

# HOW AI IS CHANGING DIGITAL MARKETING

By Liz Fernandez



## What exactly is AI?

Artificial intelligence (AI) is the programming of machines to use language and solve problems for humans while improving over time. AI can understand, learn, interpret and reason like a human, but on a much faster and bigger scale. There is so much data available nowadays that humans can no longer efficiently mine it all themselves.

## What does AI mean for marketing in 2022?

Digital marketing is no longer just having a website and social media presence. Search engines, paid ads, display ads, social ad personalization, predictive analytics and AI-driven content marketing are now all crucial aspects to digital marketing. AI has changed the game as customers continue to demand more from businesses.

If you aren't already on the AI bandwagon, you need to hop aboard.

Did you know that 61 percent of marketers say AI is the most important aspect of their data strategy? And current AI technology can boost business productivity by up to 40 percent? For small business owners, AI might sound expensive, but it can actually save you money, increase profitability and help you provide a better consumer experience.

## Chatbots

Chatbots are a fantastic use of AI. They can provide you with unmanned customer support services that boost sales and increase engagement. As many independent dealers are going up against big boxes and online stores that are open 24/7, chatbots can help you provide customer assistance 24 hours a day, seven days a week. They can offer real-time responses to basic questions, track customer behavior and make product suggestions, all while you are eating dinner with your

family. The longer a chatbot is around, the more human-like responses to complex questions it can provide and the better you can understand your audience and uncover pain points.

## Customer relationship management

Did you know that many top customer relationship management (CRM) systems utilize AI? Utilizing the AI of a well-developed CRM system is key to interacting with your customers. You can:

- gain insights into how and when you customers are interacting with you across channels;
- deliver knowledge through automated workflows with chatbots as a cost-effective way to increase your customer base; and
- analyze customer data and identify the leads most likely to convert into customers, and help businesses nurture these relationships.



### Targeted marketing

Predictive customer segmentation and targeting clients based on their general preferences are more valuable than traditional mass advertising. Individualized data can help you determine which customers would be interested in a specific product before sharing it with them. Hyper-targeted ads will provide you with higher returns and help you generate more qualified leads. Looking to implement targeted marketing for your dealership? Google, Facebook, Instagram and LinkedIn are the industry leaders, as their algorithms become increasingly effective every day.

### AI-driven content marketing

Content marketing is vital as consumers continue to demand higher-quality content. Independent dealers can utilize AI to make content recommendations to customers based on past purchases, browsing history and demographic data.

AI can also help with content marketing by predicting topics that are likely to attract traffic to your site. Online content will double by 2025, so utilizing AI is key to ensuring yours stays relevant.



### Marketing automation

As with many of these digital marketing trends, marketing automation isn't new. This is an important aspect of your marketing plan and AI tools continue to improve it. Automated yet personalized emails based on previous purchases or a customer's browsing history are an effortless way to utilize AI. You can also utilize AI solutions to automate pay-per-click advertising and display advertising, search engine marketing, keyword research, search engine optimization, social media marketing and website analytics. Don't leave these areas of growth untapped in 2022.

Google Analytics is one example of an AI tool that is free to utilize. You may already have it set up and use it to provide insights into how your website is doing; but did you know that Google

Analytics also integrates with Google Ads, Search Console and Data Studio?

### Utilize AI in your digital marketing strategy

AI is not new. However, advances in technology and a decrease in AI costs have made it possible for more businesses to implement AI strategies. As independent dealers, you will greatly benefit from integrating AI into your digital marketing strategy in 2022.

The digital marketing industry is constantly evolving and new technologies are emerging daily. Looking for an expert to help you keep up? Give the Fortune Web Marketing team a call!

*Liz Fernandez is a content strategist at Fortune Web Marketing. To learn more, visit [www.fortunewebmarketing.com](http://www.fortunewebmarketing.com).*

