



Supercharge Your Startup Marketing with Generative AI

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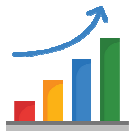


WHAT IS AI IN MARKETING?

AI in marketing is a technique that uses data and machine learning to provide campaigns that help brands reach their goals more efficiently.



The majority of marketers use AI for market research, data science, and real-time campaign analysis.



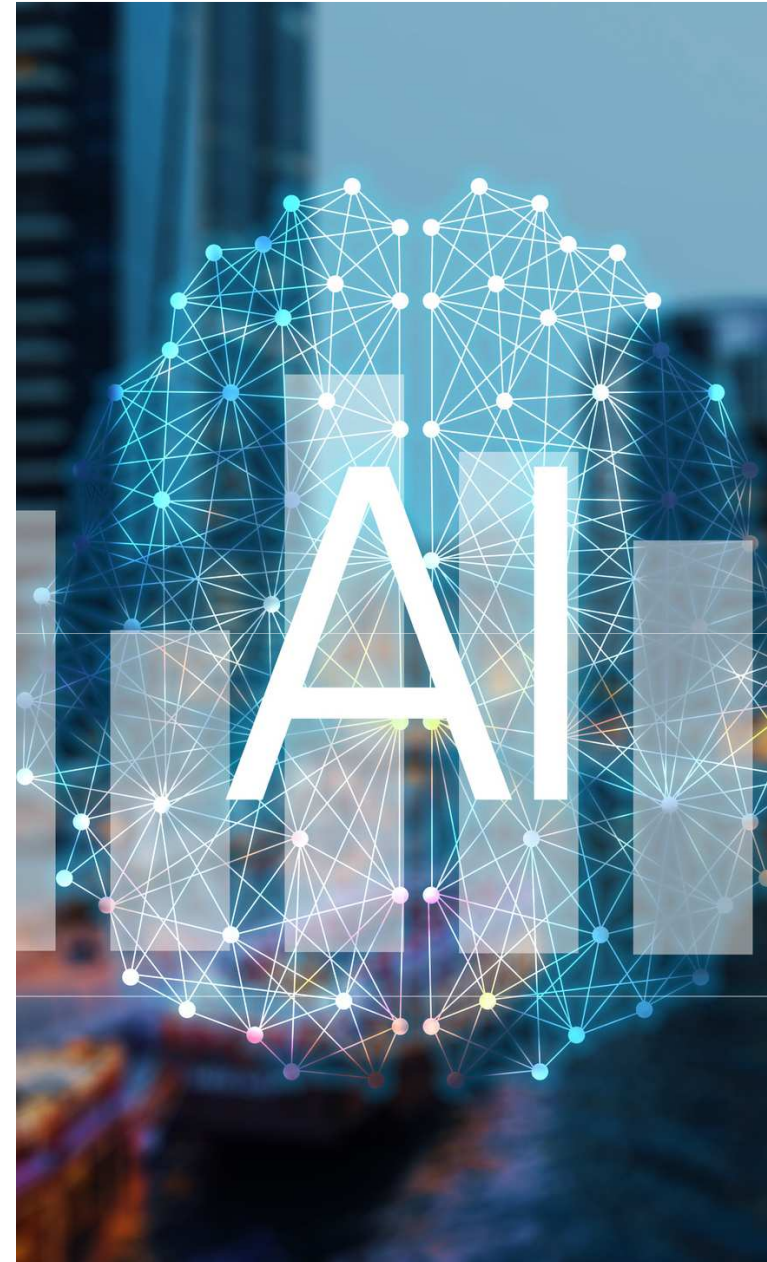
Almost every marketing campaign nowadays relies on data to some extent.



Customer behavior is utilized to display relevant messages at the correct time, to personalize marketing messages in real time, or to act on the findings immediately.



Many analysts anticipate that AI will entirely shift within the next two years, with chatbots taking over 85% of customer service conversations.



HOW BRANDS USE AI IN MARKETING - 1

Dynamic Product Recommendations

Amazon's use of AI to propose products to users is by far the most well-known example of artificial intelligence in marketing.

Amazon's AI analyzes a person's previous purchases and viewing habits to determine the things they are most likely to purchase next.

Your recently viewed items and featured recommendations

Sponsored products related to this search *What's this?*

Page 1 of 3



A screenshot of an Amazon product recommendation carousel. It features eight product cards, each with an image, title, price, and star rating. The products include smart displays, microwaves, cameras, sound bars, smart clocks, smart speakers, wall-mounted speakers, and a statue. Navigation arrows are visible on the left and right sides.

Product	Price	Rating
All-new Echo Show (2nd Gen) + Ring Video Doorbell 2 - Charcoal	1 offer from \$428.99	4.5 stars
AmazonBasics Microwave, Small, 0.7 Cu. Ft., 700W, Works with Alexa	\$59.99 ✓prime	4.5 stars
Echo Look Hands-Free Camera and Style Assistant with Alexa— Includes Style Check to...	\$99.99 ✓prime	4.5 stars
Sonos Beam · Smart TV Sound Bar with Amazon Alexa Built-in · Black	\$399.00 ✓prime	4.5 stars
Echo Wall Clock · see timers at a glance · requires compatible Echo device	\$29.99 ✓prime	4.5 stars
Echo Spot Adjustable Stand - Black	\$19.99 ✓prime	4.5 stars
AHASTYLE Wall Mount Hanger Holder ABS for New Dot 3rd Generation Smart Home Speakers...	\$10.99 ✓prime	4.5 stars
Angel Statue Crafted Stand Holder for Amazon Echo Dot 3rd Generation, Alexa Smart...	\$25.99 ✓prime	4.5 stars

Explore more from across the store

Page 1 of 6



A screenshot of an Amazon book recommendation carousel. It features eight book covers with titles, authors, and prices. The books include 'Actionable Gamification: Beyond Points, Badges...', 'The Model Thinker: What You Need to Know to...', 'Don't Make Me Think, Revisited: A Common...', 'Hooked: How to Build Habit-Forming Products', 'Microservices Patterns: With examples in Java', 'Solving Product Design Exercises: Questions &...', '100 Things Every Designer Needs to Know About...', and 'Infinity'. Navigation arrows are visible on the left and right sides.

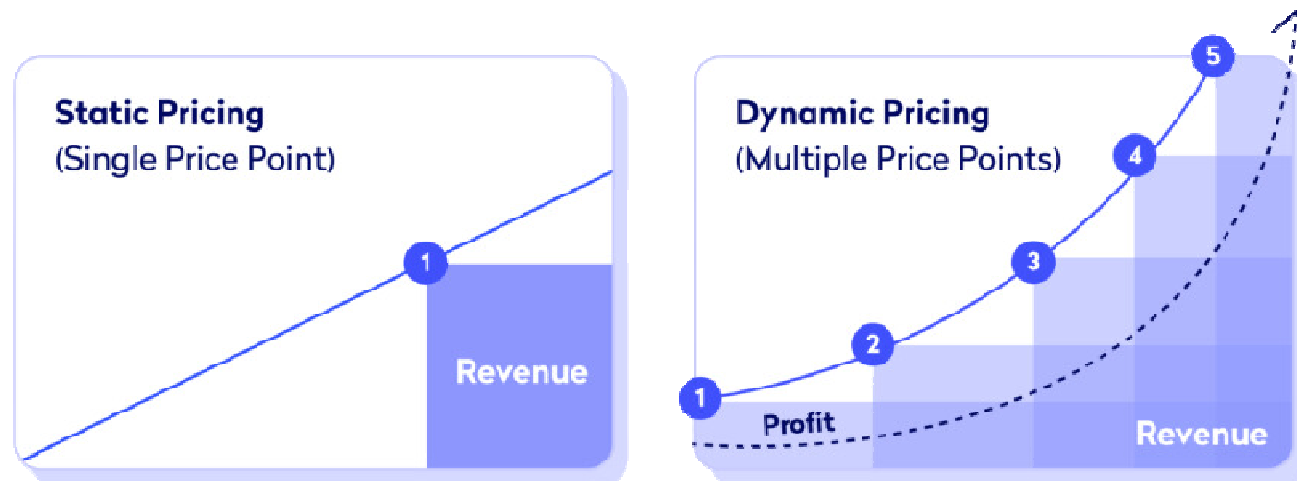
Book Title	Author	Price
Actionable Gamification: Beyond Points, Badges...	Yu-kai Chou	
The Model Thinker: What You Need to Know to...	Scott E. Page	
Don't Make Me Think, Revisited: A Common...	Steve Krug	
Hooked: How to Build Habit-Forming Products	Nir Eyal	
Microservices Patterns: With examples in Java	Chris Richardson	
Solving Product Design Exercises: Questions &...	Artiom Dashinsky	
100 Things Every Designer Needs to Know About...	Susan Weinschenk	
Infinity	Jonathan Hickman	182

HOW BRANDS USE AI IN MARKETING - 2

Dynamic Pricing

Car rental companies, hotels, and a variety of other businesses utilize AI to track purchasing habits and find the most competitive pricing. They can then offer customers pricing based on external factors and their purchasing trends.

Similarly, many E-commerce stores employ AI to monitor competitor prices as well as internal parameters (such as expenses, etc.) in order to change pricing to an optimal level of competitiveness.

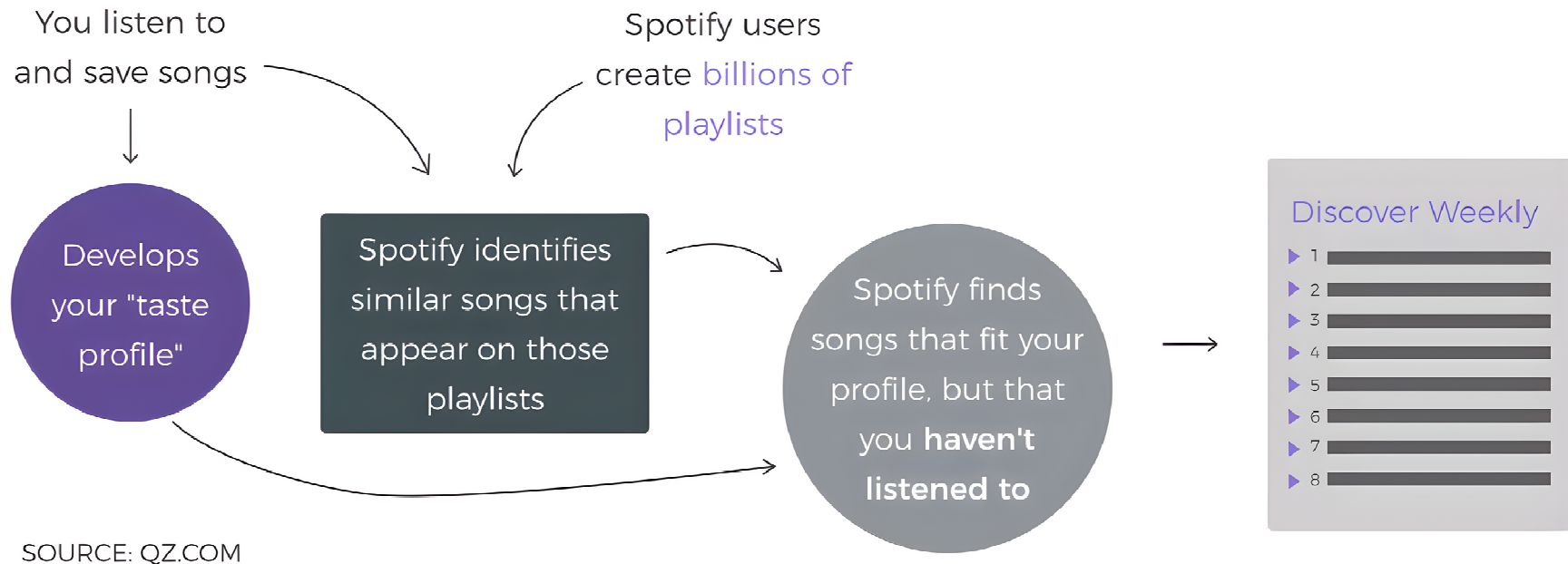


HOW BRANDS USE AI IN MARKETING - 3

Personalizing

Spotify's AI analyzes each user's listening history to recommend other artists, recordings, or playlists that should suit their musical preferences.

They utilize a sophisticated algorithm to accomplish this:

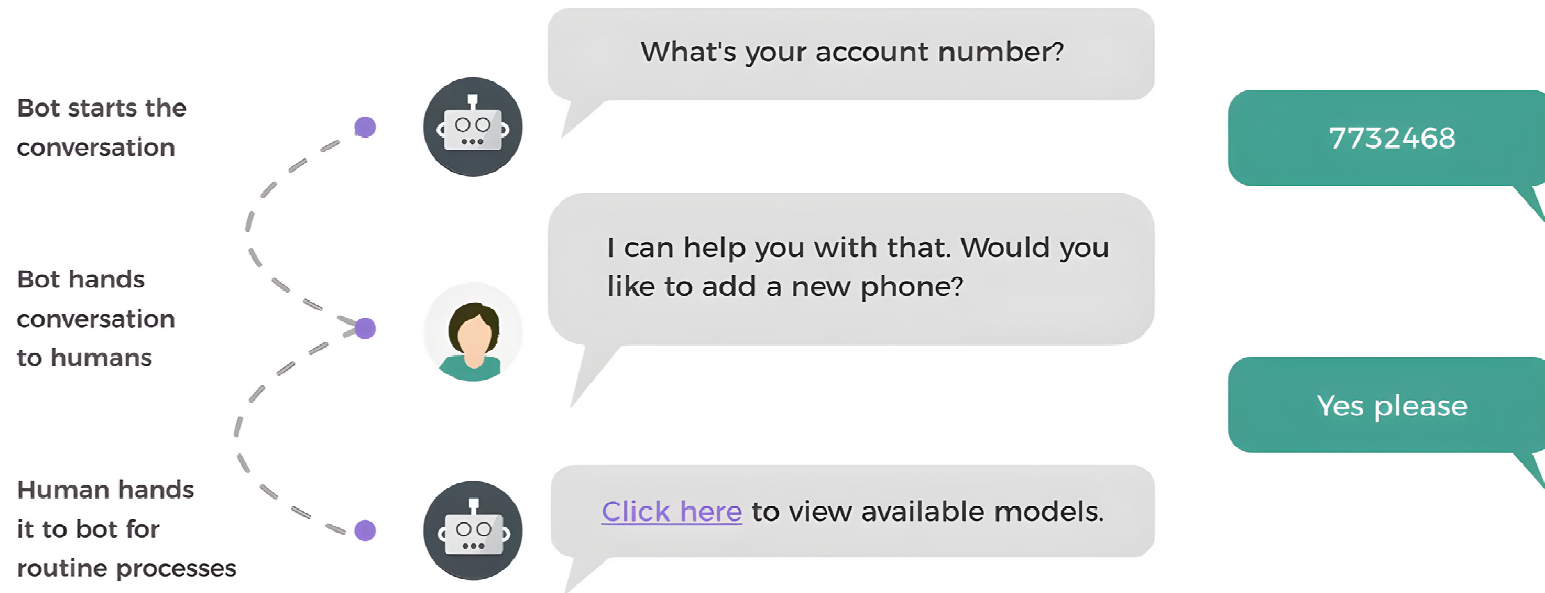


HOW BRANDS USE AI IN MARKETING - 4

Customer Service

More and more businesses are turning to AI to help them save customer service costs. Augmented messaging, directing support messages to suitable agents, and enhancing phone help are just a few of the use cases for AI in customer service.

Here's an example of how AI assists with website inquiries:



HOW BRANDS USE AI IN MARKETING - 5

Email Marketing

Personalization is one of the most difficult difficulties that email marketers face today. Buyers appear to prefer emails that talk directly to them. And they disregard the rest.

This means that email marketers must improve the relevance of any messages they send out.

And this is where AI comes in. Artificial intelligence assists marketers in being more relevant to their audience by analyzing customer behavior and interests and segmenting them based on those results.

Sending time optimization, dynamic email content with specific product recommendations targeted to a recipient, and much more are examples of the aforementioned.



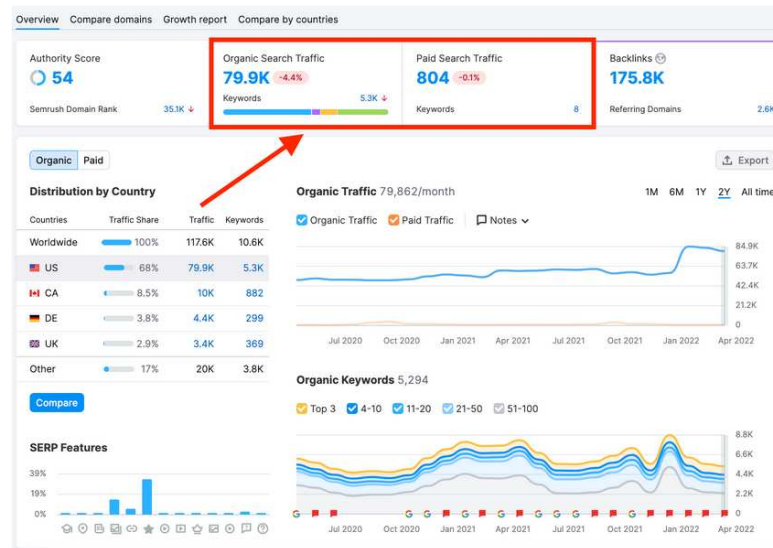
HOW BRANDS USE AI IN MARKETING - 6

Content Marketing

AI also assists advertisers in improving their content.

Various tools can be used to examine the audience's interests in order to generate better topic ideas. Marketers may grasp the purpose of their audience by working with others. They can then find elements that will help their content rank higher in search results, for example.

SEMrush, for example, use AI to investigate themes and provide various techniques that may assist engage the audience.

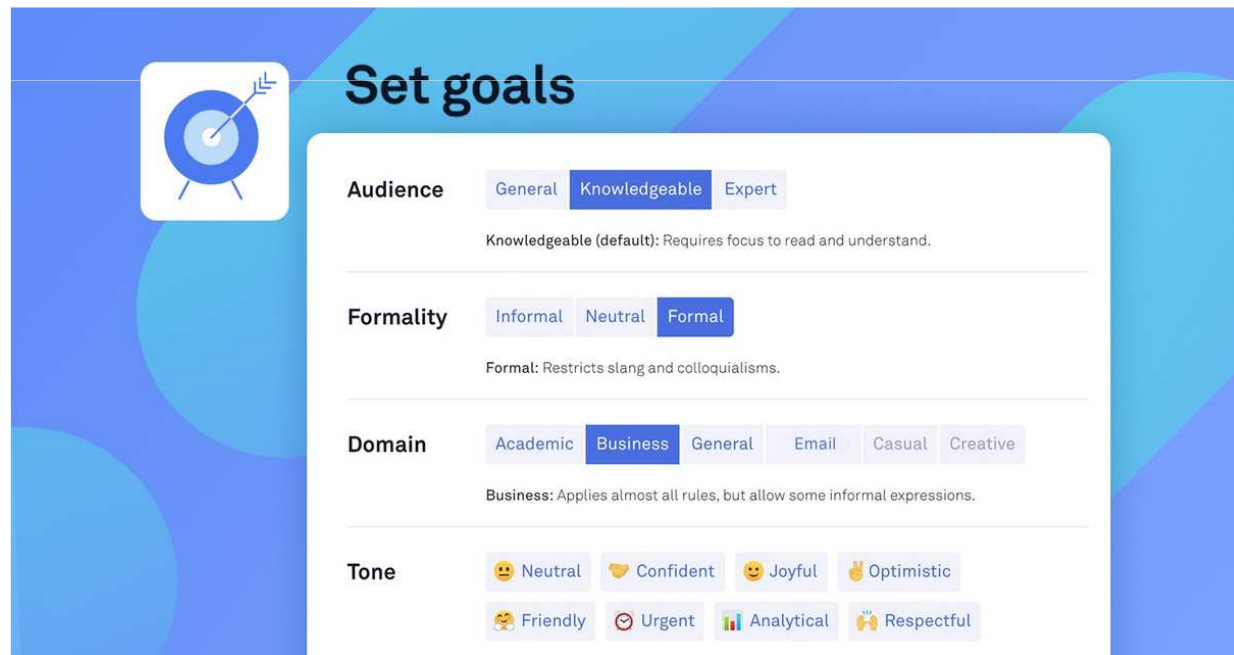


HOW BRANDS USE AI IN MARKETING - 7

Content Analysis and Improvement

Various AI-powered systems enable content analysts and marketers to examine and improve their work.

Grammarly, for example, detects problems in grammar, spelling, and style. Based on user-defined parameters, the program also makes recommendations for refining the content.



The screenshot shows the 'Set goals' interface in Grammarly. It features a target icon on the left and a white panel with the following settings:

- Audience:** General, Knowledgeable (selected), Expert. Description: Knowledgeable (default): Requires focus to read and understand.
- Formality:** Informal, Neutral, Formal (selected). Description: Formal: Restricts slang and colloquialisms.
- Domain:** Academic, Business (selected), General, Email, Casual, Creative. Description: Business: Applies almost all rules, but allow some informal expressions.
- Tone:** Neutral, Confident, Joyful, Optimistic, Friendly, Urgent, Analytical, Respectful.