



AI CAPABILITY IN DIGITAL MARKETING: THE BASICS THAT YOU NEED TO KNOW





IN THIS PDF YOU WILL LEARN..

- ▶ What businesses can use this technology
- ▶ How AI insights teach you about your audience
- ▶ What AI tools are available in marketing platforms like Unbounce
- ▶ How AI optimizes quicker, simpler, and with more capabilities enabling your business to utilize its own personal marketing team

AI CAPABILITY IN DIGITAL MARKETING

Upon completion of reading this PDF you will have a robust knowledge of the current state of AI in marketing tools, particularly Unbounce. You will understand why the marketing industry is shifting towards utilizing AI systems. Additionally, how those implementations work for your businesses marketing needs from a granular to a high level, and how to best leverage them in your advertising channels.





WHAT IS AI IN MARKETING?

AI (Artificial Intelligence) is a parallel of human intelligence and machine processing through computer systems. From language processes, machine vision, and dialogue recognition AI takes pieces from **massive** fields of data to allow for problem solving. AI is a composition of algorithms with a goal of building expert systems on predicting and classifying around the given data. So how does this fit into the marketing landscape? In an ever evolving digital world, there is more information available on your potential customers than ever before. Personal profiles, buying habits, prior purchasing decisions, and so much more sit in a veritable melting pot of marketing statistics. Technology has pushed this data to the forefront, and replaced the "gut instinct" or "perfect campaign idea" from the days of Mad Men to the back of the line.

WHO CAN USE AI?

If you are a small to mid sized business, you may feel that you don't have access or cannot leverage modern technology in the way that your larger competitors are doing. This is **not true!** Small businesses are able to combine their creative expertise with AI tools that are built into the platforms like the Unbounce landing page builder. The relevance of their customer profiles is added to historical conversion rates, setting the stage for an improved campaign for future visitors to your marketing assets. Here at OutsideROI we are constantly testing our clients campaigns with the power of AI driven landing page creation, traffic distribution, and ad copy creation. Don't worry we are not cyborgs, just data driven marketers that will leave no stone unturned to create the best experience driving the best results for your business.



WHAT DOES AI TEACH YOU ABOUT YOUR CUSTOMER?

Identifying conversion patterns is no easy task with a never ending stream of language used in product/service descriptions, actions taken by the customer, and varying differentiation throughout industries. Chances are your business has you dealing with limited resources for tasks, collateral, and skills. Finding a simpler, faster way to get a true deep dive into your customer profiles, would give a plethora of information to drive more sales. What content do they find interesting? What channels are they using online, so we know where to find them? What type of design layout are they drawn to? Where is their effort and attention placed when making a purchasing decision? That is enough information to make your brain explode, but merely a drop in the bucket for AI driven marketing tools. When you place this information into the AI marketing sphere, you will be able to find insights to improve your campaigns and customer experiences. This is the latest approach to high conversion marketing, and at OutsideROI we are spending our time and effort on what combinations will get the most clicks and conversions for our clients. No guesswork, but **lots** of data. We refresh and repurpose our vast experience in the marketing industry to your audience's needs and behaviors, resulting in growth for your company. Our clients have been able to increase campaign accomplishments, stay within budget, and scale conversion rates across all segments of their business.

Having to do everything for yourself can leave you feeling one step behind the competition. Want an expert to do this for you? [Click here](#) to get started with a consultation or campaign today!

