

Future of digital marketing : How AI and automation are changing the game



Introduction

The recent buzz around Open AI's ChatGPT has created a different approach towards marketing. Implementation of similar AI (Artificial Intelligence) tools can level up your game. AI is not going to replace your brand's position in the market. The brands who will use AI tools are going to replace your brand's position in the market. This webinar will take you through AI tools needed for building high return marketing campaigns. This can help especially for Cannabis, CBD & Hemp marketers.

This article discusses about:

- AI Tools necessary for Marketing
- Incorporation of AI tools in existing Digital Marketing Strategies
- Implementing new AI & ML (Machine Learning) driven strategies
- Future of AI driven Cannabis Digital Marketing

AI Tools Necessary for Marketing

There are many AI tools that can be helpful for marketing professionals to optimize their campaigns, improve customer engagement, and increase conversions. Some of the AI tools that are commonly used in marketing include

- **Chatbots:** Chatbots can be used to answer customer queries, provide support, and guide customers through the purchasing process. They can also be used to collect feedback and improve customer experience.
- **Predictive Analytics:** Predictive analytics can be used to analyze customer behavior and preferences to predict future actions. This

information can be used to personalize marketing messages, improve targeting, and increase conversions.

- **Marketing Automation:** Marketing automation tools can be used to automate repetitive marketing tasks such as email campaigns, social media posts, and ad placements. This can save time and improve efficiency.
- **Personalization:** AI-powered personalization tools can be used to personalize marketing messages and offers based on customer preferences and behavior. This can improve customer engagement and increase conversions.

Traditional SEO Vs AI Driven SEO:

The old approach involves manual keyword research with basic tools, while AI tools like SurferSEO fetch data from high SERP sites, recommend content updates, and provide new keyword ideas. Frase is an AI writing tool that focuses on content ideation and generation, while Jasper (formerly known as Jarvis) generates AI content that works safely with search engines. Copy.ai is used to create engaging content for various platforms, and all these AI tools can improve KPIs such as DA, organic traffic, average session duration, CTR, and CR.

Traditional Paid Ads Vs AI Driven Paid Ads:

The old approach involves manual ad testing and creative efforts, while AI tools like smartly.io enable teams to design, test, and publish the best-performing ads that are automatically updated in real-time. Pattern89 optimizes campaigns and creative elements like images, colors, or emojis, to achieve the highest ROI. Albert.ai generates AI content that works safely with search engines, and Headline is an AI-powered content writing tool to create and optimize landing pages. These AI tools can improve KPIs such as CTR, CR, transactions, and ROAS by personalizing ad campaigns and optimizing landing pages.

Traditional Email Marketing Vs AI Driven Email Marketing:

The old approach involves using merge tags to personalize emails and fixed scheduling for open rate optimization. AI tools like Seventh Sense determine the best send time and frequency for each contact in the database, while Phrase generates AI-generated personalized subject recommendations for open rate optimization. Orto targets specific audiences and understands their experience through segmentation, and Reply.io is an AI-powered email reply engine and sales engagement platform that can improve CR. These AI tools can improve KPIs such as open rate, CTR, and CR through personalization, segmentation, and optimization.

Implementing New AI & ML-driven Strategies

Implementing new AI and ML driven strategies requires careful planning and execution to ensure success. Here are some steps to follow:

- Define your business goals: Identify the business goals you want to achieve with AI and ML. This will help you determine the specific strategies and tools you need to implement.
- Assess your data: Assess the quality, completeness, and accuracy of your data. This is critical to ensure that the AI and ML algorithms can produce accurate and meaningful insights.

- Identify the right tools: Identify the AI and ML tools that best suit your business needs. There are a variety of tools available, from open-source to commercial products. Choose the one that best fits your data and business requirements.
- Build a team: Build a team with the necessary skills to implement and manage AI and ML strategies. This may include data scientists, software developers, and business analysts.
- Develop a plan: Develop a detailed plan that outlines the steps required to implement and test your AI and ML strategies. This should include a timeline, budget, and metrics to measure success.
- Test and refine: Test your AI and ML models and refine them based on the results. Continuously monitor and refine your models to improve accuracy and effectiveness.
- Train your team: Provide training to your team on how to use the new AI and ML tools and strategies. This will ensure they are able to fully leverage the benefits of the new technology.

The implementation of AI and ML-driven strategies in digital marketing has brought about several tools and techniques to improve performance and outcomes. These include Google Performance Max, Smart Ads, and

Remarketing, which use AI-led bidding strategies and automated audience segmentation to optimize campaigns and serve the right ads to the right audience at the right time. Open AI's DALL.E2 generates copyright-free images for ads, websites, and social media, while programmatic campaigns use AI-powered predictive modeling to find and optimize audiences and placements that are more likely to convert.

AI also plays a crucial role in search engine optimization and content marketing. It can help collect information about the target audience and adjust the content to suit its needs perfectly, testing readability, catching typos, suggesting headings, providing content ideas, and creating comprehensive reports to help adjust marketing strategies. Competitive analysis tools powered by AI can track the entire digital footprint left by a company on and off their website, providing valuable business insights.

Several content marketing tools use AI to improve existing content and suggest improvements, such as Acrolinx and MarketMuse. Copy.ai is a copywriting tool that helps write engaging content for websites, blogs, social media, and emails, while Yotpo analyzes customer feedback and sentiments to improve products. In email marketing, Seventh Sense AI determines the best send time and email frequency for each contact, and Phrase generates personalized email subject lines and engaging copy for regular transactional emails.

Overall, the implementation of AI and ML-driven strategies in digital marketing has led to improved outcomes, optimized campaigns, and increased engagement and customer lifetime value.

Google BERT and Bing Chat GPT could change SEO in following ways:

- **Longer-tail keywords:** There may be a move towards employing longer-tail keywords and phrases that are more conversational in nature as search engines improve their comprehension of the context and intent behind user queries. This means that rather than only attempting to match specific keywords, SEO specialists should concentrate more on user intent when optimizing their content.
- **High-quality content:** Google and Bing have always emphasized the importance of high-quality content, and this is even more important with the introduction of these NLP models. Search engines are looking for content that is useful, informative, and well-written, rather than just stuffed with keywords.
- **Structured data:** Search engines can better understand a website's context and content with the aid of structured data. This can be especially helpful for questions that are more complicated in nature and

call for a better knowledge of the subject.

- **Voice search:** As the use of voice search increases, it will be important to optimize material for natural language queries
- **Focus on user intent:** With these NLP models, search engines are better able to understand the intent behind a user's search query, even if it includes multiple keywords. This means that professionals should focus more on user intent when optimizing their content, rather than just trying to match specific keywords.

One of the most significant ways that these AI language models are changing SEO is by driving a shift towards more conversational and user-friendly content. With the ability to provide quick answers directly on the search engine results pages, there is less emphasis on ranking in traditional search results. This means that SEO efforts will need to focus on creating content that is optimized for voice and chat-based search queries, using more natural language and focusing on creating content that is easy to understand when spoken aloud.

Another important aspect of SEO in the age of Bard/Chat GPT is voice search optimization. As more people use voice assistants and smart speakers, it is essential to optimize content for voice search queries. This can be done by creating content that is easy to

understand when spoken aloud, using natural language, and phrasing content as a question.

In addition to these factors, it is important to remember that the algorithms used by search engines are constantly evolving, and SEO best practices will continue to evolve alongside them. This means that staying up-to-date with the latest trends and best practices in SEO is essential for anyone who wants to stay ahead of the competition in the world of online search.

Future of AI driven Cannabis Digital Marketing:

The cannabis industry has witnessed a significant shift towards digital marketing with the rise of AI-powered tools. One such tool is Albert, a self-learning software that analyzes vast amounts of data to autonomously generate marketing campaigns for cannabis brands. Albert personalizes and optimizes ad content at scale, across various social media and paid search platforms, including Facebook, YouTube, Google Ads, Bing, and more.

AI-powered analytics tools offer predictive analytics that can help drive marketing success in various ways, including identifying website or other marketing platform issues, enhancing lead scoring processes, gleaning insights

on competitors, and predicting customer behaviors. AI-based product finder tools that use standard text search, price slider, and options to display various product attributes or categories provide a powerful search tool that assists users in finding exactly what they need.

AI advertising provides better, more insightful preference information to advertisers than cookie-tracking methods. AI tools can optimize budget, targeting, and ad delivery across various platforms and offer autonomous media buying, hyper-personalization, and predictive analytics. Chatbots powered by AI can help businesses understand customers better and make real-time decisions based on the most recent data. AR and VR technologies can also enhance cannabis marketing efforts by making in-store experiences fun and innovative, improving interactivity with customers, enhancing online engagement, and creating a better customer experience overall. As the cannabis industry continues to embrace AI-driven digital marketing, cannabis brands that adopt these AI-powered tools can better engage with customers and gain a competitive edge.

The future of AI driven cannabis digital marketing is not very clear, as there are some challenges and opportunities for this industry. This can be summarized in

Activity	Old Approach	New Tools	Features	Improved KPIs
Ecommerce Personalization	Non-existent	Findify	AI powered ecommerce personalization and delivery solutions, including personalized search, product recommendations	CR
Delivery	Manual	Starship	Robotic delivery of Marijuana products	ROI
Custom Tailored Product	Manual	Potbot, Terpli & Strain Brain	Helps users Find weed strains best suited to treat symptoms (insomnia, asthma and cancer)	ROI
Customer Service	Manual	BudGenius (Chatbot)	Merges data about each strain from their testing lab & user experience	CR
Yield Prediction	Manual	Motorleaf	Tracks growth rate of cannabis plants in their vegetative state using machine vision & AI	

following points:

- AI can help cannabis marketers to target potential customers more effectively, personalize their content and ads, and optimize their campaigns based on data analysis.
- AI can also help cannabis marketers to create new products and services, enhance customer relationships, and generate insights from customer feedback.
- However, cannabis marketers may face some barriers to using AI, such as data ownership issues, legal restrictions, ethical concerns, and lack of trust from consumers.
- Cannabis marketers need to be aware of these challenges and find ways to overcome them by ensuring

data privacy and security, complying with regulations, building customer loyalty and transparency, and educating consumers about the benefits of AI.

Conclusion:

In conclusion, the future of AI-driven cannabis digital marketing is exciting and full of potential.

With AI-powered tools like Albert, predictive analytics, and augmented reality, cannabis businesses can optimize their marketing campaigns and provide better customer experiences.

The use of AI in advertising provides a more efficient and insightful alternative to traditional cookie-based advertising

methods, which can lead to higher conversion rates. As the cannabis industry continues to evolve, embracing new technologies and approaches to marketing will be crucial to staying

and strategies in place, cannabis businesses can take their marketing efforts to the next level and stand out in an increasingly crowded marketplace.