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Want to know how artificial intelligence (AI) will affect your marketing? Looking for AI tools that you can start using now? To explore what marketers need to know about artificial intelligence and marketing, I interviewed Paul Roetzer on the Social Media Marketing Podcast. Paul founded the AI Marketing Institute, an AI marketing conference and PR 20/20. He is also the host of a brand new marketing AI podcast. Paul shares some examples of the practical application of AI in marketing and discusses a number of tools AI marketers can use today. The start of work for Paul's AI for AI was caused by IBM Watson's victory at Jeopardy in 2011. Watson defeated Ken Jennings and Brad Rutter, the two best jeopardy champions ever seen. Out of curiosity, Paul began to wonder about AI and the technology of natural language processing behind Watson. One of the first things he did was read Automate This by Christopher Steiner. In this book, Paul learned how intelligent algorithms have led to failures in many different industries. He also discovered how machines can learn on their own, make better predictions and evolve beyond human aid. Realizing that it was only a matter of time before these advances transformed sales and marketing, he started on the path of learning everything he could about AI. Building Marketing Automation Partnership In 2012 Paul was 7 years in charge of his own agency, PR 20/20, and was at the forefront of marketing automation through partnerships with incoming marketing, sales, customer service, and CRM platform, HubSpot. Along with other companies such as Marketo, Pardot and Eloqua, marketing technologies and automation were financed by billions of dollars, but at the time were still largely basic and human-oriented. Learn how to become a recognized expert in your industry - with Michael Stelzner! Naturally, Paul began to ponder what's next and how marketing automation can evolve from there. Based on everything he had observed, he knew that machines would soon be able to learn, adapt and improve all that people still rely on. Launching the AI Marketing Institute and Marketing AI Conference In 2014, Paul published his second book, Marketing Performance Blueprint, in which he reviewed various organizations trying to achieve their performance goals. In the book, Paul writes about three major gaps that existed in these companies: talent, technology and strategy. The basic premise of the book is that not having the right people or the right technology prevents companies from building the optimal strategy to achieve their goals. In just 700 to 1,000 words out of 50,000 in the entire book, Paul also emphasized how automation technologies, the future of intelligent automation and the technologies behind Watson are applicable to marketing. However, this section has become the main focus and the fact that all talk to Paul O. This prompted Paul to start negotiations in the as SXSW in 2015 about its theories about the origin of marketing intelligence and the potential it has. The technology has been there, but no one has been fully embracing it yet. He was briefly toyed with the idea of developing his own software company to build an intelligence engine to automate a marketing strategy. A year later, Paul realized that he was not equipped and was not ready to take on this project. It will take at least 10 years and probably a billion dollars. There were still many unknowns, and the process was too complex. While he just wasn't the right person to try to do it all as a software company, he was uniquely positioned and much more qualified to tell the history of AI and help other marketers understand it as a PR 20/20, which was pretty much a content marketing agency. Paul intended to help marketers sense AI and learn to apply it through a blog powered by a PR 20/20 called the Marketing AI Institute. In January 2019, Paul split it into his own company, and the AI Marketing Conference became the cornerstone of the organization. Why marketers should pay attention to AI Impacts Daily Life Paul predicts that AI will have trillions of dollars in annual impact on business. There are literally dozens of consumer apps for it on a daily basis, from Netflix recommending shows to watch and Google Maps redirecting you around crash on Amazon predicting what you'll be buying next and Gmail ending your offerings. However, most people have no idea what it is and how it works because they don't realize machine learning is doing these tasks. AI makes your life better by making things more convenient and personalized, and the same thing happens in marketing and sales. The software we use will only get smarter over time. With it, marketers will be able to personalize and do things on a scale in a way that is currently limited to human-only food marketing. AI Will Transform Marketing AI Career can help your business make better marketing decisions and bring customers to your brand. New technologies are transforming our jobs as marketers, just as it has changed everything else in our lives. This means that new career paths will open up and our jobs will be more pleasant. Many marketers will be amazed by the results in 3 years, but only a certain segment will understand the potential of smart software now and will find these tools today. By doing this, they give themselves a multi-year start to their peers who are still afraid of studying AI. Perhaps this topic is too abstract or overwhelming to try to understand. Whatever the reason, brands that don't find more sensible ways to make their will be left in the dust by their competitors who do. Consumers expect the benefits of AI over the past decade driven by consumers to give up data and privacy in exchange for personalization and ease of use. People have come to expect a certain level of personalization in the way companies market to them, even in B2B-Wednesday. Anything less than a seamless or frictionless buying experience from companies is frustrating. People want the convenience that AI can bring. What is AI? In terms of marketing, there are some fundamental things to know about machine learning and deep learning, and how everyone actually works. First, the software powering machines is inherently stupid. Machines can neither see, hear, understand, nor speak. AI is just an umbrella term to make machines smarter and give them human capabilities. For example, Alexa, Siri or any other voice assistant don't understand anything right out of the box. These tools have been trained to hear human language, understand what it says, process it, and generate the best response to your request. Forecasts about future results Of the main subset of AI are called machine learning. Simply put, it makes predictions about future results based on historical data. It's like data science that's been doing the same thing for decades. The difference is that machine learning improves as more and more and more new data becomes available, and it makes predictions in response to that information. For example, Google Maps does not feed on a person who prints instructions to redirect people when they leave, encounter accidents, or do other things on the road. It uses data points from multiple sources to predict the best path as you drive. In the daily tasks of your career, you will find that you are just making a series of predictions at every moment of your day. Marketers make a series of predictions every day about what to write; Where and when to publish it; How much to spend on advertising; Colours, art and design; and more based on past human behavior. Then they just hope for the best. Each of these predictions is an example of machine learning. Listen to the show to hear more examples of products that use AI to predict human behavior. Studying AI for your needs Many companies claim that they use AI when in fact, they don't. This has actually become a serious problem in the industry and one that Paul has been addressing over the last few years. Many entities will say that they use machine learning, deep learning, or neural networks. It is up to marketers as potential customers to discern whether this is true. Ask pointed questions about exactly how the technology is used in the process and how it will make your company more efficient and smart. Call sellers selling the technology to see if they really understand it. Tell them how long it takes or how much it costs to run a skill or process, and ask how their machine can do it faster or eliminate it altogether. Then run them through the demo and step-by-step. If you're having trouble understanding basic technologies, find someone outside of a company that can really explain it to you. The ways social marketers can use AI AI applications are built almost for if you happen to work in a large enterprise with access to limitless data and budget for tools, the world is yours! While small and medium-sized business marketers may have to dig a little harder to find the tools they need, almost every business can use AI. Paul outlines a few practical applications and benefits of AI for social media marketers in companies of all sizes. Chatbots Common misconception about chatbots is that just having the word bot in the title makes it AI. It's not that. Most chatbots currently available now, whether used for customer service, auto-replies, or sales, rely heavily on human-powered branch logic and series if then statements function. Paul recognizes that creating chatbots can be a brutal and overwhelming experience. He says it's like creating an email workflow for 100,000 people in an automation tool. In some cases, a person still needs to set up all the rules for the chatbot and continue to maintain and update these rules as they move forward. Chatbot technology with artificial intelligence capabilities can eliminate the need for people to set up and update these rules. To find out if chatbot technology supports these features, ask questions about how the company uses natural language processing and machine learning to make things more effective for you. Processing a natural language means that technology processes the meaning of a question or statement because it is naturally spoken or typed, and then generates the correct answer or recommendation. Machine learning is when technology can determine which recommendations are actually useful and automatically eliminate those that are not. The chatbot then adapts all future recommendations based on this information. The key point is that chatbot technology processes, teaches and adapts completely without having to track each interaction and manually adjust the rule. Have you ever wondered how much more you could achieve if you were a recognized professional in your industry? So many people assume that so and so has a lock on the industry, or that getting to the top means they have to behave outside their comfort zone. None of this is true. You are invited to a master class with Michael Stelzner (founder of Social Media Examiner). You will see how you can move from feeling like a small voice in a crowded industry to building your authority with confidence. SIGN UP NOW - IT'S FREE! I disclose that I am very familiar with the major suppliers of chatbots today, and most of them do not offer these advanced AI features to small businesses. Some suppliers are now offering business-level processing capabilities to customers language and machine learning. So you can expect the technology to become easily accessible, more accessible and widely available soon. If you don't have a chatbot, get a chatbot. Even if you manually work on the logic of branding, it will prepare you for when artificial intelligence technology will inevitably expand to a larger business. Content content strategy comes down to predictions about what to write, how often to publish, what keywords to use, and so on. The traditional content strategy is evolving, and there is a lot of money, and is going to develop tools and platforms that apply machine learning to eliminate speculation. For example, HubSpot was one of the first to introduce machine learning into its content strategy tool to cluster content. Put in a word and the tool recommends other topics related to it from inside the site. It then pops up direct links for you. There are other opportunities to use AI to do things like look at multiple data sets about when people are looking for certain things and signal when your company should be posting about their products. This can help you determine which keywords to use or perhaps even write content for you at some point in the future. This technology could replace many consultants in the future, but it will also create a huge opportunity for consulting with companies on how to use AI to create a content strategy. Automatic advertising on social networks Facebook, Google and other social networks is another area where AI can help. If you run a Facebook page, you've probably seen hints that ask: Do you want to run this ad? It has an image and text from one of your posts. All you have to do is continue to build a Facebook ad based on Facebook's recommendation that it think it will do well. This functionality is completely powered by AI. Photos and videos Every week on this podcast, Eric Fischer highlights a tool or app. Many of them that have been sharing recently use AI to enhance photos or remove people or objects from the background at the touch of a button. Paul mentions a tool he used in his presentation at an AI marketing conference that took his daughter's drawing and turned it into a Picasso in 30 seconds. We discuss Face App, which takes up-to-date photos of users and ages them younger or older. Deep fake video is another example of how AI can improve, improve or manipulate images and videos. Monitoring and reviews of social media monitoring and reviews tracking is another process that AI technology can simplify and manage, especially for small businesses and franchises where reviews play such a huge role in search. Both tasks have historically been extremely time consuming, especially if you get to analyze the moods and priorities which ones to respond to. There are so many vendors for each of them that marketers can literally just choose a case of use and add an AI-powered social monitoring tool or AI-powered social advertising and search to find someone. Paul advises looking for very narrow, specific cases of use, Find perfect for your company. AI-Powered Marketing Software and Paul Tools offers a variety of resources and tools that use AI to improve your marketing, email campaigns, and social media ads. CRM Platforms The best way to learn more about AI is to start with the technology you're have such as your CRM and automation platform. If you use any of the major ones available to marketers, there is a very good chance that it has AI-powered features that you may not have turned on or even know about yet. For example, users of the Drift conversational marketing tool can start by using the custom chatbot capabilities offered with its pro, premium, and Enterprise plans. Similar platforms include Conversica, LivePerson and HubSpot, each with its own talk AI technology or chatbot builder for driving customer service. Almost every major technology company somehow integrates the chat. Platform companies either build chatbots or integrate third-party chatbots. Yext To track social media monitoring and reviews, Paul offers Yext. It can process huge amounts of information, understand what it says, and use different models to prioritize who you need to respond to. Yext also provides business data for Amazon's Alexa. If you're requesting an Alexa-enabled device about your local agency's hours, Yext is a technology that provides these business lists and provides key information to voice users. Listen to the show to learn more about creating an account for your business on Yext and make it discover in voice search. Rasa.io email, such as Drip and MailChimp, could use AI to segment the list, predict fatigue, get the best time to send to individual recipients, and more. While there are ways jerry-rig features and functionality are being offered with Drip and MailChimp, Paul finds these workarounds kludgy. He recommends Rasa.io, an email platform that creates automated personalized content in newsletters. In theory, each newsletter is sent at a priority time for each recipient. He then learns which links the user clicks and eventually starts adapting the links it includes in future newsletters based on that information. Thus, every newsletter it sends may be different from any other. Pattern89 Pattern89 is a marketing software that uses AI to develop optimized ads for social networks and Google. This eliminates the complexity and guesswork of using rates, budget and channel management to monitor and optimize your creativity, especially on a scale. Pattern89 uses machine learning to intelligently analyze ad performance data across all advertising platforms and predicts which creative and channels are likely to work best. Acting as an assistant, he then gives advice on how you should allocate your budget and allows you to make any changes at the touch of a button. I add, in the near future, such AI applications could eliminate the social media management tasks and activities performed by staff or consultants. This certainly violates any digital media buying jobs or functions at a company or agency. While Google and Facebook have not yet created a recommendation tool akin to that of Pattern89 Pattern89 technology is evolving. Google Analytics has branched out into providing alerts for any anomalies in your ideas and analytics. Then he asks: Was it useful? Yes or no. Every time you click yes, you've just trained machine model training to find more anomalies like the one. Persado Persado recently made a big deal with JP Morgan Chase to create content for social ads using natural language processing and generation technology. They are now expanding their partnerships and using AI to record content through other channels. One of the original cases of Paul's use for AI was writing blog posts. While there have been some leaps forward, he has been following up on progress in this area since 2015 and doesn't think AI is anywhere close to being a major disruptive force for creative writing. However, there is room for AI-trained technology when it comes to writing formulaic, content-based data such as financial reports and analysis, sports reporting, descriptions of e-commerce products, or election coverage. Phrasee Phrasee, a marketing platform similar to Persado, uses AI to handle email lines that exceed the human-generated lines 98% of the time. It needs 100,000 emails for the machine to learn, but then the machine will actually start writing the subject's email lines based on your body email. Phrasee functions as an editor, looking at the content and generating themes of email lines that generate engagement and high open rates. Paul's Additional Resources Company tracks more than 1,200 tools and marketing platforms managed by artificial intelligence and profiles 55 to 60 of them at the AI Marketing Institute. They spotlight companies by asking them the same eight questions and compiling answers in the

Marketing AI Buyer's Guide. His company also publishes a newsletter that curates the best of the entire Internet and publishes five to seven original, long articles a week on its website that make AI accessible and relevant. The bulletin is published every Tuesday and Thursday. Every July they hold an annual conference on artificial intelligence marketing (MAICON) where people can learn even more. Discovery of the Week EmojiCopy is a free web app that has a search function and the ability to create a line of emoticons at the same time. Instead of finding and adding one emoji at a time to the post, you can easily use this site to choose as many emojis as you like with a click or a tap of your finger. Then quickly create a string of emoticons that can be copied and edited anywhere on the web. EmojiCopy works on both desktop and mobile devices and can be accessed from a site EmojiCopy.com. Listen to the show to learn more about Key takeaways from this episode: What do you think? What do you think about using AI in social media marketing? Please share your comments below. Let Michael Stelzner show you how to become a recognized expert in your industry! Industry! Industry! the future of artificial intelligence in digital marketing pdf

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