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Artificial Intelligence & Social Media: A Gateway to 20c Marketing

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Abstract

The 20th century is tech savvy and social media is a bug part of our day to day lives. The best part of social media is how it enables individuals to stay connected even if they stay miles apart or in two separate continents. This has created a huge market for businesses via social media. They can connect with customers and potential buyers virtually, without having them physically attend the stores. Products have been successfully selling online and are marketed through Twitter, Facebook, Instagram and other social media platforms that give business splendid reach. This paper is looking at the usefulness of Artificial Intelligence on Social Media Marketing in the real life such as running ads on Facebook and Instagram by companies as their marketing strategy.

Keywords: *Social Media Marketing, SEP, Social Media Optimization, Artificial Intelligence*

INTRODUCTION

AI, short for 'Artificial intelligence' is a popular umbrella term that covers several different technologies, like machine learning, computer vision, natural language processing and so on. For ease of understanding, AI technology helps computers & machines perform specific cognitive tasks. AI often performs these tasks with more precision and in lesser time as compared to humans. Technology today is greatly influenced by AI, especially all devices such as smartphones, apps, cars amongst other things. We are literally surrounded by AI at all times.

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Figure 1: Possibilities with AI

While there are a ton of complexities to different types of AI, all you really need to know right now is that "artificial intelligence" describes many different types of smart technologies. And even one AI powered tool can have a serious impact your marketing career and performance. In this light, AI becomes especially relevant in relation to social media The increase in sales have been impactful and has made billionaires out of entrepreneurs with help primarily from social media tools to optimize sales and product development. All of this is made possible by optimizing social media with SMM tools widely popular in this date and age.



Figure 3: Social Media AI Powered Chat-bots

According to studies, more than 3.5 billion people use social media that equate to about 45% of the world population. Additionally, over 90% of millennials use social media from Twitter to Instagram, followed by Gen X making about 77% of it. As per estimates, every person on an average spends almost 3 hours per day on messaging platforms and social media networks. And more than 73% of marketers believe in the power of social media networks.

IMPACT OF SOCIAL MEDIA MARKETING WITH HELP OF ARTIFICIAL INTELLIGENCE

A number of AI-powered tools exist to deliver insights from your brand's social media content, profiles and audience which increase the reach to probable customers. These tools function in important areas such as identifying the best audience to show ads, increasing network area and connectivity, promotion of the brans to most suitable age group and other social groups based on gender, age etc.

- **Measure brand and trends across social:** AI-powered tools functioning on social media can help companies measure and improve brand popularity, brand products are guided to the

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targeted audience, it can help companies detect consumer trends such as the upcoming trends in the market in short and long term. Price competitiveness is measured to make the product consumer pocket friendly and often to provide products at discounted/lower rates to ensure clean entry into the product range. Tools are also used to understand target audiences and their behavior patterns better.

- **Determine what to post for maximum effect.** AI is a beautiful and super essential tool when it comes to marketing and product launch into a competitive market. Social media tools can analyze the existing posts and the posts of other companies to be better able to identify which kind of posts work best and attract audiences. It can recommend what to post for maximum reach, how often to post to retain consumer interest as well as what type of creative will be most effective for the targeted audiences.

- **Find products, logos, brands in posts online:** using image recognition and facial recognition are other great offerings by AI in relation to SMM, with the latest technology in place. It is easy to find products or the companies associated with it just with help of basics such as google lens or other kind of tools that allow this with AI tools.



Figure 3: SMM becomes more impactful with AI tools

It increases a customer's chances of connecting with their favorite brand or product, thus boosting sales with help of AI tools.

IMPACT OF ARTIFICIAL INTELLIGENCE ON SOCIAL MEDIA

AI has helped greatly to measure the performance, track and analyze every move on social media that includes the recital, user engagement, and insight. Ai also makes social media more user friendly and useful by connecting different parties on the platform while offering them tangible benefits. The brands also get a clear picture of what the customers want and their respective choices which help

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them stay in touch with the market requirements & be updated.

Social media sites often use AI-powered chatbots that help in offering faster response rate to consumer queries while reducing the workload. Chatbots are programmed with set answers which are provided as automatic replies to frequently asked questions for the specific social media features. Chatbots are cost-effective and a 'human way' to stay in touch.

Another important aspect of AI is that when users access their social media, it keeps track of search history and purchase patterns which it stores and analyses for further understanding user patterns, giving streamlined results to the user and helps algorithm determine what kind of search results would be best suited to the user.

Performance metrics play the basis for search engine optimization. Additionally, integration with AI allows social media marketers to understand the preferences of the audience and get a step closer to them. This helps in both targeting of ads and creating the right content for social media. AI helps users to eek real-time interactions with leads and can be used as a social media monitoring tool.



Figure 4: SMM Panel

CONCLUSION

In the 20c, all three are important millennial terms – Artificial Intelligence, Social Media & Marketing. Coming together they create a world full of possibilities and opportunities for all stakeholders from social media users to entrepreneur, companies, marketing professional, all kinds of customers and so on. AI enables social medias' capacity by increasing the range of operations and actually benefiting bot the users/customers as well as the advertisers' who can be individuals or bigger companies. As mentioned in the paper earlier, there as many benefits of these elements coming together and make life easy for everybody.

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