Role of Data science and AI in
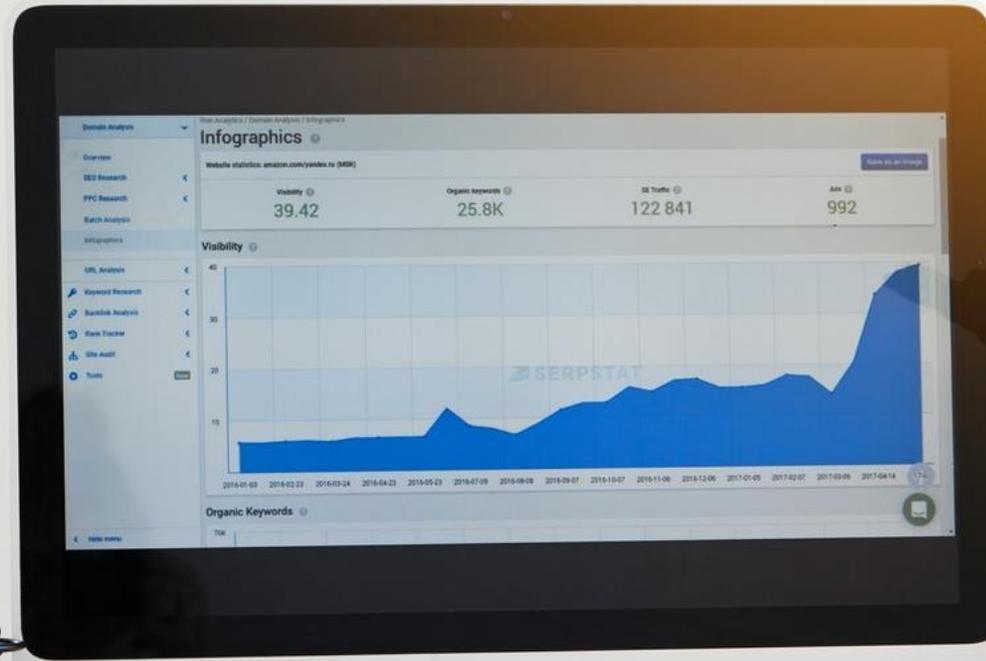
Marketing

ABOUT ME

Dr. Ali Mollaei
PhD in cyber security , Co-founder in Behin Barazesh RayanPouyesh co.
Instructor of specialized courses Data science and artificial intelligence

Topics

- **Environment conditions**

- **Data science**

- **Artificial intelligence (AI)**

- **Sales funnel**

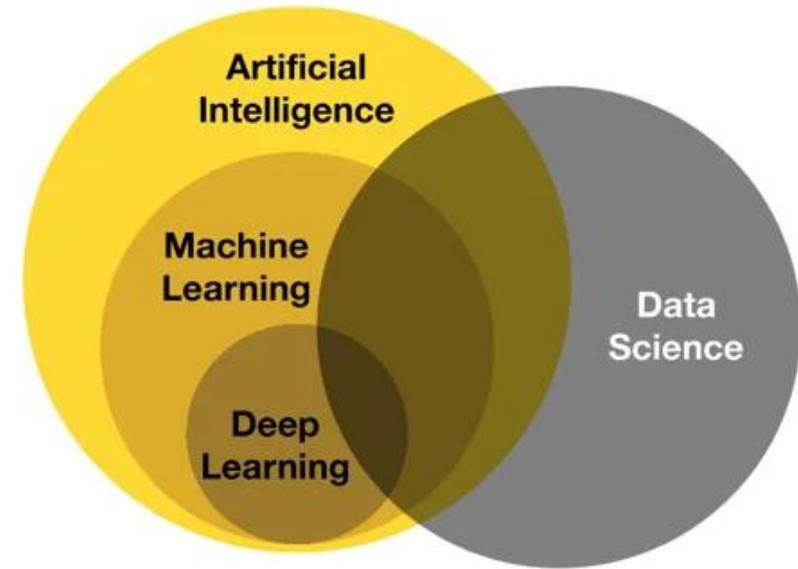- **Data governance**

- **Applications of AI in marketing**

World Conditions

- **Fast changes in business**

- **New competitors**

- **Variety of products**

- **Big data**

- **Increasing customer expectations**

- **The growth of the use of AI**

Sales funnel

- **Potential customers learn about your product or service.**

- **By using advertising, content production and campaigns and other strategies, access to your brand, products and services will increase and you will be seen more.**

IQL: Information Qualified Lead. For example 1000

Awareness

Interest

Decision

Action

Sales funnel

- At this stage, potential customers should be interested in your products.

- This interest can be created through targeted and attractive messages and contents.

- At this stage, the goal is to make the customer more curious to experience your product.

Awareness

Interest

MQL:
Marketing Qualified Lead. 0.09 → 90

Decision

Action

Sales funnel

- At this stage, it is very important that the customer is convinced to experience your productThis can be achieved by offering demos, product demonstrations, comparison guides, or offering incentives.

- The goal is to address any concerns or objections they may have and help them make a confident decision to buy from your company.

Awareness

Interest

Decision

SAL: Sales Accepted Lead. 0.50 → 45

Action

Sales funnel

- At this stage, potential customers become actual customers and proceed to purchase, receive a trial version, or register.

- At this stage, the customer must make a purchase.

- Create a good CTA

- After that, important tasks such as acquisition and retaining more customers will be provided.

Awareness

Interest

Decision

Action

SQL: Sales Qualified Lead. 0.50 → 22

Applications of AI in Marketing ...

- Customer Segmentation

- Chatbots and Virtual Assistants

- Predictive Analytics such as price prediction

- Content Generation

- Recommendation Systems

- STT && TTS (Speech to text and Text to Speech)

- Sentiment analysis in Social Media Analysis

- Ad Campaign Optimization

Customer Segmentation

- Personalization

- Campaign optimizing

- Improved Customer Experience

- Optimize marketing budget for increasing CR and ROI

- Competitive Advantage

Chatbots and Virtual Assistants

- 24/7 Customer Service
- Cost Efficiency
- Quick Response Times
- Personalization
- Data Collection
- Multitasking Capabilities
- Integration and Automation
- Language Capabilities
- Automated Social Media Engagement

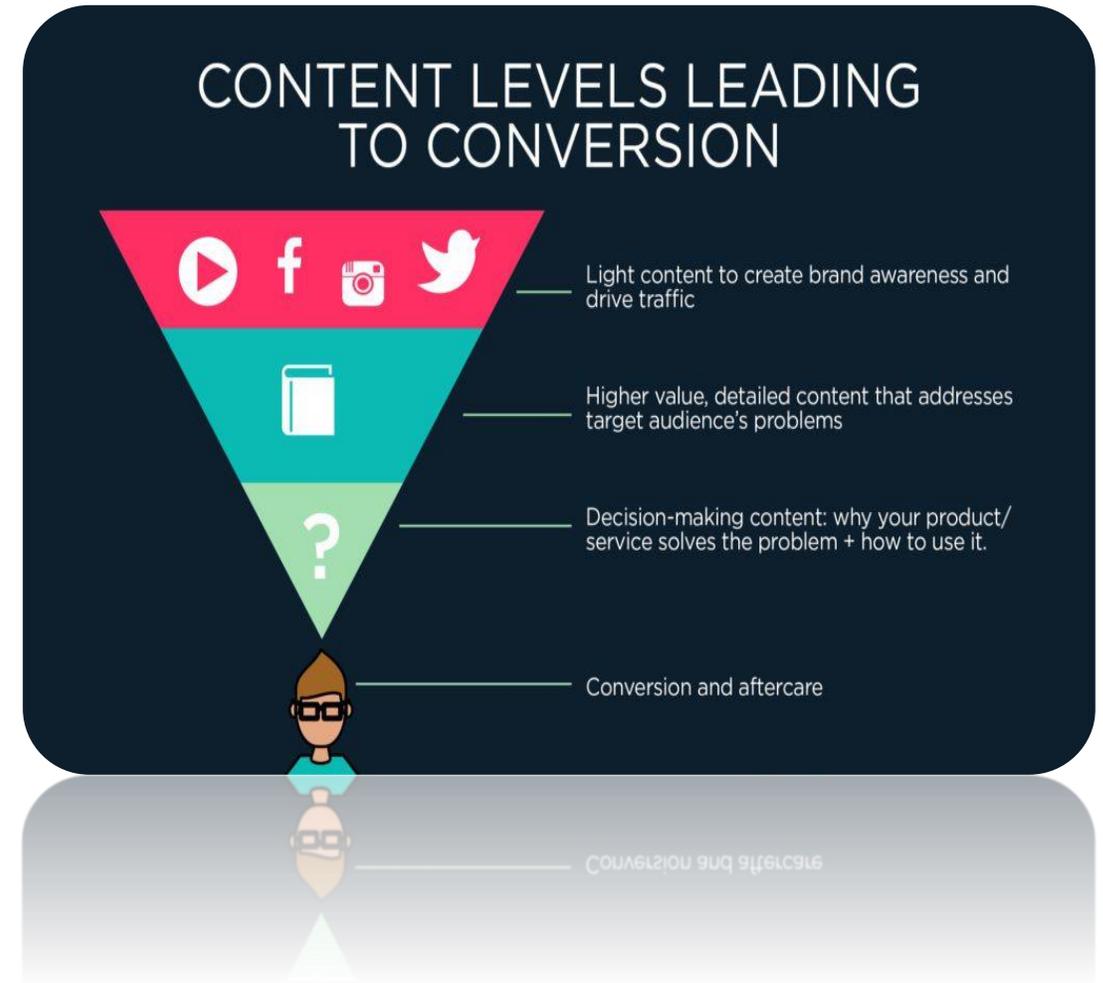# Price Prediction

- Enhanced customer satisfaction

- Competitive Advantage

- Predicting price in Future

- Float pricing

Content Generation

- **Personalization**

- **Optimizing CTA generation**

- **Performance tracking(such as click-through rates)**

CONTENT LEVELS LEADING TO CONVERSION

Light content to create brand awareness and drive traffic

Higher value, detailed content that addresses target audience's problems

Decision-making content: why your product/service solves the problem + how to use it.

Conversion and aftercare

Recommendation Systems

- **Collaborative Filtering**

- **Content-based Filtering**

- **Hybrid Filtering**

- **Real-Time Personalization**

- **Context-Aware Recommendation Systems**

- **Reinforcement Learning-based Recommendation Systems**

STT & TTS (Speech to text and Text to Speech)
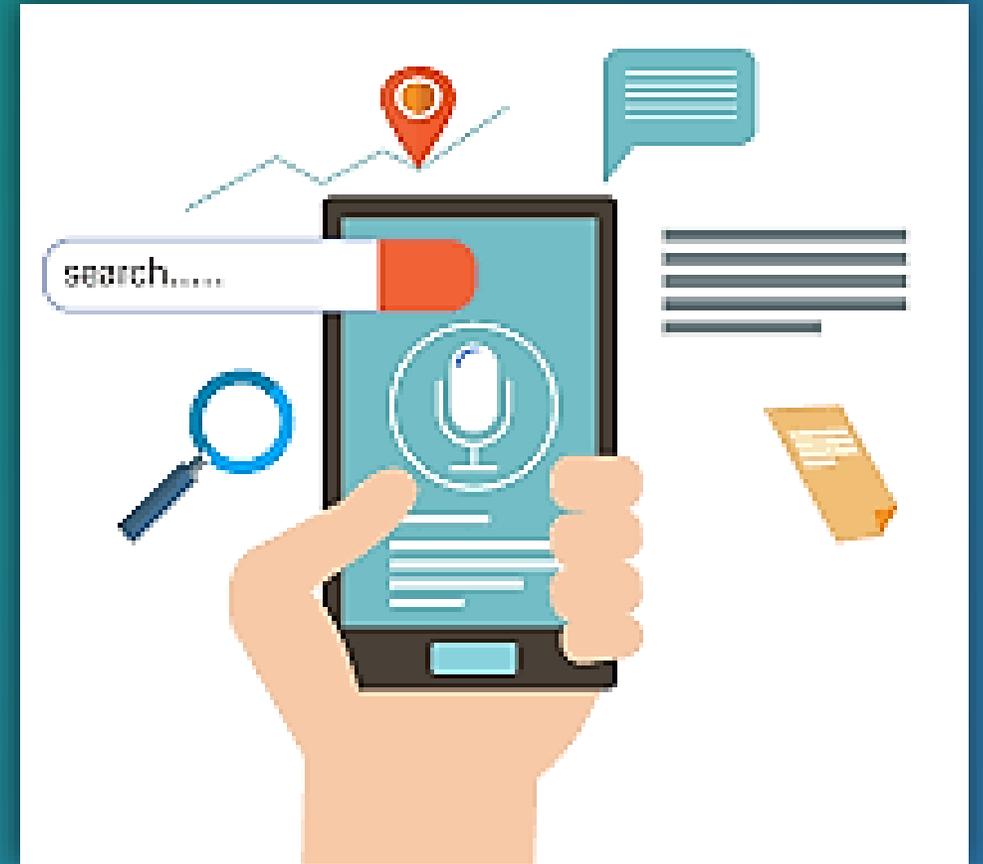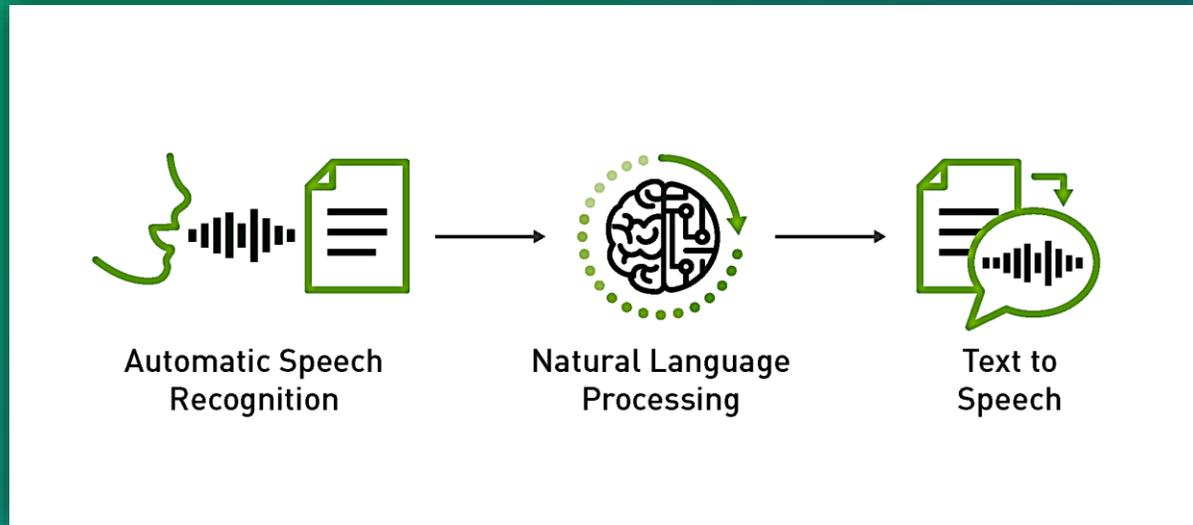
- **Utilizing Natural Language**

- **Frequently Asked Questions**

- **Search in voice of customer response**

Sentiment analysis in Social Media Analysis

- Understanding customer sentiment
- Crisis management
- Identifying influencers
- Competitive analysis to produce better product
- Targeted advertising
- Campaign evaluation
- Brand reputation management
- Customer segmentation
- Market research
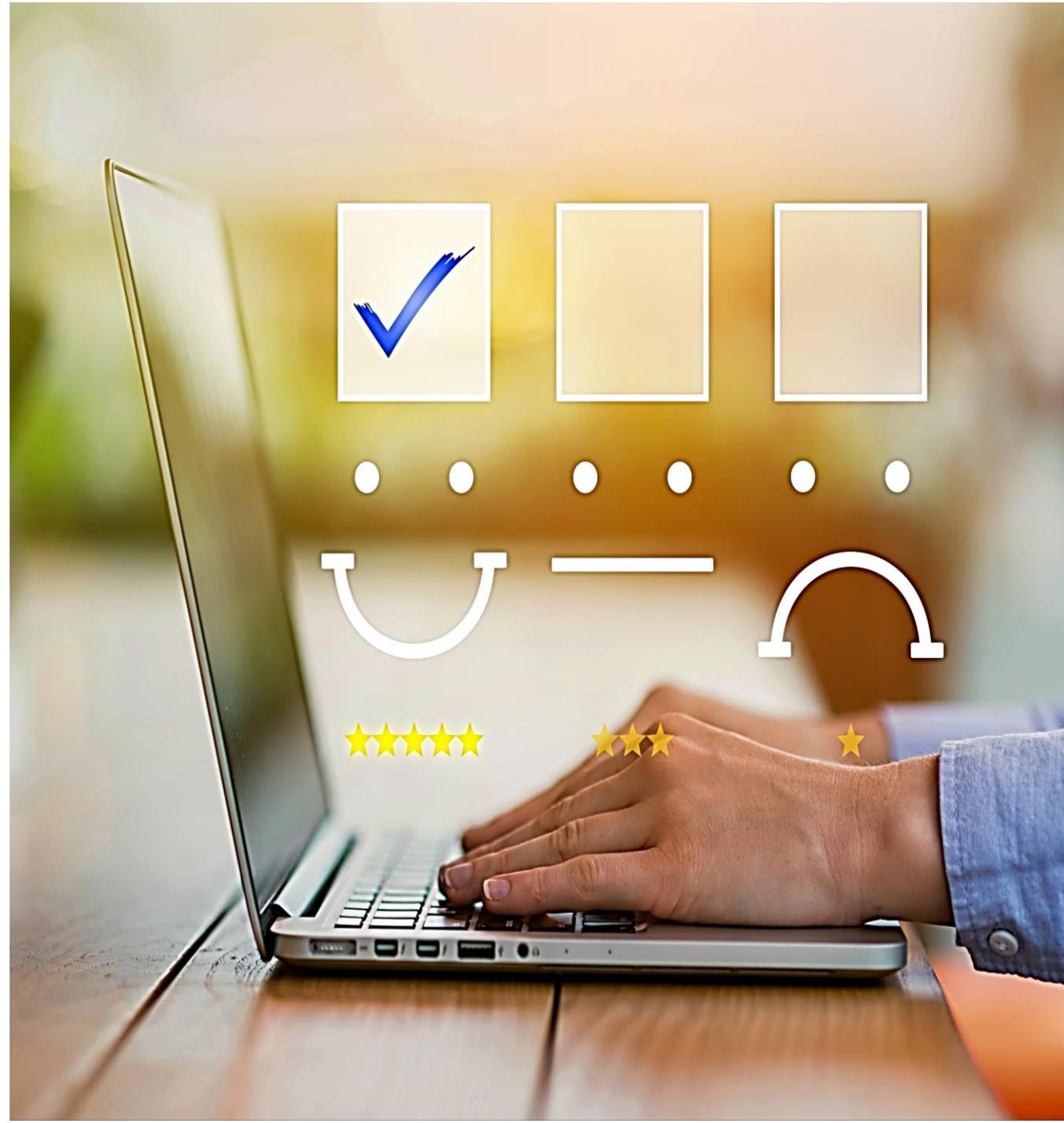
Ad Campaign Optimization

- Increased ROI

- Enhanced targeting in lunch campaign(This leads to higher click-through rates and better ad engagement.)

- Reduced ad spend waste

- Better insights of customer persona

- Increased customer engagement

- Ability to adapt to market changes

- Competitive advantage

Challenges

- Expert Human resource

- Organization culture

- Organizational position

- Data science and AI organization structure

- data gathering and data stream management

Conclusion

- **Personalization**

- **Customer acquisition and retention**

- **Cost benefit advertising**

- **Data driven decision making**

- **Opportunities discovery**

- **Real time campaign optimization**

- **Predicting ability**

- **Dashboards, KPIs Visualization**

- **Data is diamond**

THANK YOU

بهین برازش رایان پویش

از ایده هوشمندانه تا محصول هوشمند

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Rp_DataScience

RayanPouyesh

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