

# Chapter 7

## Leveraging AI for Promotional Campaigns

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### ABSTRACT

*The marketing environment is promoted with the implementation of Artificial Intelligence (AI), which transforms the way promotional campaigns are planned, implemented, and, ultimately, fine-tuned. This chapter discuss how AI has revolutionized up-to-date marketing strategies, how it is gradually taking over different activities in promotional campaigns. Starting with the overview of the emergence of AI in marketing, this chapter defines major AI technologies and machine learning applications that allow making smarter and data-driven decisions. This chapter also talks about the techniques of AI that are used to personalize campaigns based on the behavior of consumers and to make campaigns efficient and to delight customers. As a result, it acknowledges the effectiveness of promoting campaigns driven by AI and includes measurable outcomes through case studies of real-life situations. Through this thorough analysis, it is important to note that AI can transform the promotional efforts, with companies getting a competitive advantage in this digital age.*

### INTRODUCTION

“Next-gen marketers know that in order to deliver the personalization and experiences modern consumers expect, marketing must become smarter. It must become

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marketer + machine.” In the last few years, AI started to be a key factor in rethinking and running marketing events using automation and data instead of manual processes. With the help of AI, promotional campaigns can have better automation, more accurate predictions and improve both targeting and personalized messages. As a result, using AI in business strategies, companies boost their marketing campaigns and ensure they run appropriately.

Traditionally, marketing has been accomplished offline by displaying ads on billboards, newspapers, radio and television. Marketing became very different at the start of the millennia when companies started to take advantage of the internet for their operations. With the digital environment, businesses had the chance to increase their activities and make use of the internet to bring their products to more people speedily. With the arrival of digital media, companies could now design business models that make online platforms the key element (Kannan & Li, 2016a). As a result of viewing the internet as a new business avenue, companies had to change their strategies and search for fresh approaches to reach their customers on the web. With today’s large availability of the internet on mobile devices, marketers can use it to reach potential buyers in places and times that were not practical before. It is also useful for marketers that digital platforms enable them to gather and process important customer data. Using this data, businesses can market better by understanding what their customers like and hope to find in ads (Ellis-Chadwick & Chaffey, 2012).

AI is getting better and going into new areas of digital marketing and promotions. Running campaigns with artificial intelligence in digital marketing helps both marketers and their customers. The reason marketers use AI is that it helps automate data-driven tasks involved in their promotional strategies. Using artificial intelligence can mean developing chatbots, recommendation engines, programmatic advertising and tools for analytics. Marketers benefit from being able to improve their marketing routines with automation and analyzing large customer data sets to take marketing actions. What is gained because of artificial intelligence, companies have the ability to offer customers a better and more personal experience when interacting. With artificial intelligence, we can look at what customers are saying. To learn about consumers’ needs, companies use historical data and what consumers do on the internet. The combination of better understanding and automation allows the marketer to make advertising more personal for individuals, resulting in more customized experiences that please customers and make ads more successful.

Artificial intelligence (AI) has for the last few years had a strong impact on transforming both digital marketing and promotional campaigns. Artificial intelligence has existed as a technology for some years, but the progress in technology has made AI tools simpler for marketers to use. While they get better, these tools are set to reshape digital marketing by making it easier and more powerful for marketers and customers. Currently, companies mostly use artificial intelligence tools

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