

AI-POWERED CONTENT MARKETING: STRATEGIES FOR ENHANCED CUSTOMER ATTRACTION AND RETENTION

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Abstract: This research investigates how artificial intelligence (AI) might improve computerized customer support relationships. To differentiate between welcomed and unwelcoming online buying habits, it applies an organism-based approach based on the Stimulus-Organism-Response concept and views artificial intelligence programs as such. AI is capable of analysing consumer data and producing reactions that change connections. The Introduction of AI and internet marketing has had a profound effect on the world the financial situation, and It is predicted that AI will be used extensively in communications and selling. It may predict customer attitudes, facilitate analysis of information, and provide ideas for fresh goods.

Keywords: Artificial intelligence (AI), content marketing, customer attraction, client engagement.

INTRODUCTION:

Technology has completely changed marketing by turning analogue techniques into digital versions, allowing businesses to promote and sell goods via the Internet. It is difficult for managers to manage abundant data since just 0.5 per cent of the data accessible is used to inform company decisions. One possible way to cope with this extra information is artificial intelligence (AI), which has gained popularity. AI is useful for several advertising tasks, such as measuring strategies, analysing markets, and researching customer demands. Nevertheless, the material that is now available ignores how specifically artificial intelligence (AI) tools may adapt to the demands of advertising experts. Analysing the degree of cover and sensitivity of artificial intelligence products to the unique requirements of digital” advertisers is crucial to comprehending the true effect of AI in advertising.

Aim and objectives:

Aim: The study aims to enhance Customer Attraction and Retention by AI-Powered Content Marketing.

Objectives:

- To explore Customer Engagement with AI-driven tools.
- To focus on Customers’ and Organizations’ Involvement in Online Client Engagement.
- To discuss AI’s effects and limitations on multimedia advertising.

LITERATURE REVIEW:**Artificial intelligence (AI):**

The idea of AI is to mimic every element of cognitive ability or studying, such as resolving issues cognitive reasoning, awareness of architecture, and acquisition of new knowledge. Four groups form it: machinery instinctual, intuitive, and sensitive. Within a system or device, these parts might have distinct characteristics, functions, and degrees of adaptability. Compared to computers, AI can find the most predicting portions of data, among other advantages. With fresh knowledge, it may draw lessons from its previous events and adapt to go forward. Because this type of technology can operate at sizes which a person cannot, it has the potential to be a huge benefit for organizations. Nevertheless, studies on the application of AI for promotion and sales have not placed much emphasis on dealing with clients. Instead of investigating ways powered by AI recommendations may help consumers navigate, the emphasis of this research is on whether automated information technology can help enterprises make choices that boost engagement with clients.



Figure 1: AI in marketing

Customer Engagement:

Specialists in a variety of subjects, including enterprise, IT, mental health, and supervisors, have investigated the idea of customer involvement. As the client's involvement in an activity's connection with an underlying actor or thing, Brodie et al. (2020) defined it. Buyer brand loyalty, is the degree to which a consumer's effective, image-related, and establishing dependent viewpoint is reflected by psychological, local, and cultural engagement in branding. While admitting the significance of psychological state (awareness and sentiments), other researchers concentrate on the behaviour component of contributing. Encouraging collaboration according to behaviour is critical as consumer actions may affect local companies, consumers, and the environment. Companies concentrate on increasing customer involvement to get beneficial business results.

Customers' and Organizations' Involvement in Online Client Engagement:

There are four sorts of online consumer interaction actions: collaborative, firm-started, client-started, and ineffectual. Although the firm-initiated relationship with clients calls for promises from both sides, cooperating client management includes consumers supporting each other to establish a reward for the company. Content from users, often known as client-initiated customer involvement, happens when customers promote a service or good online while not the company asking them to.

Companies may now handle “large knowledge”, or enormous volumes of data unrelated to actual customer interactions, with the use of new tactics. Artificial Intelligence has made it possible for businesses to analyse enormous volumes of data related to consumer interactions. With evaluation, this data is essential to developing longer-term rewards that are more certain for the company and the customer.

To enhance customer involvement strategies, optimize return on investment, or ROI, from marketing, and offer more personalized material, firms must integrate extensive data from internal as well as external sources. The association's capacity to detect the knowledge's existence, collect it, organize it, and finally assess it is the greatest obstacle, yet. To sum up, there are four categories of online consumer interaction operations: collaborative, firm-started, client-started, and unaffected. Companies can boost their general efficiency by enhancing their client experiences by comprehending and using this knowledge.



Figure 2: AI-driven customer engagement and retention strategies

Content Marketing

Challa, Anute (2021) brands are using Instagram to drive engagement and connect with the targeted markets and audience. Each and Every company is coming up with unique content, by using quality images, Videos. Though some companies are unable to create post quality content, having a strong fan base in their social media platforms. Avhad, Anute, (2021) Using digital

platforms, Goibibo is trying to build loyal customers. It is trying to be a challenger for other travel companies. Goibibo is leading in email marketing in this domain as it uses a hyper personalized mailing system. Yatra is dominantly working on business travels. Yatra uses customer centric approaches on the digital platform. Yatra is also using WhatsApp wisely to reach their potential customers

METHODOLOGY:

The purpose of this article is to examine how users see and assess advertisements produced by AI and by humans. The primary idea of the study argues that Artificial-generated material may be seen as an edge in competition for businesses, considering that AI technologies can take control of certain processes of invention steps in the creation of advertisements. The goal of the study is to compare the real-world evidence that users have collected with their opinions and assessments of the expected material. A part of the audience that was meant to be reached takes part in a web-based survey where a pair of objects is made and rated. In the past five years, using artificial intelligence (AI) to make ads has become more common, though there aren't many cases that compare ads made by AI to ads made by humans. A study comparing two ads in Google's Display Network found that one was made by humans and the other by artificial intelligence. This is how the ideas used in this research were created. By combining gathered qualitative information on customer reviews and impressions of the produced material, the study seeks to make findings regarding the potential use of AI techniques in the production of commercials in the future.

DISCUSSION:

Enhancing Customer Attraction and Retention through AI:

By using big datasets to create highly personalised experiences, AI-powered tools have changed the way businesses get new customers and keep old ones. Machine learning algorithms can look at feedback, behaviour trends, and preferences of customers to make marketing plans that are more relevant to them (Ngai and Wu, 2022). Customers are more likely to stay loyal to a brand if they feel like they have a stronger connection with it. AI can guess what customers want and give them related content, offers, and suggestions right away, which makes the whole experience much better for them.



Fig 3. AI in marketing

For example, AI-powered robots answer customer questions right away and offer help and information 24 hours a day, seven days a week (Ford, 2021). These chatbots can also help customers make purchases, suggest goods based on what other customers have bought, and even handle complaints well. Businesses not only get new customers this way, but they also keep old ones by making sure their wants are always met.

Dynamics of Customer Engagement with AI Tools:

Since AI tools have been added, customer engagement has changed because they allow for more useful and interactive experiences. AI helps businesses divide their customers into more specific groups and send them personalised material (Puntoni et al., 2021). Consumers are more likely to connect with a brand that does things in a personalised way. When businesses use AI that can read social media posts, they can learn more about their customers and what they like. Businesses can use mood analysis tools to find out what their customers really think about their products and services. This helps them figure out what changes they need to make. This is a regular way for us to find out if the information is interesting and useful to the audience. With prediction analytics (Zulaikha et al., 2020), companies can guess what their customers will do and how they will act. A lot of this has to do with AI. AI can guess what people will want and how they will act in the future by looking at what happened in the past. This helps company to stay ahead of the competition. Thanks to this strategy, consumers are more likely to be interested in marketing that continually focuses on what they desire.

Involvement of Customers and Organizations in Online Client Engagement:

Online customer service has become more dynamic thanks to AI. This is true for both customers and companies. Customers actively make content, share reviews, and talk to brands on social media sites these days. This content made by users can be used by AI tools to find out more about what people like and how they feel. Business, on the other hand, use AI to start and handle these conversations well. Platforms driven by AI can automatically share content across multiple channels. This makes sure that interactions with customers are consistent and on time. Marketing works better because the right message goes to the right people at the right time, and this automation not only saves time to do it. A business can also change how they talk to people with artificial intelligence. For example, AI-powered email marketing can tailor messages to each customer based on their actions and what they like and don't like, which increases the number of opens and hits. AI tools can improve their strategies over time to get more people to use them by constantly learning from how they connect with customers.

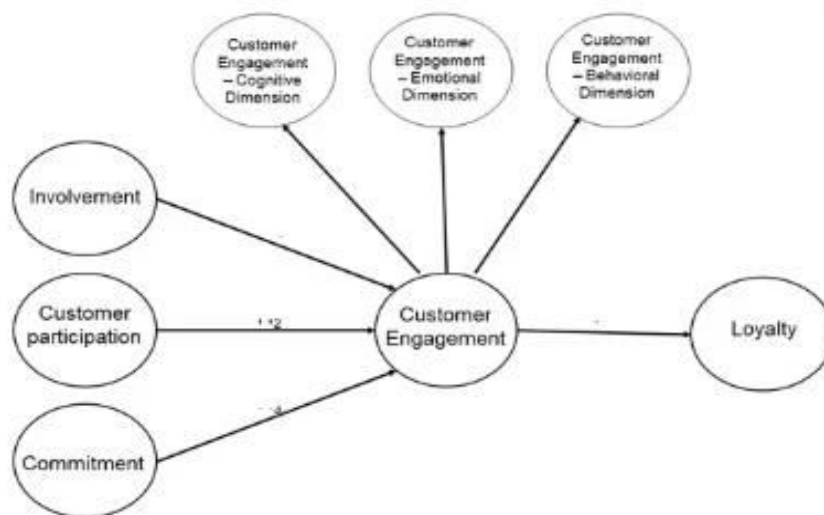


Fig 4. Customer engagement through AI

AI's effects on multimedia advertising:

Managers in the marketing field often rely on their intelligence and expertise to make choices according to an abundance of information, analytical charts, personal preferences, and views. Such sophistication and range of conditions unavoidably make AI's ability to make decisions challenging. The growing volume of customer information accessible on the internet, huge amounts of data, and portable devices cause artificial intelligence (AI) a valuable advertising ally. AI uses information for the majority of its operations, including market assessments, analysis of rivals, client insight, and studies on client requirements, as well as tracking the effectiveness of set-up methods. AI feels to have the answer to the problem regarding how to handle vast amounts of data, quickly arrive at a relatively safe conclusion, and continually gain

knowledge from it. It's critical to ascertain which parts of AI apply to advertising and to comprehend the potential effects AI may have on marketing procedures.

Without realizing it, advertising executives engage with AI in areas like virtual assistants, AI chatbots, and online planned campaigns. Even while AI remains in its infancy, it is already clear that it will play a significant role in advertising going forward. Some research indicates that the outcomes will be amazing. According to a study by Accenture, artificial intelligence (AI) may boost production by as much as 40% and accelerate GDP levels by 1.7% throughout the board by 2035. Meanwhile, according to Gartner, businesses that are adept at using artificially intelligent knowledge will "take away" 1.2 trillion dollars annually from companies that are not by 2020.

AI's limitations:

There are some problems with using AI in multimedia ads, even though it has many benefits. The poor quality of the data is a big problem. AI systems depend on data a lot, and the results are only as accurate and useful as the data that goes into them. Predictions and marketing strategies that don't work can be based on bad or biased data. Also, the fact that AI is based on math makes people worry about how open and responsible it is. It's up to businesses to make sure that their AI systems are moral and don't promote biases. To do this, the shows need to be checked and changed all the time to make sure they follow morals and society rules. It's also not easy to add AI tools to marketing systems that are already in place. AI technologies are hard to use and cost a lot of money, which makes it hard for many companies. Making sure that these tools work well with the current systems and processes costs a lot of time and money.

There are some problems with digital advertising that is powered by AI, such as high costs, missing information within the company, and issues with the accuracy of data. For advertising executives and data managers to successfully use AI in electronic advertising, they need to put money into education and understanding. Artificial intelligence-driven systems need a lot of data to work, but not all of it can be stored in a way that machines can understand. The correctness of the data is also a problem, since AI systems may not be able to tell the difference between useful and useless data. Mistakes still need to be checked by a person, and making online advertising content mostly requires both machines and people to work together and help each other. AI can customise the experience for each client, but it needs help from a person and gentle signs to do so. Because clients might feel uneasy if a lot of information is known about them, artificial intelligence data handling also faces privacy and moral issues. In general, using artificial intelligence (AI) in internet ads comes with a unique set of problems, such as high costs, a lack of understanding, inaccurate data, and moral issues.

CONCLUSION:

The study looked at how AI might affect internet marketing by describing what AI can do and how the world environment is right now. Current artificial intelligence (AI) tools may cover both broad and important aspects of online marketing, which is a big plus. Nonetheless, the survey discovered that the most major issues are with search engine optimization, selling and

interactions, and content marketing, suggesting an urgency for improvement. The categories with the greatest scores were planning and information evaluation, online promotion, and social networking promotion; they have become better established and have fewer potential advantages from using AI.

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