



Assisting Global Enterprises with Web, Mobile & Cloud Enabled Technologies & Solutions

DIGITAL MARKETING IN THE AGE OF ARTIFICIAL INTELLIGENCE AND CHATBOTS

Digital Solutions for your Business – Done Right!

Digital Engagement & Digital Automation Solutions

WHOS TALKING



Everyone is talking about AI.

WHOS TALKING



Engineers & Developers are talking about AI.

WHOS TALKING



Data Scientists are talking about AI.

WHOS TALKING



CxOs are talking about AI.

WHOS TALKING



Marketers are talking about AI.

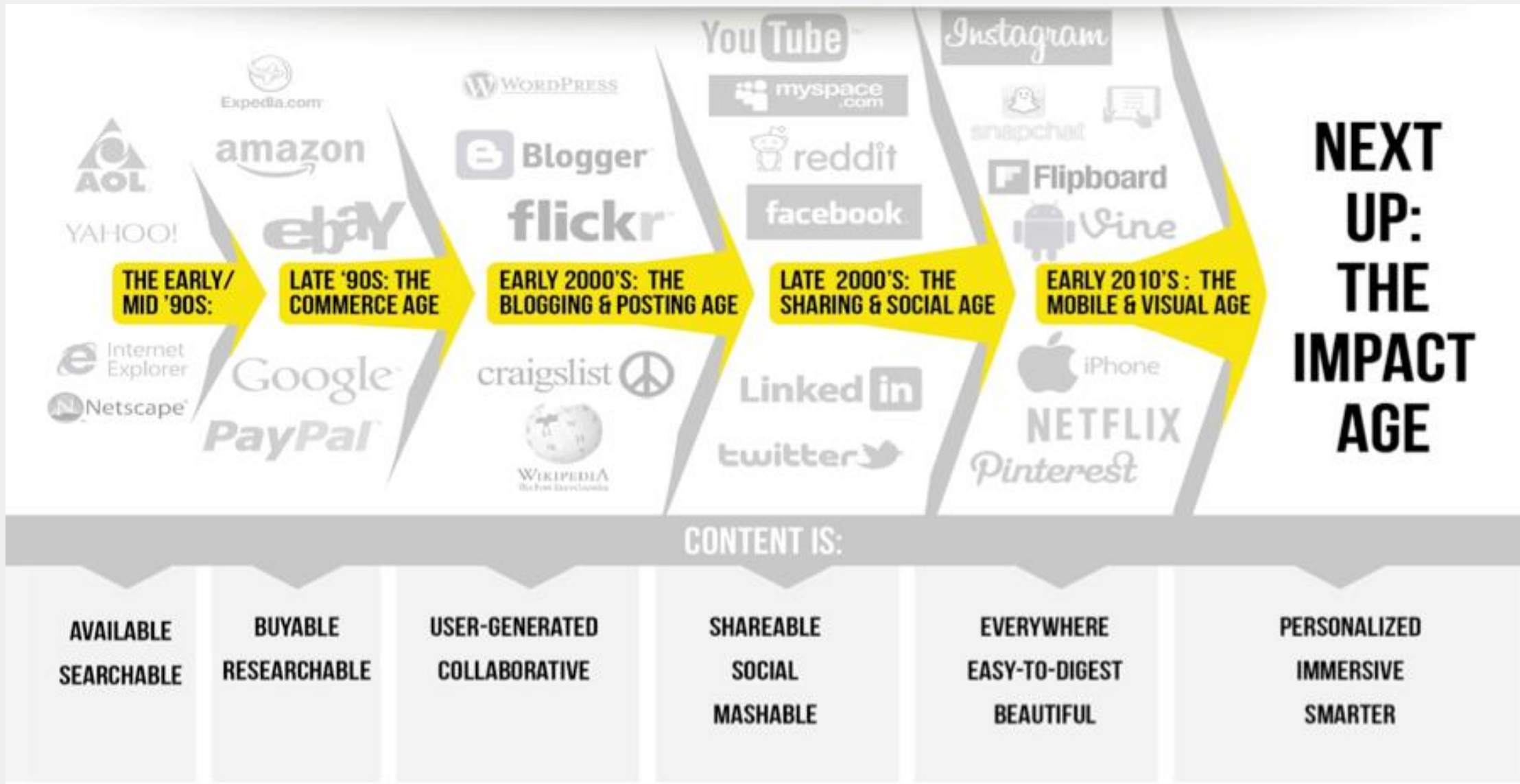
ALMOST NON STOP!

CROSSING THE DIGITAL CHASM

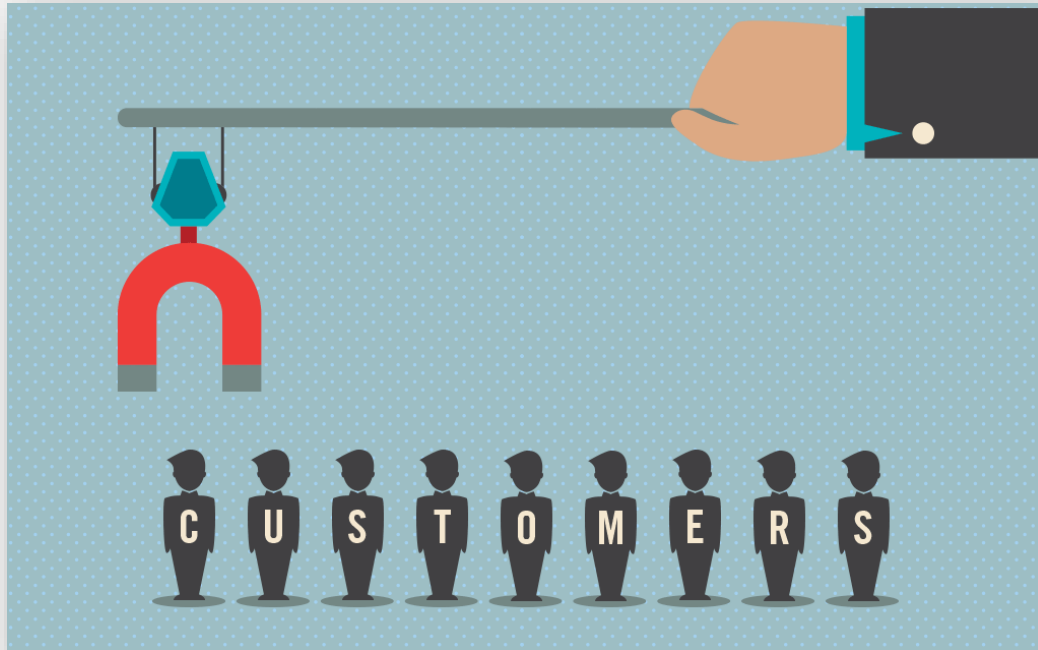


The world is not changing.
The world has changed!

CROSSING THE DIGITAL CHASM



BUSINESS STRATEGY VS DIGITAL STRATEGY



Business Strategy focuses on the transformation of the core business

while

Digital Strategy focuses on the digital elements of the overall strategy



NEW AGE OF DIGITAL MARKETING

Marketing 1.0



Product-centered marketing



Sells products



Consumers with physical needs



Values money



Traditional media



Unidirectional

Marketing 2.0



Consumer-centered marketing



Satisfies and retains consumers



Consumer is more intelligent, with head and heart



Values people



Traditional media + Interactive media



Bidirectional

Marketing 3.0



Value-centered marketing



Creates a better world



Integral human being, with head, heart and spirit



Values environment

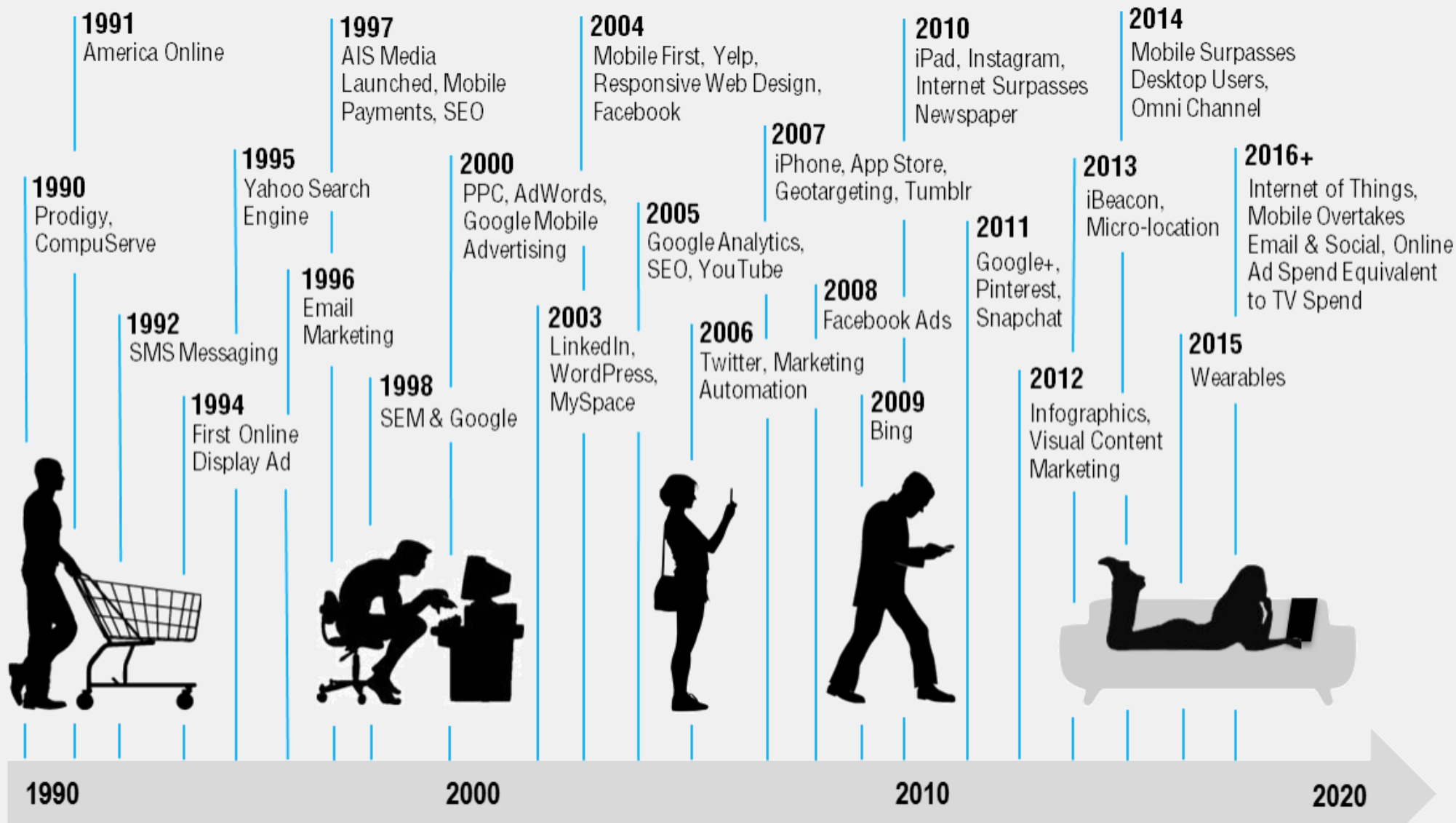


Interactive media

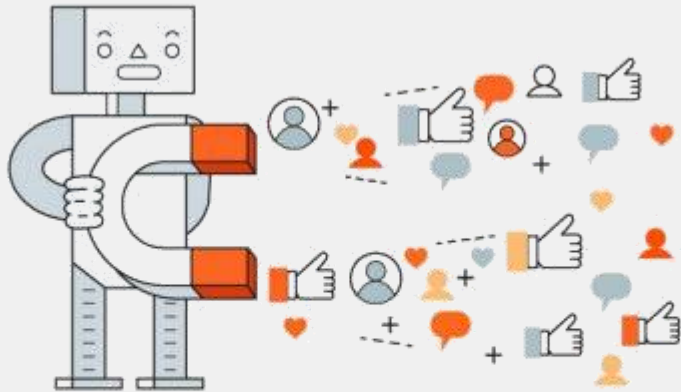


Multidirectional

EVOLUTION?? YES IT IS



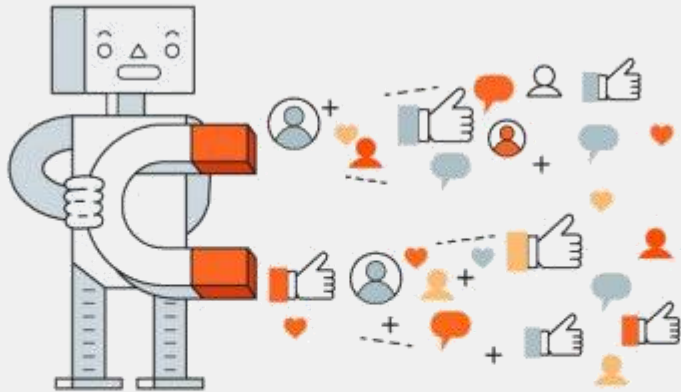
HOW DOES AI, ML, & CHATBOT FIT?



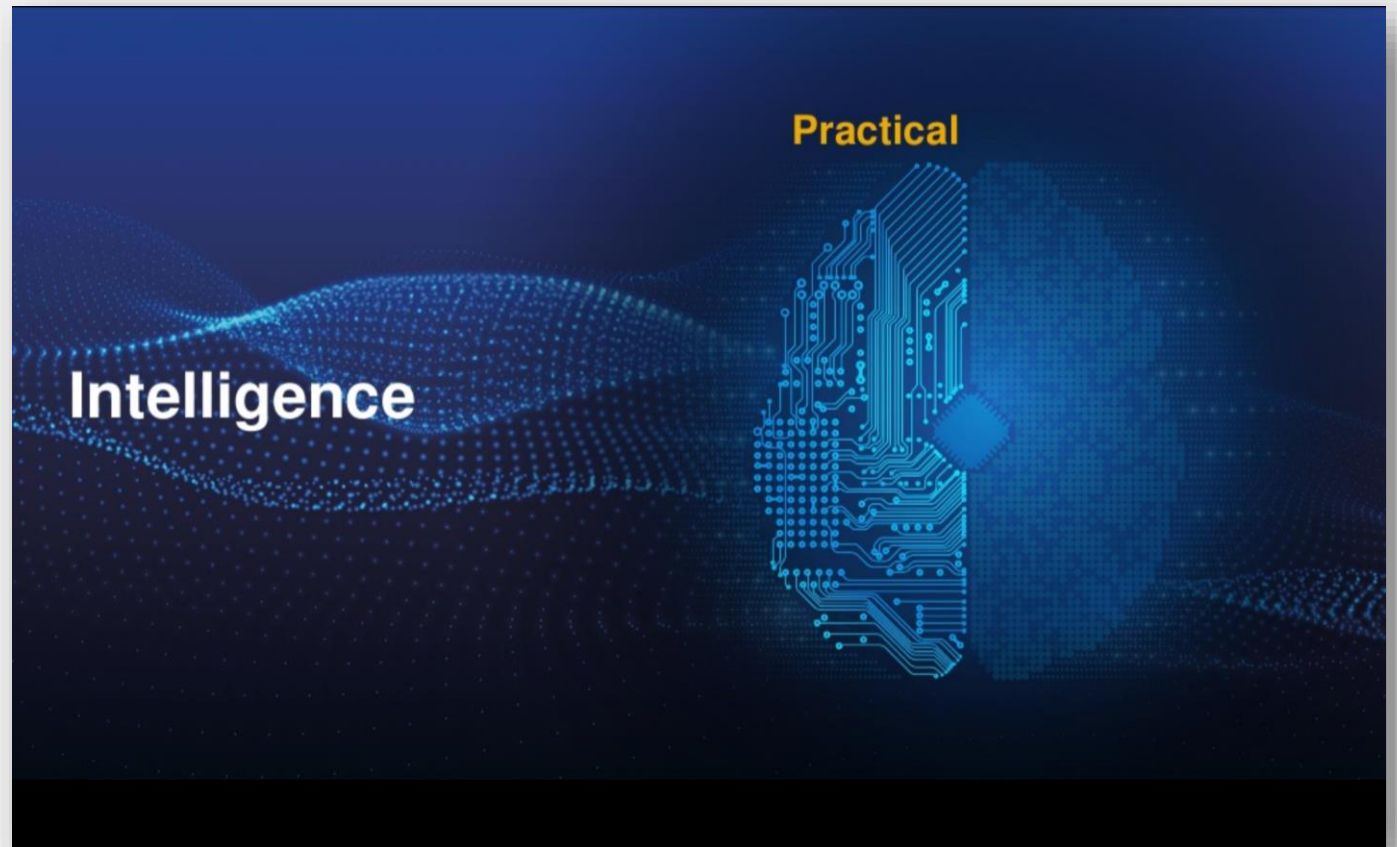
How AI Is Empowering
DIGITAL MARKETERS



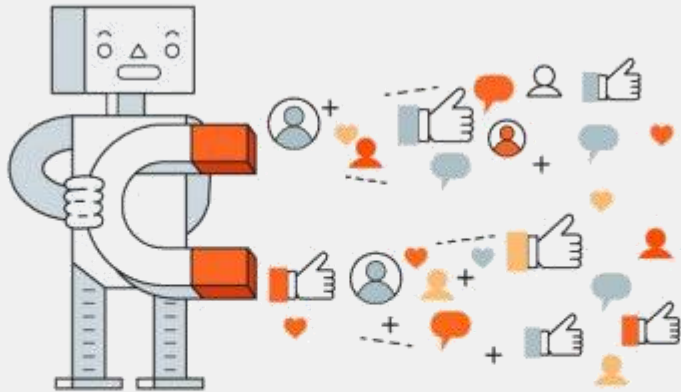
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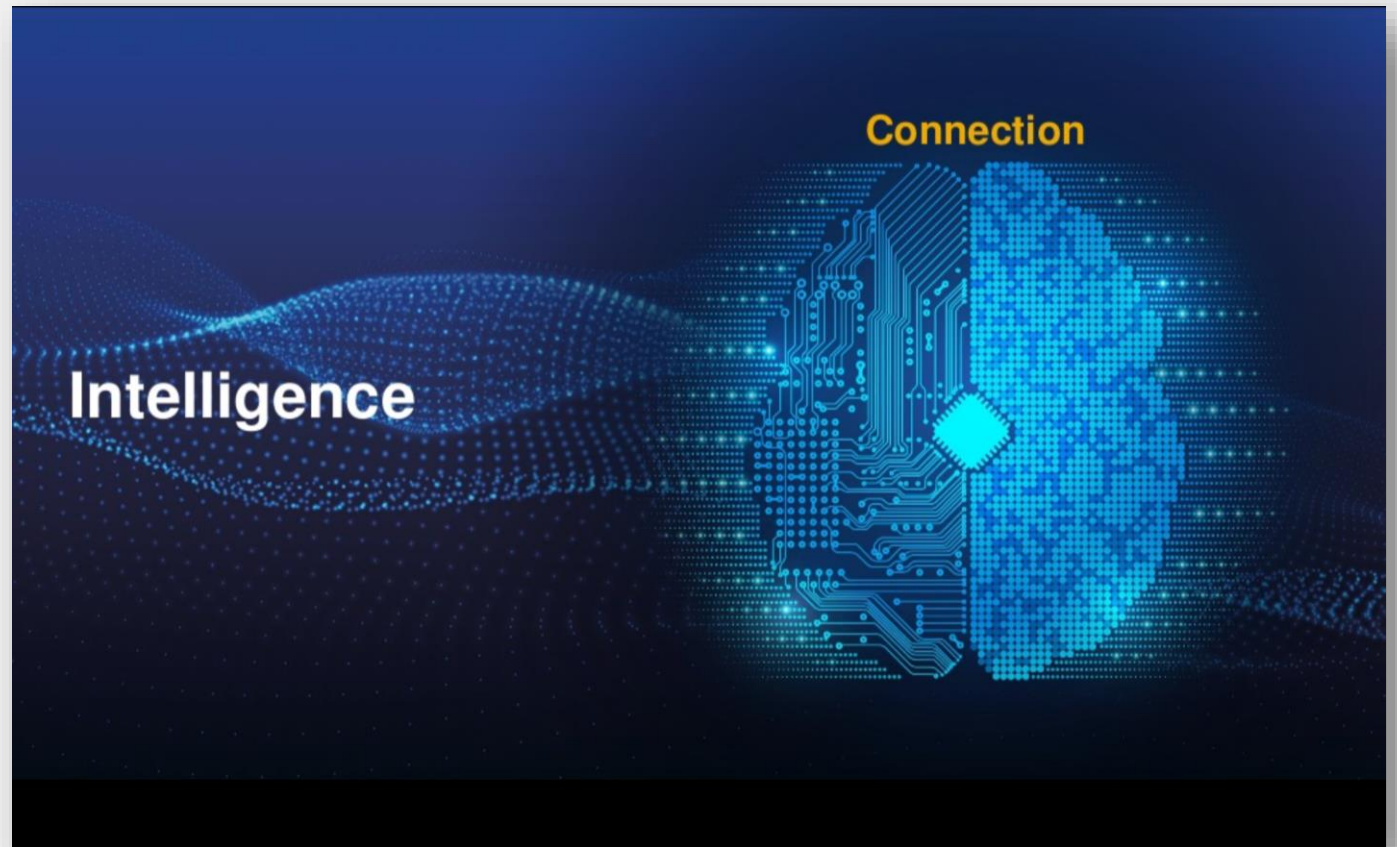
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HOW DOES AI, ML, & CHATBOT FIT?



How AI Is Empowering
DIGITAL MARKETERS



AI IS HIDING IN PLAIN SIGHT



YOU USE AI EVERYDAY



Google content marketing

All News Images Books Videos More Settings Tools

Dictionary

content marketing

con·tent mar·ket·ing

noun

a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.
"social media is an integral part of content marketing"

Translations, word origin, and more definitions

Feedback

What Is Content Marketing? - Content Marketing Institute
contentmarketinginstitute.com/what-is-content-marketing/

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

Content Marketing (@CMICContent) · Twitter
https://twitter.com/CMICContent

On Tuesday, we're celebrating our 200th #CMWorld Twitter chat! Join us as we take a look back and discuss what the future may hold! pic.twitter.com/U2TaLhm... 2 hours ago · Twitter	How circuses and bacon came together for a #contentmarketing lesson cml.media/28du pic.twitter.com/sdITxXL... 6 hours ago · Twitter	If you want to create an entry about a brand, you need to understand what Wikipedia is looking for. cml.media/ouql pic.twitter.com/uqCc6a9... 8 hours ago · Twitter
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HOW?

**How does content transit from CMS
to our mobile app, chatbot, and
other channels?**

**How can we minimize content
copy and paste but maximize
distribution and reuse?**

**How does the content model
flex to accommodate all the
targeting and reuse cases?**

**How do we tie related
content together with
taxonomy and metadata?**



**How do we structure content
for search impact and
discoverability?**

Benefits for Marketers



- Acquire highly engaged subscribers / leads
- Deliver quality content without friction
- Re-engage potential customers
- Generate more sales
- Market to your subscribers on a new channel, that they LOVE to use
- Track and segment subscriber lists for tailored content

Chatbot for Lead Generation



Businesses have seen an **increase in leads on their website by up to 33%, by adding a chatbots** to their site, as compared to traditional web contact forms.

Chatbots can attribute the prospect came from a marketing campaign, email, or ad, and continue the targeted messaging from the campaign—all without changing site copy or adding landing pages. Make your website customized for prospects from different sectors and demographics.

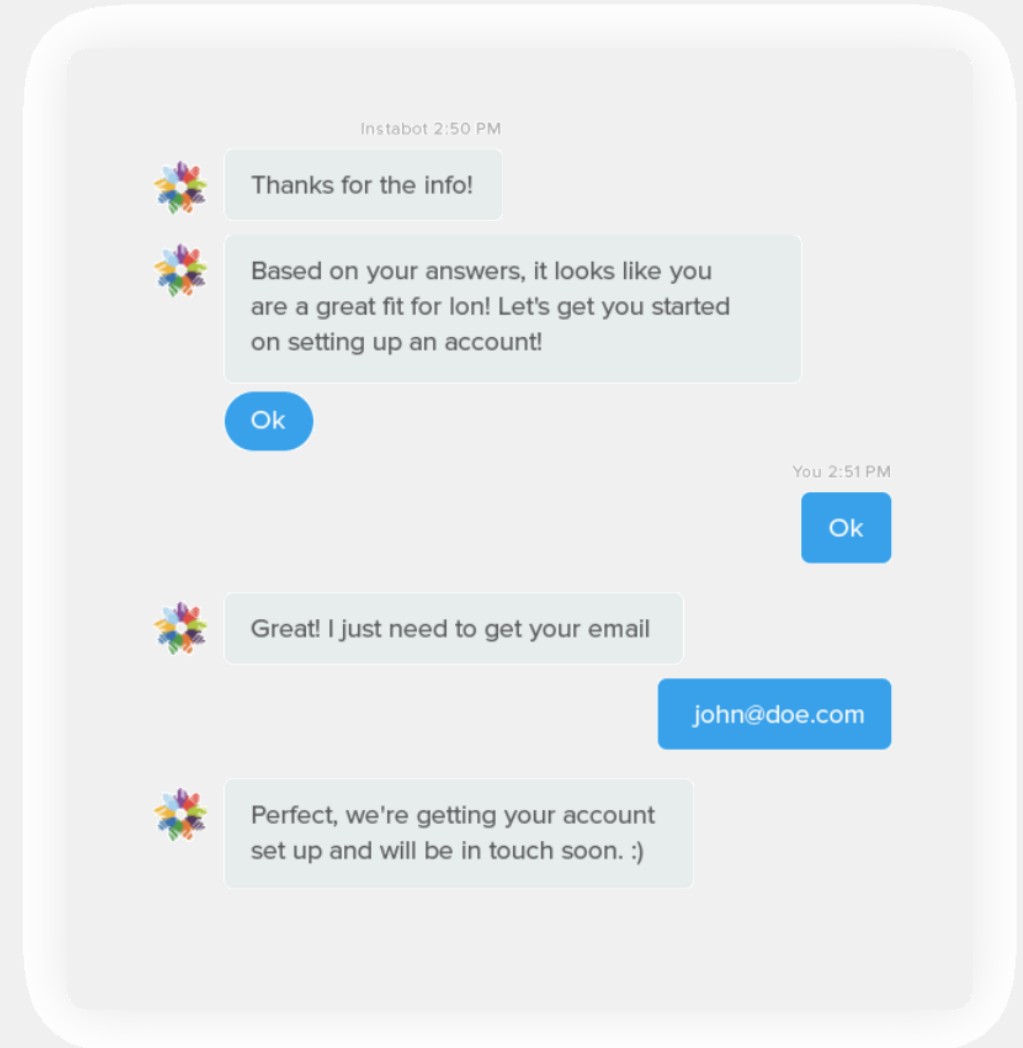
Better targeting and dynamic questions leads to higher conversions.

Chatbot for Lead Generation

Answer common questions so you can educate your prospects without updating your website.

Ask dynamic questions; all responses are immediately time-stamped and dated and added to a user profile. These nuanced details and demographics can be sent to your CRM, internal platforms, Salesforce, Marketo, etc.

Set-up a series of questions, so that leads automatically get sent to the appropriate sales resource (e.g. by geography, sectors, etc.), or are pushed to another action if the prospect is not a good lead.



Lead Capture

Get A Free Quote

Today at 11:40am

What type of services do you need?

Today at 11:40am

Central Air Conditioning System

Today at 11:41am

What efficiency are you looking for in your new system?

Today at 11:41am

Standard Efficiency

Today at 11:41am

Great. I can help you schedule a free in-home appointment with a home comfort specialist. First, I will need to get your contact information.

Today at 11:41am

Enter your first name

SEND

Great. What is the best phone number for the consultation call?

Today at 11:42am

Enter your 10 digit phone number.

4923933050

Today at 11:42am

Sounds good. Here is a summary of the information you have provided so far:

Name: Mike Smith

Email: Mike@gmail.com

Cell Phone: 4923933050

Services Needed: Central Air Conditioning System

System Efficiency: Standard Efficiency

Today at 11:42am

Is everything correct?

Yes

No

Select an option above

SEND

In Home Estimate

Times are in

Mountain Time - US & Canada ▾

Meet with our application engineer for a free consultation and in-home proposal.

Select a Day

Thursday (TODAY)

October 5, 2017



Friday

October 6, 2017



Saturday

October 7, 2017



Select an option above

SEND

Virtual Sales Assistant

Today at 1:18pm



Welcome to Oakville & Mississauga's Newest Upscale Fitness Club providing inspiring spaces that provide members with a total wellness experience.

I'm hear to help you learn more about our clubs or get you setup with a FREE 30 trial membership.

Our Clubs

Free Trial Membership

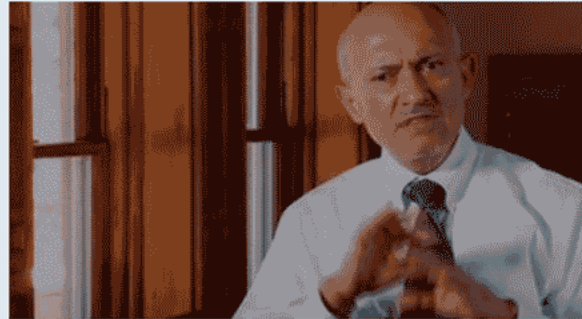
Ask A Question

Select an option above

SEND

Welcome to the Sawaya Law Firm. We've been helping Injured Individuals throughout Colorado since 1977

Today at 1:17pm



I'm here to help you learn more, get help now or schedule a FREE consultation.

About Our Practice

Get Help Now

Ask A Question

Schedule A FREE Consultation

Select an option above

SEND



Thank you for choosing Redify Denver! I'm Cindy, the Redify virtual assistant.

Today at 1:19pm

I can help find a new home, sell your home or schedule a meeting with a Redify agent.

Find a Home

Sell a Home

Home Valuation

Calculate Savings

Meet with a Redify Agent

Contact Us

Type something...

SEND

Intelligent Lead Routing



Today at 11:43am

Great. I will connect you with our staff now. Would you like to connect by text message or phone?

Text Us

Today at 11:44am

Sounds good. I'll send you a text to start the conversation.

Today at 11:44am

Enter your 10 digit mobile phone number.

Enter your 10 digit mobile phone number

SEND

Text Us

Today at 11:44am

Sounds good. I'll send you a text to start the conversation.

Today at 11:44am

Enter your 10 digit mobile phone number.

3039414703

Today at 11:45am

We just sent a text message to your mobile number. Reply with your question and we will respond during normal business hours.

Today at 11:45am

Did you receive the text message?

Yes

No

Select an option above

SEND

Enter your 10 digit mobile phone number.

3039414703

Today at 11:45am

We just sent a text message to your mobile number. Reply with your question and we will respond during normal business hours.

Today at 11:45am

Did you receive the text message?

Yes

Today at 11:45am

You are all set! Thank you for choosing Dick Jone Heating and Cooling. Is there anything else I can help you with?

Today at 11:45am

Give Feedback

Start over

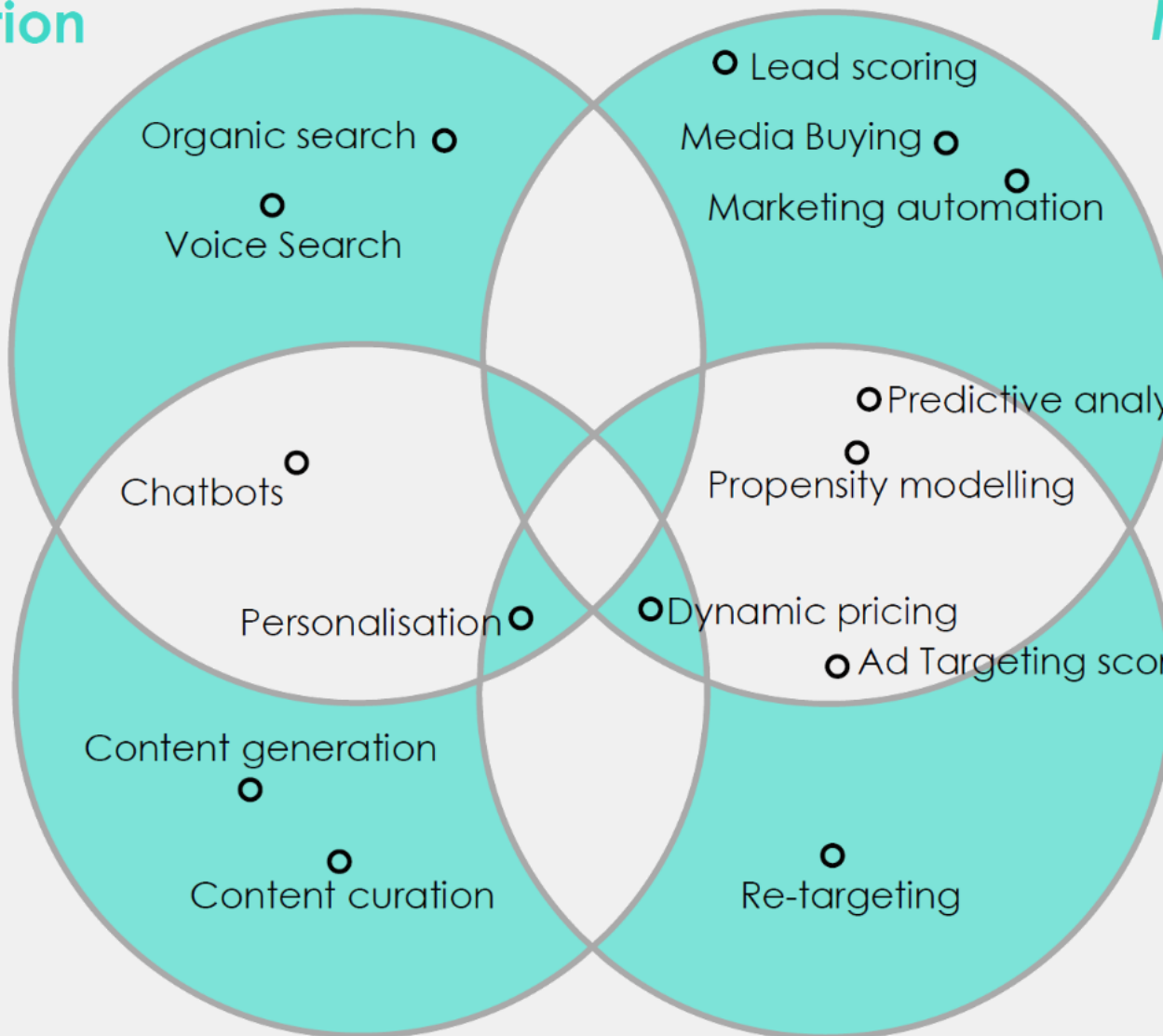
Contact Us

Select an option above

SEND

ABILITY & APPLICATION

Communication



Management



Content

Targeting

COMMUNICATION



Communication

What can AI do for communication?

Chatbots and voice search
on site, on Facebook pages or at home

Currently could wait days for a reply

Or risk calling a call centre?

Chatbots can open up communication
without wasting resource

CONTENT

Content



Curation

- It involves crawling the internet and hunting down great content.
- It can Waste hours!

Creation

- Getting content out fast & lots of it.
- Can also take huge amounts of time and resource.



CONTENT



TARGETING

Targeting

f

- Age
- Gender
- Interests
- Education
- Workplace
- Location
- Activity
- Apps
- Custom
- Retargeting

AppNexus

PubMatic

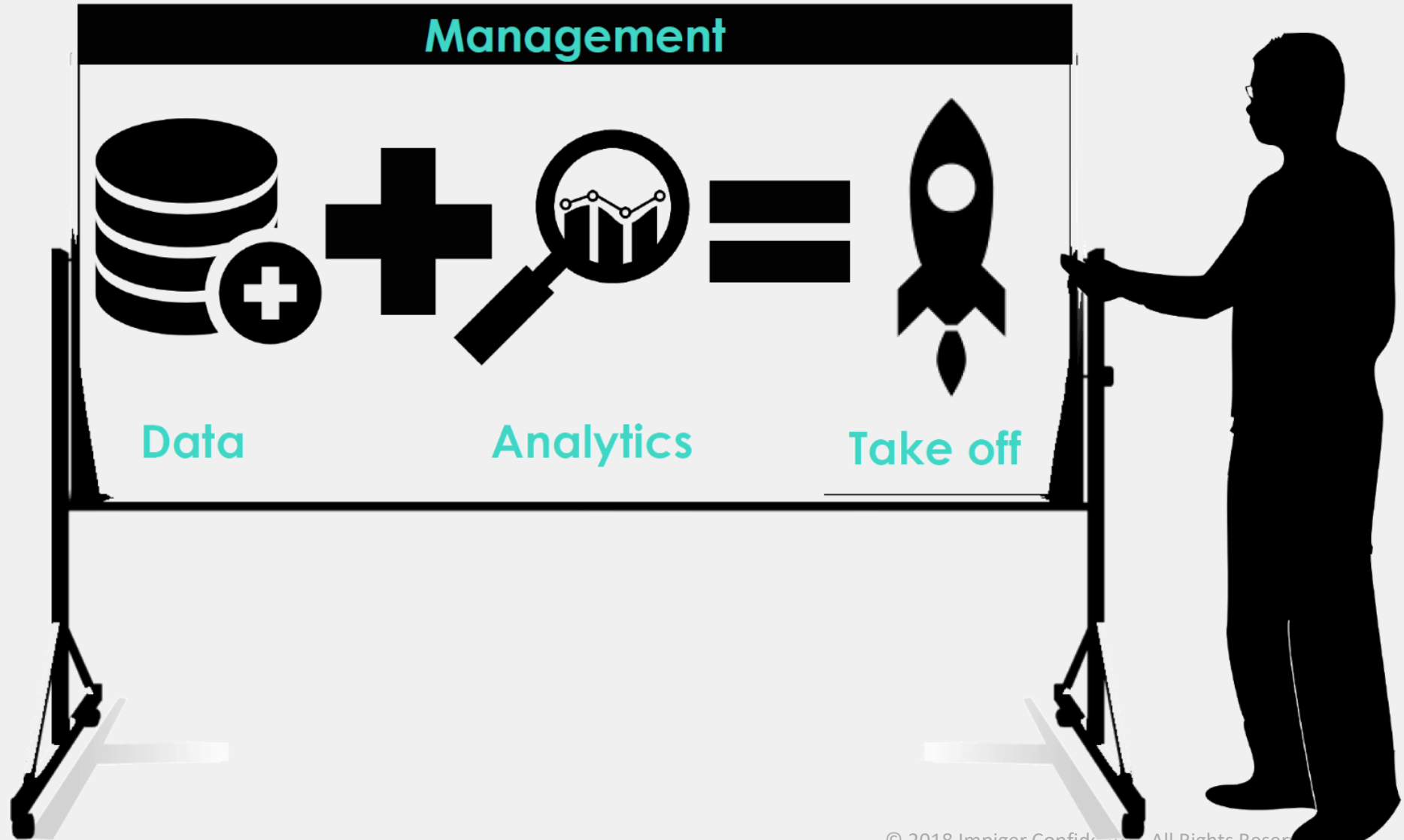
rubicon PROJECT

adform

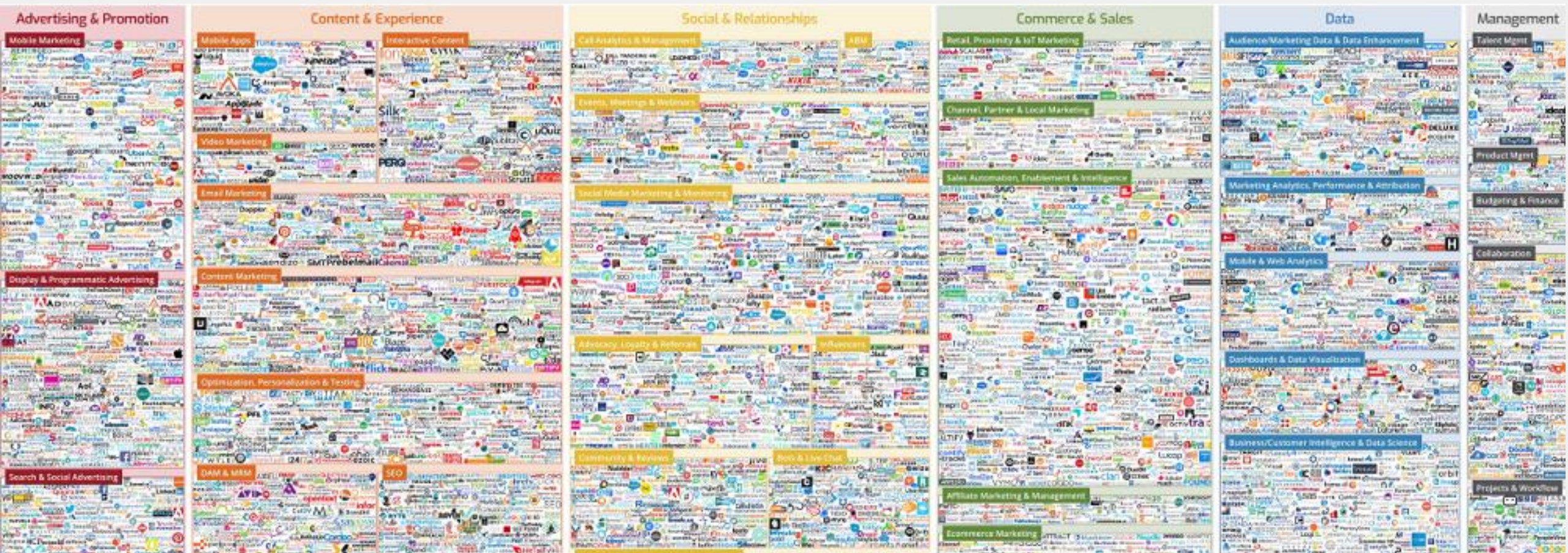
G

- Keywords
- Radius
- Location
- Age
- Gender
- Interest
- Topics
- Remarketing

MANAGEMENT



THE MARTECH LANDSCAPE



The Marketing Technology Landscape shows a 27% growth in the number of marketing technology solutions, up from 5,381 the previous year to 6,829.

HOW DOES AI/ML/CHATBOT FIT?

In 2017, marketing platforms **collected and stored information** such as **site usage, browsing patterns, search history, and content preferences** to create customer profiles and behavior marketing strategies that help marketers create custom messages to address these prospects.

But the next step is even more exciting...

Machines will start making strategic marketing decisions. In such a situation, the software will **analyze data to build segments, start and stop campaigns across various channels, and create custom copy that will target perceived personalities**. Because customers are more loyal when they see marketing that are specifically targeted to them based on their behaviors, these advances in AI and behavioral marketing in 2018 will allow marketers to more effectively engage with their prospects and customers.

HOW DOES AI/ML/CHATBOT FIT?



By 2020, customers will manage 85% of their relationship with companies without interacting with a human.



88% percent of companies use solutions that rely on A.I. techniques.

Among companies that haven't yet deployed AI technologies,



41% indicated that doing so is a priority



26% plan to deploy A.I. technologies within the next 2 years



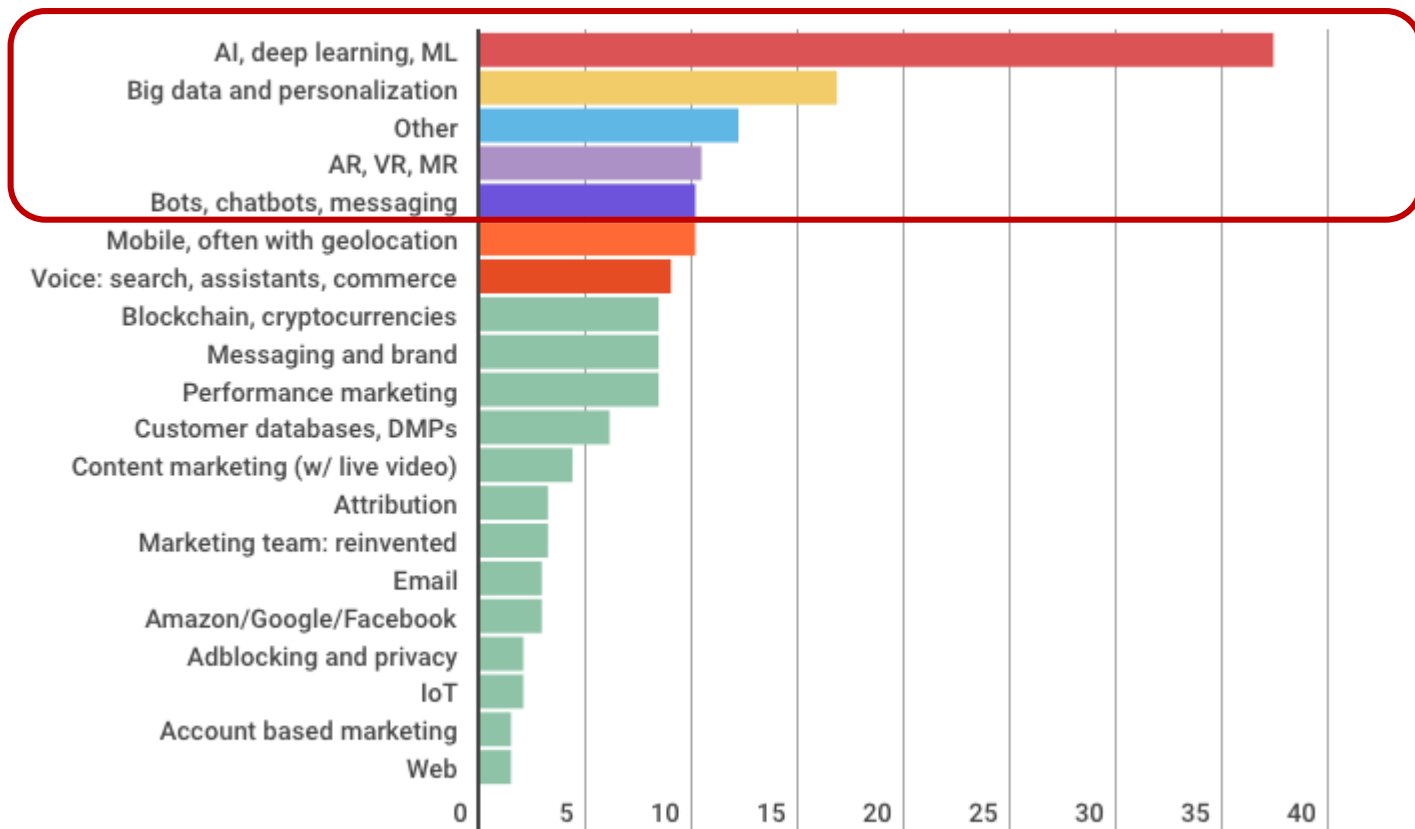
62% of companies will likely be using A.I. technologies by 2018

The science of marketing isn't simple. Marketers have to understand current technology, commerce trends, and — above all — human psychology: what drives individuals as well as broader social trends

Marketing is pop psychology mixed with consumer technology, with a little bit of fortune-telling thrown in, too.

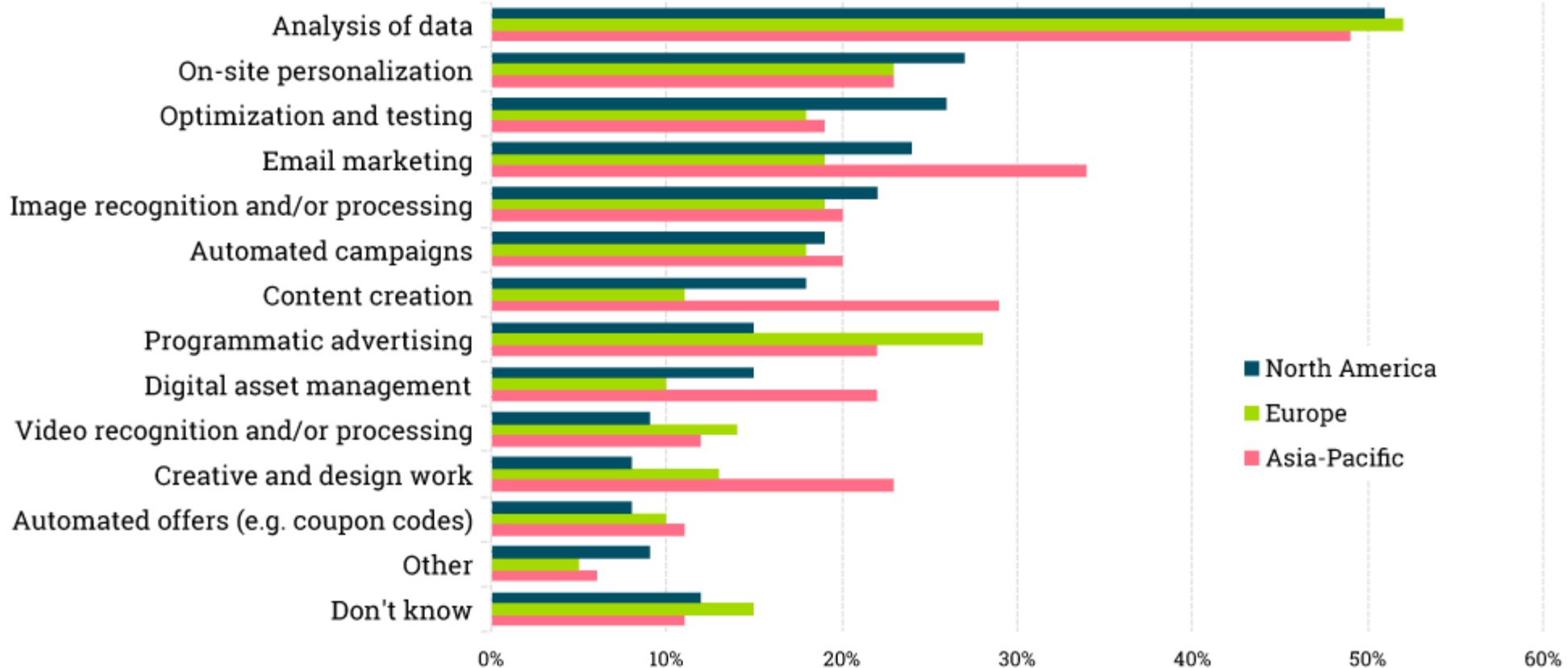
LETS LOOK AT SOME STATS

What technology will impact marketing the most in 2018?



LETS LOOK AT SOME STATS

How Companies Are Currently Using AI



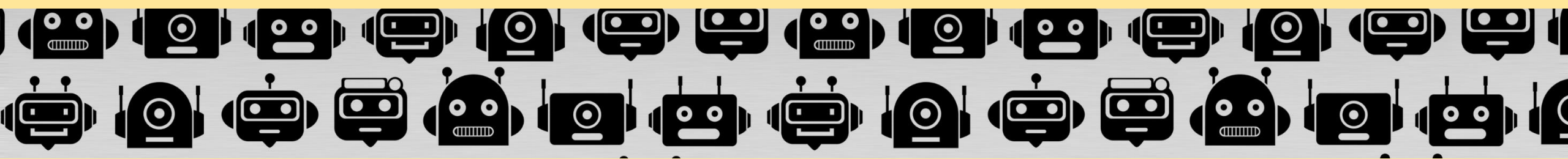
Published on MarketingCharts.com in March 2018 | Data Source: Econsultancy / Adobe

The Role of Artificial Intelligence & Chatbot?

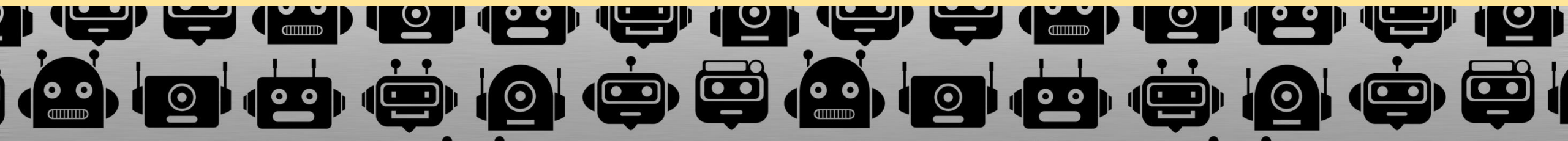


 ARTIFICIAL INTELLIGENCE & CHATBOTS

The International Data Corporation (IDC) says that by 2018 75% of all developers will include some measure of AI solutions to each of their digital products.



During the summit of 2011, Gartner predicted that by 2020, 85% of all customer interactions with a business wouldn't involve humans.

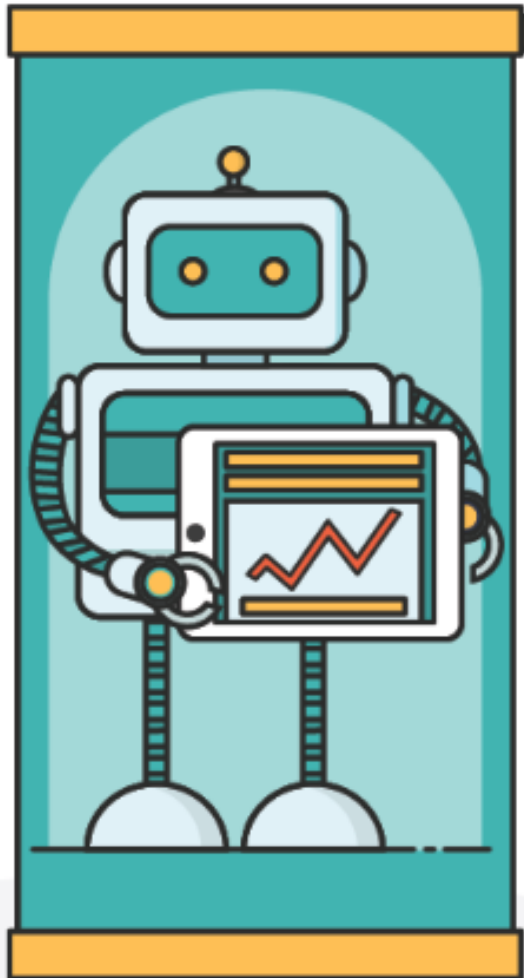




What is an AI Chatbot?

- A Chatbot is a computer program that simulates human conversation, or chat, through artificial intelligence.
- Chatbots are typically used in dialog systems for various practical purposes including customer service, information acquisition, and commerce.

CHATBOTS POPULARITY



96% of businesses believe that chatbots are here to stay for good.



75% of surveyed businesses planned to build a chatbot in 2017.




67% of businesses believe that chatbots will outperform mobile apps in the next 5 years.




80% of businesses claimed they already use or plan to use chatbots by 2020.

EXAMPLES





XL IN STYLE

SHOP POLO RALPH LAUREN



THE EAGLES WIN!
Official 2018 Championship Gear

ORDER NOW



EXAMPLES

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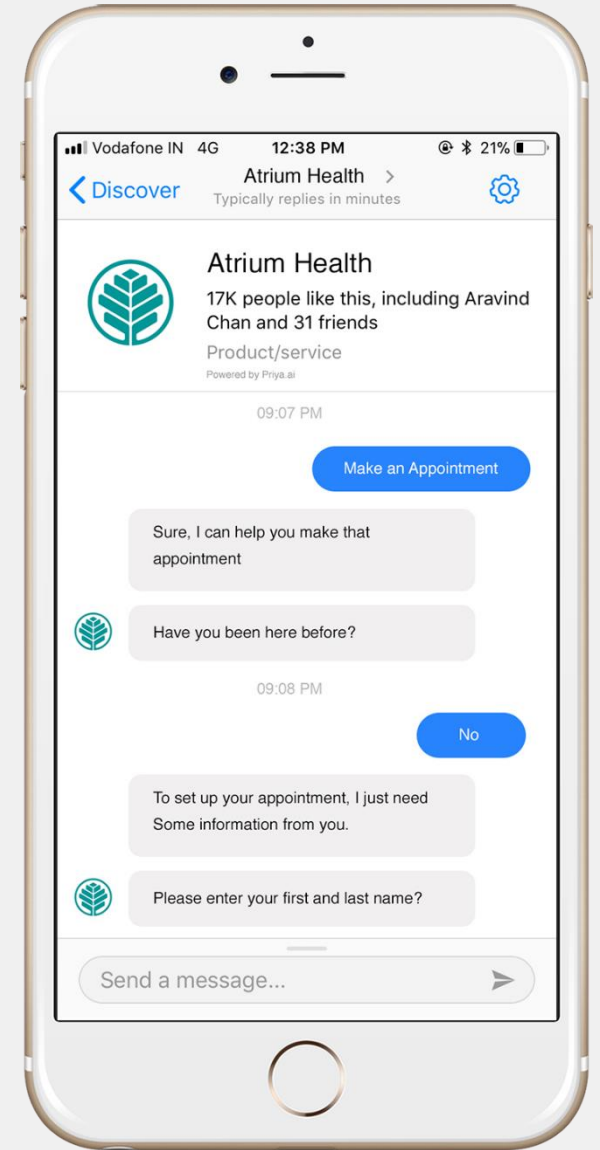
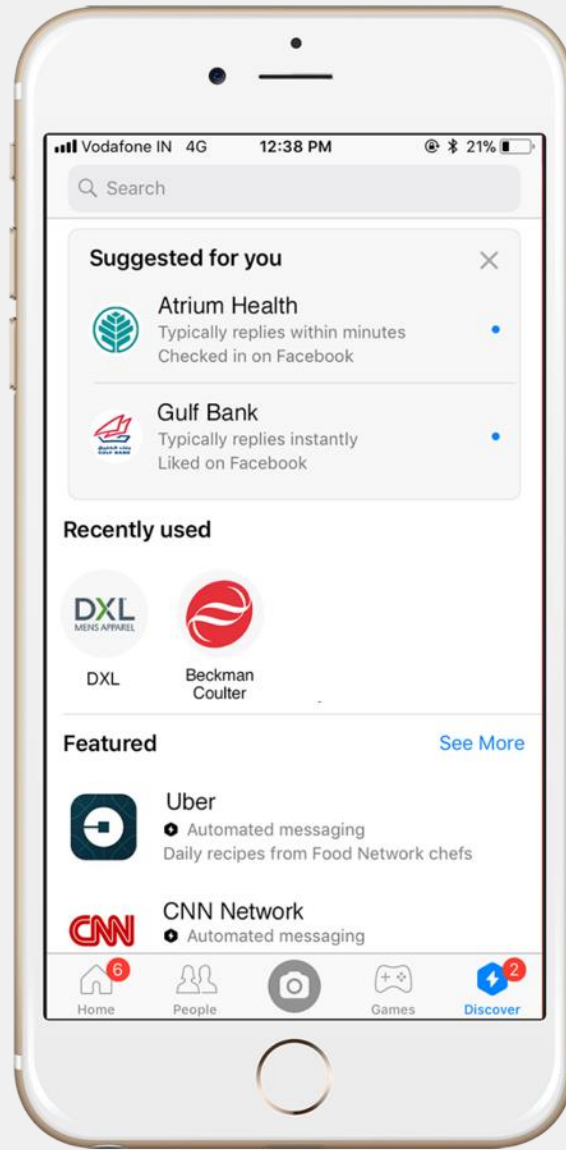
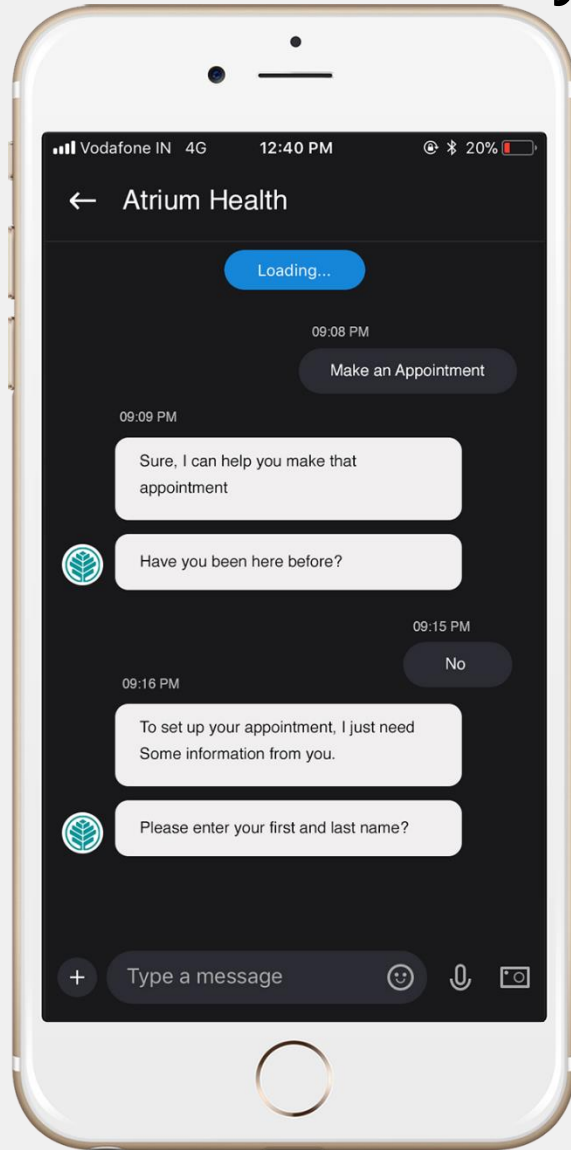
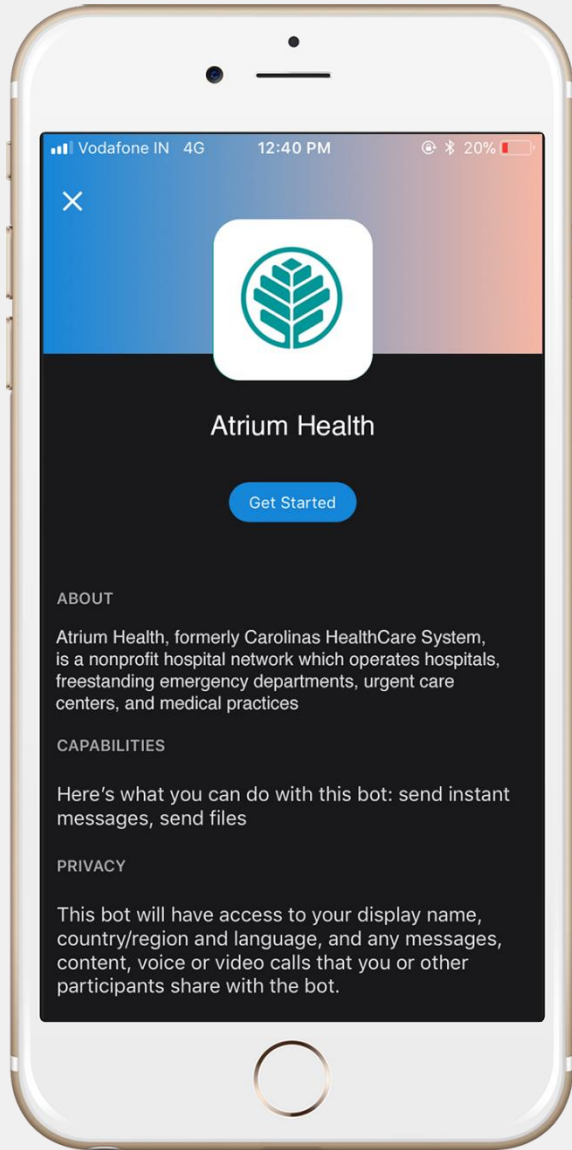
SERVICES ▾ ABOUT US ▾ LOGIN GET STARTED

freshbenies
takes the headache
out of healthcare (and more)...
all in one easy-to-use card!

LEARN MORE WATCH VIDEO

file:///Users/gopi/Downloads/freshbenies 2/chatPop.html#

Go Beyond Web



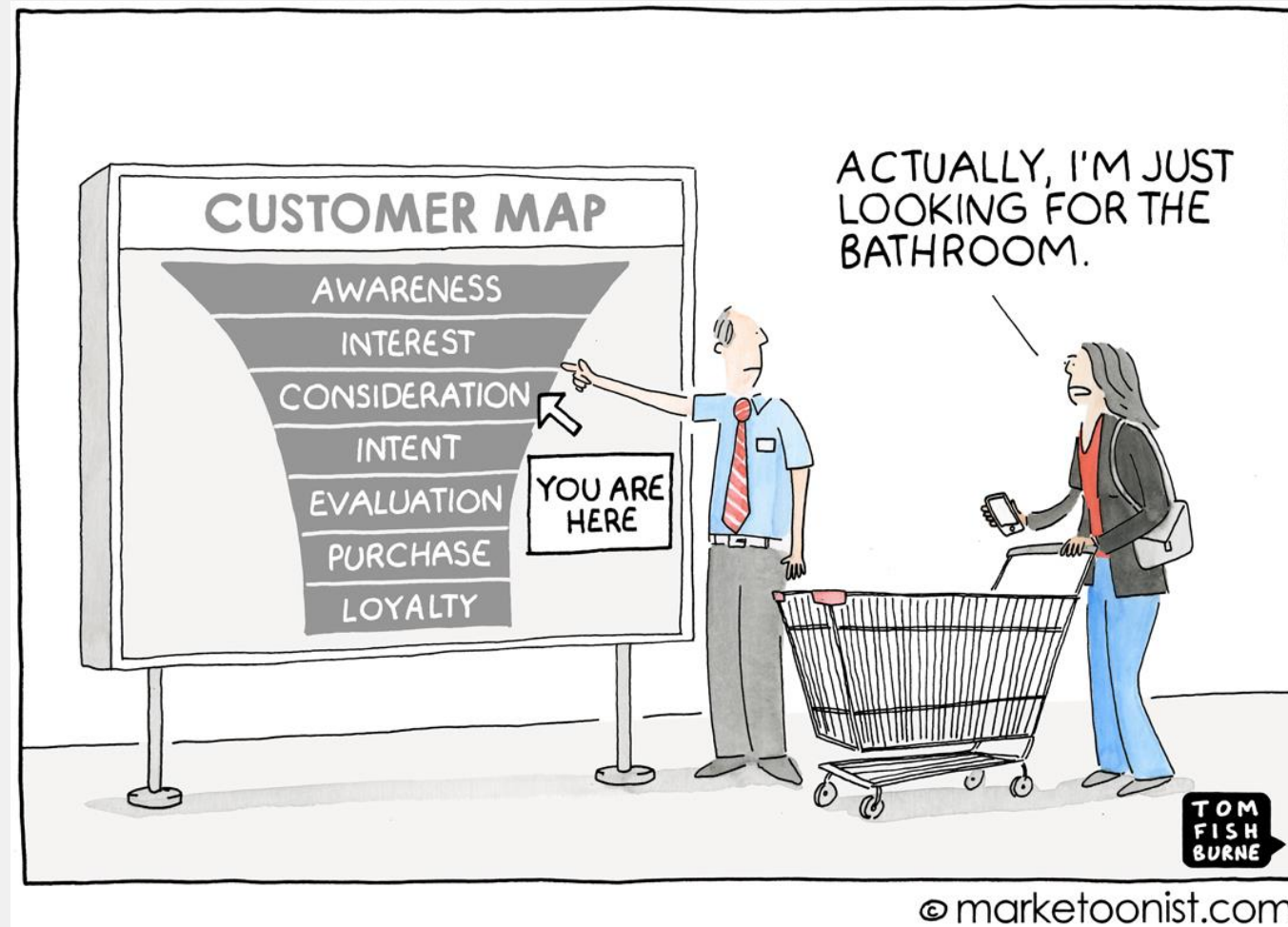
KEY TAKEAWAY

AI is going through a hype phase, so you need to evaluate the...

- Viability
- Maturity
- Risk
- Integration process

of any technologies. This is going to require you to **educate** yourself so you can **implement, outsource, and adapt** where appropriate for each case of AI technology dependent on the benefits.

What Next?



Learn everything you can about your customer and give them what they want, when they want it.

IMPIGER SNAPSHOT

What we are today

225+ Clients

15 Years Old

350+ Workforce

300+ Mobile Apps

200+ Web Portals

5 Locations

Mobile , Web & Cloud

RPA & AI

ITIS & IoT

THANK YOU

FOR QUESTIONS & COMMENTS



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