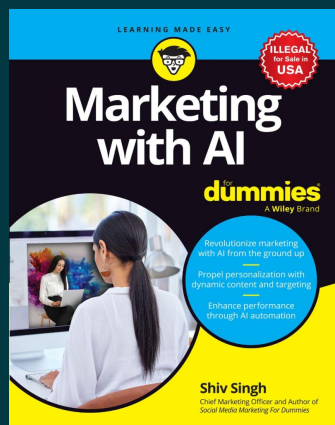




Marketing with AI For Dummies

By [Shiv Singh](#)

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Description

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

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

About the Author

Shiv Singh

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

Table of Contents

Introduction

About This Book

Foolish Assumptions

Icons Used in This Book

Beyond the Book

Where to Go from Here

Part 1: Getting Started with Marketing With AI

Chapter 1: A Brief History of AI

Early Technological Advances

Alan Turing and Machine Intelligence

The Dartmouth Conference of 1956

Machine Learning and Expert Systems Emerge

An AI Winter Sets In

The Stanford Cart: From the '60s to the '80s

More AI Developments in the 1980s

Rapid Advancements of AI in the 1990s and Beyond

Chapter 2: Exploring AI Business Use Cases

Automating Customer Service

Enhancing Product and Technology with AI

Accelerating Research and Development

Giving Marketing an AI Boost

Optimizing Sales with AI

Adding AI to Legal Activities

Chapter 3: Launching into the AI Marketing Era

Ready or Not: AI Is Your New Marketing Copilot

Watching AI Uproar the Corporate World

Taking Foundational Steps Toward AI Marketing

Adopting a Strategic Framework for Entering the AI Era

Part 2: Exploring Fundamental AI Structures and Concepts

Chapter 4: Collecting, Organizing, and Transforming Data

Defining Data in the Context of AI

Choosing Data Collection Methods for Marketing with AI

Putting Your Marketing Data in Its Place

Understanding Data via Manual and Automated Systems

Preparing the Data for Use by AI Algorithms and Models

Chapter 5: Making Connections: Machine Learning and Neural Networks

Examining the Process of Machine Learning

Understanding Neural Networks

Supervised and Unsupervised Learning

Exploring Reinforcement Learning

Mastering Sequences and Time Series

Developing Vision and Image Processing in AI

Tools for Machine Learning and Neural Networks

Chapter 6: Adding Natural Language Processing and Sentiment Analysis

Demystifying the Backbone of NLP

Elevating NLP with Machine Learning

Examining Transformers and Attention Mechanisms

Unpacking Sentiment Analysis

Catching the feeling

Understanding language nuances

Integrating social media analytics

Challenges for NLP and Sentiment Analysis

Engaging Best Practices for Using NLP and Sentiment Analysis

Chapter 7: Collaborating via Predictions, Procedures, Systems, and Filtering

Understanding Predictive Analytics

Putting AI Procedures into Practice

The AI System Development Lifecycle

Understanding Filtering in AI

Chapter 8: Getting Comfortable with Generative AI

Changing the Game with Generative AI

Getting to Know GPT Models

Creating New Text, Images, and Video

Introducing Major Consumer-Facing Generative AI Models

Addressing the Challenges of Using Generative AI Models

Part 3: Using AI to Know Customers Better

Chapter 9: Segmentation and Persona Development

Exploring Behavioral Segmentation Elements

Sourcing the Right Customer Data

Seeing How AI Performs Segmentation

Refining, Validating, and Enhancing Segmentation Models

Aligning Persona Development

Leveraging AI Personas for All Business Efforts

Employing Synthetic Customer Panels

Chapter 10: Lead Scoring, LTV, and Dynamic Pricing

Working Together: Three Core Concepts

Scoring Leads with the Help of AI

Calculating Lifetime Value to Affect Lead Scoring

Turning Lead Scoring and LTV Insights into Dynamic Pricing

Chapter 11: Churn Modeling and Measurement with AI

Getting the Scoop on Churn Modeling

Ramping Up Your Measurement Operations

Checking Out Tools for Churn Modeling and Measurement Operations

Part 4: Transforming Brand Content and Campaign Development

Chapter 12: Using AI for Ideation and Planning

Engaging AI to Ideate on Behalf of Human Beings

Deciding whether AI Hallucinations Are a Feature or a Bug

Following Practical Steps for Idea Generation with AI

Deciding on AI Ideation Tools to Use

Chapter 13: Perfecting Prompts for Conversational Interfaces

Reviewing Use Cases for Conversational Interfaces

Writing Strong Prompts to Guide AI Responses

Good and Bad Marketing Prompt Design Examples

Refining and Iterating Strong Prompts

Fighting AI Bias in Prompt Writing

Using Prompt Design Apps

Chapter 14: Developing Creative Assets

Trying Out an AI-Generated Where's Waldo? Illustration

Exploring an Approach for Creating Visual Assets with AI

Enhancing Existing Creative Assets

Fine-Tuning Creativity with AI Tools and Techniques

Choosing AI Tools for Creating Visual Assets

Chapter 15: Search Engine Optimization (SEO) in the AI Era

Describing Search Generative Experiences (SGEs)

Strategies for SEO Success in the AI Era

Enhancing the User Experience with AI

Maximizing Your SEO Efforts

Knowing the AI Tools to Use with SEO

Chapter 16: Performing A/B Testing with AI

Examining the Fundamentals of A/B Testing

Surveying A/B Testing Extensions

Gathering AI Tools for A/B Testing

Chapter 17: Fine-Tuning Content with Localization and Translation

Exploiting AI for Localization and Translation

Adopting Core Strategies for Localization

Examining Real-Time Localization and Translation Solutions

Part 5: Targeting Growth Marketing and Customer Focus with AI

Chapter 18: Applying AI to Performance Marketing

Examining Google Performance Max

Exploring Meta Advantage+ Campaigns

Inspecting Amazon Ads

Taking Stock of TikTok Advertising

AI Tools for Performance Marketing

Chapter 19: E-mail and SMS Marketing with AI

Tracking E-mail and SMS Marketing

Adding the Power of AI to E-mail and SMS Marketing

AI-Powered E-mail and SMS Marketing Tools

Chapter 20: Diving into Personalized Marketing

Adapting Marketing to Meet Consumer Personalization Preferences

Examining Personalization Concepts

Unlocking the Deeper Value of Personalization with Generative AI

Making Personalization Operational with AI

AI Tools to Help with Personalization

Chapter 21: Leading Your Business in the AI Era

Following Steps for Integrating AI into Your Business

Building AI Capability within Marketing

Integrating Marketing with the Rest of the Enterprise

Organizing for the Future

Chapter 22: Addressing Ethical, Legal, and Privacy Concerns with AI

Operating Principles for Ethical AI

Using All Data Responsibly

Fighting Bias in Data and Results

Protecting Copyright and Intellectual Property

Facing the Deepfake Problem

Saving Human Beings from Artificial Intelligence

Part 6: the Part of Tens

Chapter 23: Tens Pitfalls to Avoid When Marketing with AI

Ignoring Qualitative Insights

Depending Solely on Generated Personas

Relying Only on AI for Creative Briefs

Bypassing Human Creativity

Losing Your Brand Voice

Neglecting Emerging Media Channels

Over-Optimizing for Short-Term Goals

Creeping Customers Out

Ignoring the Value of the Human Touch

Relying Solely on AI for ROI Analysis

Chapter 24: Ten Future AI Developments to Watch For

Quantum Computing-Aided AI

Autonomous Creative Campaigns

Cognitive AI Systems for Deep Insights

AI-Driven Virtual Reality Experiences

Neural Interface for Marketing Insights

AI-Curated Personal Digital Realities

Synthetic Media for Dynamic Content

Predictive World Modeling

AI as a Customer Behavior Simulator
Molecular-Level Product Customization
Index

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