

ARTIFICIAL INTELLIGENCE IMPROVES THE MARKETING OF BRANDS

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INTRODUCTION

Artificial intelligence is redefining the applications for brands and marketers. Almost all the top-level brands are taking the help of artificial intelligence to improve their marketing effort and strategies. Google is the most valuable and well-known brand. Google is adopting AI in unique ways for enhancing its marketing efforts. Google is working with a network of tech providers which are looking for high-quality technology data. Artificial intelligence is helping Google in providing real-time predictions on data. Artificial intelligence is helping Google in automatic image detection, deep mind, and cloud video intelligence. Google Team is also using artificial intelligence for machine learning, AutoML, and tensor flow. Mainly the big brands like Google and Apple are continuously looking for more creativity and innovation from their customers. The innovation team at Google is looking to make life easier for the employees. They are not only dependent on artificial intelligence, but they are also looking for machine learning, deep learning, and other components of technology 4.0.

From the traditional time, marketers are facing problems in reaching out to the target audience. Artificial intelligence is helping marketers in improving their strategy to reach the target audience by using custom algorithm techniques. Companies are spending a lot of money on reaching out to the correct set of targeted audiences. Artificial intelligence is helping marketers to reach the correct target audience by increasing the views on viewable impressions. An artificial intelligence-based algorithm makes sure that the advertisements will reach the right category of the targeted audience. Nowadays, customers are more mobile-friendly, and those social media platforms also help in judging the moods, needs, and wants of the customer as well. Artificial intelligence is making customers more and more engaging through the effective usage of technology.

Artificial intelligence is not only helping the tech companies but also helping the supermarket brands like LIDL, TESCO, ALDI, etc. The effective usage of supermarkets is visible in customer care, quality control, inventory management, personalization, pricing, and fraud detection as well. Supermarkets are adopting artificial intelligence to improve consumer interest through personalization touch. Previously, supermarkets were doing their market promotions with the help of catalogs or broadcasts, but it involved a lot of cost and effort. Artificial intelligence aligned with advanced analytics provides all types of information about the customers, i.e., which type of meal the customer prefers, what are the ideal motives behind the purchases, and all other necessary information as well. The past shopping behavior is helpful for the customers for improving their marketing strategies and aligning it as per modern customer needs.

Inventory management is really a cumbersome task for supermarkets. They must manage the inventory so that they can provide the essential products to the customer on time and without any further delay. Artificial intelligence-based forecasting helps the managers at grocery stores to be more accurate about their approximations.

They can self-learn and create more accurate forecasts. During COVID time, when most of the brands were looking for social distancing options, artificial intelligence helped the brands in improving social distancing as well.

Thus, when it comes to marketing, branding, and communication in such a scenario, the influencers or marketing communicators would need to be and are finding themselves compelled to be from the knowledgeable and highly capable and equally ‘highly qualified and accomplished’ genre. Pause to see the battle for vaccines sources and markets led by heads of governments, the battle between rich pharma firms, the claims and counterclaims on which type of vaccine is superior – virus-driven, immune system-driven, or genetic material-driven, and so on. How do the marketing communication and branding get manifested – if we wonder- we see the plethora of educational conferences where these decision-makers become a part of and or publish papers at various milestones in the development, testing, and approval process for the various stages of drug developments. In the same way, knowledgeable and powerful heads of governments and armaments manufacturers align in intergovernmental events – bilateral or multilateral arms shows, trade shows, air shows, and so on.

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