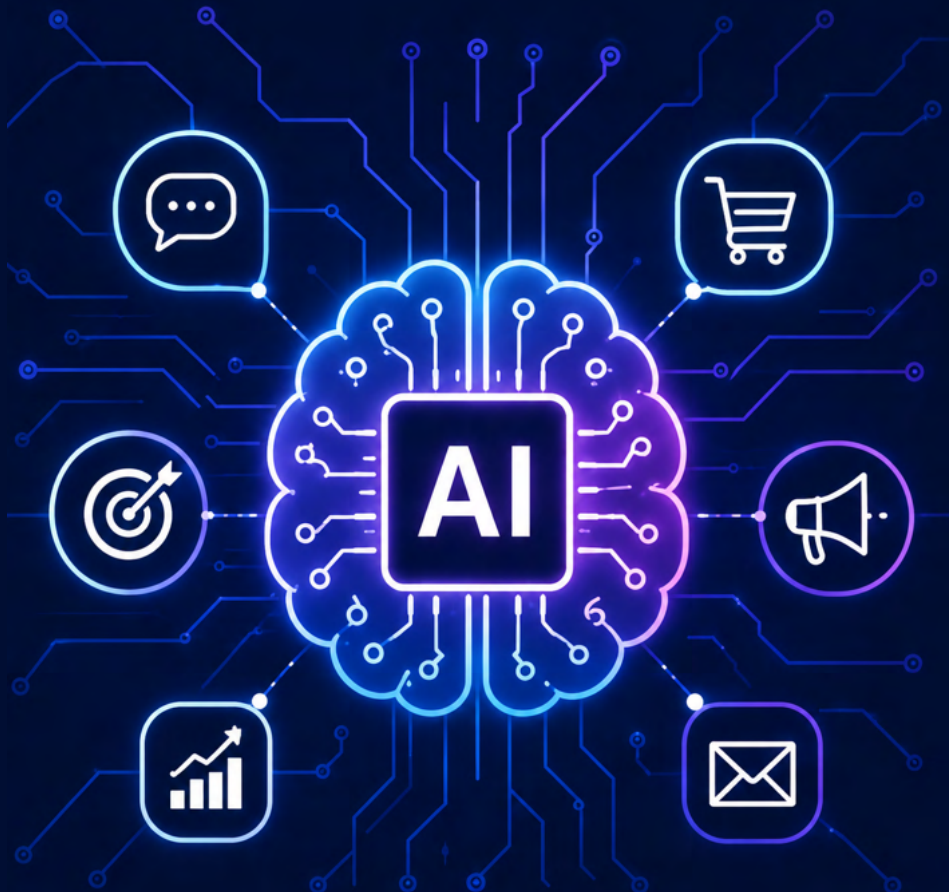


ARTIFICIAL INTELLIGENCE (AI) IN MARKETING



Discover how AI is transforming modern marketing through automation, personalization, predictive analytics and content creation

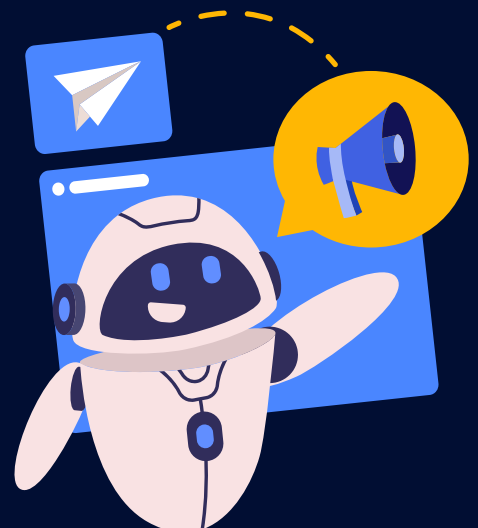
INSIDE YOU'LL DISCOVER

- ✓ AI Fundamentals
- ✓ Marketing Applications
- ✓ Popular AI Tools
- ✓ Real World Workflow
- ✓ Benefits and Challenges



WHAT IS AI?

- Artificial Intelligence (AI) enables machines to learn, analyze data, understand language, predict outcomes, and support decision-making.
- In marketing, AI helps businesses understand customers better, automate repetitive work and create highly personalized experiences.



HOW AI WORKS IN MARKETING



MACHINE LEARNING (ML)

- Learns from customer behaviour
- Predicts future actions



NATURAL LANGUAGE PROCESSING (NLP)

- Understands human language
- Powers ChatGPT and AI chatbots



DATA ANALYTICS

- Understands human language
- Powers ChatGPT and AI chatbots



GENERATIVE AI

- Analyses customer data
- Identifies buying patterns



AGENTIC AI

- Plans and executes multiple marketing tasks with minimal human intervention

WHY COMPANIES USE AI



SAVE TIME



REDUCE COSTS



INCREASE SALES



IMPROVE CUSTOMER EXPERIENCE



PERSONALIZE MARKETING CAMPAIGNS

AI MARKETING WORKFLOW



ChatGPT

Creates blog posts and instagram captions.



Midjourney

Designs promotional creatives.



Pictory

Converts the blog into a promotional video.



Opus Clip

Creates multiple reels and YouTube Shorts.



Predis.ai

Schedules posts with hashtags and captions



Google Ads AI

Optimize adverts.



Brandwatch

Tracks customer sentiment.

Business Outcomes



Faster Campaign launch



Lower Marketing Costs



Better Targeting



Higher Engagement



Improved ROI

BENEFITS OF AI

- ✓ Hyper Personalization
- ✓ Faster Content Creation
- ✓ Better Customer Insights
- ✓ Real-time optimization
- ✓ 24x7 customer support
- ✓ Improved ROI

CHALLENGES OF AI

- ⚠ Data Privacy
- ⚠ Algorithm Bias
- ⚠ Copyright Issues
- ⚠ Overdependence on AI
- ⚠ Lack of Human Emotions

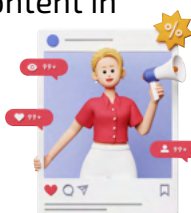
Major Applications of AI in Marketing

1 CONTENT CREATION TOOLS EXAMPLE

AI creates marketing content in minutes



- Blogs
- Email Marketing
- Social media posts



- ChatGPT
- Jasper AI
- Midjourney

Nike launches a new shoe. ChatGPT generates multiple caption options within minutes.



2 CUSTOMER INSIGHTS TOOLS EXAMPLE

AI studies customer behaviour and identifies buying patterns.



- What do customers like?
- Who is likely to buy?
- Who may stop purchasing?

- Brandwatch
- NotebookLM
- Google Analytics AI

Netflix analyses viewing history to recommend movies that users are most likely to watch.



3 PERSONALIZATION TOOLS EXAMPLE

Every customer receives personal customized recommendations.



- Product recommendations
- Personalized emails
- Customized website content

- ChatGPT
- Dynamic Yield
- Adobe Target

Amazon recommends "Customers who bought this also bought..." using AI.



4 SOCIAL MEDIA MARKETING TOOLS EXAMPLE

AI helps businesses by:



- Generating captions
- Scheduling posts
- Predicting engagement
- Identify trending topics



- Predis.ai
- Lately

Starbucks schedules 1 month Instagram posts using Predis.ai.



5 WEBSITE & SEO TOOLS EXAMPLE

AI improves website visibility on search engines.



- Keyword research
- Technical SEO
- Website audits



- Indexly
- GEO

Airbnb company uses AI SEO tools to optimize blogs, which rank higher on Google Search.



6 DESIGN & CREATIVITY TOOLS EXAMPLE

AI assists in creating



- Posters
- Social media creatives
- Website designs
- Logos



- Figma AI
- Midjourney

A startup creates social media posters using AI instead of arranging expensive shoots.



POPULAR AI MARKETING TOOLS

AI Tool	Used For	Input	Output	Business Outcome
 ChatGPT	Content Writing	Topic or prompt	Blogs, emails, captions, ad copy	Faster content creation and improved productivity
 Claude AI	Research & Analysis	PDFs, reports, documents	Summaries, insights, reports	Better decision-making and research efficiency
 NotebookLM	Research Assistant	PDFs, websites, YouTube videos	Notes, summaries, citations	Saves research time and improves understanding
 Jasper AI	Marketing Copy	Brand guidelines & keywords	Landing pages, ads, product descriptions	Higher-quality marketing copy with brand consistency
 Brandwatch	Social Listening	Social media conversations	Sentiment analysis and brand insights	Better reputation management and customer understanding
 Figma AI	UI & Graphic Design	Design prompt or wireframe	Website layouts, prototypes, mock-ups	Faster design process and improved collaboration
 Midjourney	AI Image Generation	Text prompt	High-quality campaign visuals	Cost-effective creative assets
 Pictory	Video Creation	Blog/article/script	Short marketing videos	Increased engagement through video content
 Synthesia	AI Avatar Videos	Script	Professional AI presenter videos	Saves production costs and training time
 Opus Clip	Video Repurposing	Long-form video	Viral short clips	More social media reach with minimal effort
 Predis.ai	Social Media	Product or campaign idea	Captions, creatives, hashtags	Faster social media management
 Lately	Content Repurposing	Blogs, webinars, podcasts	Multiple social media posts	Maximum content utilization
 Indexly	Technical SEO	Website URL	SEO reports and indexing suggestions	Improved website visibility
 Narrato	Content Workflow	Content brief	AI-generated content and publishing workflow	Better team collaboration and workflow management
 GEO (Generative Engine Optimization)	AI Search Optimization	Website content	AI-friendly optimized content	Higher visibility on ChatGPT, Gemini, Perplexity and other AI search engines