Application of Modern Tools and Techniques in Marketing Management

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ABSTRACT

Digital marketers have a range of tools at their disposal for understanding customers and prospects on social media. Such tools allow better monitoring and analysis of social media through the supply of critical insights. For such research, the use of artificial intelligence (AI) allows for Automation of marketing activities, enhancement of accuracy and reducing human efforts. In this regard, this paper proposes a social media monitoring framework operated by AI, which has been developed to track social media.

DEFINITION OF ARTIFICIAL INTELLIGENCE MARKETING

Artificial Intelligence Marketing (AI Marketing) is a way to exploit client data and AI principles such as machine learning to predict the next step of your client and maximize the customer journey. Artificial Intelligence innovations are creating better ways for businesses to do just that. AI will help develop more successful marketing campaigns, enhance the consumer journey, and alter the way organizations attract, cultivate, and turn prospects.

TYPES OF MARKETING TOOLS

- ❖ Customer Relationship Management (CRM)
- ❖ Online Advertising
- ❖ Social Media
- ❖ Search Engine Optimization (SEO)
- ❖ Content Creation and Design
- ❖ Video Marketing
- ❖ Event Marketing
- ❖ Lead Capture and Conversion
- ❖ Lead Generation
- ❖ Website Optimization and CRO
- ❖ Lead Nurturing and Email Marketing
- ❖ Marketing Automation
- ❖ Data Reporting and Analytics
- ❖ Digital Asset Management
- ❖ Team Communication and Collaboration
- ❖ Project Management

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TOOLS

1. HubSpot CRM   2. Zendesk 3. Pipedrive 4. Zoho CRM

2.2 Online Advertising Tools

1. Ad Stage 2. HubSpot Ads Tracking Software 3. Perfect Audience 4. Google Keyword Planner   5. AdRoll 6. WordStream

2.3 Social Media Tools

1. Iconosquare 2. Buffer 3. Hoot suite 4. BuzzSumo 5. HubSpot Social Inbox

2.4 Search Engine Optimization (SEO) Tools

1. Ryte 2. Ahrefs   3. SEMrush 4. Moz 5. Keywords Everywhere Chrome Extension

6. HubSpot Content Strategy Tool

2.5 Content Creation and Design Tools

1. Adobe Spark 2. Venngage 3. Piktochart 4. Canva   5. Recordit 6. Kap

7. Adobe Color CC

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2.6 Video Marketing Tools

1. Wistia 2. Vidyard 3. Vimeo 4. Loom

2.7 Event Marketing Tools

1. Eventbrite   2. Facebook Events 3. AddEvent

2.8 Lead Capture and Conversion Tools

1. HubSpot's Free Marketing Tools   2. HubSpot's Free Pop-up Forms Tool

3. Typeform 4. OptinMonster 5. Sumo 6. Convertflow

2.9 Lead Generation Tools

1. Unbounce 2. Leadpages 3. Instapage   4. HubSpot's Landing Page Builder

2.10 Website Optimization and CRO Tools

1. Hotjar 2. Optimizely 3. Lucky Orange 4. Google Optimize 5. Clicky

2.11 Lead Nurturing and Email Marketing Tools

1. HubSpot's Email Marketing Software   2. Constant Contact

3. Campaign Monitor 4. Mail Chimp 5. A Weber 6. Active Campaign

2.12 Marketing Automation Tools

1. HubSpot Marketing Automation   2. Drip 3. Marketo 4. Omnisend

2.13 Data Reporting and Analytics Tools

1. Digital Marketing Tuner 2. Google Analytics 3. Google Search Console 4. Databox

5. RavenTools

2.14 Digital Asset Management Tools

1. Dropbox   2. Google Drive 3. Box 4. Shift 5. Brandfolder

2.15 Team Communication and Collaboration Tools

1. Slack 2. Join.Me 3. Zoom 4. Skype 5.team 6.webex meet 7.canvas 8.meet

2.16 Project Management Tools

1. Trello   2. HubSpot Projects 3. Asana4. Airtable 5. Wrike

3. MONITORING OF COMPETITORS BY AI-ENABLED TECHNIQUE

Monitoring of rivals is one feature that almost all corporations have in common   It is critical that social media marketers apply modern techniques to stay ahead of their competition. To track what the competitors do. Through using technology to monitor a company's activities, Competitors would be able to maintain and draw even more clients from social media marketers.

Apply Intelligent Social Media Monitoring The Rivals Monitoring is one among the artificial application domains. It is feasible to describe Complaints posed by existing customers of the rival and target the complaining customer effectively with Alternatives.

Using AI for Competitive Intelligence: Identifying New Strategic Moves by Competitors

Via the use of AI, it is possible for social media marketers to recognize moves to like the launch of new goods. Such advanced monitoring helps them to plan how the move can be countered and the clients retained. Ideally, artificial intelligence makes it possible to do this by tracking online operations. For example, we have online communities in which businesses communicate with their clients for ideas. This involves using various platforms for social media, such as webinars

Use of an AI-powered Analytics Tool to Monitor Performance of Competitors Campaigns and Ads

Basically, new campaigns are carried out by being able to track It provides insights into what the rivals are and also tests the success of those campaigns. To do right Social media marketers by tracking the success of competitor campaigns Awareness of the aspirations of their clients is allowed.

They can, for example, check out the number, they are told what these clients want most by likes, shares, and reading the comments. Such attempts are helping in crafting counter adverts

Using Intelligent Features to Monitor What Competitors and their Customers Say about a Brand

The truth is that a lot is going on in the social media world. An organization must perform efficiently. And when the rivals do not mention the brand name or product name, the monitor mentions via an intelligent tool for tracking. This tool will allow all posts sent out to be monitored and analyzed from the rivals. A social media marketer may recognize when, with the use of machine learning, a post refers to a product or a brand. This way, a brand can protect this intelligently.

The unfortunate truth is that most organization administrators are unaware of the nicknames used by them when talking to them online, their rivals and their clients. Whether the names used are used, refer directly to the organization when they respond. Via the use of a smart control system, Social media marketers will evaluate multiple posts and therefore be in the image of what the tool is. Rivals and their clients talk about the brand. The adoption of a smart control platform gives enhanced performance

CONCLUSIONS

In the modern era, artificial intelligence is an increasing and important concept . If it is used in the tracking of social media, then marketing departments can benefit from achieving their targets. For companies these days, artificial intelligence is becoming important. It is a potential technology that is maybe the next move forward for all-scale enterprise. There are a number of use cases which indicate how a number of sales and marketing processes can be improved (and automated) by artificial intelligence

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