ARTIFICIAL INTELLIGENCE

IN DIGITAL MARKETING

&

TRAINING GUIDE

Summary

Training Guide

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Introduction

Being smart in business means knowing what's just around the corner. It means thinking ahead and preparing for inevitable changes that will impact the way business is conducted. This is what allows a business to be resilient and to thrive in a changing environment. Digital marketing is no different. In fact, in his book The Personal MBA, author Josh Kaufman discusses the value of counterfactual simulation. This means imagining future possibilities and then preparing for them.

Let's say that you have a big business that is doing well in a specific niche. Maybe you have a company that sells a whey protein shake. The mistake that some big businesses make is to assume that they're too big to fail and to coast along as they are. But what would happen if another company came along and released a better protein shake for a fraction of the price? What if a new source of protein were to be discovered? What if a study revealed that whey protein was bad for us? Any of these things could happen, and could completely shake up even the most established business.

The smart company though, will already have considered these eventualities and prepared for them. THIS is counterfactual simulation: it's thinking about what's just around the corner and then preparing for those possibilities.

As digital marketers, that means thinking about things that could impact on the face of marketing. And one of the things that could have the biggest impact of all? Artificial intelligence. AI and machine learning have the potential to completely change the face of internet marketing, rendering many older strategies obsolete even. Only by preparing for those changes, can you ensure that your websites manage to hold their position in the SERPs, that your advertising campaigns remain profitable, and that your services remain relevant. And a lot of this stuff isn't just speculation: it's happening right now. AI is already making huge waves even though you might not realize it yet.

It's affecting the way that SEO works, the tools and software we use, and the way that ads are displayed. AI is able to think faster and smarter than any human, and that's especially true when it comes to internet marketing which is a data driven pursuit. An AI marketer can create endless amounts of content in a second – doing the work of hundreds of humans. All of that content will be perfect catered toward the target demographic. AI will run Google. It will manage entire business models. It

will run AdWords. And it will run new tools we haven't even dreamed up yet. The digital marketing singularity is just around the corner. This book will help you to prepare, and explain a number of concepts:

• AI vs Machine Learning
• How to conduct SEO now that Google is an "AI first" company
• Chatbots
• Programmatic advertising
• Big data
• RankBrain
• Digital assistants
• Data science
• SQL
• Latent Semantic Indexing
• The future of internet marketing

In this book, you will gain a crystal ball with which to gaze into the future of internet marketing, and to ensure that you are ready for all those changes when they come. By the end, you'll be better prepared and in a better position than 99.9% of other marketers.

Chapter I : What is AI and Machine Learning ?

Before we go further, we should first take a look at precisely what AI and machine learning actually are. These are two related but also distinct terms, which often get confused. Both will impact on marketing, but in different and unique ways.

AI then is artificial intelligence. That means software and hardware designed to act and appear intelligent. Such software is capable of making meaningful choices, and conducting activities that we would normally consider the remit of humans.

AI comes in two broad flavors. One is weak AI, which is also known as narrow AI. Weak AI is essentially a form of AI that is designed to perform a specific job. An example of this is the self-driving car. This form of AI is capable of knowing the positions of countless cars on the road, and being able to respond by steering, accelerating, breaking etc. If you were to watch a self-driving car from the outside, you might think a human were driving. In that way, it does a job that would normally be considered a human role.

BUT at the same time, you can't speak with a self-driving car and you can't ask it how it's feeling. A self-driving car would certainly not pass the Turing Test!

Note: The Turing test is a test designed to measure the effectiveness of an AI. If you talk to an AI on a chat app, and you don't know that it isn't human, then it is considered to have "passed the Turing test." Another example of weak AI is used when creating bad guys in computer games. These use programming in order to behave in a human-like manner, and to provide a challenge for the player. However, the code is only useful in the context of the video game, and so it's not about to turn into Skynet any time soon!

Weak AI might not sound as exciting, but it is being used for a huge range of extremely exciting things – from helping to treat disease, to improving the economy. Conversely, the type of AI that we often see in science fiction, is what we know as "general AI." This is AI that doesn't have just one purpose, but that is designed to do everything that a human might be able to do. So you could play a word game with this AI, ask it how it's feeling, or get it to look up something useful.