

THE ARTIFICIAL INTELLIGENCE REVOLUTION:

What Does It Mean For Marketers?



Paul Roetzer
Founder & CEO | PR
20/20



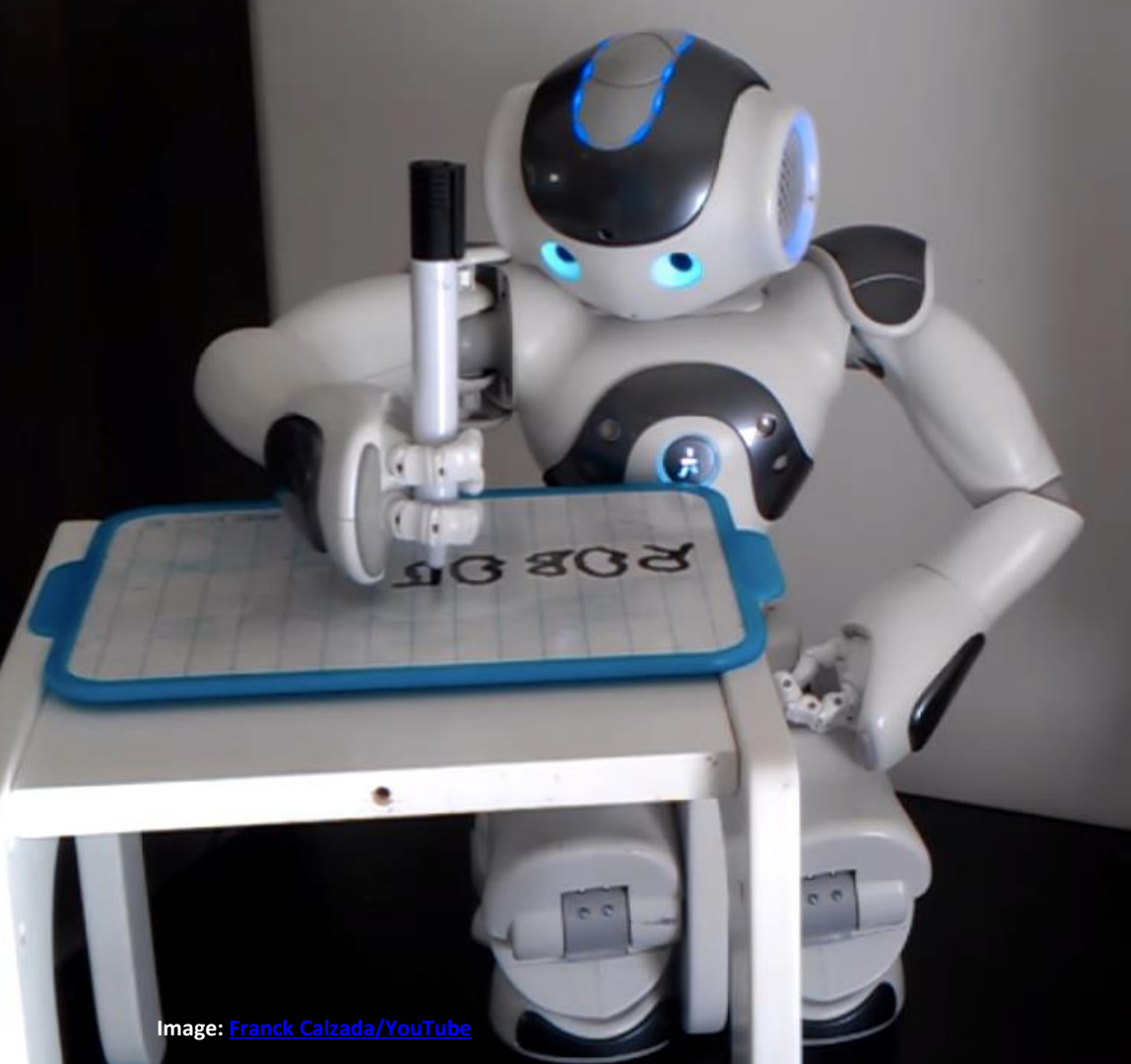
Kevin Walsh
Product Manager
HubSpot



Vedant Misra
Technical Lead
HubSpot
Co-Founder
Kemvi (Acquired July 2017)

Can we automate
content creation
through artificial
intelligence (AI)?





Can we **use machines**
to write blog posts
at scale?

The background is a solid orange color with several decorative elements: a small solid orange circle on the left, a large semi-transparent orange circle at the bottom left, and a series of concentric semi-transparent orange circles in the top right corner.

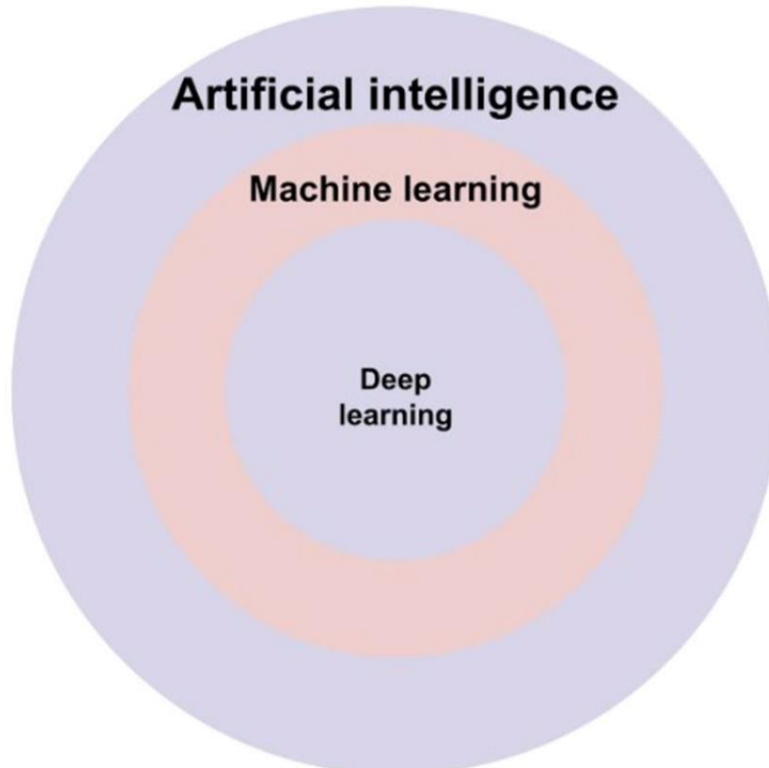
What is Artificial Intelligence?

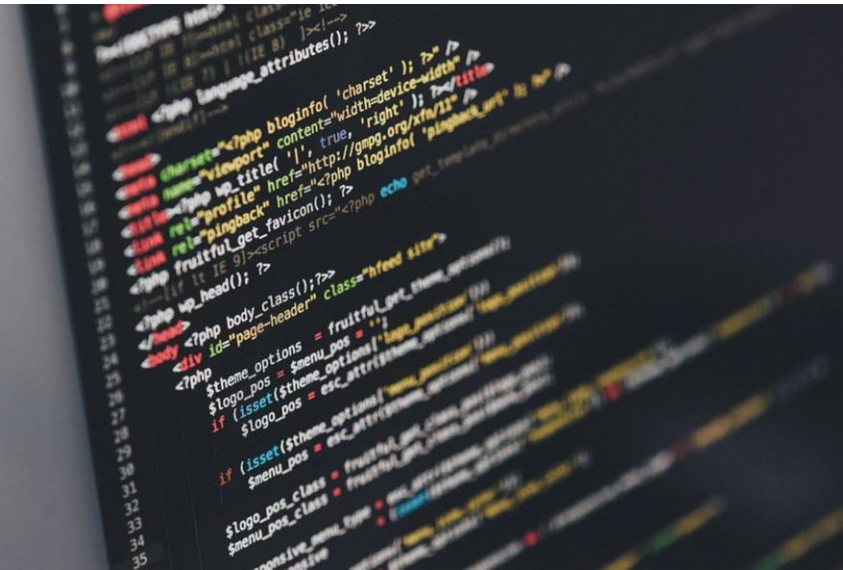


“The science of making machines smart.”

— Demis Hassabis, Co-Founder & CEO of DeepMind

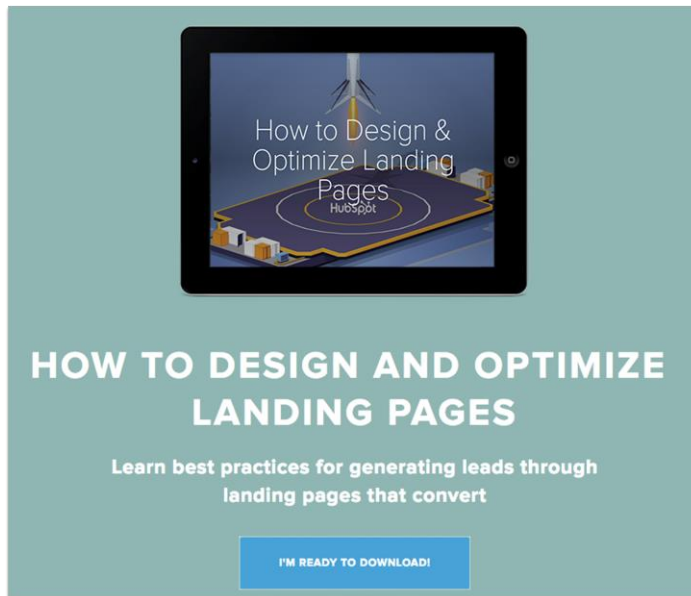
(which in turn augments human knowledge and capabilities)



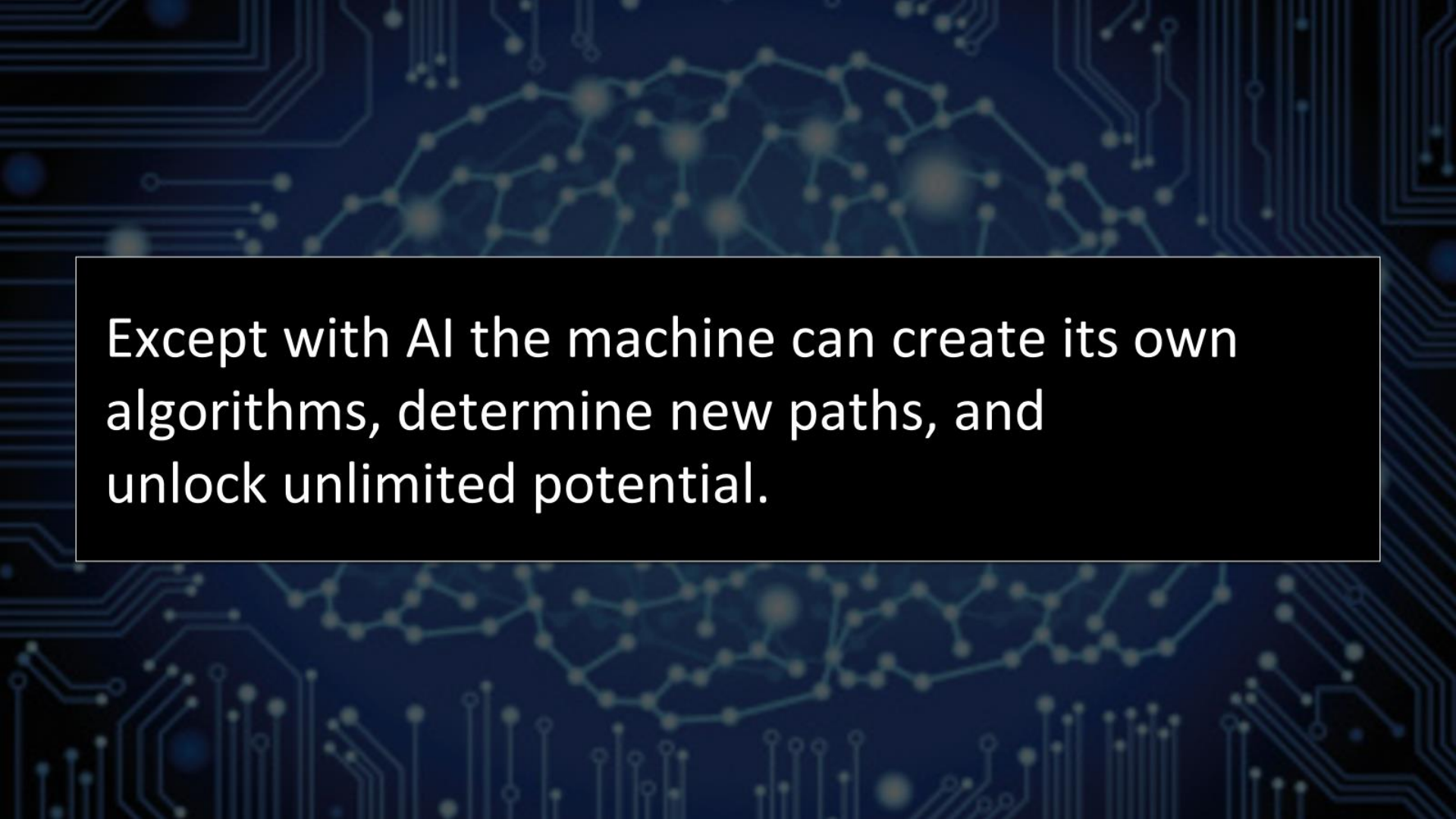


an algorithm is a
set of instructions that
tells the machine what to do.

IF visitor downloads ebook,



THEN send three-part email campaign.



Except with AI the machine can create its own algorithms, determine new paths, and unlock unlimited potential.

What if there are 10,000 downloads, across five personas, originating from multiple channels (social, organic, paid, direct) that require personalized emails and website experiences based on user history?



ai is hiding in plain sight.



Paul Roetzer
July 1, 2016 · 11

Add a description With Dia Dalsky, Jessica Miller and Tracy Lewis.

✓ Done Tagging Add Location Edit

👍 Like 💬 Comment ➦ Share

Write a comment... 😊 📷 🗨️ 🗨️

you use ai every day.

Google

inbound marketing

inbound marketing

inbound marketing **agency**

inbound marketing **examples**

inbound marketing **definition**



Google Search

I'm Feeling Lucky



Report inappropriate predictions

it determines what you find . . .

Google  



All News Images Books Videos More Settings Tools

About 23,100,000 results (0.80 seconds)

Inbound marketing is a strategy that utilizes many forms of pull **marketing** – content **marketing**, blogs, events, SEO, social media and more – to create brand awareness and attract new business.



[What is Inbound Marketing? Overview & Tools - Marketo](https://www.marketo.com/inbound-marketing/)

 About this result  Feedback

People also ask

- What is inbound marketer? 
- What is inbound and outbound marketing? 
- What is outbound market? 
- What is the HubSpot? 

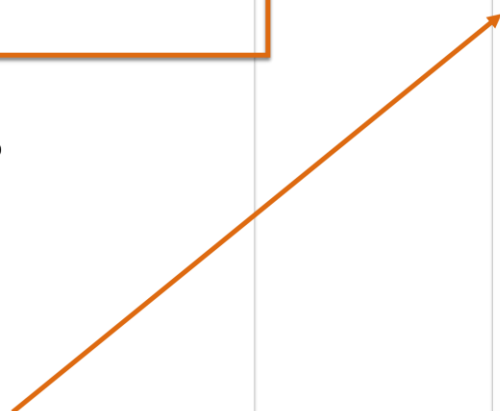
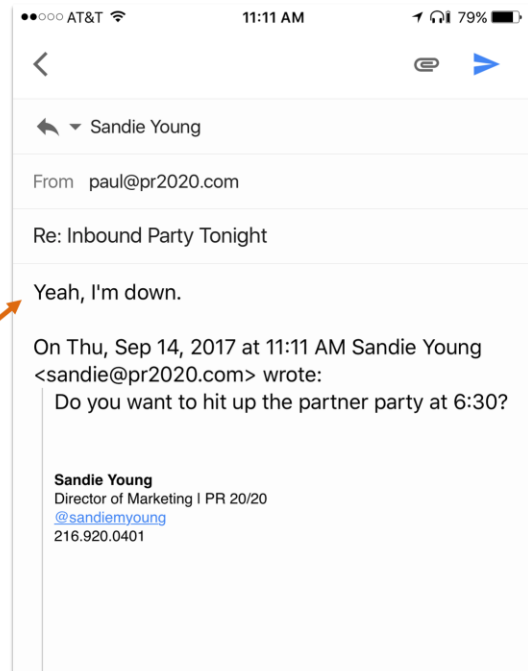
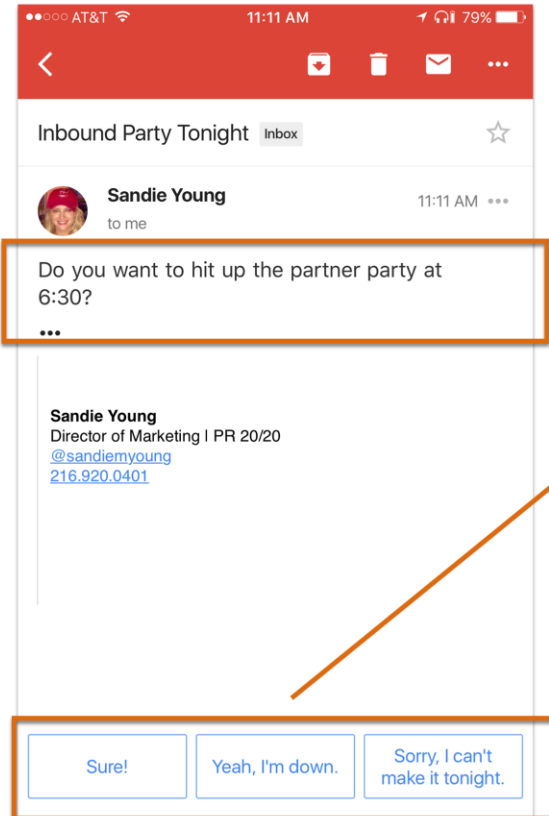
[Feedback](#)

[HubSpot | What is Inbound Marketing?](https://www.hubspot.com/inbound-marketing)
<https://www.hubspot.com/inbound-marketing>

Inbound marketing is an approach focused on attracting customers through content and interactions that are relevant and helpful – not interruptive. With inbound marketing, potential customers find you through channels like blogs, search engines, and social media.

#INBOUNDPARTNERDAY

what you say . . .



what you watch . . .

NETFLIX

HOME
Adventures with Tip & Oh

PETS

OZARK

MINIONS
BELLO

FAMILY GUY

NETFLIX HOUSE OF CARDS

See what's next.

WATCH ANYWHERE. CANCEL ANYTIME.

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what you read . . .

The Washington Post
Democracy Dies in Darkness

In the News Showtime 'Hellboy' Matthew Stafford Neo-Nazi hair Texas Guard Storm dog Red Cross

FEEDTHEPIG.ORG
AICPA

Innovations

It's all about what's next

Artificial Intelligence · Columns · Drones · Self-driving cars

Elon Musk calls for ban on killer robots before 'weapons of terror' are unleashed

Musk was joined by more than 100 other experts from dozens of nations in a letter to the United Nations.

Peter Holley · Artificial Intelligence · Aug 21

Billionaire burn: Musk says Zuckerberg's understanding of AI threat 'is limited'

The two billionaires continue to spar over the robot apocalypse.

Peter Holley · Artificial Intelligence · Jul 25

FROM THE NATIONAL ASSOCIATION OF REALTORS®

For millennials, 'surban' is the new suburban

Young homebuyers want more space without giving up the vibrancy and convenience of city life.

DELL Technologies intel

Can media make you more empathetic?

Read the full story by tvp BrandStudio

Let Dell Technologies cloud solutions powered by Intel show you the power of digital transformations.

Intel Inside. Powerful Productivity Outside.

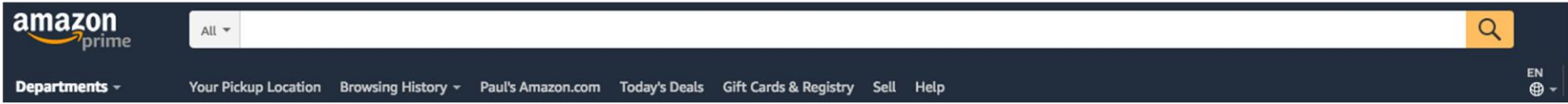
Most Read

1 Analysis Houston is experiencing its third '500-year' flood in 3 years. How is that possible?



#INBOUNDPARTNERDAY

and what you buy.



Hi, Paul
CUSTOMER SINCE 2005

YOUR ORDERS
0 recent orders

TOP CATEGORIES FOR YOU
Electronics
Camera & Photo
Tools & Home Improvement

PRIME
CONGRATS, YOU SAVED...
15+ store trips in a year

VIDEO
RECOMMENDED FOR YOU
The Man in the High Castle - ...

MUSIC
RECENTLY PLAYED
Little Kids' Music

ALEXA
"Alexa, will it rain tomo..."

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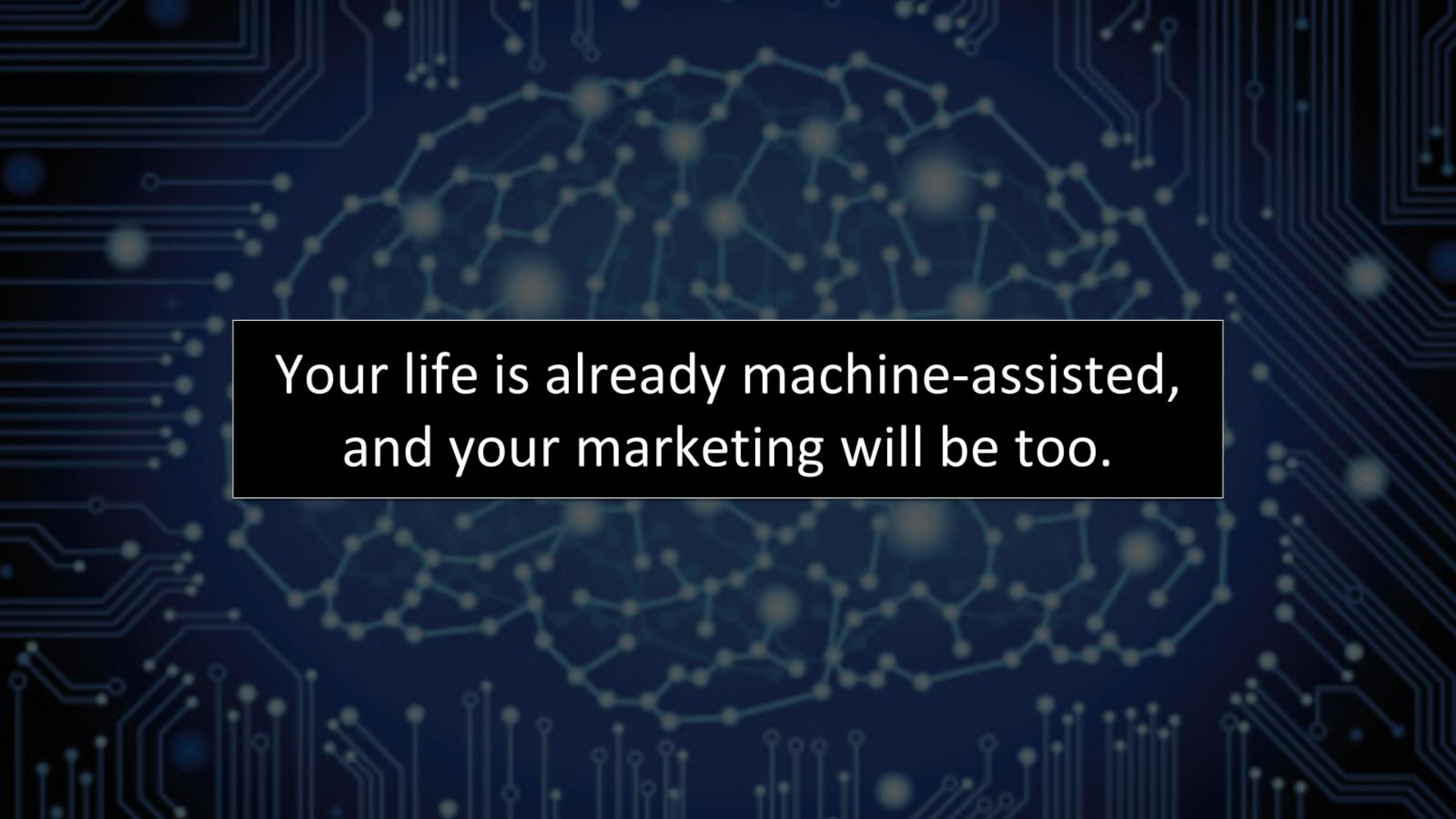
Inspired by your shopping trends



New for you [See more](#)



#INBOUNDPARTNERDAY



Your life is already machine-assisted,
and your marketing will be too.

Launched November 2016



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Artificial Intelligence for Modern Marketers

A content hub that explores the current and future potential of AI, machine learning, deep learning and cognitive computing to transform marketing.

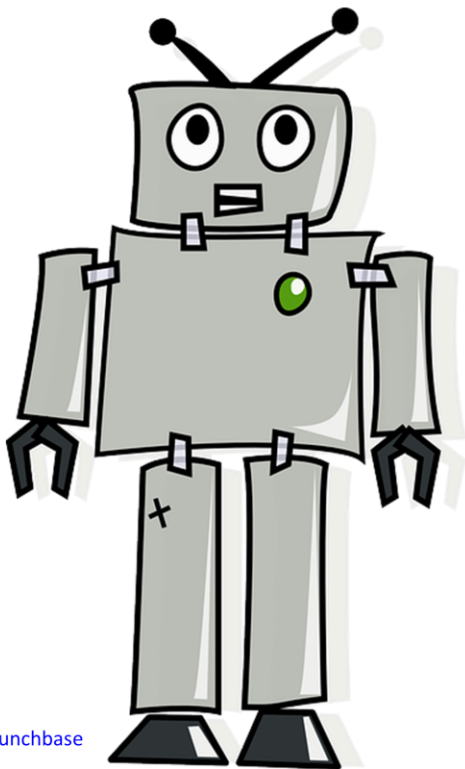
name@email.com

SUBSCRIBE

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24 Spotlights with \$218M+ in Funding

Artificial Intelligence + Sales/Marketing



Source: [Crunchbase](#)

\$55.3 M

 **emarsys**

\$40.4 M

NarrativeScience 

\$17.2 M

 **one spot**

\$14.8 M

 **boomtrain**

\$13.6 M

 **eRelevance**

\$11.0 M

Scoop. 

\$10.8 M

 **ai** AUTOMATED
INSIGHTS

\$7.4 M

 **atomic reach™**

\$5.1 M

 **CRAYON**

\$4.7 M

 **PATHMATICS**

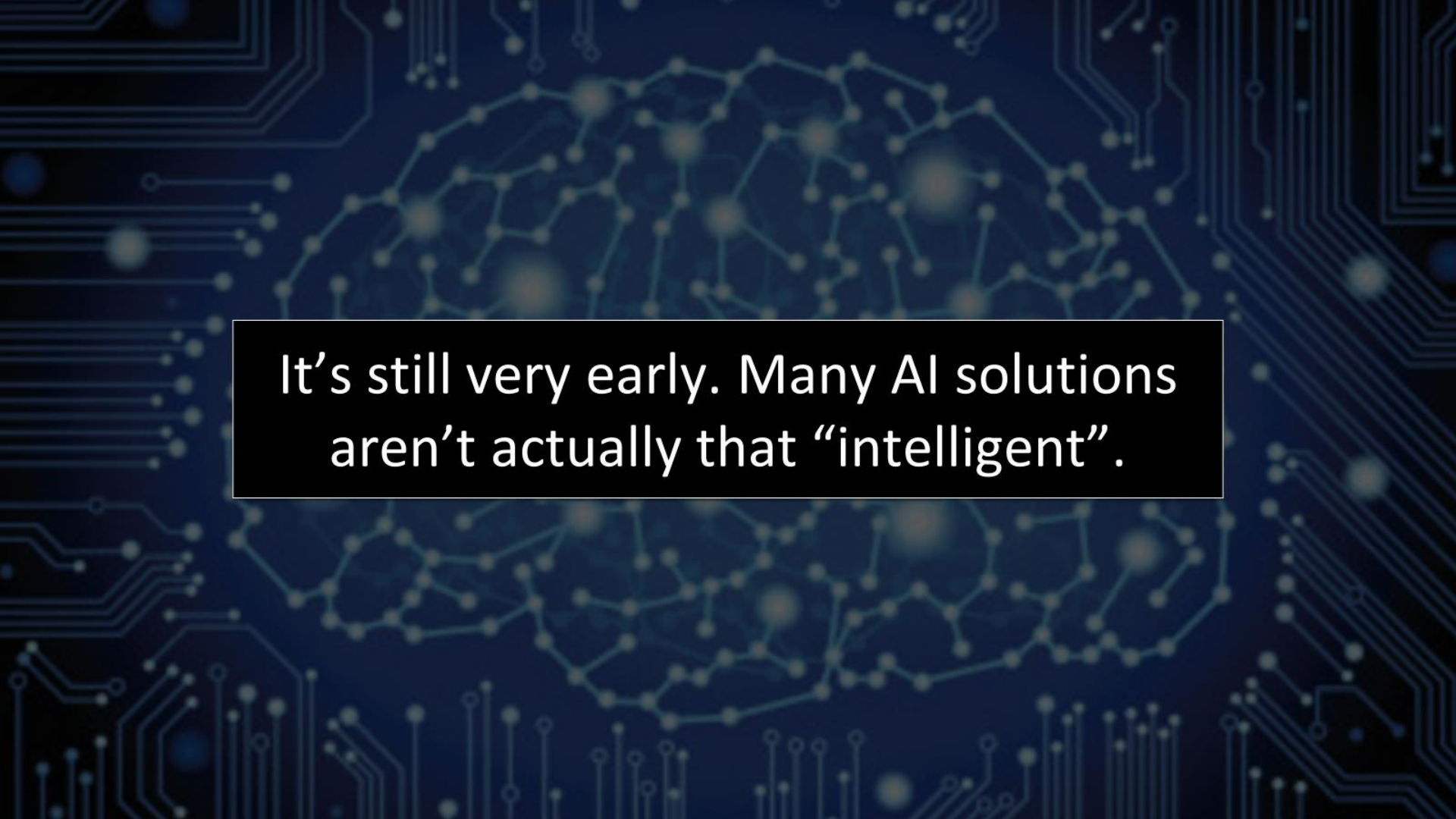
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Sales & Marketing Artificial Intelligence Companies*

511 companies
259 with funding
\$2.9B in total funding

* Source: Crunchbase

Image: [Timothy Neenan](#)



It's still very early. Many AI solutions aren't actually that "intelligent".

The background is a solid orange color with several decorative elements: a small solid orange circle on the left, a large semi-transparent orange circle at the bottom left, and a series of concentric semi-transparent orange circles in the top right corner.

The 5Ps of AI

the 5 Ps of ai

Planning

Production

Personalization

Promotion

Performance

the 5 Ps of ai

Predicting consumer behaviors, defining **strategies**, prioritizing activities and determining how to allocate marketing resources.

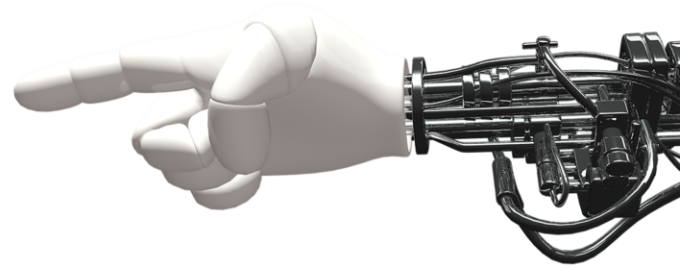
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the 5 Ps of ai

Creating, curating and optimizing **content**, including blog posts, emails, landing pages, video and advertisements.

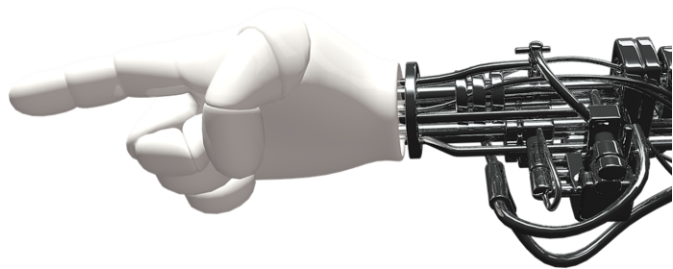
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the 5 Ps of ai

Personalizing **consumer experiences** through intelligently automated emails, content and product recommendations, AR/VR, and web experiences.

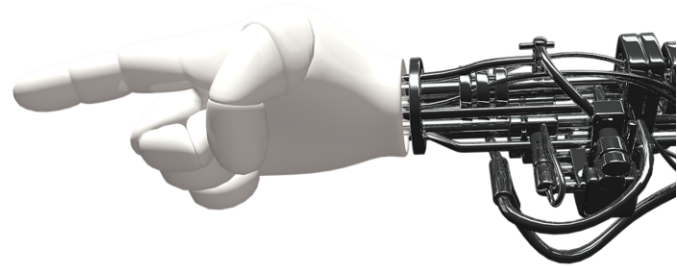
Planning

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Personalization

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the 5 Ps of ai

Managing **cross-channel and cross-device promotions** to drive engagement and actions, including audience targeting, social publishing and digital paid media management.

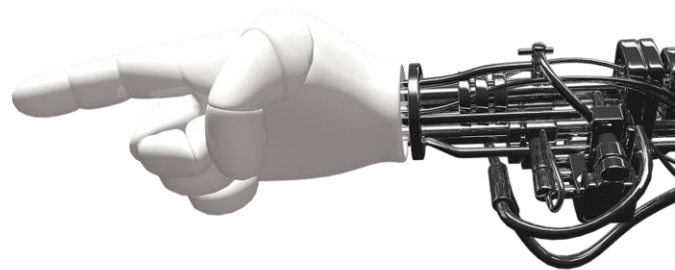
Planning

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#INBOUNDPARTNERDAY

the 5 Ps of ai

Planning

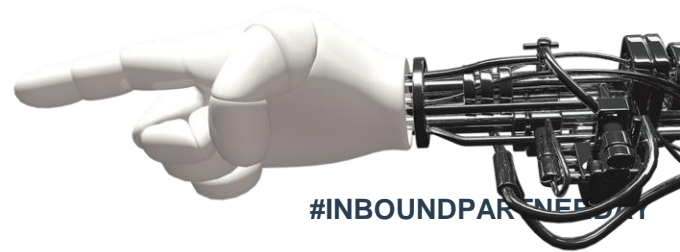
Production

Personalization

Promotion

Performance

Turning **data into intelligence** through automated narratives and insights, and using that intelligence to optimize performance.



#INBOUNDPARTNERSHIP

The background is a solid orange color. There are several decorative elements: a small solid orange circle on the left side, a large semi-transparent orange circle in the bottom-left corner, and a series of concentric semi-transparent orange circles in the top-right corner.

How to get started

start with a single use case.

The background is a solid orange color. It features several decorative elements: a small solid orange circle on the left side, a large semi-transparent orange circle in the bottom-left corner, and a series of concentric semi-transparent orange circles in the top-right corner. The text "What's next?" is centered in a white, bold, sans-serif font.

What's next?

Will machines **replace** marketers?



ai will largely **enhance** your knowledge and capabilities.
(in the **near term**)

ai can be **your competitive advantage.**

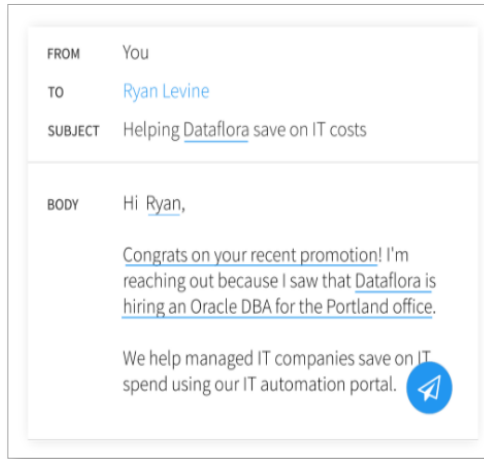
The background is a solid orange color with several abstract circular shapes in varying shades of orange. One large circle is partially visible in the bottom-left corner, another smaller one is in the middle-left, and a series of concentric circles are in the top-right corner.

**What is HubSpot doing
to stay ahead?**

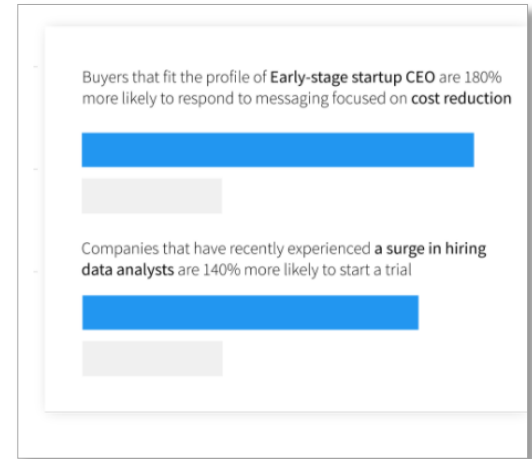
HUBSPOT AND KEMVI



Language algorithms that learn about people, companies, and markets



Targeted and personalized content and messaging



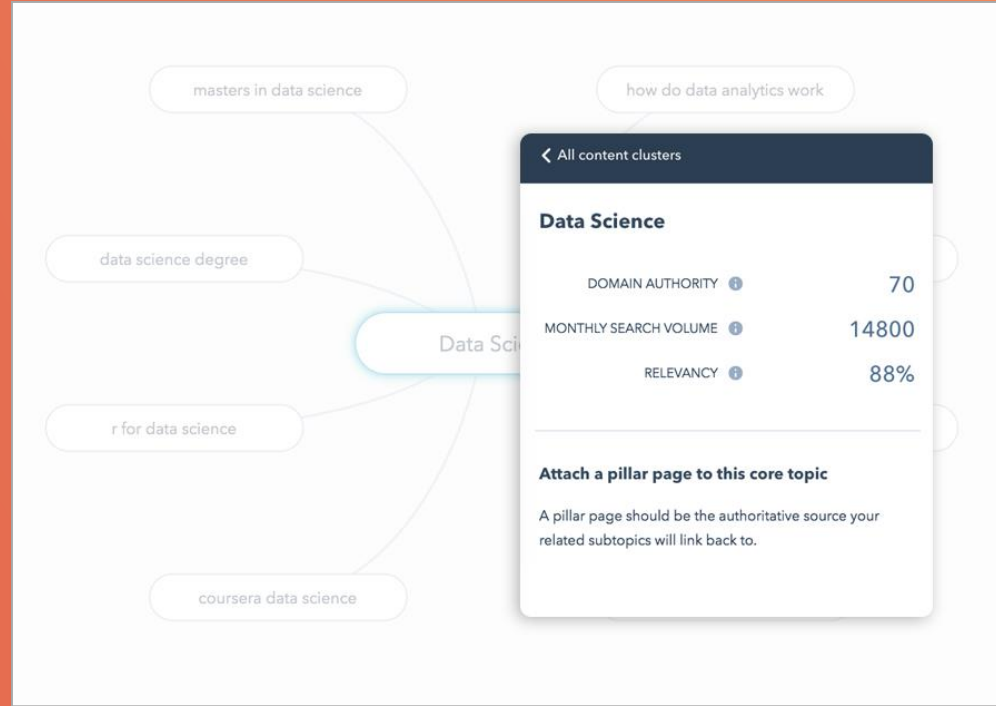
Deep, actionable insights into buyer behavior

The background is a solid orange color. There are several decorative elements: a large, faint, semi-transparent circle in the bottom-left corner; a smaller, solid orange circle in the middle-left; and a series of concentric, semi-transparent orange circles in the top-right corner.

**Where can I see
ML in action
in Marketing Hub?**

ML in Marketing Hub

- Content Strategy
- COS Blog



Content Strategy: Core Topic Suggestions

How should I build my brand?

- Recommendations based on your existing content

Create a topic cluster

DEFINE THIS

Define this cluster

Add a core topic to define this cluster.

Core topics should be highly relevant to your business and customers.

SUGGESTED CORE TOPICS

series of steps

fa icon

little footer

Content Strategy: Subtopic Suggestions

How can I build authority in this topic?

- Removes the guess work from topic cluster building

Add a subtopic

Subtopics are more specific, longer-tail queries that relate to the broad topic of your core pillar piece.

SUGGESTED SUBTOPICS

robotic stuff

Content Strategy: Topic relevancy

How can I build authority in this topic?

- Removes the guess work from topic cluster building
- Existing content as inputs

Cool things about walnut butter

▼ Subtopic validation

DOMAIN AUTHORITY	📘	30.53
MONTHLY SEARCH VOLUME	📘	No data
RELEVANCY	📘	99%
CORE TOPIC SIMILARITY	📘	83%

Content Strategy: Core Topic Similarity

How can I build authority in this topic?

- Removes the guesswork in building strong topic clusters

Cool things about walnut butter

✓ Subtopic validation

DOMAIN AUTHORITY	30.53
MONTHLY SEARCH VOLUME	No data
RELEVANCY	99%
CORE TOPIC SIMILARITY	83%

COS Blog: Recommended Posts


- Which content should my contacts see?
- Recommending portal posts based on logic rules (for now)

The screenshot shows the HubSpot User Blog interface. At the top, there's a navigation bar with links for SOFTWARE, ABOUT, PARTNERS, PRICING, and BLOG. A pink banner below the navigation contains the text "Become a HubSpot power user — Join us for HubSpot Training Day 2017." and a "REGISTER NOW" button. The main heading is "THE HUBSPOT USER BLOG".

The featured article is titled "WINNING BACK THE INBOX: HOW TO REPAIR A BROKEN EMAIL PROGRAM [USER STORY]" by Lauren Reiterman, dated September 20, 2017 at 10:00 AM. The article text discusses email as a primary marketing channel for Natera's D2C service and mentions Evercord. A "Read More" button is visible at the end of the article snippet. An orange arrow points from this button to the "Recommended Posts" sidebar.

The sidebar on the right includes a "Subscribe to the blog" section with an email input field (containing "kmmwalsh@hubspot.com"), a notification frequency selector (set to "DAILY"), and a "SUBSCRIBE" button. Below this is a "Recommended Posts" section listing several articles:

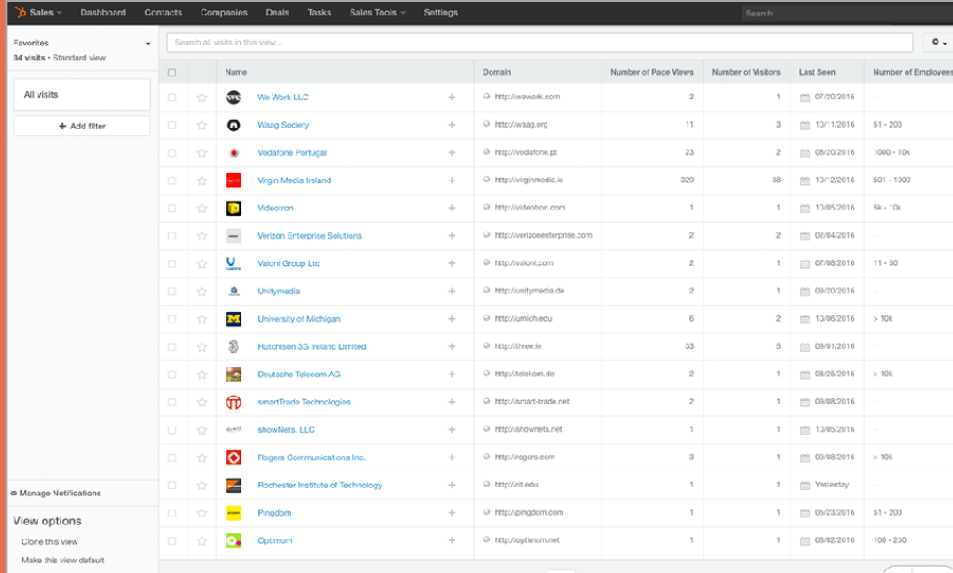
- 3 Cutting-Edge Customer Examples of Website Personalization
- 5 Homepage Design Best Practices
- Live Optimization of Your Landing Pages
- A Complete List of the INBOUND 2015 Product Updates [Feature Roundup]
- New Marketing App in the Marketplace: WordStream AdWords Performance Grader

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**Where can I see
ML in action
in Sales Hub?**

ML in Sales Hub

- Send Time Optimization
- Priority Notifications
- Predictive Scoring



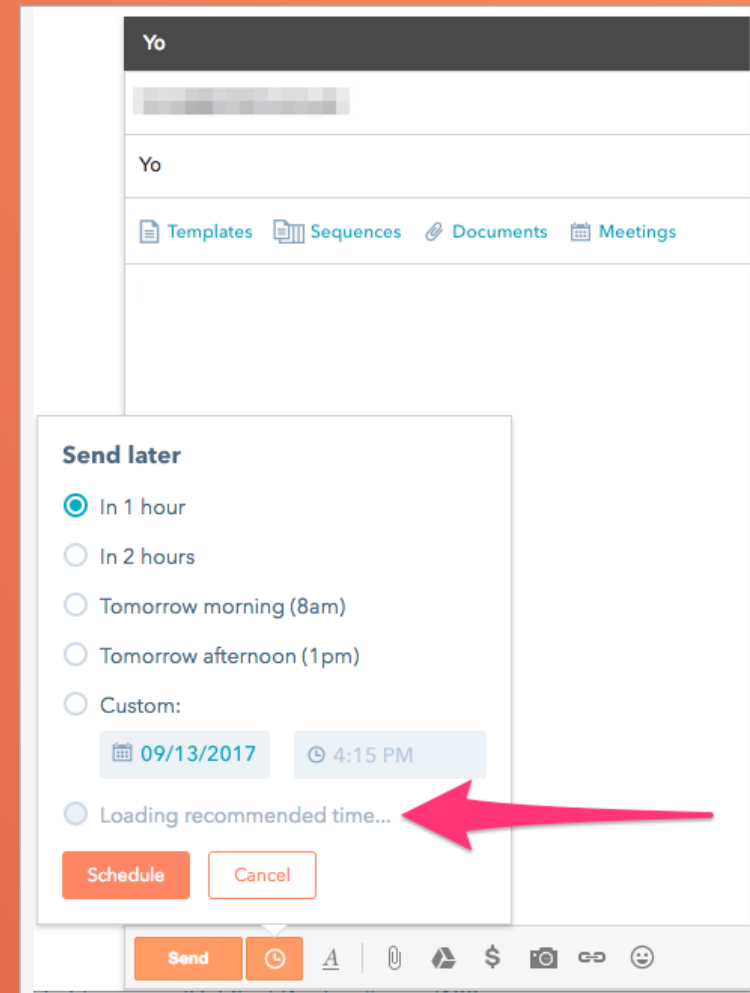
The screenshot displays the Sales Hub interface with a table of website visits. The table has the following columns: Name, Domain, Number of Page Views, Number of Visitors, Last Seen, and Number of Employees. The data is as follows:

Name	Domain	Number of Page Views	Number of Visitors	Last Seen	Number of Employees
View Work LLC	http://viewwork.com	2	1	07/20/2016	-
Wisp Society	http://wisp2.org	11	3	13/11/2016	51 - 200
vedafone Portugal	http://vedafone.pt	23	2	05/20/2016	1000 - 10k
Virgin Media Ireland	http://virginmedia.ie	320	88	13/12/2016	501 - 1000
Videotron	http://videotron.com	1	1	13/05/2016	5k - 10k
Verizon Enterprise Solutions	http://verizonenterprise.com	2	2	02/04/2016	-
Valoni Group Ltd	http://valoni.com	2	1	07/08/2016	11 - 50
Unilymedia	http://unilymedia.de	2	1	08/20/2016	-
University of Michigan	http://umich.edu	6	2	13/05/2016	> 10k
Hutchinson 3G Ireland Limited	http://h3ee.ie	33	0	08/11/2016	-
Deutsche Telekom AG	http://t-om.de	2	1	08/25/2016	> 10k
smartTrade Technologies	http://smart-trade.net	2	1	08/08/2016	-
showlets LLC	http://showlets.net	1	1	13/05/2016	-
Regora Communications Inc.	http://regora.com	3	1	03/08/2016	> 10k
Rochester Institute of Technology	http://rit.edu	1	1	Yesterday	-
Pinadom	http://pinadom.com	1	1	09/23/2016	51 - 200
Optimum	http://optimum.net	1	1	08/02/2016	100 - 250

Sales Pro: Send Time Optimization

When should I engage my leads?

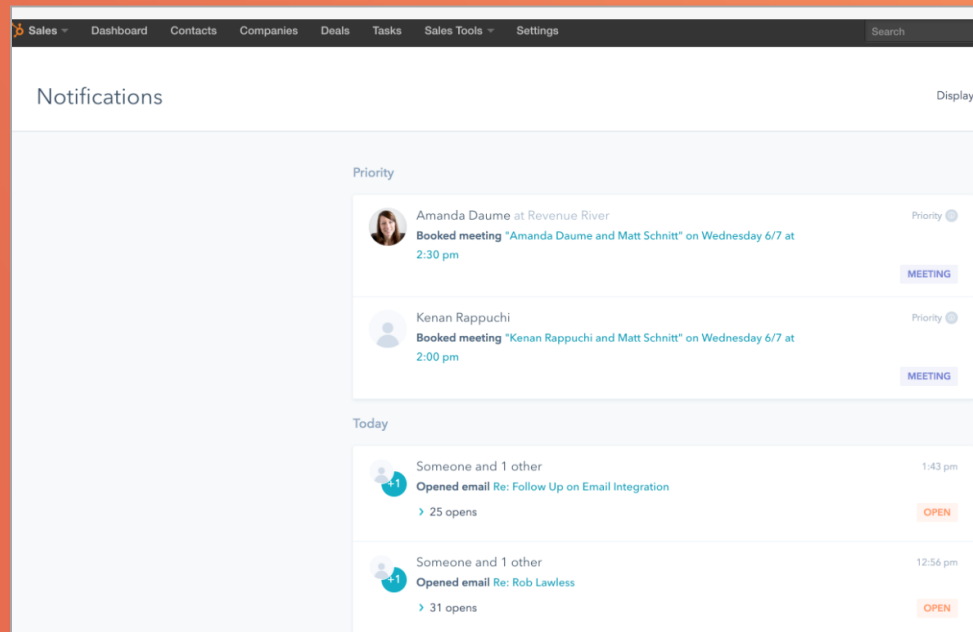
- Recommended time for 1-to-1 email engagement
- Using behavioral, demographic, firmographic inputs



Sales Pro: Priority Notifications

Where should I spend my time?

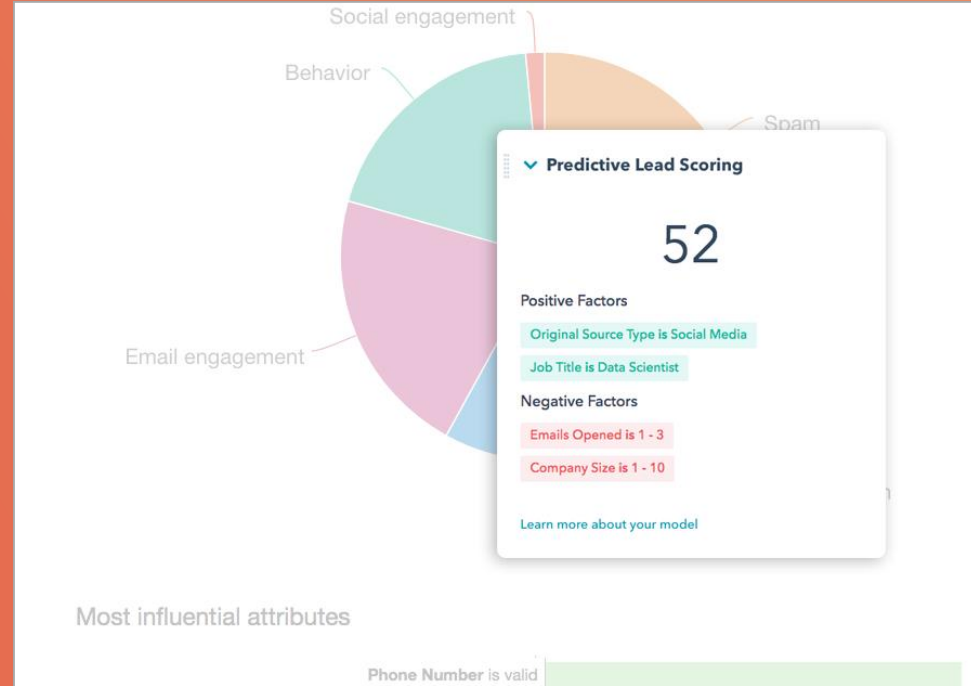
- Recommended based on contact properties, event characteristics



Sales Pro: Predictive scoring

Where should I spend my time?

- Focus on ranking for “intent”
- Using behavioral, demographic, firmographic inputs



Q&A