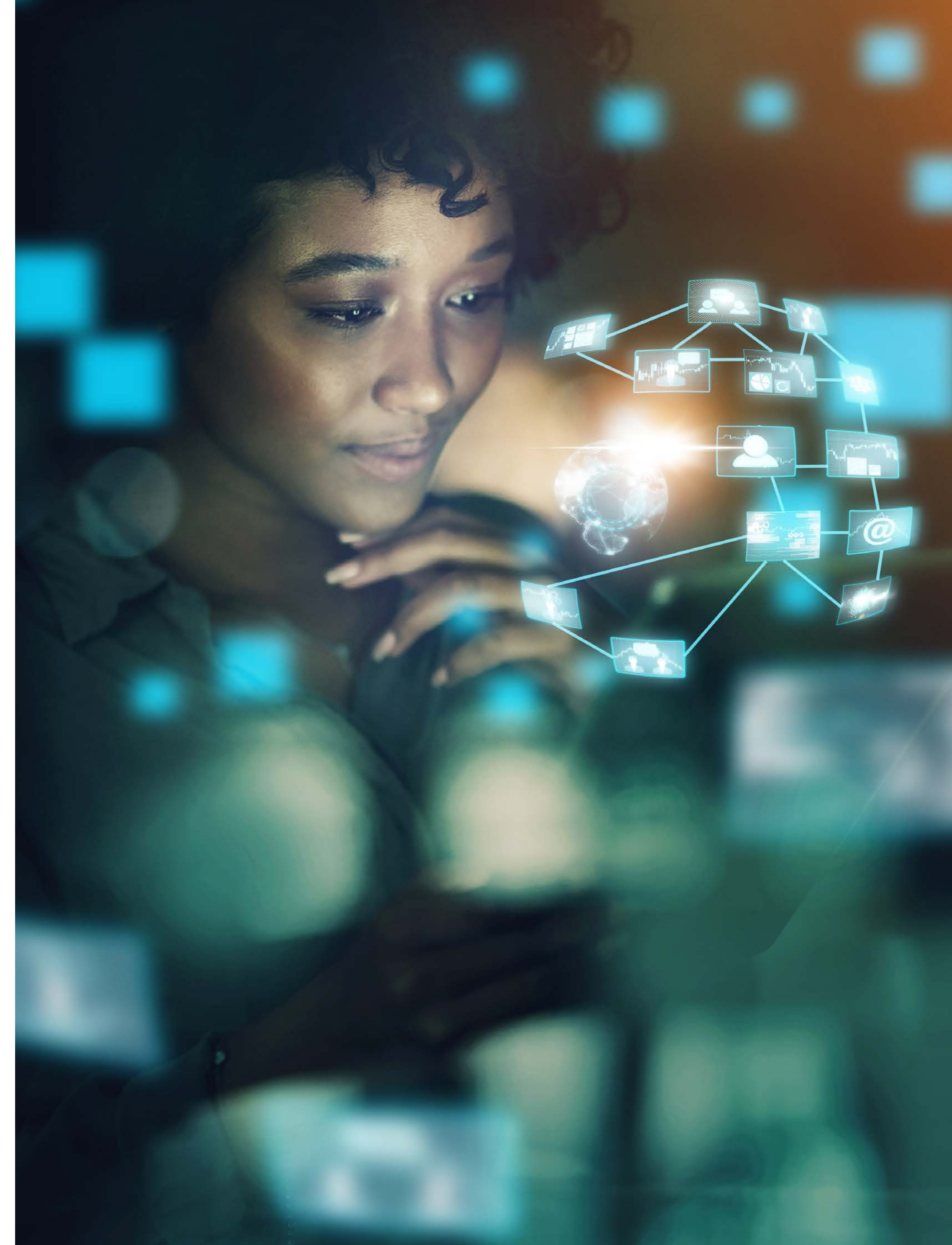
These announcements demonstrate the continued progress being made in the field of AI and its potential for a wide range of applications.

Conclusion

In conclusion, AI is rapidly transforming the way marketing is done. The ability to analyze vast amounts of data in real-time and make predictions based on it is giving marketers new insights that were previously impossible to obtain. From chatbots to personalization, AI is being used to enhance customer experiences, increase engagement, and ultimately drive revenue.

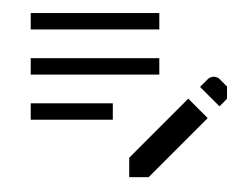
However, as with any technological advancement, there are challenges and ethical considerations to be aware of. As AI continues to evolve, it is important for marketers to stay informed about the latest trends and applications.

Overall, the future of AI in marketing looks promising. The potential benefits are enormous, but it is important to use AI in a responsible and ethical manner. By leveraging the power of AI, marketers can gain a competitive advantage and improve their strategies and campaigns, while also providing better experiences for their customers. As AI technology continues to advance, it will be exciting to see what new applications and advancements will arise in the world of marketing. By staying informed about the latest trends and applications of AI, companies can stay ahead of the curve and provide better experiences for their customers.

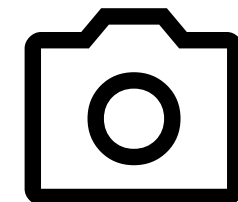


List of handy AI-tools

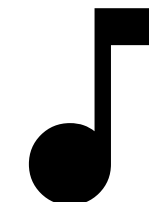
Big companies like spotify or amazon are working hard on their own integrated AI tools. But this technology can also be used by (Belgian) SMEs. Here you get an overview of some tools available for freelance marketers or marketing agencies to take over or facilitate certain repetitive tasks.



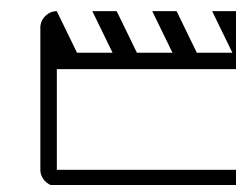
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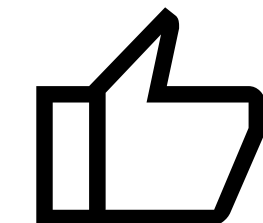
visual



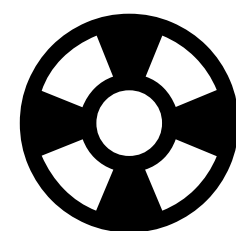
audio



video



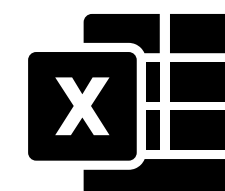
social media



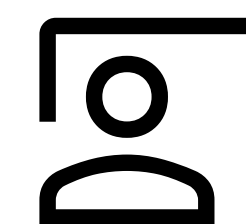
assistant



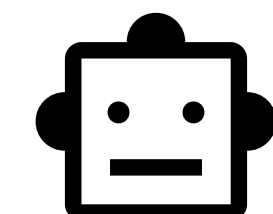
web integrated



excel



presentation



other content

Written Content

- **Anywriter:** optimizes content for SEO
- **Quillbot:** checks spelling and grammar
- **Tome:** storytelling assistant
- **Typli:** content tool with SEO integration
- **Unbounce Smart Copy:** create email campaigns
- **Rizz:** integrated text-tool (messaging-mailing)
- **Mintlify:** build documents
- **Jasper:** write blogpost, longer content
- **Writesonic:** a text bot that let's you choose a tone of voice
- **Frase.io:** quality SEO content
- **ChatGPT:** symbol for the AI revolution, multifunctional chat

Visual Content

- **Booth AI:** product photography
- **Clipdrop:** remove objects, people, text, and defects from pictures
- **Genius.design:** completes your designs, also works in UI
- **Illustroke:** design vector images from text
- **Interior AI:** interior design mockups
- **Lexica:** AI-image library
- **Stockimg:** create your own stock images
- **Vana:** creates portraits
- **Dall-E:** creates art/images from text
- **Midjourney:** create high quality images from prompts
- **Usegalileo:** UI designs from text description
- **Patterned:** generate patterns
- **Autodraw:** draw icons

Audio Content

- **Cleanvoice:** automated podcast editor
- **Poised:** AI-powered communication coach
- **Altered AI:** transform your voice
- **Beatoven:** create royalty-free music
- **EleveNLabs:** AI text to speech software
- **Krisp:** remove background noises
- **Murf:** text to voice-over
- **Clipchamp:** voice-over tool with video options
- **Sounddraw:** create AI music



Video

- **D-Id:** digital people text to video
- **Maverick:** Personalized video messages at scale for ecommerce.
- **Papercup:** AI Dubbing and Video Translation Software
- **Synthesisia:** text to videos
- **Vidyo:** make short-form videos from long-form content
- **Mirage:** 3D canvas to easily design environments
- **Invideo:** turn ideas into videos
- **Runway:** video editing with ai tools
- **Pictory:** Automatically create short, highly-sharable branded videos from your long form content.
- **Descript:** extensive audio and video editing tools

Social media

- **Clickable:** automated social media content creator
- **Adcreative:** generate ads and social media posts
- **Morise.ai:** make your video go viral
- **Ocoya:** create and schedule social media content
- **Flair:** design branded content

Assistant

- **Taskade:** AI assistant
- **Timely AI:** automates time tracking
- **Hebbia.ia:** decision maker

Web integrated

- **Cogram:** use AI to take notes in virtual meetings, track action items, and automate downstream tasks, while keeping your data private and secure.
- **Compose AI:** Google Chrome extension to speed up writing
- **Glasp:** summarize texts and take notes directly on websites
- **Semble:** automated meeting assistant (transcribes and takes notes)

Excel

- **Excel Formula Bot:** helps to write complex Excel formulas
- **Sheet AI:** ChatGPT integrated in Google Sheets

Presentations

- **Slides AI:** PPT assistant
- **Beautiful.ai:** make your ppt's incredibly beautiful

Other Content

- **Native Chats:** chat with clients in their language
- **Paternal:** generative AI for intellectual property
- **Puzzle:** AI-powered knowledge base for your team
- **Usechannel.com:** turns your question into data
- **Seventh Sense:** face recognition AI

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