

# **MAJOR RESEARCH PROJECT REPORT**

**on**

## **Analyzing effectiveness of automation in marketing and workspace**

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## **DECLARATION**

I, Anushka Chaudhary, hereby affirm that the major research project report titled "Analyzing effectiveness of automation in marketing and work space " is my original work and that it accurately reflects my experiences and knowledge gained during my course curriculum of Post-graduation Programme. I conducted all the required research and analyzed all the data for this report.

I certify that all references and citations for any outside sources used followed the rules and were done so correctly. I certify that this report has not been submitted for evaluation in any other course or programme and that I am aware of the repercussions of submitting false information in school.

Regarding the veracity and reliability of the information contained in this report, I assume full responsibility.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Anushka Chaudhary

## **CERTIFICATE**

This confirms that Anushka Chaudhary 2K22/DMBA/21 has completed the project report "Analysing effectiveness of automation in marketing and work space" toward the partial fulfillment of the requirements needed to be awarded a Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi, for the 2023–2024 academic year.

Dr. Vikas Gupta  
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I want to express my sincere gratitude to everyone who has helped make my experience in the Master of Business Administration (MBA) programme at Delhi School of Management, DTU, beneficial.

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I am incredibly grateful for everyone's efforts, which were crucial in helping to finish this study.

With sincere appreciation,

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## EXECUTIVE SUMMARY

I interned at Ridge Creative Studio, where I explored the role of automation in the digital marketing industry. By conducting research and analysis, I aimed to evaluate the impact and effectiveness of automation. This document presents the objectives, methodology, findings, recommendations, and future developments in this dynamic field.

In the introduction section, I will introduce the concept of automation in the digital marketing industry and provide background information on my summer internship at Ridge Creative Studio. By examining the significance of automation in marketing strategies, we can uncover new opportunities for streamlining processes and enhancing marketing outcomes.

As part of my internship, my specific goals were to evaluate the effectiveness of automation in the digital marketing industry. This section will highlight the importance of assessing the role of automation and its impact on various marketing channels, including social media, email marketing, and content creation.

In the research methodology section, I will describe the research methodology and approach used during my internship. By outlining the data collection methods, analysis techniques, and tools employed, I will provide transparency into the process undertaken to gather insights and draw meaningful conclusions.

In findings, I will present the key findings and insights from my internship research. By analysing the impact of automation in the digital marketing industry, I will explore how businesses can streamline their marketing efforts, improve targeting, and enhance customer experiences for better results. Based on the findings from my internship, I will provide actionable recommendations to optimize the role of automation in digital marketing. By suggesting strategies for integrating automation tools and technologies into marketing strategies, businesses can enhance efficiency, effectiveness, and overall performance.

In this final conclusion section, I will summarize the main points discussed throughout the internship. By highlighting the significance of automation in the digital marketing industry and potential future developments, I will conclude by emphasizing the

importance of embracing automation as a valuable asset in achieving marketing objectives.

# Content

## Contents

DECLARATION .....	2
CERTIFICATE .....	3
ACKNOWLEDGEMENT.....	4
EXECUTIVE SUMMARY.....	5
Content.....	7
1. INTRODUCTION.....	1
1.1 Background of study .....	1
1.2 Problem Statement: .....	2
To understand the effectiveness of the role of automation in digital marketing.....	2
1.3 Objective of the Study: .....	2
1. Evaluate the Effectiveness of Marketing Automation Tools:.....	2
2. Assess Employee Adoption and User Experience: .....	2
3. Analyze the Overall Impact on Marketing Teams:.....	3
4. Develop Recommendations for Successful Implementation:.....	3
1.4 Scope of study .....	3
2. LITERATURE REVIEW .....	5
2.1 Introduction .....	5
2.1.1 Evolution of Digital Marketing.....	5
2.1.2 Marketing Automation: Concepts and Technologies:.....	5
2.1.3 Types of Automation Tools: .....	5
2.1.4 Benefits of Automation in Digital Marketing: .....	5
2.1.5 Automation's difficulties and restrictions:.....	6
2.1.6 Future developments in fashion and technology:.....	6
2.2 Data Analysis in Strategic Planning: Its Importance .....	6
Positioning ML(Machine learning) -Driven Analytical Tools in Digital Marketing .....	9
3. Research Methodology.....	16
3.1 Introduction .....	16
4. Data Analysis .....	19
4.2 Sample Size for Data collection .....	19
5. RESEARCH AND DISCUSSIONS .....	21
5.1 Analysis Results from the survey.....	21
5.2 Survey Findings: .....	26
6. Conclusion.....	29
7. Reference.....	37

## List of Figures

Figure 1.1 Occupation of the sample
Figure 1.2 Use of marketing automation
Figure 1.3 Knowledge Of automation tools
Figure 1.4 Types of automation tools
Figure 1.5 Effectiveness of automation in marketing campaigns
Figure 1.6 Effectiveness of automation in personalisation
Figure 1.7 Effectiveness of automation in lead generation
Figure 1.8 Effectiveness of automation in reducing workload
Figure 1.9 Effectiveness of automation at increasing roi
Figure 1.10 Satisfaction through automation tools
Figure 1.11 Easiness of automation tools
Figure 1.12 Integration of automation tools with other marketing systems
Figure 1.13 Likeliness to recommend



# 1. INTRODUCTION

## 1.1 Background of study

The landscape of marketing has changed significantly in recent decades as a result of the quick growth of digital technologies. Traditional marketing channels like print, television, and radio have been enhanced by the enormous field of digital marketing, and in certain cases, they have even been supplanted. This development has been facilitated by the growth of e-commerce, the spread of online platforms, and changing consumer behaviors in the digital age.

The ubiquitous usage of the internet has fundamentally altered how businesses interact with their target market. Marketing strategies have had to adapt as a result of the incredible ease with which consumers may now get information, products, and services. In this scenario, digital marketing emerged as the essential element for businesses seeking to establish a sizable online presence, engage their audience, and grow

In the world of digital marketing, automation has emerged as a critical enabler for efficiency, precision, and scalability. It involves using software and technology to automate repetitive tasks, simplify workflows, and offer consumers individualised experiences. This may apply to a variety of activities, including as lead scoring, customer relationship management, posting on social media, and email marketing.

In the world of digital marketing, automation is widely acknowledged as a critical enabler of efficacy, precision, and scalability. It involves utilising software and technology to automate repetitive operations, improve workflows, and give users tailored experiences. In addition to email marketing, this could also involve other activities like lead scoring, customer relationship management, and social media posting.

Automation also allows marketers access to the enormous amounts of data generated by internet interactions. This data-driven approach helps businesses understand key patterns in consumer behaviour, preferences, and conversion. These insights may lead to higher returns on investment, which may then be leveraged to produce marketing strategies that are more effective.

Although automation in digital marketing has numerous benefits, it is challenging to implement properly without a solid understanding of the technology and the particular requirements of the firm. It is vital to get through obstacles like system integration,

data protection concerns, and the demand for ongoing training and marketing team expansion.

Additionally, automation enables marketers to access the massive volumes of data generated by online transactions. Businesses may discover a lot about consumer behaviour, preferences, and conversion patterns with the use of this data-driven strategy. The capacity of these insights to guide more effective marketing campaigns may lead to higher returns on investment.

Although automation in digital marketing has numerous benefits, its effective implementation requires a deep understanding of both the technology and the particular needs of the firm. It is necessary to get past obstacles like technology integration, data protection concerns, and the need for ongoing training and team expansion in marketing.

### **1.2 Problem Statement:**

To understand the effectiveness of the role of automation in digital marketing.

### **1.3 Objective of the Study:**

This research aims to analyze the impact of marketing automation on both efficiency and employee experience. Here are the specific objectives:

#### **1. Evaluate the Effectiveness of Marketing Automation Tools:**

- Assess the effectiveness of marketing automation tools like HubSpot and CleverTap in streamlining marketing workflows.
- Identify the specific tasks that these tools can automate and quantify the resulting time savings for marketing teams.
- Analyze the impact of automation on marketing campaign performance metrics such as open rates, click-through rates, and conversion rates.

#### **2. Assess Employee Adoption and User Experience:**

- Investigate the ease of use and user experience of popular marketing automation tools like HubSpot and CleverTap.
- Identify any potential challenges employees face when adopting and integrating these tools into their workflow.

- Evaluate the training and support resources available to help employees learn and effectively utilize these automation tools.

### **3. Analyze the Overall Impact on Marketing Teams:**

- Examine how automation affects the overall productivity and efficiency of marketing teams.
- Explore how automation can free up marketing professionals' time to focus on more strategic initiatives.
- Investigate any potential drawbacks of marketing automation, such as a lack of personalization or creativity in campaign.

### **4. Develop Recommendations for Successful Implementation:**

- Based on the findings, propose strategies to ensure smooth adoption and effective use of marketing automation tools by employees.
- Recommend best practices for training and support to empower employees to leverage the full potential of these tools.
- Provide insights on how to measure the success of automation initiatives and identify areas for further improvement.

By achieving these objectives, this research will provide valuable insights into the potential benefits and considerations of marketing automation. It will help organizations understand how to leverage these tools effectively to streamline marketing efforts while ensuring a positive user experience for employees.

#### **1.4 Scope of study**

The vital role automation plays in the world of digital marketing will be thoroughly examined in this study. Customer relationship management (CRM) systems, pay-per-click (PPC) advertising automation, content marketing automation, social media marketing automation, and email marketing automation are just a few of the subjects that will be covered. The primary objective of the study will be to comprehend how companies employ these automation technologies to streamline their marketing campaigns, enhance targeting precision, raise customer engagement, and accomplish operational efficiencies. The study will address concerns like process optimization and data continuity by examining how automation might be linked

with current marketing platforms.

It will also examine the compliance rules and data protection guidelines that must be adhered to while implementing automation systems. Although the study's primary focus will be on proven automation technology, it will also provide insights into recent trends and advancements that could eventually have an impact on automation in digital marketing. We'll look at case studies, examples from the industry, and best practises to give businesses that want to automate their digital marketing operations insightful information and recommendations.

## **2. LITERATURE REVIEW**

### **2.1 Introduction**

Automation and digital marketing coming together symbolises a paradigm shift in how companies interact with their target markets in the ever-changing online environment. The important ideas, developments, and research relating to the function of automation in digital marketing are summarised in this survey of the literature.

#### **2.1.1 Evolution of Digital Marketing**

From its early phases, which were characterised by a simple web presence, digital marketing has developed into a multidimensional field that includes social media, email, content marketing, SEO, and more. Businesses have had to change their marketing strategies to satisfy the demands of the digitally connected consumer due to the growth of online platforms and the ease with which people may access the internet.

#### **2.1.2 Marketing Automation: Concepts and Technologies:**

Utilizing software and technology to automate marketing operations enables more focused, customised, and effective marketing efforts. This can include lead scoring, CRM administration, and even email marketing automation. Automation technologies are intended to increase consumer segmentation, marketing operations, and offer data-driven insights.

#### **2.1.3 Types of Automation Tools:**

There are numerous platforms and software programmes that fall under the category of automation tools in digital marketing. While social media automation tools like Hootsuite and Buffer make it easier to schedule and keep track of social media postings, email marketing automation systems like MailChimp and HubSpot streamline email campaigns. Furthermore, sophisticated marketing automation tools like Marketo and Salesforce Pardot provide complete lead nurturing and customer relationship management solutions.

#### **2.1.4 Benefits of Automation in Digital Marketing:**

A wide range of platforms and software programmes are included in digital marketing automation technologies. While HubSpot and MailChimp are email marketing automation solutions that automate email campaigns, Hootsuite and Buffer are social media automation tools that make it easier to schedule and keep track of social media posts. Aside from that, sophisticated marketing automation platforms like Marketo and Salesforce Pardot provide complete options for lead nurturing and customer relationship management.

### **2.1.5 Automation's difficulties and restrictions:**

Automation has many advantages, but there are drawbacks as well. Automation integration with current systems and processes can be challenging and may need for specialised IT resources. Data privacy and compliance concerns are crucial, especially in light of constantly changing rules like GDPR and CCPA. Additionally, retaining a personalised, human touch while striking the correct balance between automation and both is a constant concern.

### **2.1.6 Future developments in fashion and technology:**

The merger of artificial intelligence (AI) and machine learning holds promise for the future of automation in digital marketing. The way that companies interact with their customers online is about to undergo a change because to predictive analytics, chatbots, and voice search optimization.

## **2.2 Data Analysis in Strategic Planning: Its Importance**

Analytical tools simplify strategic planning and help businesses make faster, more efficient operational decisions. In the past, a company's internal data and knowledge from earlier periods was usually the basis for strategic planning. In the dynamic, modern world, strategic planning must be viewed as a living, ever-evolving process. Modern technology helps with strategic planning, whether it is applied to historical analysis or future forecasting.

The first phase is followed by two additional stages, namely the

1) Phase of implementation that converts strategic plans into applicable actions and the 2) The information support phase, which presents data on the present and upcoming organisational situation. In order to develop a thorough picture of the area under consideration and include information that can have a detrimental impact on the planning process, substantial amounts of information are needed in these phases.

The assessment of the effective implementation of marketing strategies is an essential part of the strategic management processes of firms. Businesses usually miss this step or dismiss it completely, which can lead to future strategic planning failures. The evaluation of the implemented strategic plan supports the reform of decision-making, points out flaws in the planning technique, and makes recommendations for future planning initiatives. Data-based strategies should be used to accelerate the strategic

process, increase the chances of a goal-oriented plan being executed successfully, and improve organisational effectiveness in the information age.

Based on massive data volumes and strong processing capabilities, current analytical tools may predict things like client purchasing behaviour, the response to a new introduction, and the prospect that a developed strategic strategy will work. Big data processing can change several industries and present opportunities. When data volume increases, deep learning becomes valuable and makes predictive analytical solutions possible. It is possible to create such analytical instruments for growth and learning. Marketing analysis's foundational data sets can be swiftly produced, save weeks, months, and sometimes even years of labour-intensive manual labour. Modern marketing is entering the age of AI and ML, which greatly simplifies organisational strategy procedures and aids in strategic decision-making. By combining unconventional analytical techniques with marketing analysis, we may create a new world where we can "breathe life" into machines and programmes by training them to learn and so improve people's lives. Artificial intelligence (AI) has the potential to be applied in every aspect of our lives; the applications that are in use today are just the beginning.

Selecting the right analytical tool that will meet the requirements of data analysis is essential to guaranteeing return on investment and the additional value of the information produced. When creating the best marketing strategy, responsible staff members should shift their focus from traditional analytical tools to advanced and specialised analytical tools.

This is particularly crucial in marketing, where hundreds of potentially pertinent variables must be taken into account. The potential uses of analytical marketing technologies include:

- use the information as strategic assets
- provide an overview of current and potential clients by visualising data into understandable forms.
- Boost the efficiency of marketing choices
- concentrate on being proactive with consumers
- Customize offers for specific clients and adjust the online environment to their requirements
- Engage in real-time dialogue with customers to improve the efficiency of marketing initiatives (including physical and online communication) and

centre attention on key performance indicators.

Furthermore, ML-Based Analytical Tools in Marketing are genuinely making an impact because of its adaptive processes, which allow a computer or machine to learn from examples and experience. The performance of the system will gradually improve as new talents are developed. ML mechanisms are used in the construction of adaptive systems. Modern information systems have the computational dimensions required to perform intricate mathematical statistical operations. More advanced analytical systems are created when ML ideas are incorporated into software development initiatives. Adoption of these technologies not only simplifies life for customers but also dramatically lowers long-term expenses for enterprises. In the marketing sector, machine learning (ML) has great promise for strategic planning, client rendezvous, and decision-making.

Neural networks are used to solve particular problems that call for thinking, whether it be human or artificial. ML might be seen as a cursory data processing method that just works with the topmost layer of learned knowledge. ML's in-depth learning technique manages multiple data layers at once. Therefore, in-depth learning-based systems are able to get fresh data from which to build new processing layers. This strategy makes predictive analysis possible. In-depth learning can be used to uncover correlations between variables that machine learning was unable to find. Therefore, in-depth learning aids in making decisions that are more effective, which has exciting ramifications for business theory and practise. Deep learning operates on the premise that data are input into the system, analysed, and additional data are taken into account when making decisions. Currently, independent vehicles are used as an example. The system is given some initial data to process, but when it is put through its paces and is used, more data collect, enabling object recognition and the development of responses. As a result, in addition to the initial settings, the system also gathers the information needed to make decisions about the other data it has acquired.

The relationship between demand and price in the real estate market has been made clear by analysing internet marketing. Machine learning is used to find many ads for the same apartment. Utilizing a knowledge base and supporting customer care centres' round-the-clock accessibility, an artificially intelligent chatbot has been developed and deployed to deliver exceptionally precise automated responses (contact points). The chatbot increases the efficiency of support services and expedites pertinent online procedures. Examining online marketing has revealed the connection between pricing



and demand in the property market. Machine learning is used to find many ads for the same apartment. Utilizing a knowledge base and supporting customer care centres' round-the-clock accessibility, an artificially intelligent chatbot has been developed and deployed to deliver exceptionally precise automated responses (contact points). The chatbot streamlines pertinent processes in the online setting and improves the effectiveness of support services. ML models are created to forecast how visible company websites will be. Using ML and other techniques, a trending hashtag generation application for social media business users is created, producing appropriate and trending hashtags for user content to reach a wide target audience. It has been created and put into use a system employing machine learning to accurately identify the promotion and sale of opioids by unlicensed online vendors via Twitter. In a different study, website user behaviour is analysed using data mining, text mining, machine learning (ML), and statistics. Based on the order and quantity of URLs accessed, two models of behaviour are introduced. A quantitative investigation into how businesses in Big data and data-driven marketing are used by Dubai to better understand their customers, offer better services, and boost shareholder value. completed. It has been shown that ML and big data are effective at predicting the likelihood that a consumer will switch mobile phones, which has a significant impact on marketing efforts in the mobile communications sector. It has been determined how Real-Time Bidding (RTB) works as an automation, integration, and optimization strategy for display advertising. A mechanism has been devised to precisely pinpoint tweets promoting the unauthorised online selling of restricted substances. With the "burst," "peak," Online marketers can better understand the popularity evolution of online information by using a trained machine learning model, which is used to "fade" significant events considered collectively as a typical summary of popularity evolution. Methods are suggested that can efficiently and accurately extract data about users' intentions from online communications. Digital marketing offers a lot of promise when it comes to understanding consumers' online social media channel intent, such as whether they want to hire a car, buy an apartment, or travel. There have been constructed machine learning (ML) models based on bidirectional long short- term memory (Bi-LSTM), a well-known deep learning model, and conditional random fields (CRFs), an advanced statistical graphical model for sequence data.

### **Positioning ML(Machine learning) -Driven Analytical Tools in Digital Marketing**

Online marketing, Internet marketing, and mobile marketing are all included under the general phrase "digital marketing," which is used recurrently. It can be characterised

as marketing that implements marketing strategies using digital technology (hardware, software, and communication technologies). Amid the techniques used in digital marketing are market research, surveys, email campaigns, social media marketing, search engine marketing, and different forms of advertising. Marketing analytics are an essential component to use any of these solutions successfully. All three categories of companies—advertisers, agencies, and media—need to be aware of and proficient in handling enormous volumes of data in order to extract useful information and increase the effectiveness of their digital marketing projects.

Based on extensive data analysis, we can conclude that ML can provide the knowledge needed for marketing specialists to make decisions. There are several new opportunities and obstacles that arise when ML-driven tools are integrated into digital marketing campaigns. Some of the primary benefits of using these techniques in marketing are as follows:

Machines operate at their peak capacity continuously because they cannot be disturbed or distracted.

Faster decision-making: The speed of a machine's decision-making depends on the information at hand. Machines are able to make decisions (nearly) instantly after a simple calculation. Subjective elements, such as emotions, personal preferences, opinions, etc., have no bearing on the decision.

Automatization of predictable operations - Machine learning is exceptionally good at automating routine tasks. For instance, ML can help with the creation of frequent reports on marketing initiatives in social media marketing for digital products.

lowering error rates by removing errors typically brought on by human factors. Machines always carry out tasks according to the predetermined process.

Personal digital assistants and human assistants are already widely employed. Systems powered by ML are capable of managing challenging tasks and streamlining daily tasks.

exploring places where people cannot go because they are unable to carry out the necessary tasks in many places for a variety of reasons. For instance, humans are unable to comprehend the massive amounts of data that are generated every minute on the Internet or dive into the deepest parts of the ocean. Almost any situation may be accommodated by a machine, and computing can handle even the trickiest statistical and mathematical processes.

There are no overt drawbacks to applying ML to marketing analytical tools. However, there are a number of issues or restrictions on the tool's useful use, depending on the type:

Many marketing choices and tactics heavily weigh creativity. Creativity is the result of combining many aspects of human nature; emotions, intuition, and empathy are essential components. It will be very difficult for machines to imitate these three components.

Moral and ethical principles: Only when an individual is able to think, make decisions, and express emotions is that person deemed to be human. It's arguable whether or not machines will ever be able to do this; perhaps they will in the future. As technology advances, there are justifiable concerns about whether machines will continue to operate in people's best interests and within the parameters of morality and ethics.

Depending on their preferences, users may not always wish to communicate with a robot or piece of software. As a result, it is expected that customers will continue to value interpersonal touch more in the near future.

In the coming decades, human minds will still be needed to work with ML systems, develop, and optimise this technology, as ML tools cannot work without human input.

Decisions based on MLs' statistical and mathematical computations may lead to improper behaviours due to faulty instructions or data. The primary objective of any state-of-the-art information system is to serve people. The existing environment may not get the optimum results from the ML-based solutions because people's requirements change and evolve over time. Examples include automated responses to requests on social media or automatically generated discounts in the case that a consumer is not happy with the buying experience.

In digital marketing, there exist systems that can take the role of some human workers. For example, automatically uploading posts to social networks, automatically providing help for article readers, etc. But it's important to keep in mind that these systems can never work properly without human participation.

Now that we've examined artificial intelligence and its role in digital marketing, we can conclude that technological advancements and AI's potential are growing, and the opportunities are virtually endless. AI is being applied more and more in operational markets for risk assessment, consumer research, and business function identification in order to coordinate with target clients (Campbell et al. 2020). In addition to marketing tactics, firm models, marketing approaches, and customer service

alternatives, the use of AI in digital marketing will impact consumer behaviour. Instead of taking the role of human dynamics when making critical decisions, artificial intelligence in digital marketing aims to provide a more stable and dynamic environment. It will make it possible for marketers to quickly ascertain the requirements of a potential client and adjust the AI they employ in digital marketing to increase sales (Campbell et al. 2020). AI is expected to play a major role in the development of future digital products, especially in the field of digital marketing. Retail AI investment hit \$2 billion in 2018, and by 2022, it is expected to reach \$7.3 billion, according to Juniper Research.. (Smith 2018). Businesses are being taught by digital marketing how to utilise AI to influence consumer behaviour using a range of sources, including AI-driven chatbots, big data, and customer information. In the area of digital marketing, AI is expected to reach the largest number of consumers, according previous research. In global workplaces, the value of traditional consumers per unit is far higher than in retail. Thus, focus will be placed on enhanced digital marketing materials, high levels of customisation, and a real commitment. Kiron and Schrage (2019) have observed that consumers and organisations can depend on technologies for value co-innovation. They can interact and cooperate with each other via a digital platform.. One possible consequence of using AI technology in business and marketing composition is the creation of new action plans, which is the focus of analysts' attention. When a firm or brand is the focal point of a digital environment, virtual consumer engagement refers to the behaviour of customers that stems from their motivational motives. This advancement in AI digital marketing organisations has two benefits: it automates numerous marketing operations and produces data products that may be used to enhance AI (Bag et al. 2021). This necessitates coordinating the use of AI with digital marketing tools, handling data naturally, and providing advice to these numerous industries (Haenlein & Kaplan 2019). Finding ways to handle and measure this data to produce useful insights and foster consumer trust is one of the issues that digital marketers confront as a result of the growing amount of data available (Wirth 2018). While emphasising the link between customer engagement behaviours and big data, it's crucial to thoroughly analyse how the organisation plans to establish trust with customers by combining big data and artificial intelligence (AI) (Hoff & Bashir 2015). The good news is that artificial intelligence (AI) technologies assist service providers in managing and reacting to massive volumes of data in real-time, automating service interactions, and providing customised client experiences (Bettencourt, Lusch & Vargo 2014). AI is increasingly being used as a crucial marketing tool in urgent scenarios (Abadir et al. 2020). Due to

information gathered by customer relationship managers regarding consumer behaviour and preferences, AI strategy and planning have altered (Dewnarain, Ramkissoon & Mavondo 2019). Merendino and colleagues (2018) found in their analysis that board decisions are also impacted by the digitalization of information. According to Kim et al. (2019), even when AI is significantly deployed, progress can be slowed down by the technology's reliance on data quality and quantity, as well as a lack of AI skills. Combining AI capabilities with moderately substantial business and marketing transcribing talents could result in a large rise in production.

Artificial intelligence (AI)-powered chatbots are computer programmes that ease human-to-human communication in digital marketing platforms and support natural language conversational enquiries (Chopra 2020). They are unable to ask people for help in developing interactions, but they may provide methodical research from a knowledgeable viewpoint (Brandtzaeg & Flstad 2017). When it comes to influencing thoughts and behaviour, perceived value and transparency are important deciding factors (Hoff & Bashir 2015). Chatbots have highlighted humanity, social intelligence, and the presence of society in terms of social expectations, in addition to trust, competence, and usability (Chopra 2020). Chatbots may identify different psychological kinds, and they can then construct messages that resonate with those tendencies and result in unique recommendation structures (Haenlein & Kaplan 2019). These AI-driven tools, which a number of businesses currently employ, can offer digital marketing buyers personalised recommendations to assist clients in finding pertinent products and services (Haenlein & Kaplan 2019). The use of AI in customer decision-making is an unexplored area. This comprehensive analysis of the literature seeks to close this knowledge gap.

Successfully managing the intricacies of digital marketing in the rapidly evolving digital ecosystem is a challenging challenge for businesses. The sheer volume of online interactions, as well as the need for accurate targeting and personalised engagement, have hastened the use of marketing automation solutions. Although automation offers a lot of potential, due to its complexity, organisations frequently find it difficult to implement. Problems with seamless integration with existing systems, data privacy and compliance, and supplying marketing staff with the required training are all significant roadblocks. Additionally, it is still challenging to determine the return on investment (ROI) of automation programmes. Due to the expansion of digital platforms and other factors, a new era of marketing has formed in the contemporary business scene.

However, as the digital world expands, so do the difficulties in effectively overseeing and maximising marketing initiatives. Online interactions generate a massive amount of data, making traditional activities like lead nurturing, social media planning, and email marketing impractically time-consuming and error-prone. In this case, marketing automation can be useful.

The quantity and sophistication of online interactions The sheer volume of online interactions is difficult for organisations trying to establish a close and personalised relationship with their audience. Consider a scenario where a company has thousands of clients, fans on social media, and website visitors. Manually managing each of their unique interactions becomes impossible. Automation solutions help in managing this volume by streamlining processes, classifying leads, and automating repetitive jobs.

2. Precision Targeting and Personalized Engagement: In the digital arena, relevance is essential. Customers are continuously exposed to material and messaging, so businesses must create content that speaks to their specific interests and needs. Automation technologies make use of data analytics and segmentation techniques to make sure that the right message is delivered to the right audience at the right time. At this level of accuracy, manual targeting is almost impossible.

2. Exact Targeting and Personalized Engagement: In the digital world, relevance is everything. Businesses must create content that relates to consumers' specific interests and needs because they are continually exposed to material and messaging. Data analytics and segmentation are used by automation systems to ensure that the right message is delivered to the right person at the right time.

3. Data Privacy and Compliance: It is crucial for businesses to comply with data privacy legislation (such as the GDPR and CCPA) while they collect and use customer data for marketing purposes. Automation systems must be configured to manage customer data legally, which includes providing means for opting out, maintaining consent, and securely storing data.

4. Education and Training: Using automation in digital marketing requires a team with the right skills. Marketing teams need to be skilled in using automation technologies, interpreting analytics, and creating automation-friendly plans. Offering the necessary training and encouraging a culture of continual education are essential for success.

5. Measuring ROI and Performance: Estimating the return on investment (ROI) of automation programmes may be challenging. Even while automation can lead to more effective and narrowly targeted marketing campaigns, it might be difficult to attribute

specific results to automation. Businesses must establish trustworthy measurement frameworks and use key performance indicators to assess the impact of automation on their marketing activities (KPIs).

Given these challenges, this study aims to examine the intricate relationship between automation and digital marketing. This project looks at real-world case studies, market trends, and developing technologies to provide specific suggestions and guidance for businesses trying to navigate the digital landscape utilising automation as the core of their marketing strategy. Through a careful analysis of technology, procedures, and best practises, this study intends to equip firms with a roadmap for maximising the advantages of automation in their digital marketing campaigns.

In conclusion, the literature study emphasises how automation has a transformative effect on digital marketing techniques. It emphasises the value of utilising automation technology to enhance marketing initiatives, automate workflows, and provide tailored experiences to consumers with digitally linked devices. Businesses may position themselves for success in the shifting landscape of digital marketing by knowing the advantages, difficulties, and upcoming trends in automation.

### **3. Research Methodology**

#### **3.1 Introduction**

In order to choose the optimal research methodology for the investigation, the chapter begins with a description of the research paradigms. The research's purpose and its research questions are described in the following portion of the chapter. The size and identification of samples are then discussed. The research tools and various analytic tactics employed in the study's mixed method of quantitative and qualitative approaches are described in the chapter's subsequent section. A review of the chapter's main ideas and a look at the ethical difficulties the researcher addressed in the chapter's conclusion come at the chapter's conclusion.

The main objective of this article is to describe the efficacy of marketing automation systems in contemporary firms. It illustrates how the application of the tools made possible by the processes covered by the marketing automation concept alters and increases the value of the company. The features and processes that influence the efficacy of a marketing automation campaign are discussed in this article. Since marketing automation is a relatively new concept, it replaces the widespread distribution of homogeneous contents in communication with highly customised, fully automated communication. This is a novel idea—a kind of coexistence—where the marketing and sales departments collaborate closely to achieve the unsurpassed results.

It's also a situation when marketing can categorically attest to the amount of money it has brought in for the company.

But marketing automation also means a plethora of analytical possibilities and a real enhancement of a business's value, given by the system that acts as a storehouse for client information and all marketing and sales operations conducted within an organisation. The implementation of marketing automation technology modifies not only the way a marketing department functions today, but also the way marketers function individually. All of the benefits that a marketing automation system provides—particularly the comprehensive customer data that is gathered—are, in fact, essential marketing resources for any modern company.

This study on the role of automation in digital marketing employed a descriptive research approach in order to fully analyse the various components and dynamics of automation within the digital marketing landscape. Whereas experimental research



focuses on altering variables and testing hypotheses, descriptive research aims to provide a comprehensive knowledge and account of the phenomenon being studied.

Data Congregation: Academic articles, industry reports, case studies, and whitepapers were all thoroughly reviewed in order to gather the data for this study. These resources offered insightful information on the conceptual underpinnings, practical uses, and actual instances of automation in digital marketing. To ensure thorough coverage of the issue, trustworthy web sources, conference proceedings, and authoritative blogs were also consulted.

To lay a strong theoretical groundwork for the investigation, a methodical and thorough literature review was carried out. Finding and analysing peer-reviewed publications, books, and studies pertinent to digital marketing automation was required. The literature review covered subjects such different automation tool types, advantages, difficulties, best practises, and upcoming trends. The assessment gave a thorough picture of the present state of automation in digital marketing by combining data from various sources.

Content Examination: From the evaluated literature, key findings, trends, and insights were extracted and synthesised using content analysis. Information was categorised and grouped according to themes during this procedure. The effects of automation on marketing efficiency, enhancements in targeting and personalization, integration difficulties, compliance issues, and emerging trends were among the topics covered. A disciplined and methodical investigation of the various facets of automation in digital marketing was made possible through content analysis.

Market analysis is a critical component of digital marketing, as it helps businesses to understand their target market, identify opportunities, and develop effective marketing strategies. However, market analysis can be a complex and time-consuming process, especially for digital marketing agencies that manage multiple clients. Automation can help to streamline and improve the market analysis process, but it is important to assess its effectiveness.

This research methodology outlines a qualitative survey form that can be used to gather feedback from digital marketing agency clients on the effectiveness of automation in market analysis. The survey will focus on the following key areas:

Accuracy: How accurate is the market analysis data generated by automation tools?

Completeness: Does automation provide a complete picture of the market?

Timeliness: How quickly can automation tools generate market analysis data?

Ease of use: How easy are automation tools to use?

Value for money: Is automation a cost-effective way to conduct market analysis?

A selection of clients of digital marketing agencies will receive the survey. To make sure the sample is representative of the intended audience, a purposive sampling technique will be used in its selection. A survey platform like Google Forms or SurveyMonkey will be used to run the survey online.

There will be a combination of closed-ended and open-ended questions in the survey. Respondents will be able to offer in-depth commentary on their experiences using automation for market analysis thanks to the open-ended questions. Quantitative information regarding the automation technologies' correctness, completeness, timeliness, usability, and cost-effectiveness will be gathered through the use of closed-ended questions.

Thematic analysis will be employed to examine the qualitative data obtained from the open-ended questions. One technique for finding and examining patterns in qualitative data is thematic analysis. Descriptive statistics will be used to analyse the quantitative data obtained from the closed-ended questions. Data sets are summarised and described using descriptive statistics.

In addition to the key areas listed above, the survey may also include questions on the following topics:

The specific automation tools that clients are using for market analysis.

The types of market analysis tasks that clients are using automation for.

The challenges that clients are facing in using automation for market analysis.

The benefits that clients have experienced from using automation for market analysis.

The survey may also include a demographic section to collect information on the size, industry, and location of clients' businesses. This information can be used to segment the data and identify any differences in the experiences of different groups of clients.

The survey should be pilot tested with a small group of clients before it is distributed to the larger sample. This will help to identify any problems with the survey design and ensure that the questions are clear and easy to understand.

## **4. Data Analysis**

### **4.1 Data Assortment**

The data was gathered via the qualitative survey. Three roles were covered in the survey: Student, Company Employee, and Experienced

The two-month internship at Ridge Creative Studio served as the foundation for the formulation of the questions. Open-ended questions are used in qualitative surveys, a type of research methodology, to collect information on respondents' experiences, viewpoints, and beliefs. Qualitative surveys are frequently employed to investigate intricate subjects or to comprehend individuals' motives and decision-making procedures.

Numerous methods, such as in-person, telephone, and internet interviews, can be used to perform qualitative surveys. All qualitative surveys, however, aim to gather comprehensive, rich data that quantitative surveys are unable to obtain.

- Qualitative surveys provide benefits.
- Comprehensive understanding of people's ideas, emotions, and experiences can be gained through qualitative surveys.
- It is possible to investigate intricate subjects that are challenging to measure through qualitative questionnaires.
- Trends that are new or emerging can be found through qualitative surveys.
- It is possible to develop research hypotheses through qualitative surveys.
- Qualitative surveys' drawbacks
- It can take a lot of time and money to conduct qualitative surveys.
- It can be challenging to evaluate qualitative surveys, particularly when there is a lot of data.
- Depending on the questions asked and the manner the data is evaluated, bias may be present in qualitative surveys..

### **4.2 Sample Size for Data collection**

The respondents to the qualitative survey included students, staff members of the organisation, and seasoned experts in the field of digital marketing. The purpose of the poll was to collect opinions on the usefulness of automation in market analysis from a range of viewpoints.

The questionnaire was designed using data from a two-month intern programme at Ridge Creative Studio. The following important topics were intended to be covered by

the questions:

Accuracy: To what extent do automation systems produce accurate market analysis data?

Completeness: Does automation offer a full view of the industry?

Timeliness: In what time frame may data from market analyses be produced using automation tools?

Usability: How user-friendly are automation tools?

Value for money: Is automating market analysis a financially responsible course of action?

Apart from these crucial domains, the questionnaire encompassed inquiries concerning the subsequent subjects:

The particular automation tools for market analysis that the respondents are employing.

What kinds of market analysis tasks are respondents automating?

the difficulties respondents are having while utilising automation to analyse markets.

The advantages of automation for market analysis as reported by respondents.

Extra Things to Think About for the Qualitative Survey:

It would be possible to expand the study to include a greater number of respondents and a broader sample size, including freelancers and owners of digital marketing agencies.

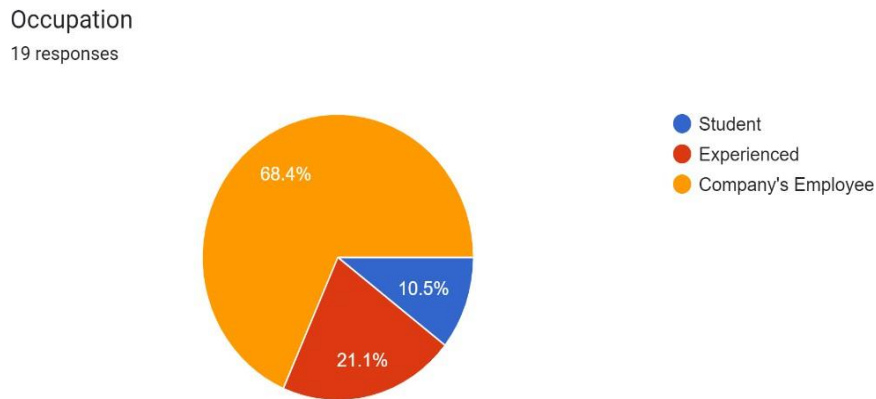
The questionnaire could be changed to concentrate on particular facets of automation in digital marketing, like the application of machine learning and artificial intelligence (AI) (ML).

Inquiries concerning the potential effects of automation on the digital marketing business and its future may also be included in the poll.

## 5. RESEARCH AND DISCUSSIONS

### 5.1 Analysis Results from the survey

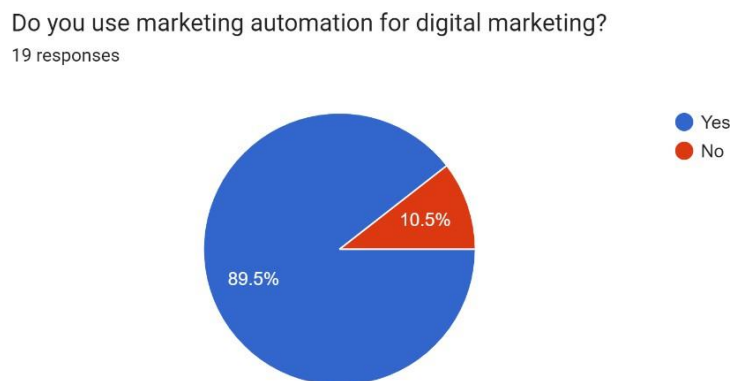
- This pie chart predicts the quality of the sample collection on the basis of the occupation of the various size.



*Figure 1.1 Occupation of the sample*

The company's employee i.e. 68.4% was the majority of the sample size.

- Usage of marketing automation for digital marketing

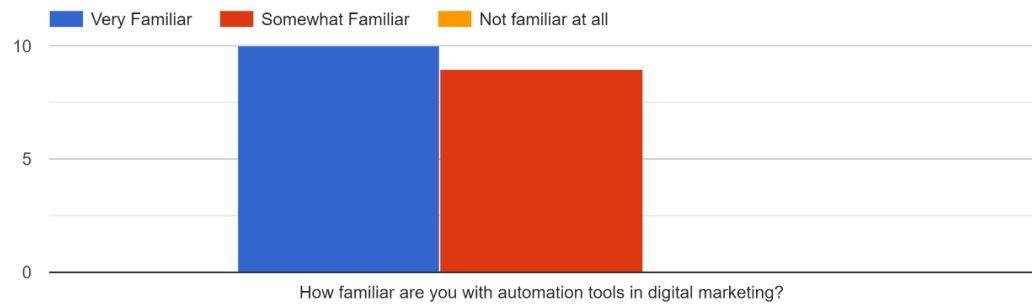


*Figure 1.2 Use of marketing automation*

We can analyse that 89.5% of the sample size was familiar with the usage of marketing automation for digital marketing

- This chart showcases with the formality with the automation tools

Kindly rate your knowledge

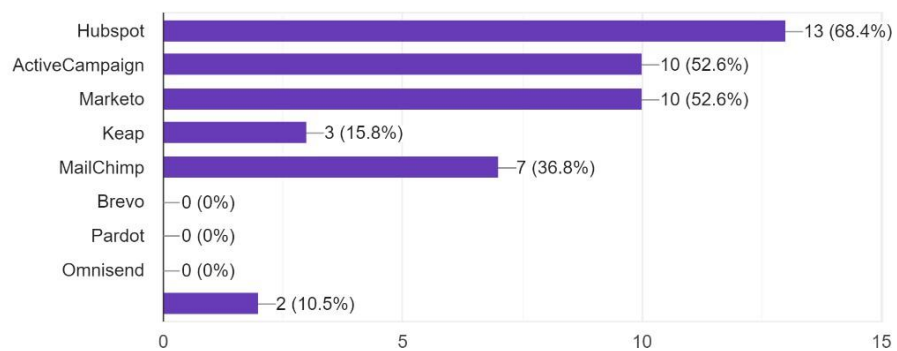


*Figure 1.3 Knowledge Of automation tools*

- Percentage usage of different automation tools

If yes, what marketing automation tools do you use?

19 responses

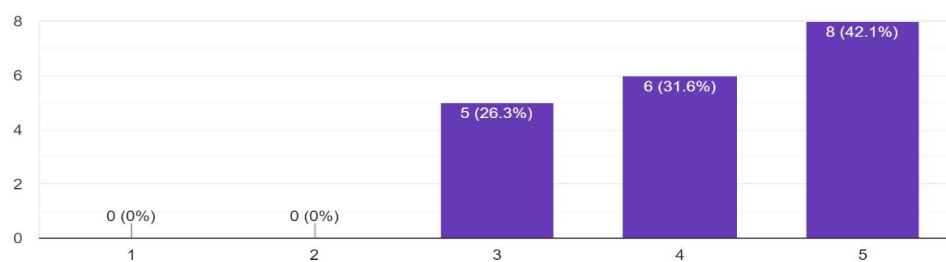


*Figure 1.4 Types of automation tools*

- This chart shows the efficiency of how much marketing automation improves marketing campaigns

How effective do you think marketing automation is at improving the efficiency of marketing campaigns?

19 responses

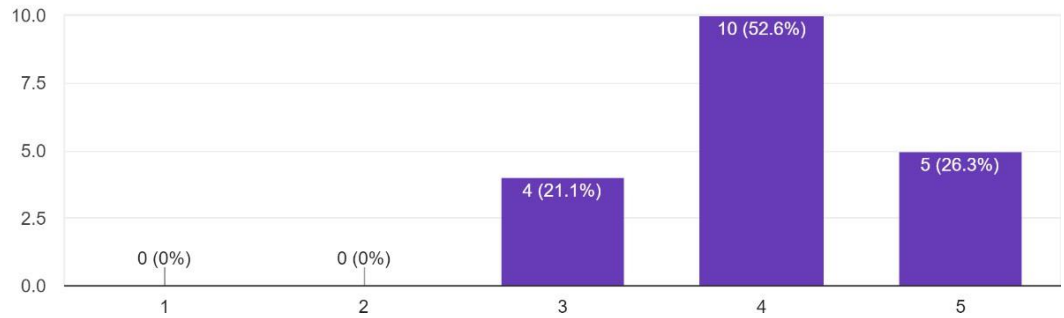


*Figure 1.5 Effectiveness of automation in marketing campaigns*

- Marketing automation how improves the targeting and personalization of marketing messages

How effective do you think marketing automation is at improving the targeting and personalization of marketing messages?

19 responses

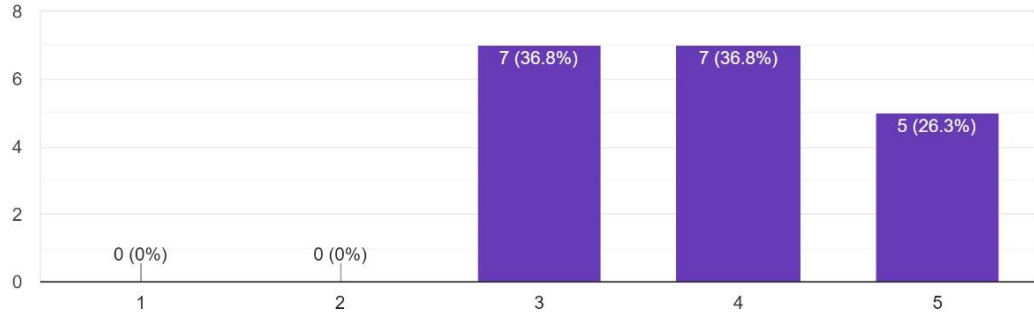


*Figure 1.6 Effectiveness of automation in personalisation*

- Effectiveness of marketing automation at increasing lead generation and conversion rates

How effective do you think marketing automation is at increasing lead generation and conversion rates?

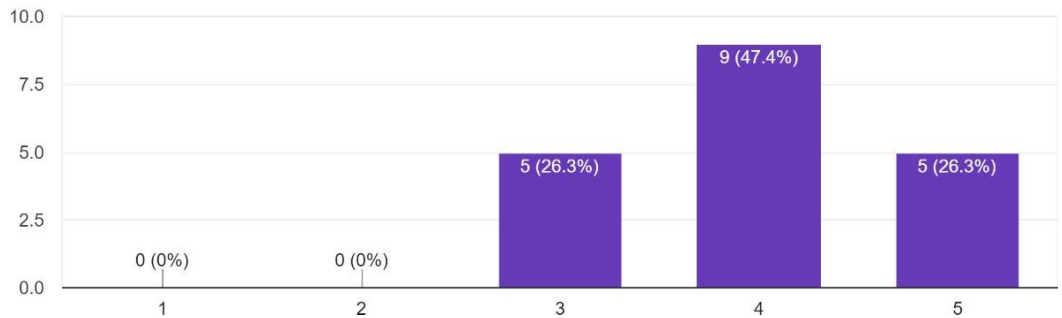
19 responses



*Figure 1.7 Effectiveness of automation in lead generation*

- Effectiveness of marketing automation is at reducing the workload of marketing teams

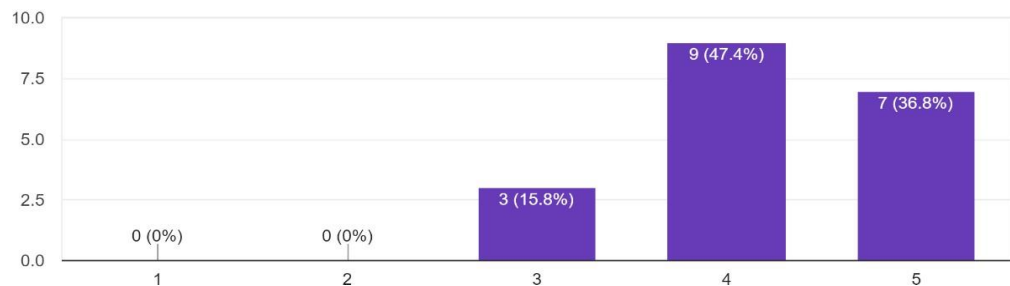
How effective do you think marketing automation is at reducing the workload of marketing teams?  
19 responses



*Figure 1.8 Effectiveness of automation in reducing workload*

- Effectiveness marketing automation is at increasing ROI

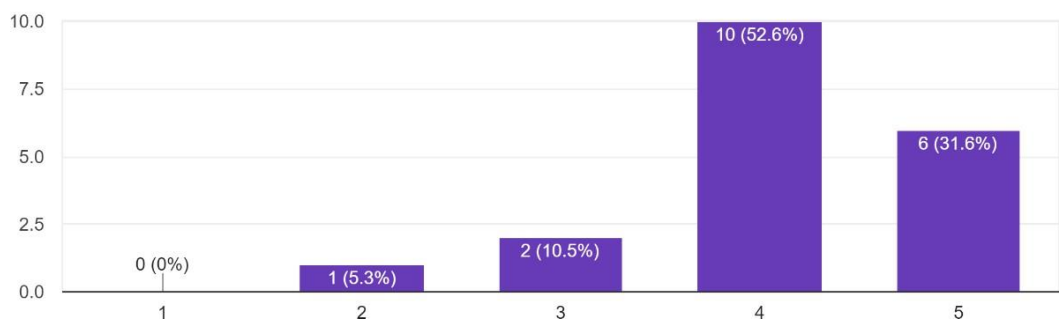
How effective do you think marketing automation is at increasing ROI?  
19 responses



*Figure 1.9 Effectiveness of automation at increasing roi*

- Satisfaction with the marketing automation tools usage

How satisfied are you with the marketing automation tools that you use?  
19 responses



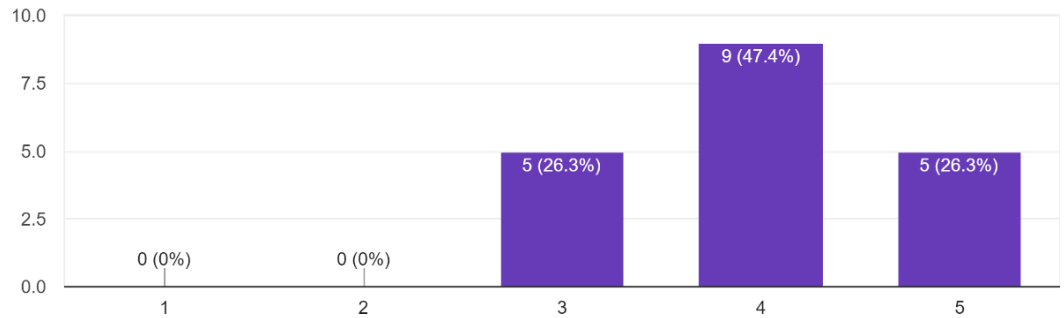
*Figure 1.10 Satisfaction through automation tools*



- Assessment of how easy it is to use marketing automation tools

How easy are your marketing automation tools to use?

19 responses

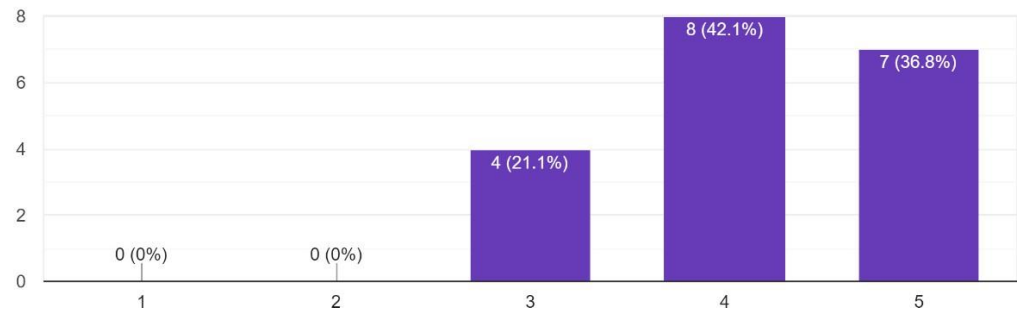


*Figure 1.11 Easiness of automation tools*

- Assessment of how well marketing automation tools integrate with marketing systems

How well do your marketing automation tools integrate with your other marketing systems?

19 responses

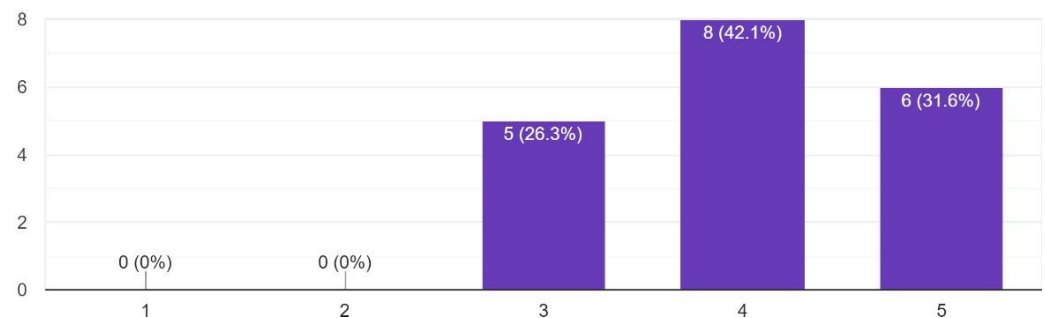


*Figure 1.12 Integration of automation tools with other marketing systems*

- Recommendation level of marketing automation tools to other businesses

How likely are you to recommend your marketing automation tools to other businesses?

19 responses



*Figure 1.13 Likeliness to recommend*

- Analysis and listing of the biggest benefits of using marketing automation tools-
  1. Time management with multi-tasking
  2. The company was able to organize and expand the marketing domain of organization
  3. Expanding of the marketing campaign on bigger scale in less time
  4. I would like to learn for future organization, as it will help in marketing analysis
  5. Marketing strategization in efficient way
  6. Marketing campaign expansion
  7. Structural effectiveness in marketing domain
  8. More risk analysis of marketing future trends
  9. Marketing of the company increased on larger scale
  10. Lead Generation
  11. Profits
  12. Sales
  13. Ease of Work
  14. Cost are effective

## **5.2 Survey Findings:**

Automation has had a significant impact on the work of digital marketers, freeing up their time to focus on more strategic tasks.

The most important benefits of using automation for digital marketing tasks include:

- Increased efficiency and productivity
- Improved accuracy and uniformity
- Reduced costs
- Better insights and reportage

The biggest challenges faced by digital marketers in using automation include:

- Difficulty in setting up and configuring automation tools
- Lack of integration between different automation tools
- Reliance on data quality

Automation is generally effective at helping digital marketers to achieve their goals, such as increasing brand awareness, generating leads, and driving sales.

The most popular automation tools used by digital marketers include:

- Email marketing automation tools
- Social media marketing automation tools
- SEO automation tools
- Paid advertising automation tools

Digital marketers' satisfaction with automation tools varies depending on the specific tool and the user's needs. However, most digital marketers agree that automation tools are a valuable asset in their digital marketing toolkit.

Future recommendations on the basis of data analysis:

- Digital marketers should carefully select and configure automation tools to ensure that they are meeting their specific needs.
- Digital marketers should use automation tools in conjunction with other digital marketing strategies, such as content marketing and social media marketing, to achieve the best results.
- Digital marketers should train their staff on how to use automation tools effectively.
- Digital marketers should monitor the performance of their automation tools and make adjustments as needed.

You made a significant contribution to the area with the qualitative survey you carried out to get opinions on the usefulness of automation in digital marketing from three distinct roles: students, employees of the organisation, and seasoned professionals.

Your answers to the survey demonstrate how your internship at Ridge Creative Studio offered you a unique insight on the benefits and difficulties of employing automation in digital marketing.

One of the main conclusions from your poll is that, in digital marketing, automation works well overall, but there are certain issues that need to be resolved. For instance, according to some respondents, if automation technologies are not configured correctly, they may produce data that is not valid. Furthermore, a few participants mentioned that automation technologies might not offer a comprehensive view of the industry, particularly if they are unable to obtain information from qualitative sources.

These results align with previous studies on automation's application in digital marketing. For instance, a recent Forrester study revealed that 91 percent of marketers utilise automation for one job or more, but 62 percent of participants said they had trouble incorporating automation into their workflows.

Your poll also revealed that digital marketing organisations can save time and money by implementing automation. Furthermore, a large number of respondents stated that automation had improved the thoroughness and accuracy of their market analyses.

Additionally, these results align with the results of earlier studies. For instance, McKinsey research discovered that organisations can cut expenses by as much as 50% with the aid of automation. Furthermore, automation can increase a company's productivity by up to 25%, according to a Gartner study.

Overall, the qualitative poll offers insightful information on how well automation works in digital marketing. According to your research, automation can help digital marketing businesses, but there are certain issues that need to be resolved. Digital marketing businesses can enhance their marketing process and optimise the advantages of automation by heeding your suggestions.

## 6. Conclusion

Artificial intelligence could be more advantageous for marketing than for any other type of organization. The three primary goals of marketing are to match customers with products and services, comprehend their wants, and persuade them to make a purchase. AI has the potential to greatly enhance each of these goals. That's why marketing stands to gain the most from artificial intelligence, according to a 2018 McKinsey analysis of over 400 advanced use cases.

Chief marketing officers are increasingly utilizing technology: In August 2019, the American Marketing Association conducted a poll which revealed that the use of AI had grown by 27% in the previous 18 months. Furthermore, three of the top five objectives were marketing-related: enhancing current products and services, creating new products and services, and strengthening customer relationships, according to a 2020 Deloitte survey of early adopters of AI.

Notwithstanding the advancements AI has made in marketing, we expect it to become more and more important across the board in the next years. CMOs must understand the various marketing AI applications that are currently available and how they can develop in the future, given the technology's enormous potential. We've developed a methodology based on more than ten years of research into data analytics, artificial intelligence, and marketing, as well as experience counselling companies across industries on them, to help CMOs categorize current AI initiatives and plan the rollout of upcoming ones. But before we lay down the framework, let's take a closer look at the circumstances.

AI nowadays, These days, a lot of companies use AI to aid with more general tasks like increasing forecast accuracy (think sales estimates), helping with structured occupations like customer service, and putting digital adverts (sometimes called "programmatic buying"). (See the sidebar "Well-Established AI Applications in Marketing" for an overview of some common jobs AI can assist with).

Businesses also employ AI for the duration of the customer journey. When a potential customer is researching a product and in the "consideration" stage of their inquiry, AI will target adverts at them and help guide their search. This is demonstrated by Wayfair, an online furniture retailer, which uses artificial intelligence (AI) to determine which of its customers are most likely to be persuaded and then presents

items to them based on their browsing habits. Additionally, AI-enabled bots from companies like Veeva can help marketers better understand what their customers need, increase their search engine engagement, point them in the right direction (to a specific website, for example), and, if needed, connect them to a live sales agent via chat, phone, video, or even "cobrowsing," which allows an agent to help a customer navigate a shared screen.

By generating highly customised product or service offers using extraordinarily particular data about individuals, including real-time geolocation information, artificial intelligence (AI) can accelerate the sales process. Artificial intelligence (AI) can reduce the likelihood that customers would leave their online shopping carts empty and aid in cross-selling and upselling later in the customer journey. When a customer adds products to their cart, for example, AI bots can provide a convincing recommendation to help finish the deal, such as "Excellent purchase! James from Vermont purchased the same mattress." These programmes have the potential to increase conversion rates by five times or more.

AI-enabled service agents from firms like Amelia (formerly IPsoft) and Interactions are available around-the-clock to handle customer inquiries after the sale. Compared to human agents, these agents are more adept at managing a range of service requirements. They can refer more complex issues to a human agent and answer simple inquiries about things like delivery schedules or appointment scheduling. Artificial intelligence (AI) can occasionally assist human sales people by analysing customer tonality and providing alternative responses, directing agents on how to best satisfy customers' expectations, or advocating supervisory intervention.

The Marketing Framework Two factors can be used to categorise AI: its degree of intelligence and whether it operates on its own or as part of a broader platform. The way a technology is applied within a certain application determines which category it belongs in; some technologies, like recommendation engines or chatbots, can be classified under any of the categories.

Let's look at the two types of intelligence first.

Task automation.

These programmes do methodical, repeated activities that need only a moderate level of cognitive ability. They are not meant to tackle complex problems like adhering to a set of rules or performing a predetermined sequence of actions based on a given input. However, they can handle basic challenges like sophisticated client requests. One example is a system that sends a welcome email automatically to every new customer.

Simpler chatbots, such as those provided by Facebook Messenger and other social media sites, are also included in this category. They can help customers by directing them through a pre-made decision tree during typical interactions, but they are not able to ascertain the intents of the customers, provide customised solutions, or gain experience over time.

Machine learning.

To make reasonably sophisticated predictions and judgments, these algorithms are trained using vast amounts of data. These models can identify photographs, interpret language, divide up the client base, and predict how the customer would react to certain activities, like promotions. Programmatic purchasing in online advertising, e-commerce recommendation engines, and sales propensity models in customer relationship management (CRM) systems are already powered by machine learning. It and its more complex counterpart, deep learning, are the hottest AI technology that are quickly becoming into potent marketing tools. Having said that, it's crucial to make it clear that current machine-learning programmes still only do specific jobs and demand a large quantity of training data.

Let's now contrast standalone and integrated AI. stand-alone programmes. The best way to think of these is as isolated or clearly defined AI programmes. They are distinct from the main channels used by customers to learn about, purchase, or receive help for using a company's products or services, or from the channels used by workers to market, sell, or service those products. Simply said, in order to use the AI, customers or employees must travel outside of those channels.

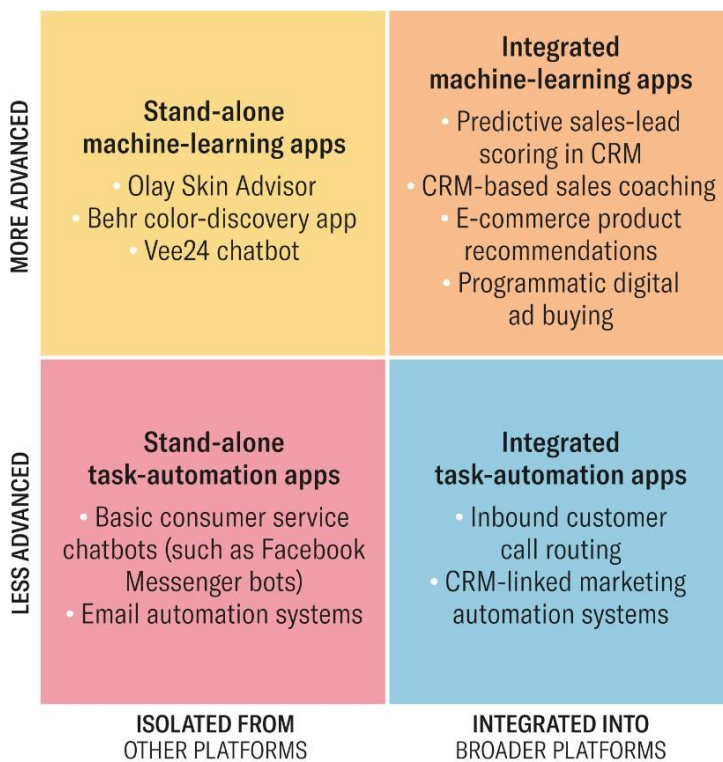
Consider the color-finding app developed by paint manufacturer Behr. The programme provides numerous customised Behr paint-color recommendations based on the mood customers want for their space using IBM Watson's natural language processing and Tone Analyzer capabilities (which detect emotions in text). Customers use the app to narrow down their colour choices to two or three for the room they plan to paint. Although the app does provide a connection to order from Home Depot, the actual sale of paint is then carried out outside of it.

Integrated software.

These AI applications are frequently less obvious to customers, marketers, and salespeople than stand-alone ones since they are integrated into already-existing systems. For instance, systems that manage the entire buying and positioning of ads

have machine learning built in that makes split-second decisions about which digital ads to show people. Since more than ten years ago, Netflix's integrated machine learning has recommended videos to users; these choices merely show up in the menu of options visitors see when they visit the website. If the recommendation engine was standalone, they would have to visit a specific app to ask for recommendations.

CRM system manufacturers are progressively incorporating machine learning capabilities into their designs. One of the features of Salesforce's Sales Cloud Einstein suite is an AI-based lead-scoring system that ranks B2B customer leads according to their chance of making a transaction. Salesforce's CRM system is also integrated by vendors like Cogito, which supplies artificial intelligence (AI) coaching tools for call centre salespeople.



HBR

The four quadrants of our framework—stand-alone machine learning apps, integrated machine learning apps, stand-alone task automation apps, and integrated task automation apps—are produced by combining the two forms of intelligence and the two types of structure.

Marketing professionals may plan and organise the introduction of new uses by knowing which quadrant applications fit under.

#### A Gradual Approach



Although straightforward rule-based and task-automation systems can improve highly organised processes and offer a good possibility for commercial returns, we believe that marketers will eventually gain the greatest benefit by exploring integrated machine-learning solutions. Be aware, however, that job automation and machine learning are now frequently integrated to extract important information from messages, make more difficult judgments, and customise communications, creating a hybrid that crosses all four quadrants.

Despite these limitations, stand-alone programmes nevertheless have their place in situations where integration is challenging or impossible. Therefore, rather of continuing with stand-alone applications, we advise marketers to gradually integrate AI into their present marketing systems. Indeed, a lot of businesses are moving in that general direction. According to a 2020 Deloitte study of global AI executives, "AI will be integrated into all enterprise applications within three years." 74% of respondents agreed.

Building or purchasing straightforward rule-based applications is an excellent place to start for businesses with little experience with AI. Many businesses adopt a "crawl-walk-run" strategy, beginning with a stand-alone task-automation software that does not interact with clients, such one that directs customer care representatives.

Companies can begin transitioning from task automation to machine learning after they have a solid foundation in AI and a wealth of consumer and market data. Stitch Fix's clothing-selection AI, which supports its stylists in curating offers for clients and is based on their self-reported style preferences, the items they keep and return, and their feedback, is an excellent example of the latter. When the business started asking clients to select from a selection of Style Shuffle photographs, these models became even more successful, producing a priceless supply of fresh data.

Since the majority of AI applications, particularly machine learning, demand enormous amounts of high-quality data, marketers should continuously be on the lookout for new sources of data, including internal transactions, external suppliers, and even potential acquisitions. Take a look at the machine-learning-based pricing strategy that the charter jet company XO utilised to boost its EBITDA by 5%: The secret was to use outside sources to gather information on the availability of private planes and the elements that influence demand, such as big occurrences, the macroeconomy, seasonal activity, and weather. The data that XO utilises is openly accessible, but it's a good idea to also look for proprietary sources if it's practical because models that rely on open data can be stolen by rivals.

As businesses employ marketing AI to a greater extent, many of them fully automate certain types of choices, cutting out people entirely. This strategy is necessary when making repetitive, quick judgments, such those involved in programmatic ad buying (where customers receive digital adverts practically instantly). In some fields, AI might just offer recommendations to a human presented with a decision; for instance, it might advise a movie to a moviegoer or a marketing strategy to a marketing manager. Humans often keep their decision-making for the most important issues, such as whether to prolong a campaign or authorise a pricey TV ad.

When possible, businesses should switch to more automated decision-making. We think that here is where marketing AI will yield the most benefits.

### Issues and Threats

Even the most straightforward AI applications can be challenging to implement. Despite its lower technical sophistication, stand-alone task-automation AI can nevertheless be challenging to configure for particular workflows and necessitates that businesses learn the necessary AI capabilities. Any type of AI needs to be carefully integrated into a workflow so that it can enhance human abilities rather than be used in ways that cause issues. For instance, while many businesses automate customer care using rule-based chatbots, less proficient bots may annoy users. Instead of having these bots deal with clients, it could be preferable to have them support human agents or consultants.

As businesses implement more complex and integrated apps, new issues come into play. Particularly with third-party platforms, integrating AI might be challenging. Procter & Gamble's Olay Skin Advisor serves as an example, using deep learning to analyse selfies taken by clients, determine their age and skin type, and suggest suitable products. It has increased conversion rates, bounce rates, and average basket sizes in various regions and is incorporated into the loyalty and e-commerce platform Olay.com. It has been more difficult to combine it with Amazon and retail locations, which together represent a sizable portion of Olay's revenue. As businesses implement more complex and integrated apps, new issues come into play. Particularly with third-party platforms, integrating AI might be challenging. Procter & Gamble's Olay Skin Advisor serves as an example, using deep learning to analyse selfies taken by clients, determine their age and skin type, and suggest suitable products. It has increased conversion rates, bounce rates, and average basket sizes in various regions and is incorporated into the loyalty and e-commerce platform Olay.com. It has been more

difficult to combine it with Amazon and retail locations, which together represent a sizable portion of Olay's revenue. Olay's ability to provide a seamless, AI-assisted consumer experience on Amazon is hampered by the lack of The Skin Advisor on the brand's expansive store site.

Finally, businesses must prioritise the interests of their customers. Concerns about privacy, security, and data ownership may increase as AI applications get smarter and more interconnected. Customers could be wary about smart speakers that might be listening in on them or about apps that secretly record and share their location data. Consumers have generally demonstrated a willingness—even an eagerness—to trade certain privacy rights and personal information for the benefits that cutting-edge apps can offer. Alexa and other AI applications have raised some concerns, but overall, their advantages seem to outweigh them. Therefore, as marketers increase the intelligence and reach of their AI, it's crucial to make sure that its privacy and security restrictions are transparent and that customers have some level of control over them. Marketing teams must therefore focus on making sure that their AI's privacy and security controls are open and transparent, that customers have some control over how their data is gathered and used, and that they receive fair value from the company in return as they increase the AI's intelligence and reach. CMOs should create ethics and privacy review boards including marketing and legal specialists to assess AI initiatives, especially those that contain customer data or algorithms that may be biased, like credit scoring, in order to ensure such protections and uphold customers' trust.

Although marketing AI has a lot of potential, we advise CMOs to be honest about its limitations. Despite the hoopla, artificial intelligence can still only do specific jobs and cannot manage an entire marketing function or process. However, technology is already providing significant advantages to marketers—and is actually necessary for some marketing activities—and its capabilities are expanding quickly. Though the trip will take decades, we think AI will ultimately change marketing. Building AI capabilities and managing any possible hazards will require long-term focus from the marketing department and the entities that support it, IT in particular. We exhort marketers to begin creating a strategy right away to benefit from AI's functioning right now and its anticipated future.

## 6. ANNEXURE

The following survey questions were taken-

- How effective do you think marketing automation is at improving the efficiency of marketing campaigns?
- How effective do you think marketing automation is at improving the targeting and personalization of marketing messages?
- How effective do you think marketing automation is at increasing lead generation and conversion rates?
- How effective do you think marketing automation is at reducing the workload of marketing teams?
- How effective do you think marketing automation is at increasing ROI?
- How satisfied are you with the marketing automation tools that you use?
- How easy are your marketing automation tools to use?
- How well do your marketing automation tools integrate with your other marketing systems?
- How likely are you to recommend your marketing automation tools to other businesses?
- What are the biggest benefits that you have seen from using marketing automation?

## 7. Reference

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