

AI DRIVEN MARKETING

Opportunities and tools to revolutionize your marketing strategy

An overview of how artificial intelligence is changing
the game for current and future marketing
organizations

Henrik Larsson-Broman, **Mercuri International Research AB**
& Peter Siljerud

TABLE OF CONTENTS

INTRODUCTION

Why this report?	5
What is artificial intelligence?	8
What opportunities does AI create for b2b marketers	10

1 MARKET ANALYSIS AND TARGET GROUP SEGMENTATION

1.1 Introduction	13
1.2 Analyze market size and growth	14
1.3 Trend and environment analysis	16
1.4 Competitor analysis	18
1.5 Customer segmentation and target group analysis	20
1.6 Ideal customer profiles	24
1.7 Buyer profiles	26

2 PRODUCTION OF CONTENT FOR MARKETING

2.1 Introduction	29
2.2 Text-based content	30
2.3 Images, photos and visual content	33
2.4 Design, logos and illustrations	36
2.5 Designing websites and landing pages	38
2.6 Presentations	39
2.7 Videos, animations and moving images	40
2.8 Sound, music and soundtracks	43

3 PERSONALIZED MARKETING

3.1	Introduction	47
3.2	Personalized email marketing	49
3.3	Personalized chatbots	50
3.4	Personalized ads and videos	54
3.5	Personalized websites and landing pages	56
3.6	Personalized product recommendations	57

4 AUTOMATED MARKETING

4.1	Introduction	59
4.2	Automated campaign planning	60
4.3	Automated email campaigns	62
4.4	Automated social media campaigns	64
4.5	Automated ad bidding	67
4.6	Automated keyword analysis and search engine optimization	69
4.7	Automated customer reference checking	71

5 LEAD GENERATION AND QUALIFICATION

5.1	Introduction	74
5.2	Find and develop lists of potential leads	75
5.3	Create interest and generate leads	77
5.4	Qualifying and scoring leads	79
5.5	Maintaining and reactivating leads	83

6 MEASURING AND EVALUATING MARKETING

6.1	Introduction	86
6.2	Analyze and evaluate marketing campaigns	87
6.3	Analyzing and listening to social media	89
6.4	Measuring and analyzing customer satisfaction and loyalty	92

7 RISKS AND CHALLENGES OF AI

7.1	Ethical and moral aspects of AI	96
7.2	Will AI take over our jobs?	99
7.3	How to get started with AI?	101

8 KEY CONCEPTS AND TERMS IN AI

105

9 OVERVIEW - AI BASED TOOLS FOR MARKETING

9.1	Introduction	109
9.2	Segmentation and target group analysis	110
9.3	Production of content for marketing	113
9.4	Personalized marketing	119
9.5	Automated marketing	121
9.6	Lead generation and lead qualification	125
9.7	Measure and evaluate marketing campaigns	127

10 About Mercuri International

129



Prompt: A close up view of a hand holding a magnifying glass over a peaceful mountainous landscape.

INTRODUCTION

Why this report?

In November 2022, OpenAI, a San Francisco-based company specializing in artificial intelligence (AI), launched a language model called ChatGPT. Simply put, ChatGPT is an AI-based virtual assistant, trained to handle a variety of questions and answer them in a natural and conversational way. The response was huge. After just five days, the service had reached over one million users and after two months, over 100 million people had interacted with their new assistant. This makes it the fastest growing app ever. In comparison, it took nine months for TikTok to reach the same number of users, two years for Instagram and over four years for YouTube.

Although AI has been a part of our lives for a long time, the explosion of ChatGPT created a new wave of artificial intelligence where many people suddenly became aware of what AI can do. For many, ChatGPT has been welcomed with open arms, while others have found the service intimidating and worrying. What about jobs? What are the risks associated with this development?

Although ChatGPT is just one of many AI-based

solutions, it gives those of us who may not be familiar with AI an idea of where we are going. You might think that things were better in the good old days. Before e-commerce, social media, chatbots and intelligent conversation tools like ChatGPT. But going back to the future is not an option. As much as we want to, we cannot turn a blind eye to these developments. It's like constantly fighting against the wind. Therefore, it is time to change, rethink and start preparing how to adapt to a new era. But let's make one thing clear right now: AI is not here to take our jobs, but people who understand and can benefit from AI will.

So most of us are faced with a choice: get on the train or stay on the platform. At Mercuri International, we choose to see the rapid development of AI as something exciting, something that creates new opportunities. Not least when it comes to skills development, learning and training. Because we know one thing. The only skill that will be constant now and in the future is the ability to learn new things. Training, education, experimentation, innovation and lifelong learning thus take on greater strategic

importance. This is especially true in the areas that we at Mercuri help companies master on a daily basis: sales, marketing, customer service and leadership. Here the possibilities seem endless as AI can help us perform tasks that were previously manual, costly and time-consuming in a much more efficient way.

So, as you know, the world does not stand still. That's why we regularly conduct surveys, analyze trends and conduct research in what we call Sales Excellence - how do we achieve profitable sales growth over time? It is also for this reason that we are now launching a series of reports and educational materials on the opportunities AI creates for our ability to generate revenue for our businesses.

The report you are holding in your hand, the first in the series, focuses on marketing. What opportunities does AI create for all of us who struggle daily with audience analysis, brand positioning, marketing campaigns, content creation and lead generation activities for the sales department? What can be automated? And what are the efficiency-enhancing tools available on the market?

The questions are many and not always easy to answer. Therefore, our ambition is not to be comprehensive in any way. That would be almost impossible. With the rapid development of AI and new innovations, applications and features being launched every day, many of the examples in this report may have changed by the time you read this. Nor will you get a structured method or process for implementing AI in your business. We leave that to you to ponder or take help with.

Instead, our ambition is to highlight the possibilities of AI, how AI can be applied, and showcase a number of interesting and innovative examples, solutions and tools that you can start applying today. Think of it as an encyclopedia, an idea book, a source of inspiration or guidance for you and your company as you navigate the rapidly changing world of artificial intelligence. Hopefully it will help you achieve greater success, even if it does not provide all the answers.



Prompt: Group of young workers brainstorming. Show gender diversity. They're in an office or in a business environment, they're smiling and getting along very well.



Henrik Larsson-Broman



Peter Siljerud

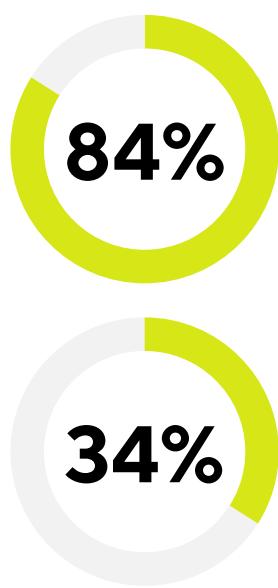
If you have any questions or want to get in touch with us authors, you can reach us at info@mercuri.net. We also welcome you to comment on parts of the report and highlight what you find interesting on social media using the hashtag **#mercuriinternationalAI**. If you also tag us authors, we promise to comment and answer your questions.

Henrik Larsson-Broman
Peter Siljerud

WHAT IS ARTIFICIAL INTELLIGENCE?

Have you ever thought about how often you use artificial intelligence (AI)? In reality, the majority of us use AI on a daily basis without even realising it. Every time you use your fingerprint or FaceID to unlock your phone, you are using AI. Every time you use Facebook or Instagram, the ads you see are adapted based on AI. Every time you use Google Translate, the text is translated using AI. Every time you read a book online, the recommendation is based on AI, and when you press the order button, your payment card is checked with AI to detect any misuse.

AI is now a big part of our daily lives, even if many people are not aware of it. A survey conducted a few years ago showed that:



And the pervasiveness of AI will only grow. If digitalization has been the big topic of the 21st century so far, it's likely that AI will dominate the discussion in the coming years. We are probably

witnessing the most dramatic shift in technology since the advent of the internet.

But what exactly is artificial intelligence? Well, that's what the scholars argue about. AI is a vague and often misused term that even researchers cannot describe in a coherent way. But in simple terms, it can be described as a *machine's ability to perform tasks that normally require human intelligence*, such as problem solving, learning and decision making.

Unlike our biological intelligence, this intelligence is provided by computers. One way of looking at it is that AI receives input (e.g. data or information from its environment) and then interprets and learns from it to achieve individual goals.

Much of the technology behind today's AI solutions is nothing new. In fact, the world's first neural network was commissioned back in 1959 to eliminate echoes on telephone lines. In the following decades, the experiments continued, but there was no major impact - until recent years. Unlike earlier systems that were rule-based and static, modern AI solutions are based on *machine learning*. This concept means that computers can learn and improve their abilities over time - it's about letting computers train themselves to get better and better.

Simply put, the purpose of machine learning is to create systems that are more human-like in their ability to identify and understand the world, particularly images, speech, text and other things that have historically been easy for humans to handle but difficult for computers. Computers have long been better than humans at some

¹ Pega (2017), New research reveals deep confusion about Artificial Intelligence [press release], retrieved from <https://www.pega.com/about/news/press-releases/new-research-reveals-deep-confusion-about-artificial-intelligence>

things, especially calculations. Multiplying 2 539 342 by 4 393 245 is ridiculously easy for a computer but complicated for a human. Conversely, a human being finds it easy to recognize, for example, a dog in a picture, while a computer has traditionally found this type of analysis very difficult. But with rapid developments, even this is now possible. Every day, new solutions are launched based on what we call *narrow AI*. These types of solutions are good at solving specific problems and tasks. Many of the niche products we see today in text, image, sound and photo are based on these systems.

The next stage of development is artificial intelligence, which has the ability to solve more general problems. When computers reach this level, it is called *artificial general intelligence*

(*AGI*). Perhaps we are heading towards a future where computers become more generally intelligent, where they acquire a form of common sense. So *AGI* is an intelligence comparable to that of humans. These are systems that think, understand and learn, and can then use their intelligence to solve problems in a given situation in a similar way to a human - or potentially much better. *AGI* does not yet exist - there is an intense debate in the industry about how to create it, whether it can be created at all, and whether or not we need to be concerned about it. Only time will tell how it goes.

”

Perhaps we are heading towards a future where computers become more generally intelligent, where they acquire a form of common sense.

WHAT OPPORTUNITIES DOES AI CREATE FOR B2B MARKETERS?

The Future State of Skills report, in which Mercuri International interviewed over 1,000 commercial leaders, found that 9 out of 10 companies experience a skills gap in their sales and marketing organization.² The main reasons for this were explained by an increasingly complex sales and marketing process, new buying behaviors and increasing digitalization.

Managing and running a modern marketing function is thus no easy task. Keeping up with rapid change requires constant skills development, which can be overwhelming for many. Not least when it comes to understanding and managing social media, generating digital leads, and leveraging technology to automate marketing, which, according to the report, were some of the abilities where the skills gap was greatest.

One conclusion is that today's and tomorrow's marketers need to update and renew their knowledge and skills, especially when it comes to the use of artificial intelligence. For those who choose to invest in skills development around AI, the opportunities are great, while the consequences can be disastrous for those who choose not to. As more and more data is generated, marketing is becoming more digital, data-driven and based on smart algorithms that can help us make better decisions, work more efficiently and get better results from our marketing investments. The time when we did a lot of work manually is over, which is also reflected in other surveys.

However, artificial intelligence is nothing new for a modern marketer. According to analyst firm Forrester, AI is largely used for targeting, which means using AI to identify and reach a specific group of people or companies that are most likely to be interested in your products and services.³ It also includes producing, sharing and disseminating interesting and valuable content to the target audience, for example through blog posts, e-books, videos, infographics or webinars. According to the Forrester survey, 40% of marketing departments are using AI to do this today.

The second most common use is personalized marketing, where 36% of companies say they use AI to customize their communications and offers based on customers' unique needs and preferences. In third place is marketing automation, which means using AI to fully or partially automate certain parts of the marketing process.

² The report can be downloaded at <https://mercuri.se/the-future-state-of-skills/>

³ Forrester (2022), Global State Of AI In B2B Marketing Survey, Retrieved from <https://reprints2.forrester.com/#/assets/2/2180/RES178938/report>

While many companies have come a long way in using AI to streamline and improve their marketing, for most the potential is huge. One of the key benefits of AI in B2B marketing is that it enables companies to collect and analyze large amounts of data quickly and efficiently. By using AI algorithms, companies can extract insights from data that may otherwise be difficult or impossible to discover. For example, companies can use AI to analyze customer data and identify behavioral patterns, preferences and needs. This information can then be used to create more relevant and customized marketing campaigns.

Another key benefit is that AI can automate large parts of the marketing process. By using automated systems, businesses can save time and resources while improving the effectiveness of their marketing. For example, businesses can use AI to automate email marketing, advertising, production of marketing materials, social media marketing and search engine optimization. This means that marketers can focus on creating high-quality campaigns instead of spending time on routine tasks.

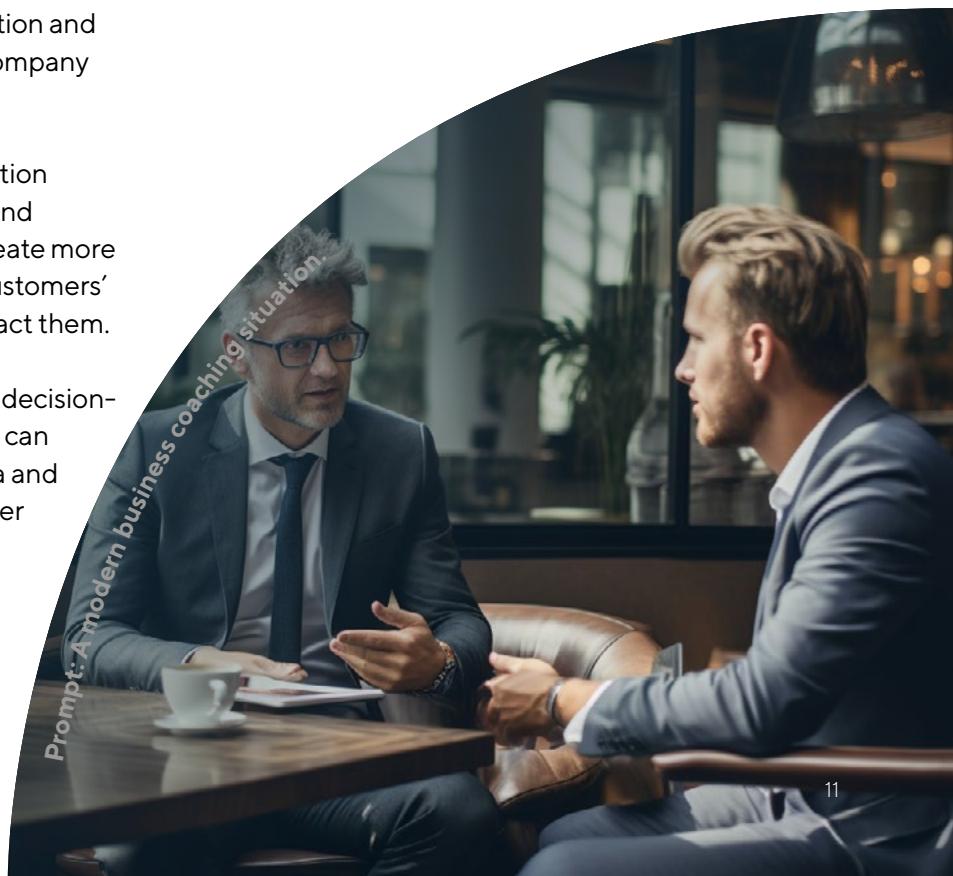
AI in B2B marketing can also be used to improve the customer experience. By using AI-based chatbots on their website or social media platforms, businesses can quickly respond to customer questions and solve problems. This can improve the experience, increase customer satisfaction and create a better relationship between the company and its customers.

AI can also be used to improve lead generation activities. This can include using AI to find and develop lists of potential customers and create more relevant marketing campaigns based on customers' different behaviors and preferences to attract them.

Finally, AI can be used to improve business decision-making. By using AI algorithms, companies can analyze and evaluate large amounts of data and gain insights that can be used to make better decisions. For example, companies can use AI to analyze market data and competitor information to make strategic decisions about products and marketing.

In summary, we can conclude that AI creates great opportunities for current and future marketing organizations, but it also requires investments in software, skills development and new ways of working. By using AI, companies can increase their efficiency, reduce their costs and improve their competitiveness in the market.

In the next section, we will take a closer look at what these possibilities mean.





Chapter 1:

MARKET ANALYSIS AND TARGET GROUP SEGMENTATION

AI to analyze the market, competitors and customers in order to create clear target groups, segments and ideal customer profiles



I 1.1 INTRODUCTION

A key element in developing a viable market strategy is *market analysis*. This is normally the first step in a marketing process and involves gaining a deeper understanding of the dynamics of the market and the target groups we want to address. The focus of the market analysis can vary depending on what you want to focus on, but there are some key questions that a market analysis should answer, such as:

- How big is the market for our target group?
- How does our company and/or our products/services differ from our competitors? What are our strengths and weaknesses?
- Who are our potential customers?
- What is the buying behavior of our customers?
- Which customer segments are most important to us?
- What price are customers willing to pay for our products or services?
- Who are our ideal customers and what are the buying profiles of decision-makers?

Market analysis thus aims to provide us with insights that can help us make informed decisions about the strategies we should use to maximize the impact of our marketing investments. And this is where AI can come in handy, not least because AI has the ability to analyze large amounts of data much faster and more efficiently than humans can.

So let's look at some examples where AI can help with market analysis.

1.2 ANALYZE MARKET SIZE AND GROWTH

Imagine working as a marketing manager for a company that offers cloud-based solutions. You are responsible for expanding and reaching the target audience in a number of different markets. Wouldn't it be good to understand the size of these markets, how fast they are growing, how many potential customers there are in each market, what the competition is like or how much companies are investing in cloud-based services in each market?



Analyzing the size and growth of the market is an important part of the marketing process as it can help us allocate resources and investments to maximize returns.

It can also be important to help us understand different market segments and create strategies to reach customers in these markets.

Today, there are several AI-based platforms that can help us collect and analyze data to assess the size of the market and how fast the market is growing. This type of data collection is referred to as *web scraping* and involves a computer program navigating through lots of content on different web pages, analyzing their content and extracting specific data according to predetermined criteria.

Examples of such solutions include *Diffbot.com* and *import.io*, which use this technology to assess the market size and growth potential of different industries and products. By identifying the sources that have relevant information about the market you want to analyze (such as competitors' websites, industry publications,

news sites, analyst reports, and social media), these AI solutions can collect and search for trends, patterns, and correlations that can provide insights into the size and growth of the market.

Another example is *Quandl*, a platform that uses AI to collect and analyze economic and financial data from hundreds of sources such as industry publications and various databases to provide insights into a particular market size and growth.

Analyzing your market is thus an important part of developing a business and market strategy. For those who want a sounding board in this process, it may also be worth looking at a solution like *Vizology*. This AI-powered software provides a comprehensive set of tools to help entrepreneurs, strategists and consultants get answers to their business questions. This may involve brainstorming business models, finding out the size of a particular market or the level of competition, as well as creating and editing unique business plans.

AI-based tools to collect & analyze market data



QUANDL

Platform for economic and financial data collection and analysis from various sources.

WEBSITE



DIFFBOT

Web scraping service and database to collect and analyze web data.

WEBSITE



IMPORT

Web scraping service to collect and structure web data.

WEBSITE



VIZOLOGI

Generates AI-based answers to all kinds of business questions about companies, competitors and different markets. It also provides examples of applicable business models.

WEBSITE



1.3 TREND AND ENVIRONMENT ANALYSIS

An important part of the market analysis is also to identify relevant market trends that may affect how we market or sell our products and services. An example of a market trend is the one we address in this report on artificial intelligence, i.e. what opportunities does the rapid emergence of AI create for the way we market our products and services? Or how will AI affect the buying behavior of our customers? Another example, which we also write about in this report, is increased *personalization*, whereby customers increasingly expect more personalized experiences from companies. A further example is the *sustainability trend*, whereby customers are increasingly aware of environmental issues and thus expect companies to take greater responsibility for a sustainable future.

Thus, monitoring and analyzing trends that affect our industry, and that help us keep up to date with changing buying behaviors and expectations, can play a key role in creating relevance in marketing.

Again, there are many AI-based solutions for monitoring and analyzing trends. ChatGPT can be a good start if we want to quickly and easily get a list of trends in a particular industry. There is currently a restriction that ChatGPT only has access to data created before September 2021. It is blind to industry changes after this date, which future updates can of course remedy. However,

there are other advanced platforms to capture relevant trends in real time. These AI-powered trend analysis platforms use machine learning to identify and analyze historical data along with current events to predict market trends.

A well-known and popular tool for this is *Google Trends*, which analyzes billions of searches every day to discover new trends and assess how they might evolve over time.

For those who want to broaden their horizon and collect data from more sources, such as news articles, social media, patents and research reports, *ITONICS Trend Scouting* may be a better option. This platform combines automated data collection with AI-driven analysis and expert judgment to produce more industry-specific trends that can be used to make more informed business decisions.

An additional option is *explodingtopics.com*, which uses AI to analyze millions of searches, conversations and mentions across the internet to identify trends at an early stage. This tool is aimed more at entrepreneurs and developers who want to get new ideas before anyone else.

AI-based tools to identify market trends



GOOGLE TRENDS

Analyzes the popularity of search terms over time and geography, which can be useful for identifying market trends.



WEBSITE



EXPLODING TOPICS

Collects and analyzes data from multiple sources to identify trends in technology and new products and services that are growing in popularity.



WEBSITE



ITIONICS TREND SCOUTING

Platform designed to identify and monitor industry-specific trends and innovations.



WEBSITE



1.4 COMPETITOR ANALYSIS

Another important part of market analysis is collecting and analyzing data on the company's competitors. This information can be of great importance in marketing efforts, as it gives the company a clear picture of its position in the market and how it should adapt its marketing strategy. This may include gaining insights into current and future competitors' strategies, market share, products, pricing, strengths and weaknesses. It can also include monitoring their digital presence, product launches, marketing campaigns and getting an idea of what customers like and dislike about them.

Today, there are plenty of AI-based tools to analyze data on competitors. One example is *browse.ai*. Using this tool, you can easily extract information from your competitors' websites to keep you updated on their products, marketing campaigns and web presence.

Crayon is another AI-powered platform that allows you to track and analyze your competitors' digital footprint, including pricing, product updates, marketing campaigns, and customer feedback. Similarly, *Kompyte* uses AI to track and analyze competitors' digital marketing strategies. The platform provides real-time updates and reports on changes in competitors' activities on the web, social media and ad campaigns.

You can also use AI to gain insights into competitors' web traffic, visitor behavior, customer engagement, and keyword strategies. Two valuable tools for this purpose are *SimilarWeb* and *SEMrush*. Type in your competitors' web domain and in seconds you'll have plenty of statistics to compare yourself with.

Finally, it is also possible to use more readily available tools such as ChatGPT, although this is not currently updated in real time. For example, you can quickly and easily ask ChatGPT to list companies that sell the same or similar products as your company does.

You can also ask it to include competitors' URLs for website, Instagram, LinkedIn, etc. and ask it to create a table that you can easily insert into an Excel document. This allows you to quickly get an overview of which companies you are competing with in the market you operate in.

”

Another important part of market analysis is collecting and analyzing data on the company's competitors. This information can be of great importance in marketing efforts, as it gives the company a clear picture of its position in the market and how it should adapt its marketing strategy.

AI-based tools for competitor analyses



BROWSE

Extracts information from your competitors' websites to keep you updated on their products, marketing campaigns and web presence.

WEBSITE



KOMPYTE

Helps companies monitor competitors' strategies and strengths and weaknesses in marketing, pricing and product development.

WEBSITE



CRAYON

Collects and analyzes data from competitors' websites, social media, reviews and more.

WEBSITE



SIMILARWEB

Web analytics platform that provides insights on web traffic, visitor behavior, customer engagement and conversions for both your own and competitors' websites.

WEBSITE



SEMRUSH

Helps you monitor and analyze competitors' keyword strategies, websites and ad campaigns.

WEBSITE

1.5 CUSTOMER SEGMENTATION AND TARGET GROUP ANALYSIS

If the first steps of the market analysis were aimed at gaining an understanding of the market, its potential, trends and competitors, the next step is to deepen the knowledge of the target group we are addressing. In short, we need to gain insights into who or whom we should target, what characterizes them, and divide them into different segments to ensure that we are effective in our marketing.

An important part of this process is to conduct a customer analysis. *Customer analysis* means that we collect and analyze information about existing customers such as:



Buying behaviors



Needs



Preferences



Demographic data

in order to better understand why different customers buy from us today. This analysis can then be used to identify clear target groups or segments of customers.

The first step in a customer analysis is to collect as much data as possible on existing customers from various *internal sources*, such as CRM systems, billing and payment records, customer support data, customer surveys, and interactions on the company's website or social media. An important aspect of working with customer data is ensuring that it is accurate, up-to-date and relevant.

Step two therefore involves *cleaning customer data* to make it understandable and useful for analysis, including removing duplicates,

correcting incorrect data and filling in missing values. AI tools can automate this process and quickly identify and correct inaccurate or inconsistent information.

For example, *Alteryx* and *DataRobot* - two AI-based platforms - can help us to quickly and efficiently clean, structure and prepare data for use in the upcoming analytics work of segmenting out desirable target groups, customer profiles and buyer profiles.

Customer analysis can also be complemented by data from *external sources*. This may involve supplementing with economic business data or with information from, for example, business registers, public registers and business websites. As mentioned earlier, we can also use web scraping, which involves extracting data from different websites and making it available for analysis.

To complement social media data, you can use *social media monitoring*, *social listening* and *sentiment analysis*, which we describe in more detail in the chapter on analyzing, measuring and evaluating marketing efforts.

Data on customers, whether it comes from our own internal sources, or external sources such as social media, can thus be extremely valuable for target group analysis. This analysis, in turn, is important for dividing the target group into less specific *customer segments* consisting of customers with similar needs and preferences. This allows us to create targeted marketing campaigns that better suit each customer group.

For example, we may be able to draw conclusions about which customers or target groups are most

profitable for us and why they are profitable. Do they buy any special products or services? Do they have a similar need? Is there a geographical or sectoral link? Do they have a certain turnover or number of employees? Do they have a more centralized or decentralized decision-making process? Are there any similarities in who made the decision or in their corporate culture? What about their technological maturity? Or is it related to who actually sold or delivered the customer solution?

Customer segmentation can thus be done in many different ways based on what the analysis shows. If the analysis shows that there are

demographic differences between different customer groups, you may need to divide them according to criteria such as turnover, number of employees or geographical location. If the analysis shows that different customer groups have different needs, they should be divided accordingly. If your customers are interacting in different ways with your offers, maybe we should segment them according to their different behavioral patterns.

Today, there are different types of AI methods and algorithms that can be used for customer segmentation.

1

One common method is *cluster analysis*, which involves using AI to group data objects (in this case, customers) based on their similarities.

2

Another is *decision tree* which is an AI technology to predict customer behavior by dividing customers into segments based on their characteristics and behavior.

3

A third is *deep learning*, which can be used to analyze complex and non-linear relationships between customer data and customer behavior. Deep learning can help uncover hidden patterns and segments that may not be apparent with more traditional methods.

These methods are currently used by several large technology companies such as *Hubspot*, *Salesforce* and *Adobe Analytics*. All these

tools use AI to segment B2B customers based on factors such as geography, industry and behavioral patterns.

Prompt: A hand that holds 3 cards, each representing an identity of different customers, who all have a different score (lead scoring). On the cards, there are pictures of different types of customers.



We need to gain insights into who or whom we should target, what characterizes them, and divide them into different segments to ensure that we are effective in our marketing.

AI-based tools for segmentation and target group analysis



ALTERYX

Uses AI to wash and prepare customer data for analysis.



DATAROBOT

Uses AI to wash and prepare customer data for analysis.



HUBSPOT CRM

Offers AI capabilities to analyze customer data and segment B2B customers based on various criteria such as sales value, geography, and industry.



SALESFORCE EINSTEIN

AI-based application to analyze customer data and predict customer behavior. Can be used, for example, to identify customer segments with similar needs and buying behavior.



ADOBE ANALYTICS

Analyzes customer data to understand different customer behaviors and preferences. Also offers features to segment B2B customers.

WEBSITE

WEBSITE

WEBSITE

WEBSITE

WEBSITE

1.6 IDEAL CUSTOMER PROFILES

A further step in customer segmentation is to develop a detailed description of our most desirable type of customers for each segment. It could be a typical company that we want to work with and which, for various reasons, is most valuable or profitable for us or where the likelihood of a deal is greatest. This is known as the *ideal customer profile* (ICP).

In other words, it means developing a profile that describes in detail the characteristics of the types of companies and decision-makers we should target with our sales and marketing efforts.

Let's look at an example for company Z, which sells business loans to SMEs. Their ideal customer profile could then be described as follows:



Company profile:

- Has been on the market for at least 2 years
- Turnover between 1 and 50 million SEK per year
- Need to borrow money to expand or to manage cash flow
- Looking for a quick and easy loan application without complicated processes and collateral requirements
- Have a good credit rating or have previously paid their debts on time



Decision-makers:

- CEO or CFO
- Responsible for the company's economy and finance
- Looking for a reliable and flexible lender to help with your company's financing needs?
- Can make decisions on loan applications without delays or lengthy decision-making processes



Needs:

- Need funding to expand the business, buy new equipment or manage cash flow
- Looking for a flexible lender who can offer tailor-made solutions for the company's specific needs
- Looking for a smooth loan application and a quick decision-making process without complicated paperwork or collateral requirements
- Looking for low interest rates and reasonable terms that fit the company's budget



Challenges:

- Has previously had difficulty getting approved for business loans with traditional banks
- Need a lender who can offer financing without collateral or other complicated processes
- Want to avoid high interest rates and expensive fees that can affect the profitability of your business

As with customer segmentation, an ideal customer profile is developed based on the data we have collected on our existing and potential customers. This may involve estimating how much a customer will contribute to the company's revenue during their lifetime as a customer. *Customer Lifetime Value*, which includes factors such as the customer's purchase history, buying patterns, number of purchases, purchase amount and recurring purchases.

Of course, AI can be very useful in developing clear ideal customer profiles. Many of the major CRM providers such as Salesforce, Hubspot and Zoho CRM have AI built into their systems to do this based on the data in the system. But there are also more specialized players, such as *Clearbit* and *6sense*, which both use AI to help companies identify which customers are most valuable to them, among other things.

Once the ideal customer profile is established, it may be worthwhile to carry out a '*twin analysis*'. This means that we compare the ideal customer profile with a database of potential customers. This allows us to identify companies with similar profiles to target our efforts.

One company that offers this type of solution is *Rev*. *Rev*'s algorithms analyze customer data to

identify patterns and trends associated with high-value customers. The platform then uses this information to find prospects who share similar characteristics, making it easy for businesses to target their campaigns to customers who are more likely to buy.

This platform also uses *predictive analytics*, which means that it uses artificial intelligence to predict future events and customer behavior based on historical data and patterns. The purpose of this is to identify customers who are more likely to buy or be attracted to a particular product or service. In practice, this means building over time a qualified group of customers who are well suited to the company's products and services and who resemble the ideal customer profile we have developed.

The benefits of using a tool like *Rev* are many. By automating the process of identifying twins for our ideal customers, the company can save time and money, while improving the accuracy of its targeting. In addition, by targeting customers who share characteristics with their best current customers, companies can increase the likelihood of converting these prospects into customers, which, when properly managed, drives growth and profitability.

AI-based tools to identify ideal customer profiles



CLEARBIT

Uses AI and predictive analytics to identify ideal customer profiles.



WEBSITE



6SENSE

Uses AI to identify ideal customers based on search and behavioral data.



WEBSITE



REV

Uses AI to identify twins to your ideal customer profiles.



WEBSITE

1.7 BUYER PROFILES

If segmentation and ideal customer profiles are about describing the characteristics and attributes of your target audience at the company level, *buyer personas* are about describing your target audience at the individual level. In other words, what characterizes the decision-makers of your ideal customers? What are their challenges? What is their position? What motivates them? Do they have any distinctive personality traits?

Buyer profiles are fictional but realistic descriptions of the decision makers or decision influencers we target and often include a full name and photo so they can be treated as real individuals. In this way, we can help our staff feel closer to our real buyers and better meet their needs, which is especially important for marketers who don't always get to meet customers face-to-face.

It is of course up to each individual to decide which elements should be included in a buyer profile, but usually they are divided into personal characteristics, work-related characteristics and purchasing characteristics. Briefly, these can be described as follows:



Personal characteristics may involve describing things like professional background, age group, nationality, sources of information, attitudes and beliefs, but also individual personality traits.



Job-related characteristics include, for example, describing the role, objectives, challenges, tasks and KPIs of the buyer profile.



Buying characteristics are more about understanding the buyer profile's decision-making process, decision criteria, common objections and barriers to, for example, switching suppliers.

How can these buyer profiles be developed to make marketing more relevant and personalized? As always, good conclusions are based on relevant data that AI can interpret and analyze, preferably data collected about our customers. But there are also a number of AI-based tools that can do this analysis based on public data such as websites and social media.

Although it is usually better to base this analysis on internal data about our customers and target groups, it may be worth trying. An exciting example of this is *DeIve AI*. This AI tool produces buyer profiles in just a few minutes based on three different options: Live Persona, Social Persona and Competitor Persona.

Live Persona uses Google Analytics data to create buyer profiles for your website. Social Persona generates buyer profiles based on the audience your business interacts with on social media. Competitor Persona works in the same way but produces buyer profiles for your competitors. Just enter the link to your own or your competitor's website and you have a result that shows the typical goals, needs, position, preferences, interests and values of the buyer profile. The tool can also provide industry-specific insights and differentiate between B2C and B2B.

Another solution is *getitout.io*. By entering a job title that aligns with your target audience, such as "Purchasing Director", their AI will create a buyer profile including common problems, challenges and goals but also insights broken down by demographic characteristics.

As with many other tasks, language models such as ChatGPT can also be used as a guide to generate buyer profiles. If you have created a detailed description of your target group or ideal customer, you can ask ChatGPT to create a buyer profile based on this information. For example, you can use an instruction like this:

"Develop a detailed buyer profile for our [target group/ideal customer profile], taking into account their demographics, behaviors and preferences."

Another exciting solution for creating buyer profiles based on the personality profiles of the target audience is *Crystal Knows*. Crystal uses AI to collect and analyze text data from people's language and behavior in email and social media to create gender-neutral personality profiles. The profile includes details of the person's behavioral

and communication style, personality type and preferences, and also provides concrete suggestions on how to appropriately adapt the message, tone and content to the profile's individual characteristics.

Overall, based on data on our own customers, but also using AI-based tools that retrieve public data on our target audience, we can extract buyer profiles of our desired ideal customers. With these insights, we can then tailor personalized content in our marketing campaigns.

AI-based tools to create buyer profiles



CRYSTAL

Analyzes text data, including email and social media, to identify and create personalized profiles for potential customers.

WEBSITE



DELVE

Develops buyer profiles using data from your website and social media.

WEBSITE



GETITOUT

Produces buyer profiles based on a job title.

WEBSITE



Chapter 2:

PRODUCTION OF CONTENT FOR MARKETING

AI to create, produce and edit content for marketing campaigns



12.1 INTRODUCTION

In a world where traditional marketing no longer delivers the same impact and companies' attention is split across multiple channels, *content* marketing has become an increasingly important part of the marketing strategy. By creating and sharing high-quality content such as blog posts, reports, e-books, videos and guides that are relevant to the target audience, companies can build brand awareness, engage and educate potential customers, and generate leads for their sales teams.

With the advancement of AI technology, content marketing is now being revolutionized on multiple levels. A rapidly emerging area is what is known as *generative AI*, whereby AI can mimic human creativity and generate new content on its own, without being explicitly programmed to do so. This is done by training algorithms on large datasets of existing content, which the algorithms then use to generate new content that is similar in style and format. This can range from creating texts, images, artwork, videos, music and speech to software code and product design.

For a marketing department, this opens up a world of possibilities, not only for generating creative and engaging content, but also for

making production faster and cheaper. This chapter therefore provides some examples of the opportunities that generative AI creates for current and future marketing departments.

2.2 TEXT-BASED CONTENT

Most of us have already tested ChatGPT, an AI-based tool that uses *natural language generation* (NLG) to create, edit, translate, summarize and improve texts, among other things. It can also proofread, write as if you were a recognized author, change the tone or style, or summarize a research report in bullet points for use in a LinkedIn post.

This type of writing assistant is dramatically changing the content marketing scene as it means in practice that anyone can now become a writer, author or copywriter.

And in a fraction of the time it would take a human to produce the same content. For a marketing department this is of course of great importance as ChatGPT can also customize the content according to specific target groups, ideal customer profiles and contexts, increasing its relevance and engagement.

Take an example. Let's say you want ChatGPT to write a blog post about copywriting. You can then give it the following prompt:

Write a 500-word blog post on the importance of copywriting and its role in effective marketing. Discuss the key elements of successful copy, such as engaging and converting prospects into buying customers. Adapt the tone and style to the [ideal customer profile] and use psychological tricks to convince the reader to act. Also include some practical tips for improving copywriting skills and some examples of successful copywriting in different marketing channels.

However, ChatGPT is not the only solution on the market. Today there is a plethora of tools based on the same technology that can create compelling and engaging texts that can be used for product descriptions, email campaigns, subject lines, headlines, blog articles or social media posts.

Tools such as *Copy*, *Jasper*, and *Copymatic* can be used to create marketing copy. All of these use GPT technology to generate texts for various purposes, such as advertisements, email campaigns, blog posts and social media. The user selects the type of text they want to generate and enters some parameters, such as keywords or a short description, and the AI then creates suggested texts that the user can edit or customize as needed.

There are also many different AI-based tools that specialize in a few tasks. One example of this is *Tome*, which helps you create powerful storytelling in seconds. Write anything in an instruction and then get great stories that can be used in marketing.

To generate case studies and successful customer cases, the *Case Study Writer* can be an option. This AI tool, also based on ChatGPT technology, is designed for B2B product marketers and generates professional case studies from a five-minute virtual interview. The generated case study can be validated, edited and improved, and it can be given to the customer for further editing.

There are also AI-powered tools to generate interesting headlines and subject lines. An example of this is *HeadlinesAI*. Describe in a few words what your content is about and get 10 ideas on how to design your headline to attract the recipient's interest. Similarly, AI can be used to produce press releases. *Newswriter.ai* is a free AI-powered service to create compelling

and eye-catching press releases in minutes. The service also offers a range of ideas and templates to help users create their press releases.

If you want to transcribe YouTube videos into text, you can easily do so using *YouTube Transcript*. Just add the link to the video and the tool will do the rest.

In addition to creating texts, there is also a wide range of so-called '*writing assistants*' who help to edit texts both grammatically and in terms of content. To get real-time feedback on grammar, spelling, punctuation, clarity, style and tone, *Grammarly* is probably the most popular solution today. Grammarly integrates seamlessly with over half a million apps and websites across Windows,

Mac, iOS and Android platforms and also offers features such as plagiarism checking, citation generator and essay checking. A disadvantage is that it is currently only available in a few languages.

Otherwise, there are many AI-based writing assistants that can help rephrase, improve, streamline and make texts more engaging. *Hyperwrite*, *Jenni*, *Wordtune*, *Compose* and *Lex Page* all fall into this category.

There are many tools available and it is not always easy to know which one is best suited for the purpose. Here, users can experiment to see which tool is best suited to their own preferences.

AI-based tools for text production



COPY

Generate copy for ads, email campaigns, blog posts and social media.

WEBSITE



JASPER

Generates copy mainly for marketing purposes and customizes them according to the user's preferences.

WEBSITE



COPYMATIC

Generates texts for advertisements, email campaigns and other marketing materials.

WEBSITE



TOME

Helps you create powerful stories based on your wishes.

WEBSITE



CASE STUDY WRITER

Generates case studies and customer cases for B2B product marketers.

WEBSITE



HEADLINES

Generate interesting headlines and subject lines for your blog or YouTube video with a simple description

WEBSITE



NEWSWRITER

Writing compelling and interesting press releases.

WEBSITE

**YOUTUBE TRANSCRIPT**

Transcribe Youtube videos quickly and easily into text.

WEBSITE

**GRAMMARLY**

Provides real-time feedback on grammar, spelling, punctuation, clarity, style and tone.

WEBSITE

**HYPERWRITE**

Write and edit texts for improved quality.

WEBSITE

**JENNI**

Create and edit texts for various purposes, including marketing and content creation.

WEBSITE

**WORDTUNE**

Reformulate and improve texts to make them more engaging.

WEBSITE

**COMPOSE**

Create and edit texts for various purposes, including marketing and content creation.

WEBSITE

**LEX.PAGE**

Creating and editing texts, including marketing and content creation.

WEBSITE

2.3 IMAGES, PHOTOS AND VISUAL CONTENT

Artificial intelligence is also revolutionizing the way marketing departments create graphic and visual materials. For example, by automating and optimizing design processes, AI-based tools can create high-quality, photorealistic images in less time than traditional methods.

One of the most obvious benefits of using AI to create visual materials is that it can save a lot of time and effort for marketing teams. It is no longer necessary to spend hours adjusting colors, fonts and layouts to find the perfect combination. The AI can quickly generate multiple options based on the given parameters and the user's taste.

One tool that has grown rapidly in popularity for AI-generated images is *Midjourney*. Once you have tried it, you will understand why. In just a few minutes, you can create images and artwork from an idea described in words. In practice, only our creativity limits what we can create. But just like with ChatGPT, we need to understand how to give it the right commands.

To achieve the desired results, you need to experiment with various terms that can create different effects and outcomes. Terms like 'photo realistic', 'dramatic contrast' or 'minimalistic' can improve your results, while 'bokeh' usually gives the characteristic bokeh effect where the main subject is sharply focused while the background remains blurred.

A similar tool that has also received much attention is *DALL-E 2*, an AI model developed by OpenAI that generates images from text descriptions. DALL-E 2 interprets the description and generates several image options that can be used in advertisements, blog posts and social media.

Another example is Stable Diffusion whose model has been trained on images from the

internet. Unlike Dall-E 2, its source code, as well as information about the training data and its algorithms, is openly available to the public, and the application can be downloaded and installed locally instead of only being available through a proprietary cloud portal as is the case with OpenAI's project. Stable Diffusion aims first and foremost to create photorealistic images, which has led to controversy over whether we should use artificial intelligence to manipulate images, sounds and videos to make them look real, known as 'deepfake'.

”



It is no longer necessary to spend hours adjusting colors, fonts and layouts to find the perfect combination. The AI can quickly generate multiple options based on the given parameters and the user's taste.

A further step in this development is AI-based photo models. Maybe you want models that enhance the feel of the message in your marketing campaigns? Now you don't have to think about who it should be. Instead, you can create or rent a model that does not exist in real life. One example is Deep Agency, which offers virtual photo studio services using advanced AI technology. Either you hire an AI-generated photo model, or you get help to create a virtual twin that looks just like you. See the picture below. Both these models do not exist. They are AI-generated. One can of course wonder what this will mean for an industry worth around \$85 billion a year when we no longer need 'real' models, cameras, photographers or makeup artists. Just software and someone to manage it.

In addition to AI being able to create new images, or models for that matter, there are also many AI-based tools to edit and improve images for marketing purposes. Examples of such tools are Runway and Cleanup.Pictures. While the first offers a range of features to generate images, improve color correction, add text, graphics, effects and animations, and much more, Cleanup.Pictures focuses on improving and optimizing image quality. The tool can be used to automatically correct common image problems, such as noise, blurring and unwanted objects, resulting in cleaner and more professional images for marketing.

This can be particularly useful for enhancing product images and backgrounds, providing a more polished and high quality presentation of the brand.

For those who want to enlarge and scale up images without losing quality, AI Image Enlarger is a good option. Upload a low-quality image and let the AI improve everything from colors, light and sharpness.

In summary, these AI-based tools offer a range of features and benefits for producing images for marketing. By using AI to generate, edit and optimize images, marketers can quickly and easily create visually appealing and professional materials that help increase brand awareness, engagement and conversions.

Prompt: Two models, a man and a woman of different ethnicities. They are close together in portrait mode.



AI-based tools for image creation & editing



MIDJOURNEY

Creates images and artwork from an idea described in words.

WEBSITE



DALL-E 2

Generates images from text descriptions.

WEBSITE



STABLE DIFFUSION

Generates photorealistic images based on text descriptions.

WEBSITE



DEEP AGENCY

Offers AI-generated photo models. Either you hire an AI-generated photo model, or you get help to create a virtual twin that looks just like you.

WEBSITE



RUNWAY

Platform for creating and producing images, videos and audio, among other things.

WEBSITE



AI IMAGE ENLARGER

All-in-one AI tool that helps you enhance and scale up images without losing quality.

WEBSITE



CLEANUP.PICTURES

Web application that enhances and cleans up digital images by removing noise, artifacts and blemishes.

WEBSITE

2.4 DESIGN, LOGOS AND ILLUSTRATIONS

AI can also be used for more specific purposes such as creating

- **logos**
- **visual product images**
- **illustrations**
- **posters**
- **book covers**
- **e-books**
- **posters**
- **infographics**

While some can do all this, such as *Stockimg* and *Canva*, others are more niche.

To create logos, you can use AI-based tools like *Looka* or *Designhill Logo Maker*. These tools leverage AI to create custom logos based on the user's industry, style preferences, and color choices. AI analyzes these parameters and creates custom logos based on the user's requirements, giving them the ability to choose and customize the best option.

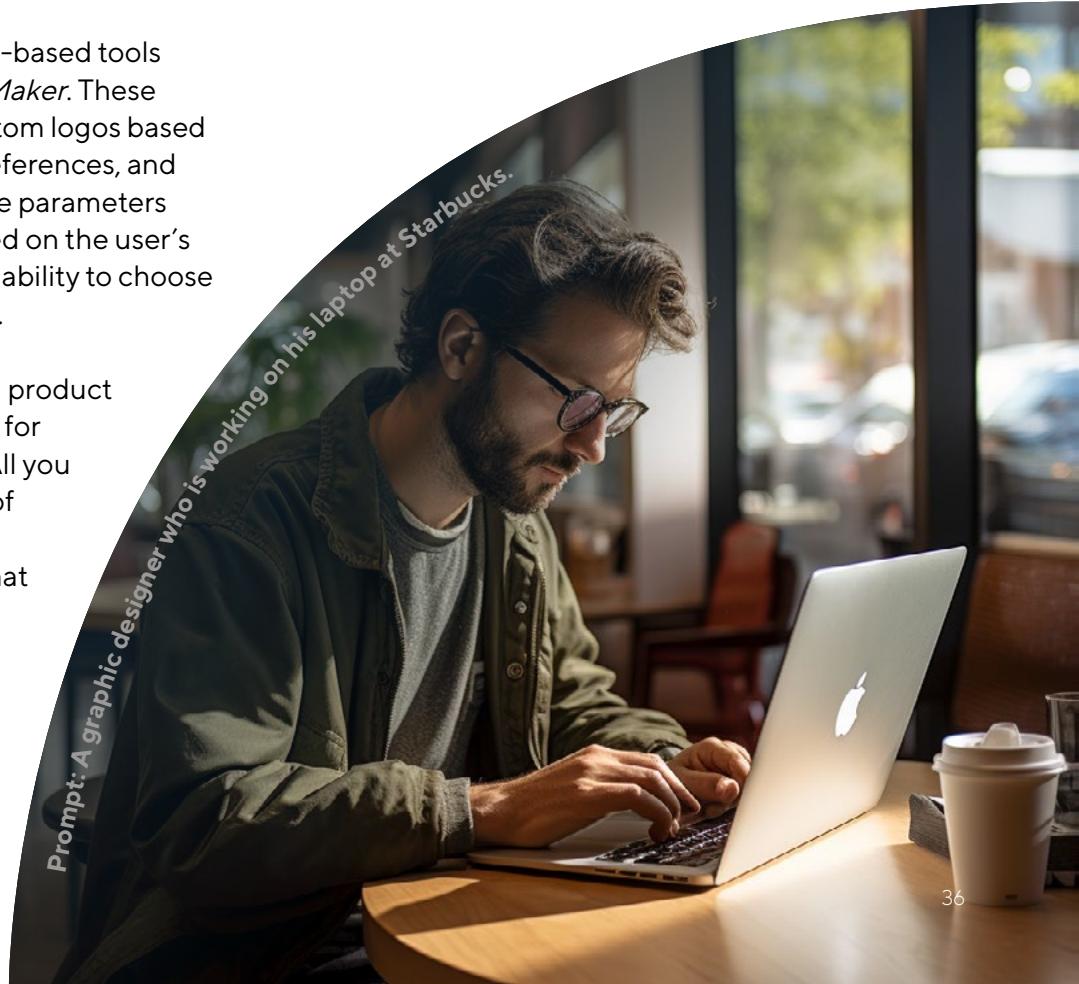
If you want help creating visual product images to use on your website, for example, you can use *Flair.ai*. All you have to do is import an image of your product and describe the environment or background that will surround it.

For those who produce e-books, AI can also play an important role.

Tools like *Designrr* are used to transform blog posts, reports, articles, videos, podcasts and other content into well-designed e-books. By analyzing and understanding the structure of the text, they can automatically create tables of contents, page breaks and layouts that fit the given content.

When it comes to creating infographics, AI-based tools like *Infographic Ninja* and *Visme.co* can be very helpful.

These tools offer templates that can be customized with the user's data and design preferences, while using AI algorithms to optimize layouts and color schemes to create visually appealing and engaging graphics.



AI-based tools for design & illustration purposes



STOCKIMG

Creates book covers, posters, logos, images, illustrations, art and much more.

WEBSITE



CANVA

Creates and designs blogs, social media posts, lists, captions and more.

WEBSITE



LOOKA

Helps users create customized and designed logos.

WEBSITE



DESIGNHILL

Offers graphic design solutions and connects users with professional designers.

WEBSITE



FLAIR

Solution for creating visual product images.

WEBSITE



DESIGNRR

Creates and designs e-books, reports, blog posts and other types of content.

WEBSITE



INFOGRAPHIC NINJA

Creates customized and professional infographics.

WEBSITE



VISME

Creates customized and engaging presentations, infographics and other visual content.

WEBSITE

2.5 DESIGNING WEBSITES AND LANDING PAGES

If you are about to start a new business and want to create a new website, or just want to revamp your existing one, there are solutions for that too. Today, there are several AI-based tools to quickly and easily produce and design websites, homepages and landing pages.

Wix ADI (Artificial Design Intelligence) is an example of an AI-powered website builder that can create customized websites based on wants and needs. Wix ADI automatically generates a design for the website and helps the user add customized content.

Bookmark and *Durable* work in a similar way. The latter uses AI-generated features such as a name generator, professional photos, AI-written content, and custom domains to enable the user to create a professional website in just 30 seconds.

The site editor allows for further customization of the site, including adding logos, photos, custom objects, and more. Durable also includes additional features such as tools for customer relationship management, invoicing, advertising content creation and more, all in one place.

AI-based tools for website creation & design



WIX ADI
Web design tools that create customized and professional websites based on user preferences.

WEBSITE



DURABLE AI
Generates entire websites with images and copy in seconds.

WEBSITE



BOOKMARK
Web design tools to create customized websites.

WEBSITE

2.6 PRESENTATIONS

Just as AI can be used to design websites, it can also be used to create professional and well-designed PowerPoint presentations.

Beautiful.ai is an example of an AI-powered tool that helps you create visually appealing sales presentations in PowerPoint. The platform offers a range of templates and design elements that can be customized to match your brand and message, and it also provides real-time feedback on design choices to help you make the best decisions.

Another solution is *Presentations.ai*, which uses AI to create customized slideshows from a simple text description. Similarly, *Slidesai* works by quickly creating high-quality presentations and slideshows by choosing a topic for their presentation. The tool then automatically generates headings and discussion points for them.

Another exciting tool for creating engaging presentations is *Gamma*. This tool allows you to easily transform text into visual PowerPoint

presentations, documents or web pages. Write what you want your theme to be about and then let Gamma do the work for you by suggesting the structure, content, texts, headings and layout. The result can also be adapted to your own brand's graphic profile.

If you just want to produce a nice graph or chart in Excel, there is also AI for that. With *Rows*, you can turn sprawling Excel sheets of numbers into beautifully designed charts and graphs.

In summary, AI can have a significant impact on how marketing departments create visual materials, from images and logos to websites and e-books. By using AI-based tools, marketing teams can automate and optimize design processes, resulting in visually appealing and professional materials in less time and with less effort than before. These techniques and tools can help businesses create more effective and engaging marketing materials, which in turn can lead to increased sales and brand awareness.

AI-based tools for presentation creation



BEAUTIFUL

Design visually appealing and professional PowerPoint presentations.

[WEBSITE](#)



SLIDESAI

Creates and design customized presentations.

[WEBSITE](#)



PRESENTATIONS

Creates and design presentations and improve storytelling by analyzing user data.

[WEBSITE](#)



GAMMA

Transforms text into customized PowerPoint presentations, documents or web pages.

[WEBSITE](#)



ROWS

Transforms sprawling Excel sheets into beautifully designed charts and graphs.

[WEBSITE](#)

2.7 VIDEOS, ANIMATIONS AND MOVING IMAGES

Did you know that 82% of all internet traffic was video in 2021?⁴ Or that the world population watches over a billion YouTube videos every day? If a single person were to sit down and look for that long, it would take 100,000 years. To further put things into perspective, the number of YouTube clips launched every second is more than the number of Google searches⁵.

The consumption of moving images has grown exponentially in recent years, which can be partly explained by the fact that consumers find it easy and entertaining to consume moving images. Text is a much more complicated, and above all slower, way of conveying complex messages.

 **It is estimated that the human brain processes images 60,000 times faster than text⁶.**

Moreover, moving images can create strong emotional connections with viewers by using music, voices, colors and images, making video an excellent tool to promote and sell products or services, build brand awareness and engage target audiences.

Another driving force behind the rapid development of moving images is that the cost of producing video has fallen, while the tools have become increasingly powerful. And with the development of generative AI, we have now reached a whole new level. AI can be used to automate and improve video production by analyzing, generating and editing videos, enabling even faster, cheaper and more efficient video production.

Let's take an example. With a tool like *Lumen5*, you can now create and edit video without having to hire expensive production agencies. This solution transforms text content, such as blog posts or articles, into videos. *Lumen5* analyzes the text and identifies key concepts and visual elements, then creates a storyboard and a finished video that can be used for various marketing campaigns and shared on social media. This reduces the time and effort required to create videos, while opening up new possibilities for using video marketing.

You can also use solutions such as *Gen-1* and *Movio*. With *Gen-1*, you can create entirely new videos or animations from the ones you upload. The tool uses text instructions to apply the edits and effects you want. With *Movio* you can create professional quality videos for marketing, sales, training and learning. Just upload your script and *Movio* will convert your words into a professionally engaging video with a simple drag-and-drop function.

AI-generated avatars are also becoming increasingly popular in marketing. This means producing videos of realistic people who look and talk like people but are not real people. A popular tool here is *Synthesia*. The user enters the desired text, chooses an avatar and a voice, and the AI then creates a video of the avatar speaking the text, which can be used on the website to educate or describe different products to the target audience.

For creating animated 3D videos, *DeepMotion* is a potential solution. *DeepMotion* uses AI to analyze motion data and create realistic animations for 3D characters and objects. This can be used to create

⁴ Cisco Visual Networking Index

⁵ Internet Live Stats (February 2018), 262 million YouTube videos per hour, 234 million Googles per hour

⁶ Visual Teaching Alliance, Studies Confirm the Power of Visuals to Engage Your Audience in eLearning, Retrieved from <https://www.shiftelearning.com/blog/bid/350326/studies-confirmed-the-power-of-visuals-in-elearning>

realistic and engaging video animations that can be used for marketing purposes, without having to hire expensive animation experts or use complex animation software.

For those who want to quickly and easily create videos adapted for TikTok or Instagram, tools such as *Supercreator* can be useful. With this mobile app, marketers can create short videos 10 times faster than traditional methods.

AI can also be used to improve video editing and post-processing. If you have a long video that needs to be shortened or cut into smaller parts, you can use *Pictory*. You don't need any technical editing experience to do this. The AI-based software automatically finds the most valuable and engaging moments and combines them with voiceovers, stock footage and music for the best editing.

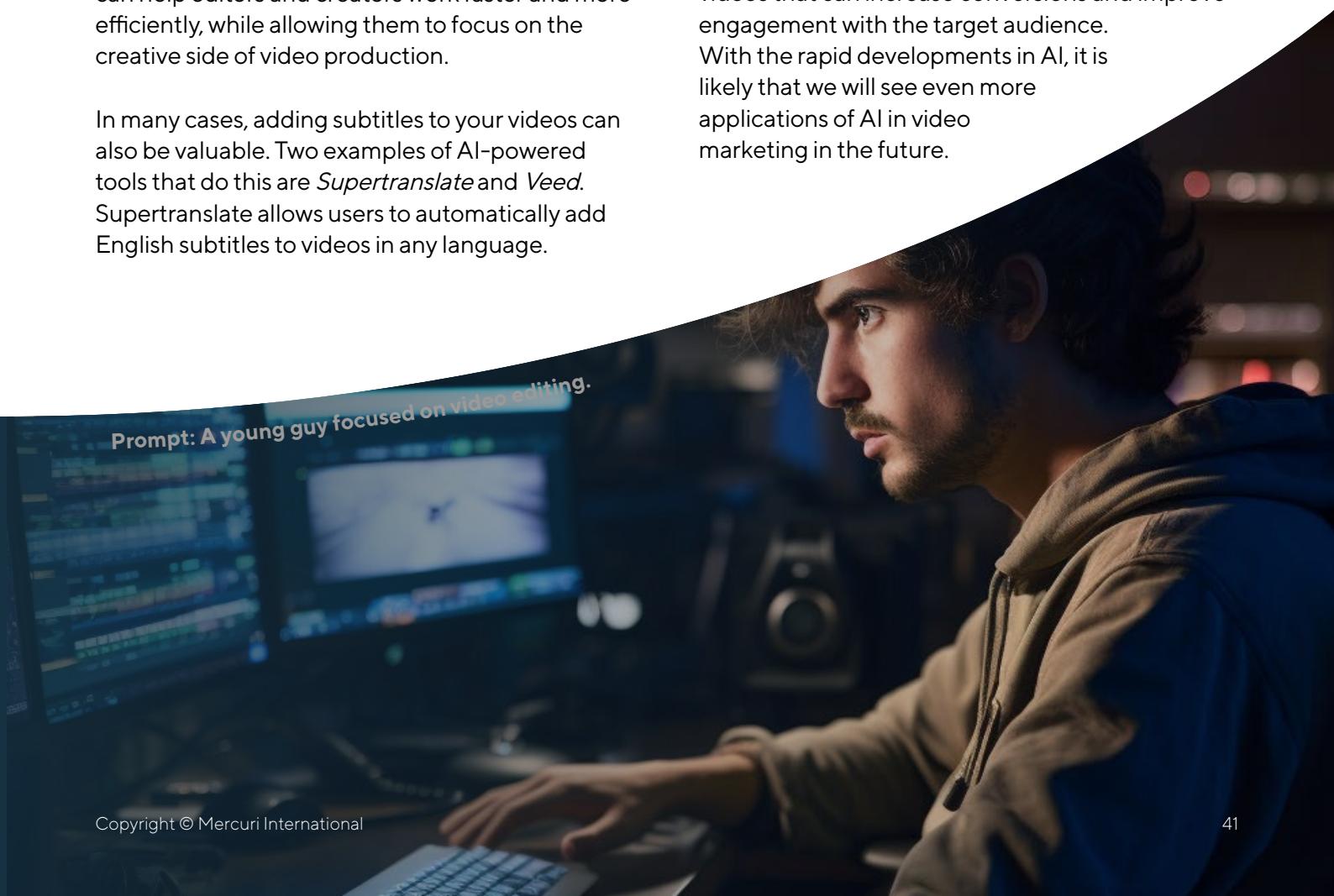
Even tools like *Adobe Sensei* use AI to automate and improve video editing, such as identifying and highlighting "key frames", performing automatic color correction, and improving sound quality. This can help editors and creators work faster and more efficiently, while allowing them to focus on the creative side of video production.

In many cases, adding subtitles to your videos can also be valuable. Two examples of AI-powered tools that do this are *Supertranslate* and *Veed*. *Supertranslate* allows users to automatically add English subtitles to videos in any language.

It is powered by OpenAI's Whisper, the world's most accurate speech-to-text engine. *Veed* works in a similar way. You can add subtitles to your video by entering them manually, uploading a file, or letting the tool auto-generate texts using speech recognition software. Then you can adjust the timing of the texts, change the color, font and size as needed.

AI can also be used to generate realistic "deepfake" videos, where a person's face or voice is replaced by another person's face or voice. Although this technology has raised ethical and security concerns, it can also be used for positive purposes, such as creating customized video campaigns with celebrities or making voice translations of videos for international audiences.

In summary, AI offers a range of possibilities for creating and editing moving content for video marketing. By using AI-based tools and techniques, marketers and creators can produce high-quality and engaging videos faster and more cost-effectively than ever before. Moreover, AI can help create more personalized and customized videos that can increase conversions and improve engagement with the target audience. With the rapid developments in AI, it is likely that we will see even more applications of AI in video marketing in the future.



AI-based tools for video & animation creation



LUMEN 5

Creates video-based content with a simple drag-and-drop interface.

WEBSITE



GEN-1

Text-to-video platform that, among other things, creates new videos from those you upload.

WEBSITE



MOVIO

Creates videos for marketing, sales and training with simple drag-and-drop functionality.

WEBSITE



SYNTHEZIA

Platform for creating AI-generated avatars that speak and move realistically.

WEBSITE



DEEP MOTION

Analyzes motion data and creates realistic animations for 3D characters and objects.

WEBSITE



SUPERCREATOR

Mobile app to create short videos for example for TikTok or Instagram.

WEBSITE



PICTORY

Editing tools to shorten long videos and create shareable clips, among other things. Automatically finds the most valuable clips and combines them with voiceovers, animated images and music.

WEBSITE



ADOBSE SENSEI

Analyzes and edits video clips and automatically synchronizes audio and video.

WEBSITE



SUPERTRANSLAT

Adds English subtitles to videos in all languages.

WEBSITE



VEED

Auto-generates subtitles for your video using speech recognition software. You can also change texts, colors, fonts and sizes and adjust their timing.

WEBSITE

2.8 SOUND, MUSIC AND SOUNDTRACKS

“

Just as moving images are an important part of creating engaging content in marketing, sound and music are central to creating emotions, moods and amplifying messages in commercials, podcasts, videos and other forms of media.

Just as moving images are an important part of creating engaging content in marketing, sound and music are central to creating emotions, moods and amplifying messages in commercials, podcasts, videos and other forms of media. Artificial intelligence has revolutionized the way audio and music is produced and edited, opening up new opportunities and more efficient workflows for marketers.

According to a report by PWC, the global market for AI in audio and music is expected to reach nearly US\$1.2 billion by 2025. This is no surprise, given that AI has the ability to generate sound and music in a way that was previously unthinkable. For a marketer, this can be of great value when developing background music

and sound effects to make videos and other promotional material more engaging for the target audience.

Beethoven, *AI/VA* and *Soundraw* are examples of AI-based platforms that can easily and quickly compose unique music or soundtracks to suit different moods and content for commercials, videos, webinars and podcasts. You can also edit the music, such as lengthening or shortening an intro or changing the position of the chorus. All so that the music matches your video.

There are also several solutions for creating and editing voice recordings, including text-to-speech and speech-to-text functions. With *Descript*, you can, for example, add text to your videos, create a synthesized voice that sounds like yours, or remove noise and improve speech and sound. And if you just want to turn text into real people's voices, there are solutions for that. With *Speechify*, you can have celebrities such as Gwyneth Paltrow or Snoop Dogg read your texts from a PDF or blog. With *Murf*, you can choose from voice recordings in 15 languages from a selection of over 100 voices and dialects that are also customized by category. Do you want it to sound like a product developer, educator, marketer, author, coach, podcaster or customer support worker? It only takes a few seconds and the result can then be used as narration and voiceovers in videos, newsletters, audio books, podcasts and other professional presentations.

If you want to do the reverse, i.e. transcribe speech to text, there are solutions for that too. *Assemblyai* allows you to read, collect, interpret and summarize what is said in phone calls, TV and radio, virtual meetings, videos and more.

In addition to creating and editing audio, music and synthetic voices, AI can also be

used to optimize and enhance existing audio recordings so that they sound as if they have been professionally edited. For example, AI-powered audio editing tools like *Podcastle* and *Cleanvoice* can be used to reduce background noise, improve sound quality, and make voice recordings clearer and more professional. This can be of great value to those who run a podcast, for example.

AI can also be useful for creating dubbing and translation of voice recordings. Tools like *Papercup* and *Resemble* can be used to create realistic synthetic voices that can be used to dub and translate content in different languages, allowing marketers to reach a global audience by adapting their materials for different markets.



Prompt: Young girl with brown hair and headphones, professional photo.

AI-based tools for sound & music creation



BEATOVEN

Music generator that creates unique and customized pieces of music.

WEBSITE



AIVA

Composes original music for films, games, advertising and other media.

WEBSITE



SOUNDRAW

Creates unique and customized music for various purposes, including marketing.

WEBSITE



DESCRIPTOR

Transcribing, editing and producing audio and video.

WEBSITE



SPEECHIFY

Converts text to voice.

WEBSITE



MURF

Converts text to speech with natural voices for video production and advertisements.

WEBSITE



ASSEMBLYA

Transcription and speech recognition systems to convert speech into text.

WEBSITE



PODCASTLE

Tools to create, edit and transcribe podcasts and audio files

WEBSITE



CLEANVOICE

Improves audio recordings by removing background noise, stuttering, filler words like "ehh" and "hmm", as well as dead airtime and long silences.

WEBSITE



PAPER CUP

Translates and dubs video content into different languages.

WEBSITE



RESEMBLE

Creates realistic synthetic voices and dub voices into other languages

WEBSITE



Chapter 3:

PERSONALIZED MARKETING

AI to adapt marketing to the unique needs, preferences and behaviors of the recipient



13.1 INTRODUCTION

What if you knew everything about your customers? Their interests, who they associate with, how they buy, what they like, their habits, their personality and their needs. What would you do with that information? You would probably be much better at sending the right message, at the right time, with the right offer and at the right price. This would probably be beneficial to both parties. As customers, we have become increasingly allergic to unnecessary advertising and sales people calling at all hours. It is not effective to send "one-size-fits-all" messages far and wide. The future therefore belongs to those companies that instead target relevant personalized information based on knowledge of you as a customer. Sniping, not mass communication.

This *personification* has long been a dream for many companies. But it is no longer just a dream. By analyzing large amounts of data about our customers that they provide digitally, this dream has become increasingly realistic, as evidenced by all the digital services that have emerged in recent years.

Netflix gives you recommendations for movies and series based on what you've watched in the

past. Spotify generates different types of playlists depending on your listening history. Trivago offers trips and hotels based on your travel habits, and Facebook makes sure your feed is filled with pictures of cute puppies because you have - hand on heart - posted dog pictures.

Personalizing the customer experience is thus a strong trend made possible by both increased digitalization and the development of artificial intelligence. But like all trends, it is based on an underlying human need.

According to an Accenture 2020 study, 91% of consumers prefer to buy from companies that offer personalized offers and recommendations⁷. Although these statistics are aimed at the B2C market, the same principles apply to business-to-business (B2B). Of course, it is not only consumers who are looking for information and want timely

and personalized offers and messages. Numerous studies show that professional B2B buyers want to be treated in the same way. They want tailored information and personalized experiences as they believe it provides them with valuable assistance in their decision-making⁸.

This development is also known as *hyper-personalization* and refers to the fact that we can use AI to create extremely personalized experiences for both existing and potential customers. Unlike traditional personalization, which is often based on basic data such as name and geographical location, hyper-personalization takes into account a variety of data sources, such as behavioral patterns, purchase history, demographic information and social media interactions.

The goal of hyper-personalization is to understand each individual's needs, preferences, and behaviors at a deeper level, allowing companies to create and offer more relevant and engaging customer experiences. For example, by offering customized product recommendations, marketing messages and offers that are tailored to each customer's unique profile, companies can increase customer satisfaction, loyalty and conversion rates.

Hyper-personalization can be applied to all digital marketing channels, including email, websites, mobile apps and social media, and can be used to optimize and personalize everything from content and design to pricing and customer support. To achieve this, artificial intelligence is needed.

In this chapter, we therefore provide some examples of the opportunities that AI creates to personalize marketing.

”

Hyper-personalization can be applied to all digital marketing channels, including email, websites, mobile apps and social media, and can be used to optimize and personalize everything from content and design to pricing and customer support. To achieve this, artificial intelligence is needed.

⁷Forbes (2020). 50 Stats Showing The Power Of Personalization. Retrieved from <https://www.forbes.com/sites/blakemorgan/2020/02/18/50-stats-showing-the-power-of-personalization/?sh=659733932a94>

⁸Ryan, J. (2017). B2B Personalization: Delivering One-to-One Experiences to Buyers. eMarketer.

3.2 PERSONALIZED EMAIL MARKETING

One example of how we can use AI to create personalized messages is *dynamic email campaigns*. Dynamic email campaigns are a type of email marketing where the content of the email is tailored to the recipient's preferences, behaviors, previous purchases and website visits. A benefit of dynamic email campaigns is that they can increase customer engagement and improve conversion rates.

An example of a tool that can manage dynamic email campaigns is *Phrasee*. Phrasee uses natural language processing (NLP) to generate personalized emails with compelling and engaging copywriting so people open, click, and convert more often. It saves a lot of time, but most importantly, it produces texts that are significantly more personalized and better than if a human had written them.

One company that has successfully used this solution is Virgin Holidays. By creating emails with customized subject lines and text based on recipients' past purchases, behaviors, and

preferences, they were able to increase open rates by 31% and click-through rates by 41%, resulting in an 8.4% increase in bookings. This is of course of great importance both from the perspective of creating a good customer experience and getting more warm leads to follow up on.

Another AI-based tool that personalizes emails in a few simple steps and seconds is *Warmer.ai*. Initially, you choose a target for the email blast. Maybe you want to book a meeting with the recipient, drive traffic to your website or get the customer to watch a video about a product you have just released? You then provide a link to the recipient's LinkedIn profile and the company's website. The tool immediately analyzes the recipient's profile and background and creates a personalized email that sounds natural, speaks to the customer's individual personality and is not too "pushy". You can also upload a multi-recipient list if you want to send to several potential customers at the same time.

AI-based tools for email marketing



PHRASEE

Creates personalized, engaging and effective email campaigns.



HUBSPOT MARKETING

All-in-one marketing platform that allows you to create and automate personalized emails based on customer behavior data.



MARKETO ENGAGE

Creates and automates personalized and dynamic email campaigns.



WEBSITE



WEBSITE



WEBSITE

3.3 PERSONALIZED CHATBOTS

Another increasingly popular solution that can help create more personalized customer experiences is chatbots. A chatbot is software that uses artificial intelligence and natural language processing (NLP) to automatically interact with users through text or voice-based messages

Designed to mimic human conversations, they can respond to requests, solve simple problems, provide information or assist with certain tasks and can be integrated into websites, apps or platforms such as Facebook Messenger and WhatsApp.

An example of an AI-powered chatbot tool is *Drift*, which uses natural language processing to understand and respond to customer requests in real time. The chatbot can handle a variety of tasks, such as answering questions about products or services, booking appointments and offering recommendations based on the customer's needs. Operations can also be integrated with websites and social media such as Facebook Messenger to provide fast and personalized support to customers.

Intercom is another example of an AI-based chatbot used to personalize the customer experience. Intercom can automate communication with customers by sending personalized messages, collecting customer feedback and answering frequently asked questions. By using AI and data analysis, the chatbot can adapt its responses and recommendations to each customer's profile and behavior.

In practice, these tools can enable companies to offer a more personalized and engaging customer experience. When a visitor lands on a website with an AI-based chatbot, they can get immediate help and answers to their questions without having to wait for a human employee to become available.

In addition, the chatbot can offer recommendations on products or services that best suit the customer's needs.

“

Designed to mimic human conversations, they can respond to requests, solve simple problems, provide information or assist with certain tasks and can be integrated into websites, apps or platforms such as Facebook Messenger and WhatsApp.

Although chatbots can be quite advanced, and understand a variety of questions, they are usually limited to a number of predefined answers and tasks. This means that in many cases they are not perceived as particularly intelligent, adaptable or human. But with rapid technological development, we can expect the future to be different. Chatbots based on ChatGPT technology are improving the customer experience. An example of this is *orimon.ai*. By answering a few basic questions about your business, this chatbot can be customized and launched in less than two minutes.

A further development is to equip chatbots with *emotional AI*, which means that they can not

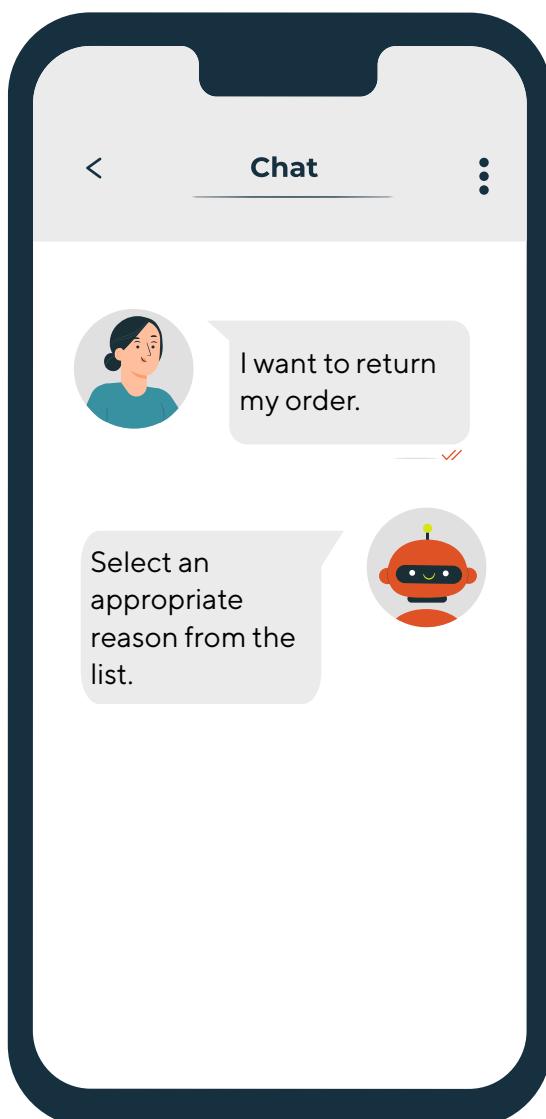
only answer questions or recommend products, but also adapt their response and tone to the emotional state of the other party. Is the visitor happy or depressed? Expectant or annoyed?

Emotional AI uses various methods and data sources to analyze texts, voice modes, facial expressions and biometric data, which it uses to adapt to the user's emotional state and thus provide more personalized and empathetic feedback.

So let's look at the difference between a traditional chatbot and a chatbot equipped with emotional AI.

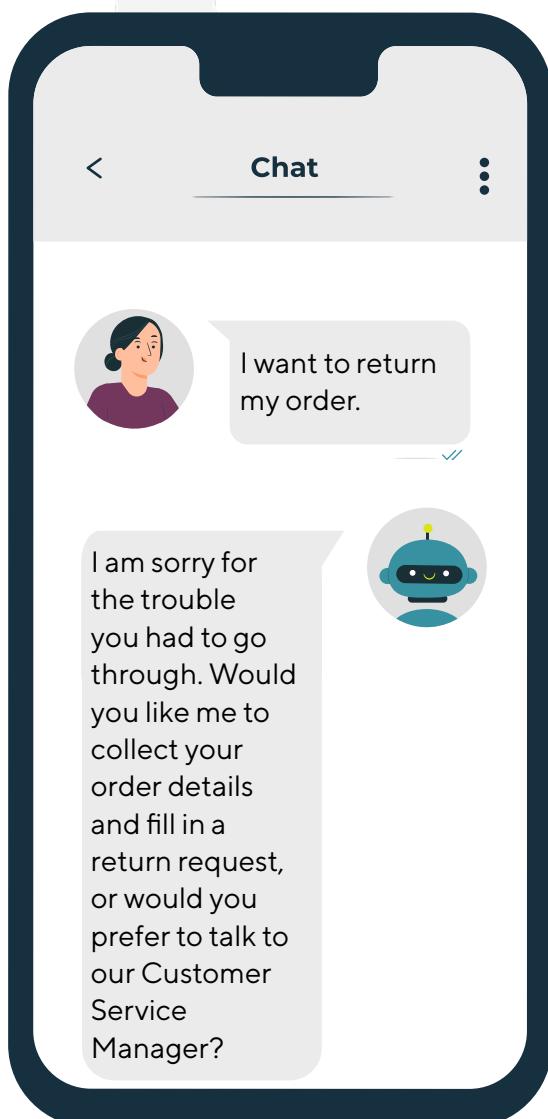
Scenario 1

Normal chatbot



Scenario 2

Chatbot equipped with **emotional AI**



Thus, in the latter example of emotional AI, the chatbot shows a more human side that makes the customer experience more personalized. An example of a chatbot based on emotional AI that can be integrated with a website is *Landbot*. In addition to answering questions and

providing support, this conversational AI can be integrated with emotional AI technologies, such as *IBM Watson Tone Analyzer* to understand the emotion and tone of the user's text and adapt responses accordingly.

AI-based tools for personalized chatbots



DRIFT
Chatbot tools that offer personalized and quick answers to customer questions, book appointments and recommend content based on customer needs and behavior.



INTERCOM
Chatbot tools to offer personalized support, send targeted messages and personalize communication based on customer behavior and preferences.



ORIMON
Allows you to quickly and easily create a conversational AI chatbot for websites, for example.

LANDBOT

Creates customized and conversational chatbots for your website and can be integrated with emotional AI technologies, such as IBM Watson Tone Analyzer or MonkeyLearn Sentiment Analyzer.

WEBSITE

WEBSITE

WEBSITE

WEBSITE

Prompt: A man sitting in his sofa, making a purchase from his laptop.

”

Emotional AI uses various methods and data sources to analyze texts, voice modes, facial expressions and biometric data, which it uses to adapt to the user's emotional state and thus provide more personalized and empathetic feedback.

3.4 PERSONALIZED ADS AND VIDEOS

 **AI technology has also opened the door to new opportunities to personalize ads on social media and other digital sites.**

By using AI-based tools, businesses can optimize their ads to reach the right audience and create more engaging and relevant messages, which in turn improves ad performance and increases conversion rates.

An example of an AI-powered ad personalization tool is *Pattern89*. This AI-powered platform, now owned by Shutterstock, improves digital advertising by making recommendations on which images, videos, texts and other creative elements are most effective in engaging and converting your audience.

Other solutions include *Adext* and *Smartly*. Both use AI to create and personalize digital ads on platforms like Instagram and Facebook. It allows companies to tailor their messages to better suit the interests and needs of their target audiences.

A further step when it comes to personalized ads, just like with personalized chatbots, is to use emotional AI. One company that tested this to create interactive video ads that respond to the viewer's emotional state is car manufacturer Lexus. The launch of their Lexus ES Full Hybrid Electric model used the *MorphCast* video platform, based on emotional AI, which uses facial recognition to read, adapt to and inspire positive emotions while watching the video. In practice, it works as follows:

The user sees an advertisement from Lexus. To watch the ad and participate in the experience, the user must give permission to allow access to their device camera. Using the user's camera, the

emotional AI technology can then read the user's facial expressions. Once it reads and assesses factors such as age, gender, emotion and mood - for example, whether the user is stressed, surprised, relaxed, puzzled or happy - it adjusts the ad with visual and musical changes. For a stressed viewer, the video slows down and becomes more calming while the content becomes more emotional. For a relaxed viewer, the video picks up speed, becomes more exciting and the colors are made more vivid.

While the user has complete freedom to experiment with different facial expressions, the video adapts to create the best possible emotional connection, with each "scan point" triggering a new combination, which can result in as many as 3,125 possible combinations⁹. Once the recording is complete, a unique video is created showing the user's emotions on a timeline, which can also be shared with friends on social media.

This type of personalized and interactive video ad is likely to become more common as it creates a more emotional connection between a user and the brand.

⁹Lexus (2021). Lexus Releases Emotionally Intelligent Ad that Responds to Viewer's Emotions [Pressrelease]. Retrieved from <https://newsroom.lexus.eu/lexus-releases-emotionally-intelligent-ad-that-responds-to-viewers-emotions/>

AI-based tools for ad & video personalization



PATTERN89

Analyzes and optimizes ad elements such as images and text to create personalized ads.

WEBSITE



ADEXT

Advertising platform to optimize and personalize digital ads. Optimizes bidding, audiences and ads to achieve the best possible performance.

WEBSITE



SMARTLY

Automates and personalizes ads on, for example, Facebook, Instagram and LinkedIn.

WEBSITE



MORPHCAST

Uses camera technology to analyze and understand users' emotions and behaviors. Can detect and interpret facial expressions, age, gender, attention and other behavioral factors to adapt and personalize digital marketing content in real time.

WEBSITE



3.5 PERSONALIZED WEBSITES AND LANDING PAGES

AI technology is also playing an increasingly important role in personalizing websites and landing pages based on visitors' profiles and behaviors. By customizing content, design and features based on the unique needs and interests of visitors, companies can create a more engaging and relevant customer experience.

Using AI-based solutions like *Adobe Target*, *Instapage* and *Optimizely*, businesses can personalize their websites and landing pages. By collecting and analyzing data on visitors' behaviors, interests, and demographics, the tool can then offer personalized recommendations and adjustments to the site's content and design.

A B2B company that sells software solutions, for example, and wants to improve the customer experience and conversion rate on its website, can first use Optimizely to collect and analyze data about its visitors, such as their geographical location, industry, job title, and previous interactions with the website. Using the collected data, Optimizely can then automatically adapt the website to suit each visitor's profile and behavior. For example, the website can display

different versions of landing pages for visitors from different industries, with content and offers tailored to suit their specific needs and challenges. For a visitor working in the healthcare sector, the landing page may show information about the company's software solutions tailored for hospitals and healthcare facilities, while a visitor from the financial sector sees content relevant to banking and financial services.

Optimizely can also use AI to optimize the website's design and features based on visitor behavior. If the analysis shows that a certain type of call-to-action (CTA) button generates more conversions among visitors in a certain industry, the platform can automatically adjust the design to include this type of CTA button for visitors in that industry.

AI-based tools for personalization of webpages



ADOBETARGET

Offers testing and personalization of websites and landing pages.

WEBSITE



OPTIMIZELY

Combines A/B testing, multivariable testing and AI to create personalized websites and landing pages.

WEBSITE



INSTAPAGE

Creates personalized landing pages that adapt to visitor behavior and preferences.

WEBSITE

3.6 PERSONALIZED PRODUCT RECOMMENDATIONS

Just as AI can be used to collect and analyze data on customer behavior to personalize web content, AI can do the same to recommend products based on customer needs and preferences.

To generate these recommendations, AI is often used for predictive analysis. This means that the AI system can learn from customer behavioral patterns by analyzing data from different sources and predict which products or services are most relevant and attractive to them. In this way, AI can offer customers personalized recommendations that increase both customer satisfaction and sales.

AI can provide product recommendations in several ways, such as sending emails or displaying customized recommendations on the company website.

A popular method for providing personalized product recommendations on the web is *collaborative filtering*. This means that AI algorithms try to find similarities between visitor behavior and preferences and different products. Based on this data, it recommends products that similar users have shown interest in or purchased. A well-known example of this is Netflix, which uses collaborative filtering to give its users personalized recommendations for movies and series based on their tastes and interests.

Similarly, this method can be used by B2B companies. Lenovo, a global manufacturer and seller of computers, servers, and other technology products, uses *Adobe*

Recommendations to improve the experience of business customers visiting their website. By analyzing customer interactions, purchase history and behavioral patterns, the algorithm can offer relevant recommendations to a website visitor who has shown similar interests or needs as other visitors.

Another method is *content-based filtering*. This approach focuses on analyzing the characteristics of the product and recommends products that are similar to those the customer has shown interest in before. AI analyzes product attributes and matches them with customer preferences to offer relevant recommendations.

By using both of these methods (hybrid approach), AI can create more accurate and relevant recommendations that leverage both technologies to offer a more holistic and personalized experience. As far as we know, there are no ready-made tools for this today, but various AI-based frameworks and machine learning libraries – such as *TensorFlow*, *PyTorch* and *Scikit-learn* – are used to create these recommendation systems.



Chapter 4:

AUTOMATED MARKETING

AI to automate and simplify routine marketing tasks



| 4.1 | INTRODUCTION

It all started when someone crushed a nut with a stone for the first time because hunger set in. The idea of tools and implements at the service of humans was born. Since then it has continued with oxen and horses plowing our fields and carrying our loads. Wind and water have taken care of grinding our grain and crushing our iron ore. The breakthrough of steam power in the 18th century suddenly allowed us to transport people and objects over considerable distances. In the mid-19th century, the industrial revolution arrived. Machines, assembly lines, vending machines and, more recently, industrial robots have effectively replaced simple manual tasks.

Machines are tireless when it comes to tightening can lids, folding cardboard boxes or soldering electronic components. No machine has ever complained to the boss, demanded a pay rise or taken a smoke break.

This type of *automation* involves replacing or reducing human labor with machines, computers or robots to perform tasks or processes. The purpose of automation is to increase efficiency, improve accuracy, reduce errors and save time and resources. In some cases, an entire process can be fully automated, meaning no human

work is required. In other cases, a process may be partially automated, where human workers collaborate with automated systems to perform tasks.

For a marketing department, there are significant benefits to automating parts of the marketing process. While there are still relatively few activities that can be completely handed over to an algorithm, as it often requires a human to manage the system, there are several tasks that can be automated using AI. As mentioned earlier, creative elements such as content production can also be automated to some extent, but there are also more routine tasks that an AI model can perform more efficiently. This can range from planning different campaigns to scheduling mailings and automatically publishing social media posts.

This chapter provides some examples of how AI can be used for this purpose.

4.2 AUTOMATED CAMPAIGN PLANNING

99

An important part of the marketing process is campaign planning. It involves organizing, planning, designing and implementing different marketing campaigns to achieve the best possible results, including choosing the right channels, target groups, messages and timing of the campaign.

An important part of the marketing process is campaign planning. It involves organizing, planning, designing and implementing different marketing campaigns to achieve the best possible results, including choosing the right channels, target groups, messages and timing of the campaign. It is also important to set the objectives, purpose and budget for the campaign.

Planning and implementing marketing campaigns is often a time-consuming task, especially if done manually, which is why AI can play a major role. As with many other tasks, AI can be used to analyze large amounts of data

from past campaigns and offer insights into which strategies have worked best, thus helping marketers make more informed decisions on how best to design future campaigns.

In addition to analyzing historical data, AI can also be used to test and optimize marketing strategies in real time. AI-based tools can continuously monitor and adjust campaign elements, such as bidding, audiences, and ad content, based on real-time performance and user behavior.

One tool that can be used for campaign planning is *Albert.ai*, an AI-powered marketing platform that helps businesses automate and optimize their digital marketing campaigns. The platform collects and analyzes data from different sources such as websites, emails, social media and ad platforms and then provides insights and recommendations on how the campaign should be executed.

Albert can automate marketing campaigns, including social media, keywords, ads and emails. It uses data analysis to identify valuable customer segments and then targets these segments with personalized messages. In addition, Albert can optimize marketing campaigns across multiple channels to ensure consistent messaging with maximum impact. To facilitate data-driven decisions, Albert also offers real-time reporting on campaign performance and optimization of marketing budgets to maximize ROI.

For those who want help creating a marketing plan, *digitalfirst.ai* may be an option. By answering a few questions about your business, this platform makes recommendations on everything from applicable business models to marketing plans, strategies and content that are presented in a clear way.

Another popular AI tool that might be interesting to mention in this context is *Notion*. Notion is an all-in-one platform that offers features to organize, plan, collaborate and document projects. While this tool is not explicitly designed to be used in marketing campaigns – and not all features are based on AI – it can be very useful for campaign planning due to its flexibility and customizable workspaces. For example, you

can plan, organize and manage your different marketing campaigns, create project plans, timelines, workflows, tables, checklists and prioritize between different campaign tasks. All to ensure that your marketing efforts are synchronized. It can also help you create ideas and produce and edit several different types of marketing content.

AI-based tools for campaign creation & operation



ALBERT

Helps marketers with campaign planning, budgeting, channel selection and ad placement based on analyzed data, among other things.

WEBSITE



DIGITALFIRST

Platform to create and execute marketing plans including business models, strategies and content.

WEBSITE



NOTION

All-in-one app that can be used to organize and plan marketing campaigns and schedule activities. Includes features such as kanban boards, timelines, documents and databases.

WEBSITE

Prompt: A nice and cozy office with some plants and a lot of light.

4.3 AUTOMATED EMAIL CAMPAIGNS

Artificial intelligence (AI) also plays an important role in automating and scheduling emails at optimal times.

By using AI, businesses can improve engagement and increase conversion rates for email campaigns by sending messages when recipients are most likely to open and interact with them.

AI can analyze large amounts of data on recipients' past behaviors and interactions to understand when they are most active and engaged. This includes analyzing which days of the week and which times of the day recipients open and interact with emails. As a basic rule, the best time to send emails is in the morning, a blog or social media posts in the afternoon or evening, but as this can vary, AI can be very helpful in predicting when each recipient is most receptive to reading and acting on emails. AI then monitors a company's unique website data and customer behavior to determine optimal publishing times down to the minute.

This automation and scheduling of emails at optimal times can thus result in a range of benefits for businesses. First, it can increase the proportion of emails that are opened and read, which in turn increases the likelihood of recipients acting on the content of the message. Secondly, it can improve user experience by avoiding sending emails at times when recipients are less likely to be interested or engaged, which can reduce the risk of them perceiving the email campaigns as disruptive or annoying.

Several AI-based tools and platforms can help businesses automate and schedule emails at optimal times. Examples of such tools include *Mailchimp*, *HubSpot* and *ActiveCampaign*. These platforms offer features such as AI-powered algorithms to analyze user behavior and predict

optimal times for emailing, as well as the ability to automatically schedule mailings based on these insights.

”



By using AI, businesses can improve engagement and increase conversion rates for email campaigns by sending messages when recipients are most likely to open and interact with them.

AI-based tools for email marketing automation



MAILCHIMP

Optimizes and automates email campaigns such as audience segmentation, subject line optimization, content personalization, and scheduled emails.

WEBSITE



HUBSPOT

All-in-one sales, marketing and customer service system, including automated emailing capabilities.

WEBSITE



ACTIVECAMPAIGN

Automates and optimizes email campaigns. Offers features such as behavioral tracking, segmentation, personalized mailings and optimization of mailing times.

WEBSITE



4.4 AUTOMATED SOCIAL MEDIA CAMPAIGNS

The fact that many of us use social media, such as Facebook, Instagram, LinkedIn, Twitter and YouTube, is not new.

In fact, today, an estimated 4.2 of the world's 7.9 billion people use social media, which represents about 53% of the world's population¹⁰.

These developments reflect a fundamental shift in the way we communicate and interpret the world. Basically, the needs are largely the same - such as hanging out, showing off, socializing and building relationships - but the channels are new.

This evolution has led to a shift in how and which channels we use to target our marketing in order to increase brand awareness, generate leads, drive website visits and improve customer experience.

If in the past companies have spent their money on marketing through traditional channels, today much of it is about publishing engaging and relevant content such as blog posts, articles and videos and interacting with the target audience by

responding to comments, messages and posts and participating in discussions and conversations.

As with email automation, AI can help with many of these tasks, including planning, scheduling and automating social media posts and campaigns.

When it comes to planning and scheduling mailings, AI can help B2B marketers optimize the timing of their posts. Tools like *Buffer* and *Hootsuite* use AI to analyze user data and determine when it's best to publish content to maximize engagement and reach. By automating the scheduling, marketers can ensure that their content reaches their target audience at the right time and across all the social media channels that increase the chance of it being shared and having the desired impact. Similarly, *Repurpose*, an AI-based platform for automating, scheduling and publishing posts across multiple social media channels at the same time - one post, multiple platforms.

While several of the major social media platforms can be relevant for B2B marketing, LinkedIn is perhaps the most useful.

With 774 million users and 63 million professional decision makers, it's not surprising that over 80% of all B2B leads generated through social media come from LinkedIn.

¹⁰Datareportal (2021). Digital 2021 Global Overview Report. Retrieved from <https://datareportal.com/reports/digital-2021-global-overview-report>

For those who want to focus solely on LinkedIn, *Taplio* may therefore be an option. This AI-based tool helps you write content, create content libraries, schedule posts at the right time, and analyze which posts are working and not working.

Thus, AI can provide several benefits when it comes to how we manage our social media presence. But there are also some others that may be worth mentioning. First, AI can be used to detect and combat social media fraud, such as fake followers and spam. Tools like *Botometer* and *Sift* use AI to analyze user behavior and identify fake accounts, helping marketers ensure that their engagement is legitimate and that their message is reaching real customers.

Secondly, AI can be used to identify potential *influencers*, i.e. people who have large social media followings and have succeeded in inspiring and influencing a specific target audience.

This trend of individuals having more and more influence over us as customers, consumers or citizens is growing stronger and stronger, and businesses are not slow to follow suit.

More and more companies are shifting their marketing money away from traditional media in favor of working with one or more influencers. For those who find this relevant, it may be worth checking out tools like *Klear* and *Traackr*. Both of these use AI to find and produce a detailed analysis of different influencers and their audiences, helping marketers choose the most suitable partners for their campaigns.



Today, an estimated 4.2 of the world's 7.9 billion people use social media, which represents about 53% of the world's population.



With 774 million users and 63 million professional decision makers, it's not surprising that over 80% of all B2B leads generated through social media come from LinkedIn.

AI-based tools for social media automation



BUFFER

Automates the scheduling and publishing of content and analyzes social media performance.



HOOTSUITE

Manages and automates multiple social media profiles, analyzing campaign performance and providing AI-based recommendations.



REPURPOSE

Automates, schedules and publishes posts across multiple social media channels at the same time.



TAPLIO

Helps you write content, create content libraries, schedule posts at the right time, and analyze which posts perform best on LinkedIn.

AI-based tools for preventing social media frauds



BOTOMETER

Identifies social media accounts run by automated bots, which can help reduce the spread of false information, spam and fraudulent content.



SIFT

Monitors and analyzes social media behaviors and activities to detect and prevent fraud, such as fake accounts, spam, and fraudulent transactions.

AI-based tools for finding relevant influencers



KLEAR

Identifies, analyzes and scores influencers based on their impact, engagement and relevance to a specific niche.



TRAACKR

Identifies and analyzes influencers by measuring their influence, reach and engagement.

4.5 AUTOMATED AD BIDDING

Automated bidding, also known as *programmatic advertising*, is a concept that has become increasingly popular in recent years. It is a rapidly growing phenomenon in marketing, with a global turnover of nearly USD 500 billion and a forecast of USD 725 billion in 2026¹¹. In fact, programmatic advertising is projected to account for over 90% of all digital ad spend by 2023¹².

The word programmatic refers to the fact that the buying and selling process for a particular ad space has been programmed and automated using AI. In practice, this can be done as follows: When a visitor comes to a website, a request is sent from the site to an ad exchange. This ad exchange acts as a broker between publishers and ad buyers. The ad exchange announces that there is now an ad display for sale. A number of ad buyers assess, based on certain criteria, how much they think that particular ad display is worth and return a bid to the ad exchange. The advertiser with the highest bid wins the auction and can display their ad to the visitor on the website. The whole procedure is

automated and takes a few fractions of a second. So every second there are thousands, or more likely millions, of auctions for programmatic ads. The process is similar to that of the stock market, where supply and demand determine the price of different securities.

What are the criteria on which ad purchases are based? Each advertiser creates a profile of the target audience they wish to reach. The audience analysis can be based on background information such as age, gender, location, time of day, click propensity and what the user has previously searched for. The aim is to increase the accuracy of advertising. The idea is thus to move from a model of packaged advertising campaigns based on the choice of media, to a model where the right message is delivered to the right audience at the right time, regardless of the channel. Mostly banner ads on the web, but mobile ads and video advertising are strong. The concept is also applicable to other digital media and outdoor advertising on displays.

With programmatic advertising, the hope is that the ads will be more relevant and accurate. Here, AI has played a crucial role with its ability to analyze large amounts of data and, based on this, match ads with the right customer profile and optimize the bidding process. But AI also serves many other functions. For example, many advertisers may have concerns about their ads appearing in unwanted locations. That's why many platforms offer AI-based features to avoid showing ads in the wrong context that could damage the brand. Similarly, AI can be used to identify and prevent ad fraud by analyzing and comparing patterns in clicks, impressions and conversions. This helps advertisers protect their investment and ensure that their campaigns reach real users rather than bots, for example.

¹¹Statista (2023). Global programmatic advertising spending from 2017 to 2026. Retrieved from <https://www.statista.com/statistics/275806/programmatic-spending-worldwide/>

¹²Insider Intelligence (2023). Programmatic Ad Spending Forecast Q1 2023. Retrieved from <https://www.insiderintelligence.com/content/programmatic-ad-spending-forecast-q1-2023>

Today, there are several AI-based platforms available for programmatic advertising. Examples include *Google Marketing Platform*, *The Trade Desk* and *MediaMath*. They all refer to the same thing but there are some differences. While Google Marketing Platform is known for its seamless integrations with other Google services and has a broader product portfolio, The Trade Desk and MediaMath are two independent platforms that focus on flexibility, transparency and adaptability to maximize the return on programmatic advertising. Both enable companies to buy ads across different devices and formats, including display, video, audio and social media, but also tools to plan, optimize and

measure the impact of digital ads across different channels.

It is likely that several, if not all, media types will be traded in the same way as commodities and shares in the future. Booking procedures by phone and email are becoming a thing of the past and the trading of media space is exclusively online. The conversations between stakeholders are primarily about how to create value and what makes an impact. Marketing will increasingly focus less on administrative tasks and more on strategic issues. This will require a better understanding of the factors that influence demand and how customers behave.

AI-based tools for automated ad bidding



GOOGLE MARKETING PLATFORM

Solution for programmatic advertising such as optimized bidding, audience targeting and ad effectiveness analysis.



THE TRADE DESK

Offers ad buying and helps analyze and understand user data to create more effective and relevant ads.



MEDIAMATH

Platform to improve ad buying. Analyzes user data to optimize bidding, targeting and campaign performance.



4.6 AUTOMATED KEYWORD ANALYSIS AND SEARCH ENGINE OPTIMIZATION

Another area that can be automated and optimized using AI is *keyword analysis* and *search engine optimization (SEO)*. In short, keyword analysis is the process of finding out what words, terms and phrases users are searching for in search engines such as Google, Bing and Yahoo. The goal of keyword analysis is to identify the most relevant and popular keywords for a particular market or topic and use these insights to optimize websites and content to achieve better search engine rankings and visibility.

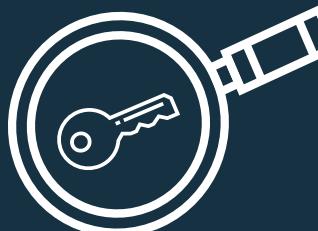
Keyword analysis, in turn, is an important part of search engine optimization (SEO) and content marketing, as it helps to understand users' intentions and interests.

By knowing which keywords are most sought after, marketers and content creators can focus on creating content that matches those searches, thereby increasing the chance of reaching a larger audience, driving traffic to the site and improving conversion rates.

Take an example. Let's say you own an online shop selling organic and sustainable beauty products. You want to improve your website's visibility on search engines to attract more potential customers. As a first step, develop a list of keywords and phrases that are relevant to your products and niche. Examples of search terms include 'organic skincare', 'natural face cream', 'sustainable beauty products' and 'eco-friendly makeup'. For this, you use an AI-based tool like *keywordinsights.ai*. It helps you to quickly and easily generate a list of keywords on a given topic, but also to discover and cluster new and relevant keywords by analyzing data from different sources to ensure that no keywords have been missed.

In step two, you want to examine the search volume for each keyword. Here you can use tools like *Google Keyword Planner*, *Ahrefs* or *SEMrush*. You may find that "organic skincare" has a high search volume, while "eco-friendly makeup" has a lower search volume.

”



Keyword analysis, in turn, is an important part of search engine optimization (SEO) and content marketing, as it helps to understand users' intentions and interests.

In the third step, you want to find out how much competition there is for each keyword by examining how many other sites are ranking for those keywords and how strong those competitors are. It may be that 'organic skincare' is highly competitive, while 'eco-friendly makeup' has less competition.

Finally, you use this information to create and optimize the content of your website, including blog articles, product pages, and landing pages, so that it is relevant and attractive to your target

audience while being optimized for search engines. By using the right keywords in your content, you increase your chances of ranking higher in search results, which in turn leads to more traffic and more potential customers.

Although the latter examples above are not fully AI-driven platforms, they use advanced algorithms and large amounts of data to provide insights and recommendations on keywords, competitive analysis and SEO strategies.

AI-based tools keyword analysis and search engine optimization



KEYWORD INSIGHTS

Analyzes keywords to understand the intention behind the search, which can help the user identify relevant keywords and themes.



GOOGLE KEYWORD PLANNER

Identifies keywords for ads and search engines by providing information on search volume, level of competition and average cost per keyword click.



AHREFS

Offers detailed information on keyword statistics, applicable keywords, organic search traffic, links and competitors.



SEMRUSH

Provides suggestions for keywords, related keywords and expected traffic for both organic and paid traffic.



4.7 AUTOMATED CUSTOMER REFERENCE CHECKING

The use of testimonials is playing an increasingly important role in both B2C and B2B. Several studies confirm this.

According to a study published in the Harvard Business Review,



84% of all B2B buying processes start with a reference, and peer recommendations influence more than 90% of all buying decisions¹³.



Meanwhile, another study by Dimensional Research shows that 90% of B2B buyers are more likely to buy after reading positive references.

At a time when customers' trust in brands and products is crucial to success, references are a powerful resource that reinforces a company's credibility and customers' willingness to buy. A common way of obtaining references is to start by identifying your best and most satisfied customers who you think would be willing to act as references. Then ask them if they would be interested in being a reference and explain why it would be important. This process may be suitable for companies with only a few major customers.

However, for those who have many customers, and also in several different industries, it can be valuable to automate this work in order to use different types of references for different target groups. This is where AI comes in. On the one hand, AI can be used to identify the best reference customers by analyzing data on existing customers, their behavioral patterns, what they have bought and what they have rated in customer satisfaction surveys. Using this analysis, they can suggest suitable customers who have had a positive experience with the company's products and services.

Second, AI can be used to automate the process of handling reference requests, making it easy for both marketing and sales teams to find references quickly, publish them on the website or social media, or use them in the customer dialogue. An example of such an AI system is *testimonial.to*. With their tool, you start by creating a dedicated landing page on your website. The link to the landing page can then be easily shared via email, social media or text message to customers asking them to be a reference. Then the tool does the rest. Send automatic reminders, collect text and record videos directly in the platform, without the need for developers or video producers.

Another, slightly more advanced, platform for managing customer references for B2B companies is *Influitive*. In short, it works as follows. In the first step, it uses AI to identify the best reference customers by analyzing their behavior, engagement and experience. With this analysis, they create segments of different potential references and then send personalized

¹³Harvard Business Review (2016). How B2B Sales Can Benefit from Social Selling. Retrieved from <https://hbr.org/2016/11/84-of-b2b-sales-start-with-a-referral-not-a-salesperson>

invitations to a community exclusive to reference customers. By joining this community, customers get access to exclusive content, different types of rewards and the opportunity to network with like-minded people.

In step two, Influitive uses a reward system to encourage and entice reference customers to participate in various activities, such as writing reviews, sharing success stories, attending events, and providing feedback on various products and services. By offering rewards and recognition for their efforts, the platform increases the motivation of reference customers to contribute to the company's success.

The last step automates the management of collected references by matching them with potential customers with similar profiles and needs. The platform can be used by the sales team to easily send reference requests but also get quick access to the most relevant and compelling references for each potential customer.

Alongside these examples, there are also platforms that collect and present references, customer reviews and ratings for different software and services, such as *TrustRadius* and *G2 Crowd*. These platforms help suppliers to find and match references for their products and services and help potential customers to search, compare and find suitable references based on their needs and criteria. Both platforms use AI technology to improve user experience and provide more accurate recommendations.

In summary, AI can be used to automate and optimize several aspects of referral sales, including customer and referral matching, customer profiling, referral request management, referral follow-up, and data analysis to improve efficiency.

AI-based tools for customer reference checking



TESTIMONIAL

Collects, analyzes and publishes customer reviews and testimonials on a website or in marketing campaigns.

WEBSITE



INFLUITIVE

Offers programs to identify and reward customers who volunteer as references and share their positive experiences.

WEBSITE



TRUSRADIUS

Collects and analyzes customer reviews for B2B software to help buyers make better decisions.

WEBSITE



G2 CROWD

Collects and analyzes customer reviews and compares different B2B software based on users' experiences.

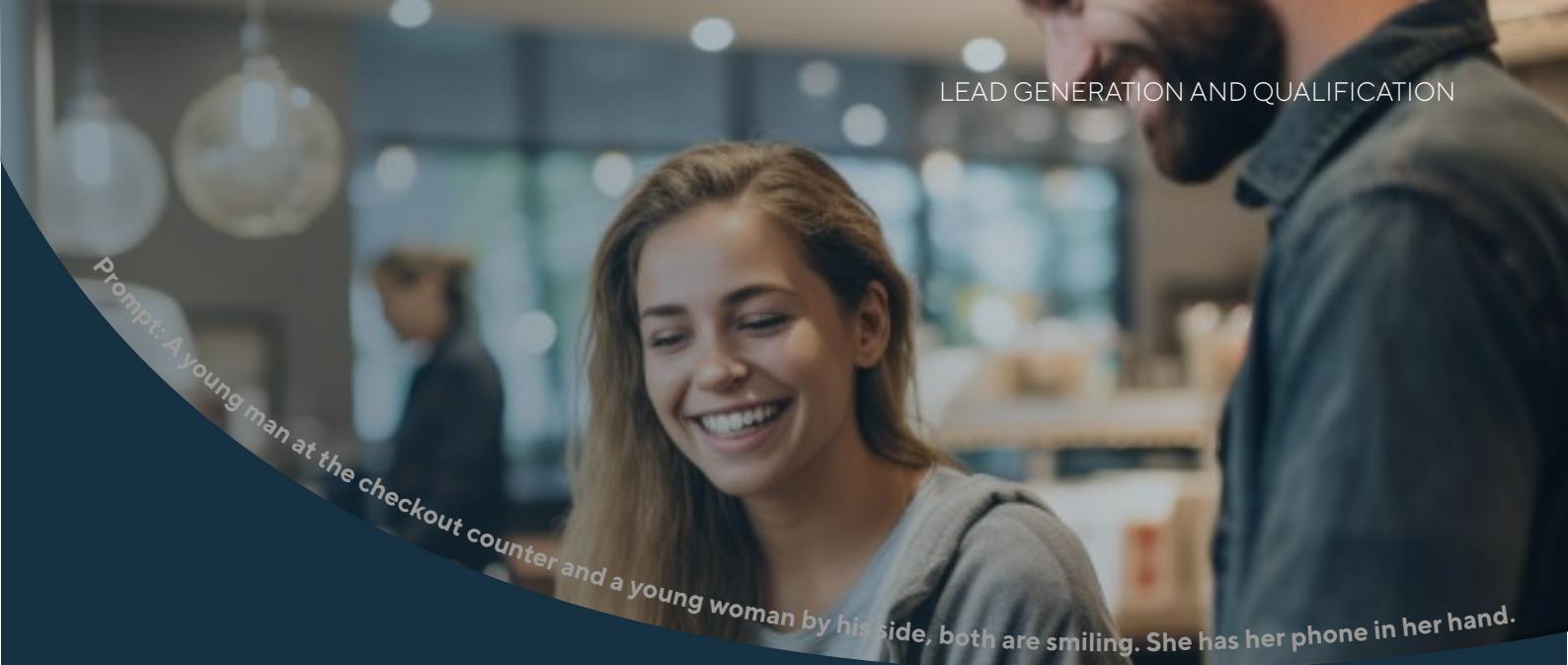
WEBSITE



Chapter 5:

LEAD GENERATION AND QUALIFICATION

AI to generate, engage, qualify, score and nurture leads



Prompt: A young man at the checkout counter and a young woman by his side, both are smiling. She has her phone in her hand.

I 5.1 INTRODUCTION

With a clear strategy in place, the important work of positioning your brand and creating demand and interest in the products or services you want to sell begins. This is known in marketing language as *demand generation* or *lead generation*.

In short, demand generation is about creating demand for products and services (for example, by building brand awareness and positioning the company as a leader in its industry), while lead generation is about collecting and qualifying potential customers who can be converted into paying customers. Both strategies are important for developing and expanding a business, and they should be used together to achieve optimal results.

In this chapter, we focus on how AI can be used for lead generation, including finding and creating lists of potential leads, getting them to show interest in our products and services, qualifying and scoring leads, and nurturing and caring for leads that are not yet ready to buy.

5.2 FIND AND DEVELOP LISTS OF POTENTIAL LEADS

In the first chapter on market analysis, we have described how AI can be used to analyze your market. This analysis is important for several reasons, not least because we will now be able to identify and develop lists of potential client companies that fit the segments, target groups and customer profiles identified by the analysis.

Finding, engaging and connecting with our ideal customer profiles is the basis for both sales and marketing. This can be done in two different ways. Either we focus on attracting and engaging the target audience with relevant and valuable content to make them come to us of their own free will. This is known as *inbound marketing*. Or we proactively target the audience through, for example, emails, direct mail or cold calls. This is known as *outbound marketing*.

Whichever method we choose, it is important to build a list of potential customers that match the ideal customer profile and that we can target with our sales and marketing efforts in order to generate leads (companies or individuals that show interest in our offer). This is therefore the first step in the lead generation and qualification process.

One method for building a list of potential leads is to research publicly available sources, such as company databases, industry news and social media. By analyzing these sources, it is possible to gather relevant information on companies and decision-makers that match the ideal customer profile. This may include factors such as the size of the company, turnover, geographical location and industry, as well as information on the education, interests or responsibilities of decision-makers.

Today, there are several AI-based solutions to do this. For example, you can use *LinkedIn Sales Navigator* to identify and find companies and

decision-makers that match your ideal customer profile. Although this tool is primarily designed for salespeople in their prospecting efforts, it can also be used to create lists for marketing purposes.

”

Finding, engaging and connecting with our ideal customer profiles is the basis for both sales and marketing.

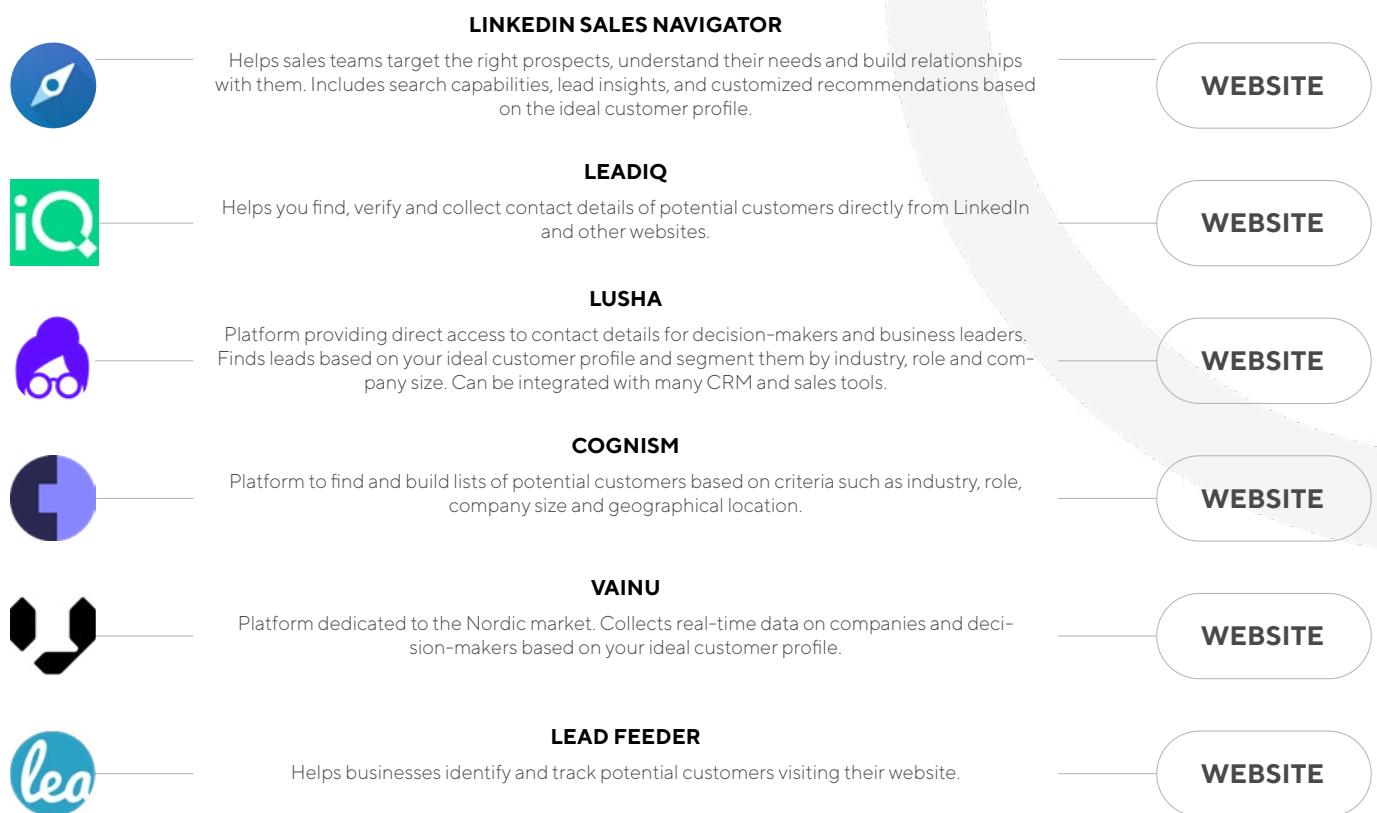


Other AI-based tools that can be used to find potential leads according to a predefined ideal customer profile are *LeadIQ*, *Lusha* and *Cognism*. For the Nordic market, there are tools like *Vainu*. Using AI, these tools analyze publicly available data sources to find, collect, and verify email addresses, phone numbers, and other relevant information about potential leads. All of these can also be integrated with LinkedIn, Salesforce and other CRM systems to keep the list up to date.

In addition to these methods for finding and collecting information on potential leads, there are also tools for collecting information on

website visitors. *Leadfeeder* is one such tool. By tracking the visitor's IP address and matching it with company information in their database, it can generate lists of companies that have shown interest in your website, including company name, size, industry and contact information, providing insights into which companies are interested in your products or services.

AI-based tools for lead generation



5.3 CREATE INTEREST AND GENERATE LEADS

If step one was about identifying the target audience, including ideal customer and buyer profiles, and developing their contact details, step two is about getting these potential customers to show interest in our products and services. This process is usually defined as *lead generation* and may involve the customer filling in a form on our website, registering for a webinar or contacting you for more information.

Lead generation is important because it helps companies fill the sales funnel with potential customers and increases the target audience's awareness of the company's brand, products and services. A good lead generation process also reduces the cost of acquiring new customers as salespeople can focus on potential customers who are interested in the here and now, rather than blindly chasing cold calls.

As highlighted in previous chapters, AI can contribute in several ways to marketing effectiveness, including content marketing,

personalized campaigns, and automated marketing data. The methods that work best can vary from company to company depending on what and to whom you are selling, but they all have the same goal of generating leads and driving sales. As we have already given several examples of lead generation activities, we briefly summarize them here.

An increasingly popular method for attracting leads is *content marketing*, which involves creating and sharing valuable content for the target audience, such as blog posts and videos.

Other popular methods include *email marketing* (e.g. newsletters and email campaigns), *social media* (e.g. posts on LinkedIn), *paid advertising* (e.g. on search engines and social media) and *search engine optimization* (e.g. optimizing website content for search engines to improve your organic search visibility and ranking). Apart from these, there are of course many other more traditional ways of attracting the interest of the target group, such as advertising on TV, radio or in newspapers, exhibiting at trade fairs or sending out physical letters, brochures and catalogs. However, AI can add the most value in the former examples for the simple reason that digital channels consist of ones and zeros that can be easily tracked, analyzed and monitored.

To create interest in the target audience and generate leads, there are many AI-based tools available today. For example, email marketing can be automated and personalized using tools like *Iterable* and *Marketo*. Both of these tools analyze data on customer behavior, preferences, and purchase history to create emails that are tailored to their needs and interests. They can also optimize send times and frequency, and test different email subject lines and content to maximize open and click-through rates.

AI can also be used to improve the performance of paid advertising, such as *Google Ads* and social media ads. Tools like *Acquisio* and *Albert* analyze and optimize campaigns based on various factors, such as bidding, audience, keywords and ad content. By automating and improving these processes, companies can increase their return on investment and generate more qualified leads.

On your website, you can provide AI-based chatbots such as *Drift* and *Intercom* to answer common questions and collect contact

information from interested potential customers. With the help of *Conversica*, we can also ensure that leads coming to our website do not fall through the cracks. The company's AI assistants automatically initiate contact with the visitor and interact with customized responses to assess which ones are worth following up and processing further. This step is commonly referred to as qualifying and scoring leads, which is an important part of ensuring that we prioritize the leads that are most likely to become business.



5.4 QUALIFYING AND SCORING LEADS

B2B lead qualification and lead scoring are two key concepts in sales and marketing that both aim to streamline and optimize the sales process by prioritizing and focusing on the most profitable and potentially successful leads. But while the two processes are closely related and complementary, there are some fundamental differences between them.

Lead qualification is about evaluating and assessing leads generated by different marketing activities to determine which ones are worth following up and processing further. This means comparing each lead's characteristics, behaviors and needs with predefined ideal customer and buyer profiles to see if the potential customer is a good match for the company's products or services. Often this also involves a dialog with the prospective customer to assess the level of need, decision-making power, budget constraints or buying intentions.

The qualification is often binary, meaning that it is either considered qualified (so-called "sales qualified leads" or SQL) or not qualified (so-called "marketing qualified leads" or MQL). Once a lead has been qualified as a potential customer, it is passed on to the sales team for further processing and is then considered a *prospect* (lead qualified as a potential customer). This process thus helps to eliminate leads that are not a good match and focus on those that are most likely to convert into paying customers.

Lead scoring, on the other hand, unlike qualification, is a more quantitative and nuanced process of assigning each lead a certain number of points based on factors such as email open rates, website click-through rates, engagement with different types of content, or how well they match the company's ideal customer profile. These points are then used to prioritize when

and if the information should be forwarded to a salesperson for personal follow-up. Let's look at how this can be done in practice.

“

B2B lead qualification and lead scoring are two key concepts in sales and marketing that both aim to streamline and optimize the sales process by prioritizing and focusing on the most profitable and potentially successful leads.



Let's say you have an AI-based tool installed that can store all visitors' activities on your website. The aim is to get them to provide some information about themselves, such as their email address, name, title and place of work. This is often done via forms used to download reports, e-books or register for a webinar. Over time, they may be willing to share more information about the challenges their company faces or how they work today. The more information stored about a contact, the more complete the customer profile can be built, and the more personalized the communication can be.

For example, if the CEO of a company visits a website repeatedly, downloading different articles and reading up on prices, this could be an indication of strong buying interest. If a service technician visits the website to download a manual, this is probably a less relevant contact for a salesperson, but may be an indication of a need for after-sales services and spare parts. The management of leads can thus be customized and broken down by relevance.

Based on the specific customer profiles, a number of auto-generated interactions can be created – this is the automation itself. In the coming weeks, the CEO in the example above can now receive tailored communications just for CEOs. This pre-programmed sequence of events can include things like follow-up emails with tips on interesting blog posts, links to product videos, suggestions for webinars or information on other relevant documents. The sequence of events is adapted to the specific profile, making the marketing personalized. Even if the processing is fully automated, the sender can be an employee to make it more personal. Overall, you could say that the customer journey is a bit like a self-playing piano, where the customer makes himself ready to buy.

All activities carried out by visitors are recorded and scored. For example, anyone who downloads a PDF guide gets 5 points. If the person downloads another PDF guide, another 10 points are added. Opening an email earns 1 point, clicking on a link to a blog post earns 3 points and so on. The score can be set arbitrarily, but each lead is given a score – a lead score – that indicates how ready they are to buy. Particularly high scores can be given for visits to the website's customer case and price list tabs. And of course the contact page. By working with lead scoring, you can get an idea of where each lead is in the buying journey, which ones are still getting their bearings and which ones are ready for a contact. When the score exceeds a certain threshold, automated emails can be sent to sellers with all the relevant information so they can make personal contact. Not a cold call, but a much better opportunity to get in touch at the right moment.

The benefits of using artificial intelligence in a process like this are several. One of them is that these algorithms can analyze large amounts of data much faster and more accurately than a human because it does not base its conclusions on gut feelings or incomplete information. By compiling historical information, pulling data from previous social media interactions, the website or interactions with salespeople, it can quickly and accurately qualify and score leads.

Another benefit is that AI can learn from historical data and improve the process over time, for example by suggesting adjustments to both ideal customer profiles and scoring systems, based on the factors that actually affect sales performance. In both these cases, AI can bring a level of logic and standardization to the process that humans simply cannot match.

Today, several major marketing automation platforms offer AI-powered features to qualify and score leads. For example, *HubSpot*, an all-in-one marketing, sales and customer service platform, can use its AI solution to analyze customer data, behavioral patterns and interactions to automatically qualify leads and suggest optimal follow-up strategies.

Marketo works in a similar way. Marketo's AI can analyze and understand customer behavior and use this information to create dynamic scoring models that adapt to each lead's unique behavioral patterns. This makes it possible to tailor and optimize communication with potential customers, leading to better conversion rates and more effective sales.

But there are also other AI-based platforms for qualifying and scoring leads that can also integrate with the major CRM platforms. Examples include *MadKudu* and *Saleswhale*. While *MadKudu* focuses on improving the scoring of B2B leads using predictive models that predict the likelihood of a lead converting to a customer, *Saleswhale* focuses on automating the qualification process. *Saleswhale* uses AI-powered email assistants that can interact with potential customers, ask relevant questions to

gather information, and automatically qualify leads based on their responses and behaviors.

An example of a company that has used *Saleswhale*'s AI-powered email assistant is *Randstad*, one of the world's largest staffing and recruitment companies. Like many others in the industry, their challenge was to qualify and prioritize all the leads generated through various marketing efforts such as downloadable white papers, case studies and webinars. The solution was *Saleswhale*'s AI assistant who was tasked with engaging and qualifying leads and turning them into business opportunities for the sales team. Within the first eight weeks, the AI assistant conversed with over 2,000 leads, qualified 314 of them, and booked 144 meetings for the sales team. The number of meetings booked with qualified leads increased by 78%, while email response times showed a significant improvement. And it's fully automatic.

To summarize, we can conclude that AI can play a major role in streamlining and improving time-consuming tasks such as qualifying and scoring leads, which can also play a crucial role in ensuring that the sales team focuses and spends time on the right customer at the right time and with the highest probability of converting to business.

AI-based tools for lead scoring & qualification



HUBSPOT

All-in-one marketing, sales and customer service platform that can be used to qualify and score leads based on their likelihood to convert.

[WEBSITE](#)



MARKETO

Automated marketing and sales platform that can be used to predict and score leads based on their engagement and behavior.

[WEBSITE](#)



MADKUDU

Analyzes historical data and customer behavior to qualify and score leads.

[WEBSITE](#)



SALES WHALE

Sales assistant who qualifies leads by interacting with them via email. Analyzes response rates and engagement and scores leads according to which are most likely to become paying customers.

[WEBSITE](#)



EXCEED

Conversational AI that captures, engages, qualifies and books meetings with potential customers. Can be integrated across multiple channels, such as email, chat and SMS.

[WEBSITE](#)

Prompt: Concentric arches. The predominant colour is white.

5.5 MAINTAINING AND REACTIVATING LEADS

Did you know that 95% of the companies in your target audience that you are marketing to right now are probably not looking for the products or services you offer?

At least, that's what a study by the Ehrenberg-Bass Institute suggests that most marketing campaigns fall on deaf ears¹⁴. According to the survey, companies change their suppliers of services such as banking, legal advice, software or telecoms about every five years. This means that only 20% are in the market for these services in a given year and only 5% in a given quarter. The other 95% are not on the market at all.

Thus, in all likelihood, many of your leads will not be ready to buy your product or service, which also explains why qualification is so important. But it is also important from another aspect. In the process of generating and qualifying leads, we must also be adept at nurturing and maintaining potential customers who are not ready to buy our product or service right now, but who may be in the future.

This process - *nurturing*, maintaining and engaging potential customers who are in our target group but who, for various reasons, are not currently interested - is known as *lead nurturing*. In practice, this means that we try to build a relationship with the potential customer by providing relevant and valuable information to help them better understand the value of our product or service. Providing potential customers with relevant information, increasing their engagement and interest can also increase their likelihood of buying the

product or service in the future.

Another similar term and process commonly used in marketing is *Lead Recycling*. Lead recycling involves reconnecting with a previous lead that was not considered ready to buy at the time. This could be due to various factors, such as the customer not having a budget, the company not being able to offer the right solution, or the customer not feeling that it was the right time to make a decision. When contact with these leads is re-established, the marketing and sales team can try to engage them again, with changed offers, customized content or new communication strategies.



95%

Did you know that 95% of the companies in your target audience that you are marketing to right now are probably not looking for the products or services you offer?

¹⁴Ehrenberg-Bass (2021). 95% of B2B buyers are not in the market for your products. Retrieved from <https://www.marketingscience.info/ehrenberg-bass-95-of-b2b-buyers-are-not-in-the-market-for-your-products/>

Unlike lead generation and qualification, which aim to get potential customers to show interest and then assess whether they are worth following up, lead nurturing and lead recycling aim to engage them over time. What unites them is the methodology. Several of the tools mentioned above can also be used for this purpose. This can include sending automated and personalized emails, using chatbots to contact and re-engage potential leads, making social media posts or targeting personalized messages in digital ads.

Prompt: Smiling middle aged business woman being on her phone while looking to the left. Sitting in a sofa with her computer in her lap. She wears glasses.





Chapter 6:

MEASURING AND EVALUATING MARKETING

AI to analyze, monitor, measure and evaluate the impact of different marketing campaigns



16.1 INTRODUCTION

Although marketing can be described as an iterative process, which should constantly evolve and improve, *measuring and evaluating* the impact of marketing efforts can be seen as the last step in a chain of activities for which a marketing department is responsible.

In more detail, this includes monitoring, analyzing, measuring and evaluating different campaigns, marketing materials and activities, but also methods and processes to ensure that the right things are done in the right way with the highest possible return.

The importance of this is also confirmed by research. Several studies indicate that companies that effectively monitor and evaluate their marketing efforts tend to be more profitable than those that do not, for the simple reason that they can make more informed decisions about what works and what does not.

For a marketing department, it's all about facts and data rather than opinion. This is where AI can help by providing answers to questions that humans find difficult to answer. Did we reach the desired target group? Did we use the right channels? What engagement did the ad

campaign generate? How widespread were the posts on LinkedIn? How many leads were generated? And what do customers really think of us?

By continually monitoring, analyzing, measuring and evaluating the impact of various marketing efforts, marketers can continually improve their ability to identify the most effective strategies and focus their resources on those efforts that produce the best results.

This chapter therefore provides some examples of how AI can be used to continuously improve and develop market strategy.

6.2 ANALYZE AND EVALUATE MARKETING CAMPAIGNS

An important task for today's marketers is to have the right tools to analyze, measure and evaluate the impact of different marketing activities. In this context, AI plays a major role with its tremendous ability to process large amounts of data, find patterns and insights that may overlook the human eye, and offer concrete recommendations to improve marketing results.

To analyze which social media channels generate the best results for a company, you can use AI-based tools such as *Emplifi* and *Sprout Social*. Both of these collect data on user behavior, engagement and conversions across different platforms to give marketers insight into which channels work best for their target audience and allow them to adjust their strategy accordingly.

AI can also be used to analyze and evaluate social media campaigns and posts. Tools like *Naytev* and *SocialPilot* allow users to test different headlines, images and texts to see which combinations give the best results. With these tests, marketers can quickly adapt their content and ensure it is as

engaging and effective as possible. Similarly, AI can also be used to analyze and evaluate email campaigns by measuring which types of subject lines, headlines and content are most engaging, as well as how different video content performs. An example of this is *Vidyard*. These AI features include scoring the extent to which the video engages the viewer and suggesting different options based on the viewer's interests and viewing history.

When it comes to analyzing and evaluating your website's user experience, AI-based tools like *Hotjar* and *Crazy Egg* can play a crucial role. These tools collect and analyze visitors' behavior on a website, such as where they click, how they scroll, and how they hover. The result is so-called "heat and scroll maps" that visually show how the user interacts with a website, which can be used to identify potential bottlenecks or problem areas and optimize the website to create a better user experience.

Finally, AI can be used to analyze and evaluate which ads perform best in digital channels. Tools like *Facebook Ads Manager*, *Google Ads*, and *LinkedIn Campaign Manager* use AI to analyze data and provide insights into which ads drive the most traffic, engagement, and conversions. For those who want to add a benchmark and compare how the ads perform in relation to the competition, it may also be worth checking out a player like *Varos*. This service is aimed at SaaS and e-commerce companies and analyzes and compares purchased ads on, for example, Facebook, TikTok, Google and LinkedIn.

In summary, AI can be used to effectively analyze and evaluate B2B marketing activities in social media, email campaigns, website user experience and paid advertising. By using AI-based tools, companies can optimize their marketing strategies and improve their return on investment.

AI-based tools for analyzing and evaluating marketing campaigns



EMPLIFI

Analysis and optimization of social media channels.



SPROUT SOCIAL

Management and analysis of social media channels.



NAYTEV

NAYTEV

Analysis and evaluation of social media campaigns.



SOCIALPILOT

Analysis and management of social media campaigns.



VIDYARD

Analysis of the performance of different video content. Includes features like scoring viewer engagement and suggesting relevant videos based on the viewer's interests and viewing history.



HOTJAR

Web analytics and user feedback.



CRAZY EGG

Analysis of user behavior on websites.



facebook business

FACEBOOK ADS MANAGER

Management and optimization of Facebook ads.



GOOGLE ADS

Management and optimization of Google ads.



LinkedIn Ads

LINKEDIN CAMPAIGN MANAGER

Management and optimization of LinkedIn ads.



VAROS

Benchmark KPIs for advertising in digital channels.



6.3 ANALYZING AND LISTENING TO SOCIAL MEDIA

By now, we have gained a good understanding of how AI can be used to analyze all kinds of data generated from the activities a company carries out. But this is only half the story. A huge amount of data also exists outside the four walls of the company. An example of this is anything written about a company and its brand and products on social media. This data can also be used for analysis and evaluation to better understand customers' opinions, experiences and feelings. In this context, we usually talk about *social media monitoring*, *social listening* and *sentiment analysis*.

Starting with the first one – social media monitoring – it involves using AI to monitor and track the presence of specific keywords, brands, products or themes on different social media platforms.

This is usually done by using various tools and techniques to collect and analyze data from platforms such as Facebook, Twitter, Instagram and LinkedIn. The purpose of social media monitoring is to give companies an overview of what is being said about them, their competitors and their industry as a whole, which can help them adapt their communication and strategy.

Social listening, on the other hand, goes one step further by not only monitoring and collecting data, but also analyzing and interpreting the information to understand what drives and influences customer behavior and opinions.

By following conversations on social networks, you can gain a deeper insight into customers' problems, expectations and wishes regarding your company's products and services. In essence, it is not about answering customers' questions and complaints, but rather providing a deeper analysis to discover new opportunities and understand the bigger picture behind all conversations. It is about seeing the forest instead of the trees.

One example of a company that has used social listening is Cisco Systems, a leading provider of network equipment and services. With the outbreak of the COVID-19 pandemic, the world saw a dramatic increase in teleworking and digital communication. Cisco, owner of the Webex video conferencing platform, used social listening to understand what features and improvements users were looking for in video conferencing tools. By monitoring and analyzing conversations on social media, forums and blogs, Cisco was able to identify users' perceived problems and pain points when using the platform. With these new insights, Cisco implemented a series of enhancements to the Webex platform, including improved audio and video quality, easier screen sharing, new features to improve productivity and security during video meetings, and improved usability to meet user needs.

Through social listening, Fitbit, a company that makes health bracelets, has discovered many alternative uses for their products that they were not previously aware of. For example, their health bracelets have been used in clinical studies, but also to catch criminals and as evidence in trials. Discoveries like these have given them both new ideas for product development and the ability to create interesting press releases. Despite the fierce competition among health apps, they have maintained their leadership position in the

industry, largely due to their use of social listening to be where their audience is, talk about things that matter, and keep their audience engaged with their proactive marketing.

There is a plethora of AI-based tools for working with social listening, such as *Brandwatch*, *Talkwalker* and *Sentione*. They are often good at different things, which means that in practice many people use several analytical tools in parallel. In practice, these tools can analyze conversations on selected social media sites based on specific topics, keywords, phrases, brands or industries. Based on this data, you can then build a picture of your brand's status, get ideas for campaigns or improve the customer experience.

A key element of social listening is *sentiment analysis*. This means using smart algorithms to try to detect whether the sentiment is positive or negative.

Neutral comments are uninteresting; what you want to distinguish are the posts where strong opinions are expressed. When customers are angry, upset or indeed impressed and overwhelmed, you want to aggregate these expressions of emotion and see if they can be linked to individual events, product launches or statements.

Thus, sentiment analysis means early detection of any concerns before problems escalate, as well as the ability to take credit and understand when and why customers are satisfied. It is about automatically extracting the essence of the customers' current state of mind.

Social listening is not something to be switched on quickly in the event of a crisis, but something that is meant to be used continuously over time. This allows you to track historical data on how attitudes towards a brand or product change. You can detect seasonal variations, responses to product launches and other trends. In-depth analysis aims to understand why the discussion is the way it is. The earlier you can identify changes, the easier it is to respond directly to negative criticism, as well as to quickly capitalize on the positive. By interpreting these external signals, you can make informed decisions and stay ahead of the competition.

Simply put, social media monitoring aims at collecting data, social listening at understanding, analyzing and drawing conclusions from this data, and sentiment analysis at analyzing customers' feelings and opinions.

AI-based tools for social media monitoring



BRANDWATCH

Brand monitoring and analysis of what is being said on social media.



WEBSITE



TALKWALKER

Brand monitoring and social media analysis, sentiment analysis and influencer identification.



WEBSITE



SENTIONE

Social media monitoring and analysis, customer engagement, brand monitoring and competitor analysis.



WEBSITE

Prompt: A business man analyzing his latest data. He's sitting at his desk.



A key element of social listening is sentiment analysis. This means using smart algorithms to try to detect whether the sentiment is positive or negative.

6.4 MEASURING AND ANALYZING CUSTOMER SATISFACTION AND LOYALTY

Customer satisfaction and customer loyalty are two fundamental factors that play a crucial role in the success of businesses, especially in the B2B sector.

Customer satisfaction is a feeling of satisfaction or disappointment that occurs when customers interact with a company's employees, products or services.

According to a study by Bain & Company, companies that consistently deliver high levels of customer satisfaction are 60% more profitable than their competitors.

Customer satisfaction is also directly linked to customer loyalty, meaning that satisfied customers are more likely to continue doing business with a company and recommend it to others.

Consulting firm Accenture has found that 93% of B2B companies that focus on improving

customer satisfaction also experience increased customer loyalty.

Measuring and understanding these factors is therefore crucial to ensure long-term growth and competitiveness.

Some common methods for measuring customer satisfaction include surveys, interviews and customer support data. Surveys can be particularly valuable as they allow businesses to collect feedback directly from their customers. This can then be used to identify and improve gaps in products, services, processes or other interfaces between a company and its customers.



According to a study by Bain & Company, companies that consistently deliver high levels of customer satisfaction are 60% more profitable than their competitors.



Consulting firm Accenture has found that 93% of B2B companies that focus on improving customer satisfaction also experience increased customer loyalty.

Another similar method that is becoming increasingly important in business-to-business is to analyze won and lost business, known as win-loss analysis. Research by Mercuri International shows that companies that consistently analyze wins and losses have on average 5-10 percentage points higher revenue growth than companies that do not. The advantage of this type of analysis is that it focuses on analyzing both won and lost customers and provides detailed insights into how customers perceive things like brand, sales professionalism, offer, price and other added values such as service, technology and value for money.

Whatever the method or type of survey, artificial intelligence can offer significant benefits by improving and streamlining the process of measuring customer satisfaction and loyalty. With AI, companies can create more sophisticated surveys, analyze data faster, and gain real-time insights into customer satisfaction.

One tool that can help here is *Qualtrics*, an advanced survey and feedback platform that uses AI to give companies insights into customer satisfaction, employee satisfaction, and how customers perceive their products and brand. Using machine learning and natural language processing (NLP), the software analyzes open-ended survey responses, categorizing them and identifying key themes and patterns. It can also predict future customer behavior and trends

based on collected data, helping companies make more data-driven decisions.

Another popular survey platform that offers AI-based features to improve survey design and analysis is SurveyMonkey. Their AI tool, *SurveyMonkey Genius*, guides the user through the entire process from developing questions to making recommendations on survey length, potential question types and possible answers to increase response rates and the quality of the data collected. It can also provide an estimate of how long it will take to complete the survey and how well it will perform compared to other surveys. When analyzing survey responses, SurveyMonkey uses AI to quickly identify trends and key insights to help users make better decisions.

AI can also be used to deepen the analysis of survey responses to better understand what drives customer loyalty, for example. An example of this is *Chattermill*. By integrating this AI-powered platform with other tools, it can collect and analyze customer feedback in order to discover what drives customer loyalty and retention.

Beyond surveys, AI can also be used to measure customer satisfaction in real time by collecting and analyzing data from a variety of sources, such as customer reviews, social media, emails, website visits, chats, and phone calls. This type of sentiment analysis, as we've written about before, gives businesses a more detailed and nuanced understanding of customers' feelings, opinions, and behaviors, allowing for faster and more accurate decision-making.

In conclusion, customer satisfaction and customer loyalty are of great importance for B2B companies, and measuring these factors is crucial for long-term success. AI can improve and streamline this work by providing powerful tools to create and analyze surveys and measure customer satisfaction in real time.

AI-based tools for customer feedback



QUALTRICS

Analyzes data from customer feedback, customer surveys and employee surveys.

WEBSITE



SURVEYMONKEY GENIUS

Guides the user through the entire survey creation process. Provides recommendations on, for example, how long the survey should be, what questions should be asked and what answers the questions are likely to produce.

WEBSITE



CHATTERMILL

Analyzes customer feedback from different sources, such as surveys, emails, chats and social media.

WEBSITE





Chapter 7:

RISKS AND CHALLENGES OF AI

7.1 ETHICAL AND MORAL ASPECTS OF AI

99

But there are also several risks that need to be taken into account, not least when it comes to the ethical and moral aspects of the technology.

In this report, we have focused on describing the opportunities and benefits of introducing AI in marketing. But there are also several risks that need to be taken into account, not least when it comes to the ethical and moral aspects of the technology.

One of the most fundamental ethical issues surrounding AI in B2B marketing is how it is used to collect and manage customer data. AI can process large amounts of data much faster and more efficiently than humans, but this also means there is a greater risk of misuse or unintended consequences. For starters, companies using AI for data collection need to ensure that their practices are compliant with the General Data Protection Regulation (GDPR) and that customer privacy is protected. This means that data should be collected in a transparent way, that customers should be able to give their consent and that the company is clear about how the information will be used. In addition to the legal consequences of misuse, it can also have major

negative consequences in terms of loss of customer confidence.

An example of this is the so-called Cambridge Analytica scandal. The scandal broke in March 2018 when it was revealed that the British data analytics company had collected personal data from millions of Facebook users without their consent. The information was then used to create psychographic profiles and target political advertising and messages to users based on their personality traits and political preferences. The scandal not only affected users' privacy, but also the trust in Facebook and other companies that worked with Cambridge Analytica. This led to the bankruptcy of the company and a wide-ranging discussion on how to manage and protect personal data in a digitalized world.

With artificial intelligence, it is now also possible to create realistic images and videos of people, known or unknown, saying or doing things they have never said or done. The risk with this type of 'deepfake' is that it can be misused in marketing by misleading and manipulating customers, creating a range of potential problems. One of the most prominent risks of deepfake is the spread of false information and rumors. By creating fake videos or images of famous people promoting or denouncing products, services or brands, competing companies can damage each other's reputation and sales. This can lead to crises of confidence and legal disputes, damaging the interests of both businesses and the public.

An example of deepfake is the case of a fake video of Mark Zuckerberg, Facebook's CEO, posted on Instagram in 2019. In the video, Zuckerberg claimed that he controlled the data of billions of people and used it to increase his power and wealth. Although the video was quickly exposed as a deepfake, it showed how easy it is to create and spread misleading and harmful content using this technology.

With the development of language models such as ChatGPT, it is also important that the texts produced by AI, such as articles and blogs, are reviewed by us humans. Although a model like this is capable of generating texts on a seemingly infinite number of topics, it cannot provide any guarantee that its output is right, only that it sounds right. Its strength lies not in recalling facts, but in generating texts that sound human. In some cases, therefore, the text generated will be perceived as correct, but in fact be inaccurate as it may simply make up things that are outright wrong or contradictory. For this reason, AI-based content always needs to be reviewed and validated in order not to spread misinformation.

Another ethical aspect of AI is potentially discriminatory algorithms. If AI systems are trained on distorted or biased data, they can reinforce and reproduce existing prejudices and produce so-called "biases". One of many examples of this is the AI-based text-to-image creator Midjourney, launched in 2022. When asked to produce an image based on the command "influential person", it generated four images of older white men, and on the command "someone who is intelligent", it generated four images of older white men with glasses¹⁵.

Another example is when Amazon developed an AI-powered recruitment tool to find the best candidates for jobs within the company. This tool was designed to analyze CVs and qualifications to quickly identify the most promising candidates. But it soon became clear that the tool reinforced established prejudices and discriminated against female applicants. Since the AI system was trained on previous employment data from Amazon, where an overwhelming majority of employees were men, the system developed a bias towards male candidates. This meant that women were less likely to be recommended as top candidates by the AI system, even if they had equivalent qualifications.



¹⁵ Stanford University (2023). Artificial Intelligence Index Report 2023. Human Centered Artificial Intelligence

Amazon soon discovered the problem and suspended the use of the AI tool in 2018. This example underlines how AI, if not carefully monitored and adapted, can reinforce existing biases and lead to undesirable consequences for companies relying on AI for marketing or other purposes.

Furthermore, it is important to be open and transparent in how you use AI in your marketing. As a customer, we want to know when and if AI is used and how it adds value. For example, if AI is used to

create and send emails to customers, companies can be transparent about this by including a brief explanation in the email such as: "This message has been created using AI to give you more relevant and personalized recommendations." The same applies to images or videos used for advertising or marketing purposes. As it is almost impossible for a human to distinguish between a real human face and a synthetic face produced by AI, this must be made clear. Look at the picture below, can you tell which face is real?



Image source:
www.whichfaceisreal.com

The face of the woman on the left is generated by AI, while the photo of the little girl is real. It is therefore important for those who choose to use AI-generated images or photos to make this clear so as not to mislead the recipient.

Similarly, if we choose to use an AI chatbot on the website, the recipient should be informed that this is the case. Instead of pretending to be a human, you should be clear in introducing the chatbot with a simple explanation, such as "Hi! I am [Bot name], an AI assistant here to help you with your questions."

Companies can also publish their policies and guidelines on how to use AI on their website. This, together with regular reporting on their use of AI, including progress, challenges and lessons learned, gives customers and stakeholders an

understanding of how the technology is being used and what security measures are being taken to protect their privacy.

It is also important to consider how AI systems can be used in a way that respects human values and follows societal norms. This means that companies should focus on using AI to improve the customer experience and create value for their customers, rather than simply maximizing profits and automating tasks at the expense of human labor.

By following these ethical and moral principles, and being transparent about how AI is used in marketing, companies can build trust with their customers and ensure that AI technology is used responsibly and respectfully.

7.2 WILL AI TAKE OVER OUR JOBS?

One of the biggest challenges and concerns with AI is that it risks making humans redundant.

According to a report by investment bank Goldman Sachs, AI could replace around 300 million full-time jobs¹⁶.

While it is highly likely that many jobs will be lost, replaced, or changed, there is another negative side to this. According to a BBC article, it also creates a general anxiety about AI (AI anxiety)¹⁷. Back in 2022, before ChatGPT was launched, PriceWaterHouseCooper's global workforce survey showed that nearly a third of employees worldwide were concerned that their jobs would be replaced by technology within three years. This concern now seems to be spreading rapidly, creating an even greater fear of the unknown.

Ultimately, if our jobs involve analyzing and interpreting information to make decisions, it is very likely that machines can now do this at least as accurately, and arguably much faster than humans can.

However, the truth is that while some AI systems are good at certain tasks, AI is generally not good enough yet to completely replace the skills required to do most work. Self-driving vehicles have not been fully resolved yet - despite billions of dollars of investment and many companies reaching the testing stage - we are not at the point where bus or taxi drivers are at risk of immediate replacement. This is even more true for knowledge workers or workers in roles where there is an emphasis on human interaction, such as care or teaching.

However, it is clear that many jobs are being replaced by technology in the pursuit of ever-increasing productivity. This is also nothing new. For example, many routine jobs in manufacturing have already been replaced by machines. Other examples include bank clerks, cashiers, telemarketers, warehouse workers, accountants and travel agents. All of these have decreased as technology can perform the same tasks more cheaply and efficiently. But it is not only simple repetitive routine jobs that may be replaced, knowledge work is also increasingly exposed.

For example, engineers, stockbrokers, economists, teachers, real estate agents, educators, lawyers and judges have long been protected from automation, but their numbers may be rapidly reduced in the future. For example, what happens when advanced AI software can find more legal cases in one day than a lawyer can find in a lifetime? Or when a brain scanner can detect fraud and lies with almost 100% accuracy at the touch of a button? In the not too distant future, we may have such lie detectors in practical operation. How many lawyers and defense lawyers will be lost?

¹⁶Forbes (2023-03-31), Goldman Sachs Predicts 300 Million Jobs Will Be Lost Or Degraded By Artificial Intelligence

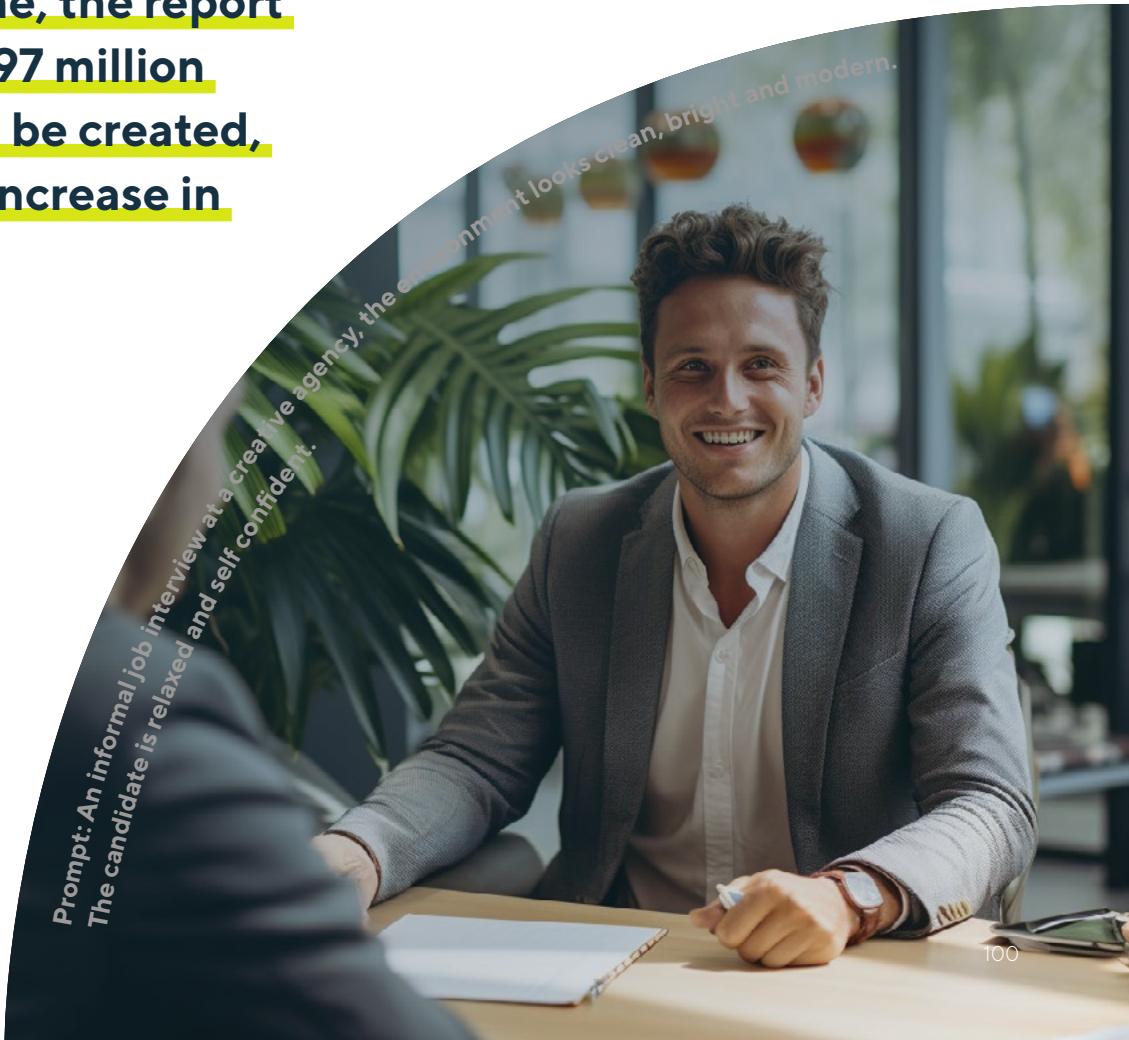
¹⁷BBC (2023-04-18), Many workers worry AI is coming for their jobs. Can we get past the fear and find a silver lining?

However, it is important to note that automation is not just about job losses. In many cases, it is a shift where an old professional role has lost its value and needs to be replaced by a new role or upgraded with new skills and abilities.

In its 2020 Future of Jobs Report, the World Economic Forum estimated that up to 85 million jobs would be lost by 2025 due to automation and technological change. At the same time, the report predicted that 97 million new jobs would be created, meaning a net increase in jobs.

For a marketer, this is a likely scenario. Even though AI, as described in this report, creates many opportunities for a marketing department to streamline, improve and automate various activities, it does not mean that marketers will become redundant. More likely, these roles are changing in nature, where we need to learn to work with technology, rather than be replaced by it. In other words, AI will not replace the marketer, but a person who can handle AI will.

For this reason, it is important not to ignore the emergence of AI and think that it will not affect your job, company or industry. Because it will, whether we like it or not. Some concern is therefore justified. But instead of panicking or worrying about potentially losing your job to a machine or AI, you should invest time in embracing it, being curious, and trying to take advantage of the opportunities it brings. Ultimately, it is those who treat AI as a resource, rather than a threat, who will make themselves needed and valuable in the future labor market.



7.3 HOW TO GET STARTED WITH AI?

For many, getting started with AI can be considered a long uphill battle, especially if there is no experience or expertise within the company. In addition, it can be difficult to navigate the rapid developments and the huge variety of different AI-based tools on the market.

Of course, there are many different ways to get started and implement AI because the needs and goals of different organizations can be so different. For a company that seriously wants to take advantage of AI and, for example, wants to review all processes in a company, it is important that the initiative comes from the management team or even the board of directors. Especially if it is about changing the business model or if it is a question of how to increase shareholder value.

Take a look at Tesla. What did Tesla do when they started selling cars? Well, they made sure that, using sensors, cameras and internet connectivity, they had access to all the driving data generated from their customers. This includes everything from car performance, position, speed, environment, energy consumption and driver behavior. These sensors monitor acceleration, braking, changes in direction and weather conditions, among other things. The cameras provide information on the traffic situation, signs, road markings and possible obstacles. All this data has given Tesla an edge over many competitors as it has contributed to an improved customer experience but also ideas for new innovative solutions.

In this case, where Tesla has built its main product on AI, it is therefore a question of the company's overall strategy and objectives. Thus, it must be an issue that should be addressed in the management or boardroom.

Another reason why AI is in many cases an issue for the management team is the need to comply with applicable laws, regulations and ethical principles. If employees start using AI without any code of conduct, there can be serious consequences in terms of intentional or unintentional misuse of AI, such as discrimination or invasion of customers' or employees' privacy. It may also involve risk management, which is a key part of management's responsibility. It involves identifying, assessing and managing risks associated with AI technologies, such as cybersecurity, technical failures, unintended consequences and possible financial losses due to incorrect AI decisions.

At the same time, the issue of liability must also be carefully examined. If something goes wrong, who is responsible? The department that requested the AI service, the programmer behind it or the senior manager? To avoid future conflicts and also to protect employees, it is important to develop a clear division of roles and responsibilities.

To successfully adopt and implement AI within the organization, management also needs to ensure that the company invests sufficient resources in AI projects. This means prioritizing AI initiatives and ensuring that the right skills are available within the organization to run these projects successfully.

Whether or not AI is an issue for the management team also depends on its scope.

Is it about starting to use one or more AI tools available on the market, or is the idea that the company will develop its own AI solutions?

For a marketer who just wants to get up and running quickly and take advantage of the available solutions, it is important to start by understanding the basics. You don't need to be an expert in programming to benefit from AI tools, but it can be helpful to get a basic understanding of different terms and how AI works.

It is about learning critical skills, experimenting and testing. For example, this report can serve as inspiration to identify a number of suitable tools to start experimenting with. Many of them are also free or offer the possibility to test the tool before deciding to order it.

For a sales or marketing department that wants to get a better handle on the possibilities of AI, the process can be broadened. Instead, the process could resemble the following:

1 Identify needs

Start by identifying your organization's needs and objectives. What marketing tasks and processes can AI facilitate or improve? This may involve automating certain tasks, analyzing customer data, optimizing advertising or improving the customer experience. Understanding what your organization wants to achieve makes it easier to choose the right tools.

2 Explore which tools match the needs

AI technologies vary in complexity and functionality. Some tools are specialized to solve specific problems, while others are more general and can be adapted to different needs. Make sure you understand how the different tools work and what opportunities they offer. It is important to choose a tool that both fits your needs

and has a technology that is scalable and adaptable to future challenges. The solutions should also be relatively easy to integrate with existing IT systems and platforms.

3 Compare prices and work with your budget

AI tools can vary widely in price, and it's important to find a solution that fits your organization's budget. Review both initial costs and any ongoing charges. Consider also that the investment in AI can bring a return in terms of efficiency gains and better decision-making.

4 Evaluate ease of use

To get the most out of your AI tool, it is important that it is easy to use and that employees feel comfortable using it. Feel free to test different tools and evaluate their user interface before making a decision.

5 Check support and training

A good AI tool comes with good support and training resources. Make sure you choose a provider that offers support, updates and training to ensure your team can use the tool effectively and get the most out of the investment.

For those who want to complement this with analysis based on their own internal data, or even develop their own AI-based solutions, the process can be broadened further. In simple terms, this process can be described in seven accepted steps:

1 Define goals and strategy

Identify what problems or challenges you want AI to solve, and how AI technology can help achieve your company's overall goals. Develop a clear strategy that describes how the AI initiatives will be integrated into the company's existing processes and operations.

2 Map existing data

Examine what data is already available in the company and how it can be used to train AI models. This can be campaign data, financial data, customer data or data from different customer activities, but also external data that can be purchased, for example from social media or different databases.

3 Prepare the data and select the model

Preparing data is about ensuring that the data is of high quality and is "washed" from duplicates and misleading data. The data should then be appropriately structured to be used for analysis in the appropriate model. It can take advantage of existing solutions or develop a completely new one.

4 Train the model

Train the AI model using the prepared data, which can take anything from a few seconds to several weeks depending on the complexity.

5

Evaluate the model

Evaluate the model to see if it meets the requirements and provides high performance. Testing several different models is a common practice; the process is iterative.

6

Implement the system

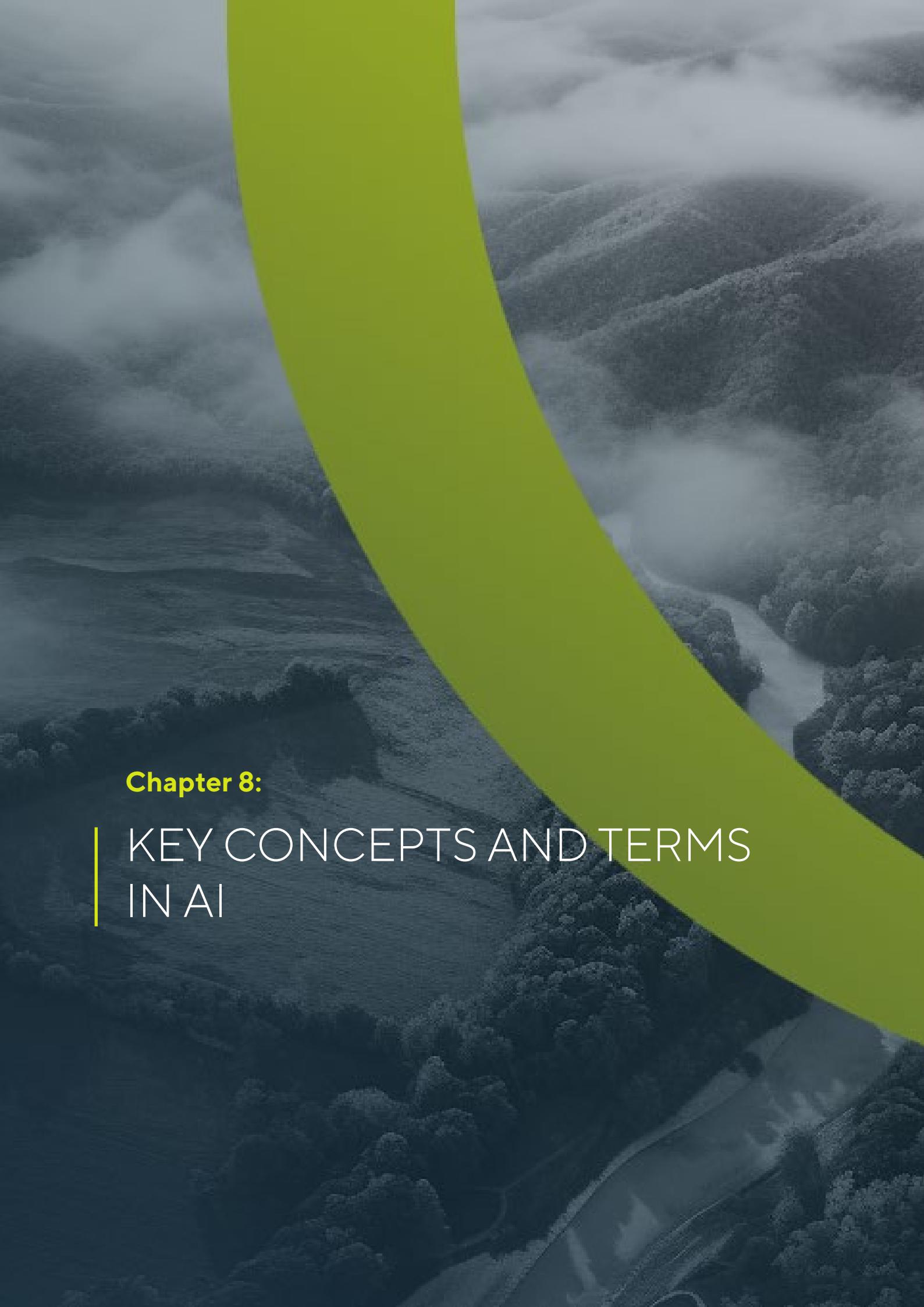
Once the training is completed, the developed AI solutions are incorporated into the company's existing systems and processes. This may involve adapting workflows, developing new user interfaces, and ensuring that AI solutions work smoothly with existing technologies and solutions.

7

Monitor and optimize the system

After implementation, the system needs to be monitored to ensure that the AI solutions continue to be effective and relevant. If necessary, the model can be adjusted and updated.

In summary, getting started with AI can be perceived as difficult. But there are ways to facilitate the process. For the employee who wants to get started quickly, it's all about experimentation and testing, while for a company that wants to make AI a business strategy, it's about carefully setting goals, strategies and planning to implement AI as effectively as possible in the company.



Chapter 8:

KEY CONCEPTS AND TERMS
IN AI

Prompt: Aerial view of landscape. Natural colours and warm light.

In Artificial Intelligence, there are many concepts and terms that can be difficult to understand but also relevant to know. Here we list some of the most common terms and concepts in the field of artificial intelligence (AI).

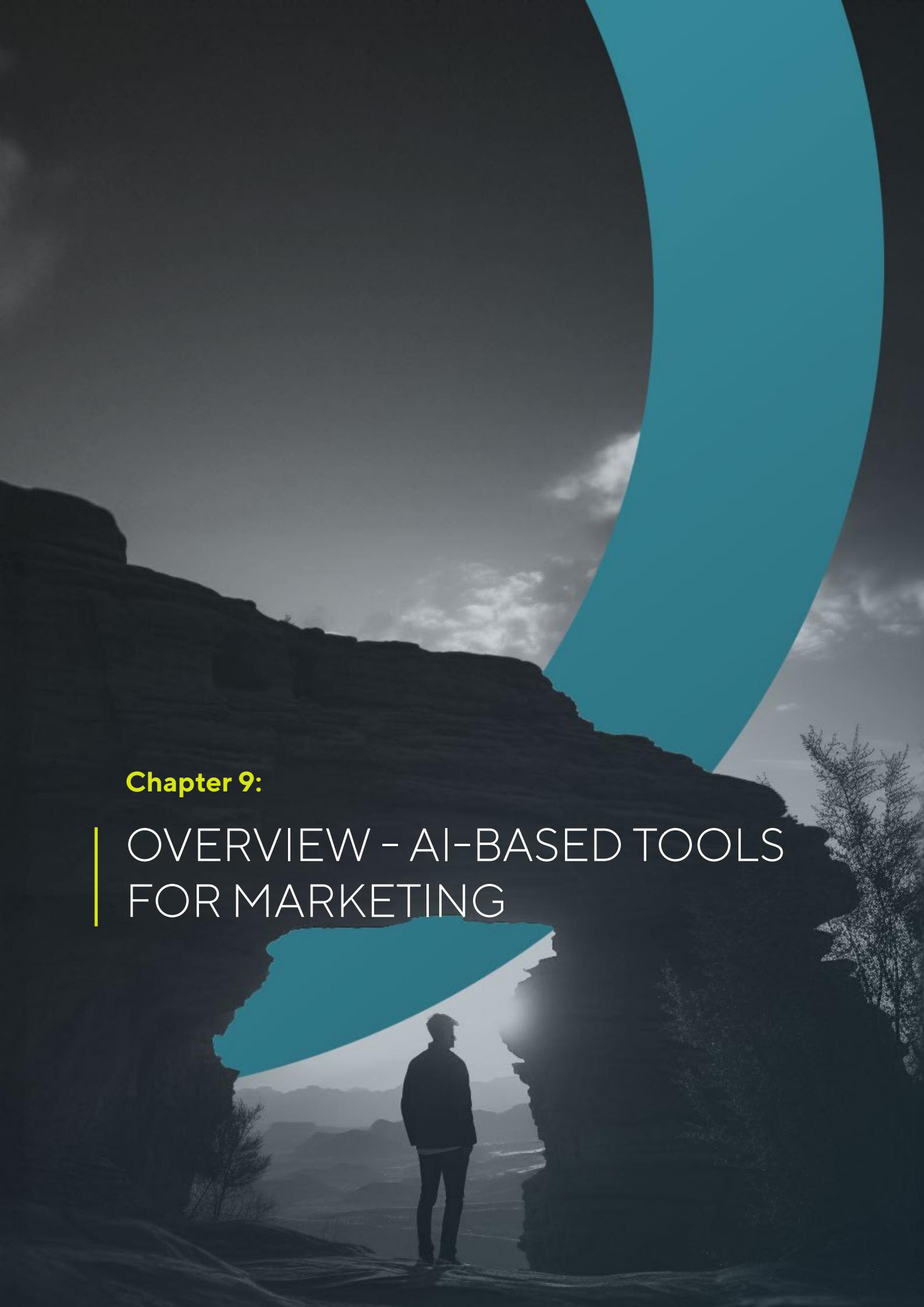
- 1** **AI:** Artificial intelligence: The technology that allows computers to perform tasks that traditionally require human intelligence. AI technology is used in today's society in many ways, such as voice recognition, image recognition, self-driving cars, chatbots and much more.
- 2** **Machine learning:** A technology that allows computers to learn and improve performance on a task by analyzing data. One example of the use of machine learning is Netflix, which uses an algorithm to recommend movies and TV shows based on the user's previous viewing history.
- 3** **Deep learning:** A subset of machine learning that uses multi-layered artificial neural networks to train computers to perform complex tasks such as voice and image recognition. One example is self-driving cars that use deep learning to identify obstacles and traffic signs on the road.
- 4** **Generative artificial intelligence:** Generative AI is a rapidly growing subcategory of AI that involves using advanced algorithms and machine learning techniques to create images, video, music, speech, text, software code and product design. In recent years, the development of generative AI has advanced significantly, and it is now used in different industries for different purposes.
- 5** **Neural networks:** A structure that simulates the function of the brain and consists of several layers of nodes that process information. Most of today's advanced AI systems, especially deep learning, benefit from neural networks.
- 6** **NLP (Natural Language Processing):** NLP is a branch of AI that focuses on getting computers to understand and process human language. NLP is used by virtual assistants such as ChatGPT, Amazon Alexa and Apple Siri to understand and respond to questions asked in natural language.
- 7** **Computer vision:** A branch of AI that focuses on making computers capable of "seeing" and analyzing images and video. An example of the use of computer vision is in surveillance systems that can detect and identify criminals or suspicious behavior. Using high-resolution cameras and advanced image recognition, the system can identify behaviors such as robbery, vandalism or illegal parking and alert the police or security personnel.
- 8** **Robotics:** The use of robots to automate processes and perform tasks. For example, robotics is used in industrial automation to automate production processes and to help people with disabilities perform daily tasks.
- 9** **Chatbot:** A program that uses natural language to interact with people and answer questions. Chatbots are used by many companies to provide customers with quick answers to questions about products and services.

Prompt: Aerial view of landscape. Natural colours and warm light.

- 10 Data mining: A process that uses technology to find patterns and information in large amounts of data. Data mining technology is used in e-commerce to analyze customer behavior and make product recommendations.
- 11 Algorithm: A sequence of instructions that a computer can use to perform a specific task or solve a problem. An AI algorithm is usually designed to learn from data, for example to identify patterns in large data sets or make decisions based on a number of factors. Algorithms in AI can be based on a variety of techniques, including machine learning, deep learning and regression analysis.
- 12 Artificial General Intelligence (AGI): AGI is a hypothetical form of artificial intelligence that would be capable of solving problems and performing most tasks that a human intelligence can. AGI would have the ability to learn and understand a variety of tasks and situations, adapt to new situations, reason and solve problems, communicate naturally, and take initiative and make decisions independently. AGI is considered one of the most ambitious and challenging goals in AI research, and researchers have yet to develop a fully functional AGI. Leading AI researcher Dr. Alan D. Thompson says that with current solutions we are halfway there.

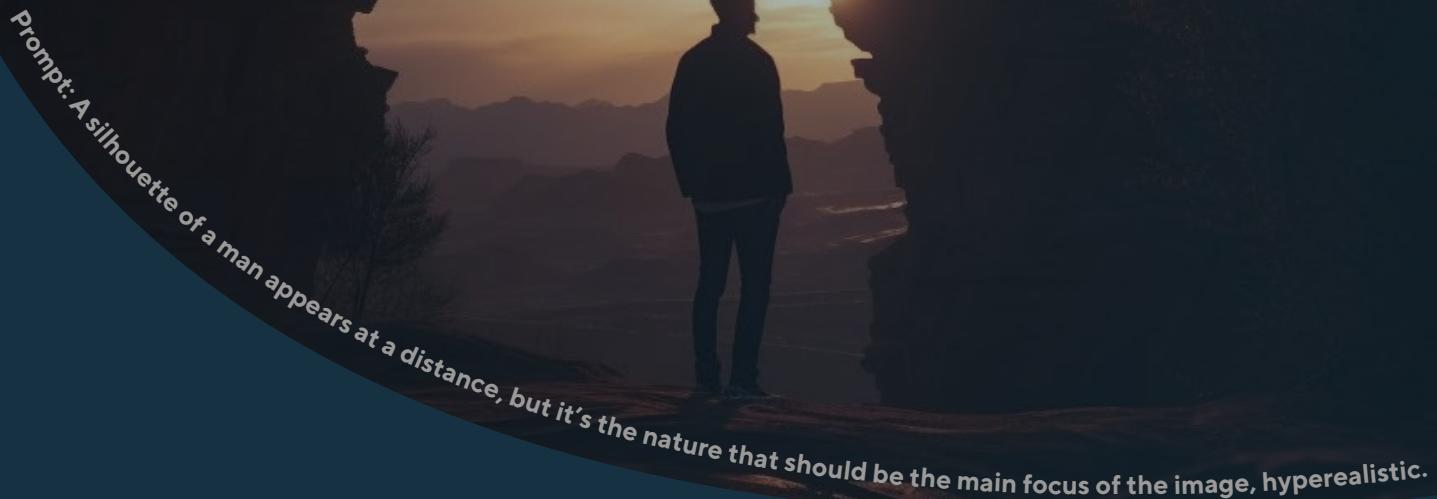
- 13 Singularity: The singularity is usually described as a hypothetical point where technology becomes so advanced and self-improving that it exceeds human ability to understand, control or predict its effects.

These are just a few examples of common concepts in AI. There are, of course, many more terms and concepts in this field that may be relevant depending on what you are interested in.



Chapter 9:

OVERVIEW - AI-BASED TOOLS FOR MARKETING



19.1 INTRODUCTION

As you have probably noticed by now, there is an almost unlimited range of different AI-based solutions and tools that can be used to streamline different parts of the marketing process. Of course, trying to get to grips with all these tools can be overwhelming. Our advice is therefore to start by identifying what problems or challenges you want AI to solve for you and how these solutions can contribute to your company's overall goals and strategies. You can then consider appropriate AI-based tools.

The tools presented in this report are examples that will hopefully serve as inspiration and guidance. However, it is up to you to decide what is suitable for your business.

We want to highlight again how fast developments in AI are happening right now. This means that many of the tools we provide examples of may have changed, disappeared or integrated with other tools since the publication of this report. Moreover, many tools have a much broader functionality than what we describe. But for simplicity, we have tried to categorize them according to some main areas of application.

9.2 SEGMENTATION AND TARGET GROUP ANALYSIS

Data collection and analysis of market size and growth

NAME	DESCRIPTION	WEBSITE
Quandl	Platform for economic and financial data collection and analysis from various sources.	www.quandl.com
Diffbot	Web scraping service and database to collect and analyze web data.	www.diffbot.com
Import	Web scraping service to collect and structure web data.	www.import.io
Vizologi	Generates AI-based answers to all kinds of business questions about companies, competitors and different markets. It also provides examples of applicable business models.	www.vizologi.com

Trend and environment analysis

NAME	DESCRIPTION	WEBSITE
Google Trends	Analyzes the popularity of search terms over time and geography, which can be useful for identifying market trends.	www.trends.google.com
Exploding Topics	Collects and analyzes data from multiple sources to identify trends in technology and new products and services that are growing in popularity.	www.explodingtopics.com
ITONICS Trend Scouting	Platform designed to identify and monitor industry-specific trends and innovations.	www.itonics-innovation.com/
Google Trends	Analyzes the popularity of search terms over time and geography, which can be useful for identifying market trends.	www.trends.google.com

Competitor analysis

NAME	DESCRIPTION	WEBSITE
Browse	Extracts information from your competitors' websites to keep you updated on their products, marketing campaigns and web presence.	www/browse.ai
Kompyte	Helps companies monitor competitors' strategies and strengths and weaknesses in marketing, pricing and product development.	www.kompyte.com
Crayon	Collects and analyzes data from competitors' websites, social media, reviews and more.	www.crayon.co
SimilarWeb	Web analytics platform that provides insights on web traffic, visitor behavior, customer engagement and conversions for both your own and competitors' websites.	www.similarweb.com
SEMrush	Helps you monitor and analyze competitors' keyword strategies, websites and ad campaigns.	www.semrush.com

Washing and preparing customer data for analysis

NAME	DESCRIPTION	WEBSITE
Alteryx	Uses AI to wash and prepare customer data for analysis.	www.alteryx.com/
DataRobot	Uses AI to wash and prepare customer data for analysis.	www.datarobot.com

Customer segmentation

NAME	DESCRIPTION	WEBSITE
HubSpot CRM	Offers AI capabilities to analyze customer data and segment B2B customers based on various criteria such as sales value, geography, and industry.	www.hubspot.com
Salesforce Einstein	AI-based application to analyze customer data and predict customer behavior. Can be used, for example, to identify customer segments with similar needs and buying behavior.	www.adobe.com/analytics
Adobe Analytics	Analyzes customer data to understand different customer behaviors and preferences. Also offers features to segment B2B customers.	www.adobe.com/analytics

Develop ideal customer profiles

NAME	DESCRIPTION	WEBSITE
Clearbit	Uses AI and predictive analytics to identify ideal customer profiles.	www.clearbit.com
6Sense	Uses AI to identify ideal customers based on search and behavioral data.	www.6sense.com/
Rev	Uses AI to identify twins of your ideal customer profiles.	www.getrev.ai

Developing buyer profiles (Buyer Personas)

NAME	DESCRIPTION	WEBSITE
Crystal	Analyzes text data, including email and social media, to identify and create personalized profiles for potential customers.	www.crystalknows.com/
Delve	Develops buyer profiles using data from your website and social media.	www.delve.ai
Getitout	Produces buyer profiles based on a job title.	www.getitout.io

9.3 PRODUCTION OF CONTENT FOR MARKETING

Text-based content

NAME	DESCRIPTION	WEBSITE
Copy	Generates copy for ads, email campaigns, blog posts and social media.	www.copy.ai/
Jasper	Generates copy mainly for marketing purposes and adapts it to the user's preferences.	www.jasper.ai/
Copymatic	Generates texts for advertisements, email campaigns and other marketing materials.	www.copymatic.ai/
Tome	Helps you create powerful stories based on your wishes.	www.tome.app/
Case Study Writer	Generates case studies and customer cases for B2B product marketers.	www.casestudywriter.ai/
Headlines	Generates interesting headlines and subject lines for your blog or YouTube video with a simple description.	www.headlinesai.pro
Newswriter	Writing compelling and interesting press releases.	www.newswriter.ai
YouTube Transcript	Transcribes YouTube videos quickly and easily into text.	www.youtubetranscript.com
Grammarly	Provides real-time feedback on grammar, spelling, punctuation, clarity, style and tone.	www.app.grammarly.com/
HyperWrite	Writes and edits texts for improved quality.	www.hyperwriteai.com/
Jenni	Creates and edits texts for various purposes, including marketing and content creation.	www.jenni.ai/
Wordtune	Reformulates and improves texts to make them more engaging.	www.wordtune.com/
Compose	Creates and edits texts for various purposes, including marketing and content creation.	www.compose.ai/
Lex.page	Creating and editing texts, including marketing and content creation.	www.lex.page/

Pictures and photos

NAME	DESCRIPTION	WEBSITE
Midjourney	Creates images and artwork from an idea described in words.	www.midjourney.com
DALL-E 2	Generates images from text descriptions.	www.openai.com/product/dall-e-2
Stable Diffusion	Generates photorealistic images based on text descriptions.	www.stablediffusionweb.com/
Deep Agency	Offers AI-generated photo models. Either you hire an AI-generated photo model, or you get help to create a virtual twin that looks just like you.	www.deepagency.com
Runway	Platform for creating and producing images, videos and audio, among other things..	www.runwayml.com/
AI Image Enlarger	All-in-one AI tool that helps you enhance and scale up images without losing quality.	www.imgur.com/
Cleanup.Pictures	Web application that enhances and cleans up digital images by removing noise, artifacts and blemishes.	www.cleanup.pictures/

Design, logos and illustrations

NAME	DESCRIPTION	WEBSITE
Stock image	Creates book covers, posters, logos, images, illustrations, art and much more.	www.stockimg.ai
Canva	Creates and designs blogs, social media posts, lists, captions and more.	www.canva.com
Looka	Helps users create customized and designed logos.	www.looka.com
Designhill	Offers graphic design solutions and connects users with professional designers.	www.designhill.com
Flair	Solution for creating visual product images.	www.Flair.ai
Designrr	Creates and designs e-books, reports, blog posts and other types of content.	www.designrr.io
Infographic Ninja	Creates customized and professional infographics.	www.outline.ninja/demo-infographic-ninja/
Visme	Creates customized and engaging presentations, infographics and other visual content.	www.visme.co

Websites and landing pages

NAME	DESCRIPTION	WEBSITE
Wix ADI	Web design tools that create customized and professional websites based on user preferences.	www.wix.com/adi/
Durable AI	Generates entire websites with images and copy in seconds.	www.durableai.com/
Bookmark	Web design tools to create customized websites.	www.bookmark.com/

Presentations

NAME	DESCRIPTION	WEBSITE
Beautiful	Designs visually appealing and professional PowerPoint presentations.	www.beautiful.ai/
Slidesai	Creates and designs customized presentations.	www.slidesai.io/
Presentations	Creates and designs presentations and improve storytelling by analyzing user data.	www.presentations.ai/
Gamma	Transforms text into customized PowerPoint presentations, documents or web pages.	www.gamma.app
Rows	Transforms sprawling Excel sheets into beautifully designed charts and graphs.	www.rows.com/

Videos, animations and moving images

NAME	DESCRIPTION	WEBSITE
Lumen 5	Creates video-based content with a simple drag-and-drop interface.	www.lumen5.com/
Gen-1	Text-to-video platform that, among other things, creates new videos from those you upload.	www.research.runwayml.com/gen1
Movio	Creates videos for marketing, sales and training with simple drag-and-drop functionality.	www.movio.la/
Synthesia	Platform for creating AI-generated avatars that speak and move realistically.	www.synthesia.io/
Deep Motion	Analyzes motion data and creates realistic animations for 3D characters and objects.	www.deepmotion.com/
Supercreator	Mobile app to create short videos for example for TikTok or Instagram.	www.supercreator.ai/
Pictory	Editing tools to shorten long videos and create shareable clips, among other things. Automatically finds the most valuable clips and combines them with voiceovers, animated images and music.	www.pictory.ai/
Adobe Sensei	Analyzes and edits video clips and automatically synchronizes audio and video.	www.adobe.com/sensei
Supertranslate	Adds English subtitles to videos in all languages.	www.supertranslate.ai/
Veed	Auto-generates subtitles for your video using speech recognition software. You can also change texts, colors, fonts and sizes and adjust the timing of these.	www.veed.io

Sound, music and soundtracks

NAME	DESCRIPTION	WEBSITE
Beatoven	Music generator that creates unique and customized pieces of music.	www.beatoven.ai
AIVA	Composes original music for films, games, advertising and other media.	www.aiva.ai
Soundraw	Creates unique and customized music for various purposes, including marketing.	www.soundraw.io
Descript	Transcribing, editing and producing audio and video.	www.descript.com
Speechify	Converts text to voice.	www.speechify.com
Murf	Converts text to speech with natural voices for video production and advertisements.	www.murf.ai
Assemblyai	Transcription and speech recognition systems to convert speech into text.	www.assemblyai.com
Podcastle	Tools to create, edit and transcribe podcasts and audio files.	www.podcastle.ai
Cleanvoice	Improves audio recordings by removing background noise, stuttering, filler words like "ehh" and "hmm", as well as dead airtime and long silences.	www.cleanvoice.ai
Paper cup	Translates and dubs video content into different languages.	www.papercup.com
Resemble	Creates realistic synthetic voices and dub voices into other languages.	www.resemble.ai

9.4 PERSONALIZED MARKETING

Personalized email marketing

NAME	DESCRIPTION	WEBSITE
Phrasee	Creates personalized, engaging and effective email campaigns.	www.phrasee.co/
Hubspot Marketing Hub	All-in-one marketing platform that allows you to create and automate personalized emails based on customer behavior data.	www.hubspot.com/products/marketing
Marketo Engage	Creates and automates personalized and dynamic email campaigns.	www.adobe.com/marketing/marketo.html

Personalized chatbots

NAME	DESCRIPTION	WEBSITE
Drift	Chatbot tool that offers personalized and quick answers to customer questions, books appointments and recommends content based on customer needs and behavior.	www.drift.com/
Intercom	Chatbot tools to offer personalized support, send targeted messages and personalize communication based on customer behavior and preferences.	www.intercom.com/
Orimon	Makes it possible to quickly and easily create a conversational AI chatbot for websites, for example.	www.orimon.ai
Landbot	Creates customized and conversational chatbots for your website and can be integrated with emotional AI technologies, such as IBM Watson Tone Analyzer or MonkeyLearn Sentiment Analyzer.	www.landbot.io/

Personalized ads

NAME	DESCRIPTION	WEBSITE
Pattern89	Analyzes and optimizes ad elements such as images and text to create personalized ads.	www.pattern89.com/
Adext	Advertising platform to optimize and personalize digital ads. Optimizes bidding, audiences and ads to achieve the best possible performance.	www.adext.com/
Smartly	Automates and personalizes ads on, for example, Facebook, Instagram and LinkedIn.	www.smartly.io/
Morphcast	Uses camera technology to analyze and understand users' emotions and behaviors. Can detect and interpret facial expressions, age, gender, attention and other behavioral factors to adapt and personalize digital marketing content in real time.	www.morphcast.com/

Personalised websites

NAME	DESCRIPTION	WEBSITE
Adobe Target	Offers testing and personalization of websites and landing pages.	www.adobe.com/target/
Optimizely	Combines A/B testing, multivariable testing and AI to create personalized websites and landing pages.	www.optimizely.com/
Instapage	Creates personalized landing pages that adapt to visitor behavior and preferences.	www.instapage.com/

9.5 AUTOMATED MARKETING

Automated campaign planning

NAME	DESCRIPTION	WEBSITE
Albert	Helps marketers with campaign planning, budgeting, channel selection and ad placement based on analyzed data, among other things.	www.albert.ai
Digitalfirst	Platform to create and execute marketing plans including business models, strategies and content.	www.digitalfirst.ai/
Notion	All-in-one app that can be used to organize and plan marketing campaigns and schedule activities. Includes features such as kanban boards, timelines, documents and databases.	www.notion.so

Automated email broadcasts

NAME	DESCRIPTION	WEBSITE
Mailchimp	Optimizes and automates email campaigns such as audience segmentation, subject line optimization, content personalization, and scheduled emails.	www.mailchimp.com
HubSpot	All-in-one sales, marketing and customer service system, including automated emailing capabilities.	www.hubspot.com
ActiveCampaign	Automates and optimizes email campaigns. Offers features such as behavioral tracking, segmentation, personalized mailings and optimization of mailing times.	www.activecampaign.com

Automated social media posts

NAME	DESCRIPTION	WEBSITE
Buffer	Automates the scheduling and publishing of content and analyzes social media performance.	www.buffer.com
Hootsuite	Manages and automates multiple social media profiles, analyzing campaign performance and providing AI-based recommendations.	www.hootsuite.com
Repurpose	Automates, schedules and publishes posts across multiple social media channels at the same time.	www.repurpose.io
Taplio	Helps you write content, create content libraries, schedule posts at the right time, and analyze which posts perform best on LinkedIn.	www.taplio.com

Automated fraud monitoring

NAME	DESCRIPTION	WEBSITE
Botometer	Identifies social media accounts run by automated bots, which can help reduce the spread of false information, spam and fraudulent content.	www.botometer.iuni.iu.edu/
Sift	Monitors and analyzes social media behaviors and activities to detect and prevent fraud, such as fake accounts, spam, and fraudulent transactions.	www.sift.com/

Automated identification of influencers

NAME	DESCRIPTION	WEBSITE
Klear	Identifies, analyzes and scores influencers based on their impact, engagement and relevance to a specific niche.	www.klear.com
Traackr	Identifies and analyzes influencers by measuring their influence, reach and engagement.	www.traackr.com

Automated ad bidding

NAME	DESCRIPTION	WEBSITE
Google Marketing Platform	Solution for programmatic advertising such as optimized bidding, audience targeting and ad effectiveness analysis.	www.marketingplatform.google.com
The Trade Desk	Offers ad buying and helps analyze and understand user data to create more effective and relevant ads.	www.thetradedesk.com
MediaMath	Platform to improve ad buying. Analyzes user data to optimize bidding, targeting and campaign performance.	www.mediamath.com

Automated keyword analysis and search engine optimization

NAME	DESCRIPTION	WEBSITE
Google Keyword Planner	Identifies keywords for ads and search engines by providing information on search volume, level of competition and average cost per keyword click.	www.ads.google.com/home/tools/keyword-planner/
Ahrefs	Offers detailed information on keyword statistics, applicable keywords, organic search traffic, links and competitors.	www.ahrefs.com/
SEMrush	Provides suggestions for keywords, related keywords and expected traffic for both organic and paid traffic.	www.semrush.com/

Automated customer reference checking

NAME	DESCRIPTION	WEBSITE
Testimonial	Collects, analyzes and publishes customer reviews and testimonials on a website or in marketing campaigns.	www.testimonial.to
Influitive	Offers programs to identify and reward customers who volunteer as references and share their positive experiences.	www.influitive.com
TrustRadius	Collects and analyzes customer reviews for B2B software to help buyers make better decisions.	www.trustradius.com
G2 Crowd	Collects and analyzes customer reviews and compares different B2B software based on users' experiences.	www.g2.com

9.6 LEAD GENERATION AND QUALIFICATION OF LEADS

Find and produce lists of leads

NAME	DESCRIPTION	WEBSITE
LinkedIn Sales Navigator	Helps sales teams target the right prospects, understand their needs and build relationships with them. Includes search capabilities, lead insights, and customized recommendations based on the ideal customer profile.	www.business.linkedin.com/sales-solutions/sales-navigator
LeadIQ	Helps you find, verify and collect contact details of potential customers directly from LinkedIn and other websites.	www.leadiq.com/
Lusha	Platform providing direct access to contact details for decision-makers and business leaders. Find leads based on your ideal customer profile and segment them by industry, role and company size. Can be integrated with many CRM and sales tools.	www.lusha.com/
Cognism	Platform to find and build lists of potential customers based on criteria such as industry, role, company size and geographical location.	www.cognism.com/
Vainu	Platform dedicated to the Nordic market. Collects real-time data on companies and decision-makers based on your ideal customer profile.	www.vainu.com/
Lead Feeder	Helps businesses identify and track potential customers visiting their website.	www.leadfeeder.com

Qualifying and scoring leads

NAME	DESCRIPTION	WEBSITE
HubSpot	All-in-one marketing, sales and customer service platform that can be used to qualify and score leads based on their likelihood to convert.	www.hubspot.com
Marketo	Automated marketing and sales platform that can be used to predict and score leads based on their engagement and behavior.	www.marketo.com
MadKudu	Analyzes historical data and customer behavior to qualify and score leads.	www.madkudu.com
Sales Whale	Sales assistant who qualifies leads by interacting with them via email. Analyzes response rates and engagement and scores leads according to which are most likely to become paying customers.	www.saleswhale.com
Exceed	Conversational AI that captures, engages, qualifies and books meetings with potential customers. Can be integrated across multiple channels, such as email, chat and SMS.	www.exceed.ai

9.7 MEASURE AND EVALUATE MARKETING CAMPAIGNS

Analyze and evaluate marketing campaigns

NAME	DESCRIPTION	WEBSITE
Emplifi	Analysis and optimization of social media channels.	www.emplifi.io
Sprout Social	Management and analysis of social media channels.	www.sproutsocial.com
Naytev	Analysis and evaluation of social media campaigns.	www.naytev.com
SocialPilot	Analysis and management of social media campaigns.	www.socialpilot.co
Vidyard	Analysis of the performance of different video content. Includes features like scoring viewer engagement and suggesting relevant videos based on the viewer's interests and viewing history.	www.vidyard.com/video-analytics/
Hotjar	Web analytics and user feedback.	www.hotjar.com
Crazy Egg	Analysis of user behavior on websites.	www.crazyegg.com
Facebook Ads Manager	Management and optimization of Facebook ads.	www.facebook.com/business/ads
Google Ads	Management and optimization of Google ads.	www.ads.google.com
LinkedIn Campaign Manager	Management and optimization of LinkedIn ads.	www.linkedin.com/ad/start
Varos	Benchmark KPIs for advertising in digital channels.	www.varos.com

Analyzing and listening to social media

NAME	DESCRIPTION	WEBSITE
Brandwatch	Brand monitoring and analysis of what is being said on social media.	www.brandwatch.com/
Talkwalker	Brand monitoring and social media analysis, sentiment analysis and influencer identification.	www.talkwalker.com/
Sentione	Social media monitoring and analysis, customer engagement, brand monitoring and competitor analysis.	www.sentione.com/

Measuring and analyzing customer satisfaction and loyalty

NAME	DESCRIPTION	WEBSITE
Qualtrics	Analyzes data from customer feedback, customer surveys and employee surveys.	www.qualtrics.com/
SurveyMonkey Genius	Guides the user through the entire survey creation process. Provides recommendations on, for example, how long the survey should be, what questions should be asked and what answers the questions are likely to produce.	www.surveymonkey.com/genius/
Chattermill	Analyzes customer feedback from different sources, such as surveys, emails, chats and social media.	www.chattermill.com/

About **Mercuri International**

Mercuri International are the sales training experts, empowering companies in over 50 countries. Our training is built around an organisation's specific needs, while our experts on the ground ensure that real-world skills are effectively implemented. We give your people the support and coaching they need to thrive - and ensure your company enjoys sustainable growth.

At Mercuri International Research, we conduct independent research to gain more facts and knowledge about profitable sales growth.

For more information visit our website:

MERCURI.NET



MERCURI
international

Henrik Larsson-Broman, **Mercuri International Research AB**
& Peter Siljerud