Sadiq Public School

Do the right, fear no man

Subject: Business **Class: H2** **Day: Saturday** **Date: 16-11-2024**

Lesson is about Role of IT and AI in marketing

Inquiry:

What is the importance of IT and AI in marketing strategy of a business?
What are the advantages and disadvantages of IT and AI to a business?

Information: The changing role of IT and Al in marketing

Marketing has changed fundamentally as a consequence of the use of IT. The rate of change is being accelerated by the increasingly numerous ways AI can be used to make marketing decisions.

IT applications in marketing

The following are widely used IT applications in marketing:

Internets websites are now business necessities for the marketing of products. The internet allows the communication and sharing of product details, reviews, photos and videos that can attract potential customers. Announcements often go out through online services and media stories, while blog posts can drive traffic to a website. Businesses use the internet to promote products and to sell them directly to customers all over the world.

Email: Most businesses have created opt-in email lists which give them a large base of customers who are already interested in their products. Email marketing can be an effective way to announce new products, give out coupons or discounts, and share information about products. This is affordable and can be an engaging way to market a product and generate sales.

Mobile: mobile marketing reaches customers on mobile (cell) phones and other mobile devices through text messaging and applications. Text messages can send special coupons or deals to consumers on marketing lists. For example, a business may maintain a profile on a social media smartphone application that offers users a 20% discount if they buy a new product.

In store: digital signage allows businesses to capture the attention of customers and market specific products to them. This can help restaurants and other businesses that need to respond to changes in inventory or introduce new products on a regular basis Advanced point-of-sale systems can give employees immediate information on what products are on the shelves or help them track a customer's preferences.

Social media: this is both a major opportunity and a great challenge for businesses when it comes to product marketing. It can be a quick and easy way to communicate information on new products to a large group. However, businesses need to use it regularly and effectively to attract customers. Social media communication is equivalent to the old marketing technique of word of mouth. The aim is to create an appealing social media experience, to communicate regularly with customers and to encourage them to share information and reviews about products with others.

Potential Al applications in marketing:

The ability of Al to analyse and draw conclusions from vast amounts of data is at the root of what machine learning can do for marketing managers. Al will assume even greater importance to marketing in years to come, but here are four examples of what AI can achieve:

Gain a more complete understanding of consumers by monitoring what they are buying, reading, watching and commenting on via social media. This data analysis allows marketing managers to quickly modify a message or special offer to meet consumer preferences.

Optimise the effectiveness of digital advertising campaigns by analysing consumer word searches, social profiles and other online data. Once this has been done, more effective digital promotions can be directed at consumers.

Create detailed consumer profiles so that the right message can be sent to each individual at the right time, using the right media. This type of personalisation of the media message about a product is one of the great advances in AI analysis of consumer-related data.

Al's analysis of huge blocks of data and its ability to identify trends allow brand marketing to interact with consumers exactly when they are making purchasing decisions. This real-time interaction through an online conversation at the precise moment of purchase or decision-making can directly influence which product is bought.

There are also possible limitations to using Al in marketing:

Consumer resistance to data being collected and used may lead to pressure-group activity against businesses dependent on big data.

Management supervision and control is still required.

It needs significant investments in data collection, IT expertise and computing power.

At present, AI computing systems lack human creativity and imagination.

Synthesizing /absorbing the information.

Write your own summary notes in your notes book based on the information you read in your textbook.

Assessing for learning:

Social listening Al tools scan social networks for a brand name or phrase. They then analyze what consumers and influencers are saying about the brand.

Samsung uses an Al-powered audience insights platform to track what its customers are saying on social media. It can access 1.2 trillion social media posts. The company uses this data to fine-tune its marketing. Samsung is immediately able to understand the customer feedback. Is there a particular feature that is very popular or unpopular, for example? Samsung realized that Huawei's slow-motion feature on its new phone was proving to be very popular. Samsung's phones have this feature too, so it quickly produced slow-motion videos taken with its phones and posted them on social media.

Answer the following question

Q1 How might consumers benefit from their social media posts being listened to and monitored in this way?

Feedback:

Write your answers into an email message and send it to me.

If you have any question about this topic, please send me an email I will reply ASAP.

Class	Teacher's Name	Teacher's Abbreviation	Teacher's Email Addresses	Instructions
H2A	Shoaiba Azam	SAW	Sawsps2023@gmail.com	H2A students will send their home assignments to their subject teacher (SAW) for checking and getting feedback.
H2GA	Nadia Hassan	NHJ	Nadiaj29@gmail.com	H2GA students will send their home assignments to their subject teacher (NHJ) for checking and getting feedback.