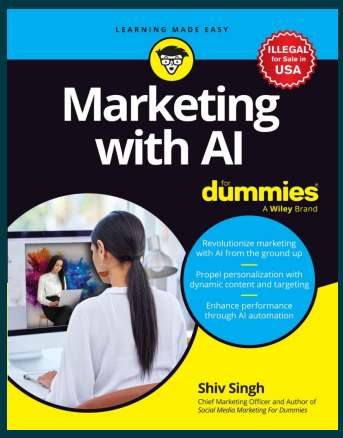
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Marketing with AI For Dummies

By Shiv Singh

Paperback 9789363864061 ₹- Price

Pages: 400

Description

Stay ahead in the marketing game by harnessing the power of artificial intelligence

Marketing with AI For Dummies is your introduction to the revolution that's occurring in the marketing industry, thanks to artificial intelligence tools that can create text, images, audio, video, websites, and beyond. This book captures the insight of leading marketing executive Shiv Singh on how AI will change marketing, helping new and experienced marketers tackle AI marketing plans, content, creative assets, and localized campaigns. You'll also learn to manage SEO and customer personalization with powerful new technologies.

About the Author

Shiv Singh

Shiv Singh is a future-focused business executive who has developed and executed cutting-edge marketing strategies, tools, and techniques for some of the world's largest brands. He is also the trailblazing author of Social Media Marketing For Dummies and Savvy, Navigating Fake Companies, Leaders & News. Along the way, he has served as VP and Global Social Media Lead for Razorfish, Head of Digital for PepsiCo Beverages, SVP Innovation Go-to-Market for Visa, and most recently, as the Chief Marketing and Customer Experience Officer for LendingTree, where he managed a media budget of $650 million and led a team of 150 marketers.

Table of Contents

Introduction

About This Book

Foolish Assumptions

Icons Used in This Book

Beyond the Book

Where to Go from Here

Part 1: Getting Started with Marketing With AI

Chapter 1: A Brief History of AI

Early Technological Advances

Alan Turing and Machine Intelligence

The Dartmouth Conference of 1956

Machine Learning and Expert Systems Emerge

An AI Winter Sets In

The Stanford Cart: From the ’60s to the ’80s
More AI Developments in the 1980s
Rapid Advancements of AI in the 1990s and Beyond
Chapter 2: Exploring AI Business Use Cases
Automating Customer Service
Enhancing Product and Technology with AI
Accelerating Research and Development
Giving Marketing an AI Boost
Optimizing Sales with AI
Adding AI to Legal Activities
Chapter 3: Launching into the AI Marketing Era
Ready or Not: AI Is Your New Marketing Copilot
Watching AI Upend the Corporate World
Taking Foundational Steps Toward AI Marketing
Adopting a Strategic Framework for Entering the AI Era
Part 2: Exploring Fundamental AI Structures and Concepts
Chapter 4: Collecting, Organizing, and Transforming Data
Defining Data in the Context of AI
Choosing Data Collection Methods for Marketing with AI
Putting Your Marketing Data in Its Place
Understanding Data via Manual and Automated Systems
Preparing the Data for Use by AI Algorithms and Models
Chapter 5: Making Connections: Machine Learning and Neural Networks
Examining the Process of Machine Learning
Understanding Neural Networks
Supervised and Unsupervised Learning
Exploring Reinforcement Learning
Mastering Sequences and Time Series
Developing Vision and Image Processing in AI
Tools for Machine Learning and Neural Networks
Chapter 6: Adding Natural Language Processing and Sentiment Analysis
Demystifying the Backbone of NLP
Elevating NLP with Machine Learning
Examining Transformers and Attention Mechanisms
Unpacking Sentiment Analysis
Catching the feeling
Understanding language nuances
Integrating social media analytics

Challenges for NLP and Sentiment Analysis
Engaging Best Practices for Using NLP and Sentiment Analysis
Chapter 7: Collaborating via Predictions, Procedures, Systems, and Filtering
Understanding Predictive Analytics
Putting AI Procedures into Practice
The AI System Development Lifecycle
Understanding Filtering in AI
Chapter 8: Getting Comfortable with Generative AI
Changing the Game with Generative AI
Getting to Know GPT Models
Creating New Text, Images, and Video
Introducing Major Consumer-Facing Generative AI Models
Addressing the Challenges of Using Generative AI Models
Part 3: Using AI to Know Customers Better
Chapter 9: Segmentation and Persona Development
Exploring Behavioral Segmentation Elements
Sourcing the Right Customer Data
Seeing How AI Performs Segmentation
Refining, Validating, and Enhancing Segmentation Models
Aligning Persona Development
Leveraging AI Personas for All Business Efforts
Employing Synthetic Customer Panels
Chapter 10: Lead Scoring, LTV, and Dynamic Pricing
Working Together: Three Core Concepts
Scoring Leads with the Help of AI
Calculating Lifetime Value to Affect Lead Scoring
Turning Lead Scoring and LTV Insights into Dynamic Pricing
Chapter 11: Churn Modeling and Measurement with AI
Getting the Scoop on Churn Modeling
Ramping Up Your Measurement Operations
Checking Out Tools for Churn Modeling and Measurement Operations
Part 4: Transforming Brand Content and Campaign Development
Chapter 12: Using AI for Ideation and Planning
Engaging AI to Ideate on Behalf of Human Beings
Deciding whether AI Hallucinations Are a Feature or a Bug
Following Practical Steps for Idea Generation with AI
Deciding on AI Ideation Tools to Use
Chapter 13: Perfecting Prompts for Conversational Interfaces

Reviewing Use Cases for Conversational Interfaces
Writing Strong Prompts to Guide AI Responses
Good and Bad Marketing Prompt Design Examples
Refining and Iterating Strong Prompts
Fighting AI Bias in Prompt Writing
Using Prompt Design Apps
Chapter 14: Developing Creative Assets
Trying Out an AI-Generated Where's Waldo? Illustration
Exploring an Approach for Creating Visual Assets with AI
Enhancing Existing Creative Assets
Fine-Tuning Creativity with AI Tools and Techniques
Choosing AI Tools for Creating Visual Assets
Chapter 15: Search Engine Optimization (SEO) in the AI Era
Describing Search Generative Experiences (SGEs)
Strategies for SEO Success in the AI Era
Enhancing the User Experience with AI
Maximizing Your SEO Efforts
Knowing the AI Tools to Use with SEO
Chapter 16: Performing A/B Testing with AI
Examining the Fundamentals of A/B Testing
Surveying A/B Testing Extensions
Gathering AI Tools for A/B Testing
Chapter 17: Fine-Tuning Content with Localization and Translation
Exploiting AI for Localization and Translation
Adopting Core Strategies for Localization
Examining Real-Time Localization and Translation Solutions
Part 5: Targeting Growth Marketing and Customer Focus with AI
Chapter 18: Applying AI to Performance Marketing
Examining Google Performance Max
Exploring Meta Advantage+ Campaigns
Inspecting Amazon Ads
Taking Stock of TikTok Advertising
AI Tools for Performance Marketing
Chapter 19: E-mail and SMS Marketing with AI
Tracking E-mail and SMS Marketing
Adding the Power of AI to E-mail and SMS Marketing
AI-Powered E-mail and SMS Marketing Tools
Chapter 20: Diving into Personalized Marketing

Adapting Marketing to Meet Consumer Personalization Preferences
Examining Personalization Concepts
Unlocking the Deeper Value of Personalization with Generative AI
Making Personalization Operational with AI
AI Tools to Help with Personalization
Chapter 21: Leading Your Business in the AI Era
Following Steps for Integrating AI into Your Business
Building AI Capability within Marketing
Integrating Marketing with the Rest of the Enterprise
Organizing for the Future
Chapter 22: Addressing Ethical, Legal, and Privacy Concerns with AI
Operating Principles for Ethical AI
Using All Data Responsibly
Fighting Bias in Data and Results
Protecting Copyright and Intellectual Property
Facing the Deepfake Problem
Saving Human Beings from Artificial Intelligence
Part 6: the Part of Tens
Chapter 23: Tens Pitfalls to Avoid When Marketing with AI
Ignoring Qualitative Insights
Depending Solely on Generated Personas
Relying Only on AI for Creative Briefs
Bypassing Human Creativity
Losing Your Brand Voice
Neglecting Emerging Media Channels
Over-Optimizing for Short-Term Goals
Creeping Customers Out
Ignoring the Value of the Human Touch
Relying Solely on AI for ROI Analysis
Chapter 24: Ten Future AI Developments to Watch For
Quantum Computing–Aided AI
Autonomous Creative Campaigns
Cognitive AI Systems for Deep Insights
AI-Driven Virtual Reality Experiences
Neural Interface for Marketing Insights
AI-Curated Personal Digital Realities
Synthetic Media for Dynamic Content
Predictive World Modeling

AI as a Customer Behavior Simulator

Molecular-Level Product Customization

Index

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