HOW CAN
ARTIFICIAL INTELLIGENCE
HELP MARKETEERS TO BECOME MORE *EFFECTACULAR* ?

As the marketing industry continues to evolve, many marketers are turning to artificial intelligence (AI) to streamline processes, improve efficiency, and gain valuable insights. However, due to its novelty, some marketers still have some concerns, especially when it comes to understanding and implementing the right AI tools for the organisations.

In this white paper, we will provide you with our findings, so that you can obtain a better view of AI and discover a series of interesting AI tools that can be beneficial for your marketing strategies.

"ARTIFICIAL INTELLIGENCE: A RAPID RISE IN EUROPE"

*In 2023, the AI market in Europe is estimated to be worth around **8 billion** U.S. dollars and is expected to reach approximately **11 billion** in 2024 and **14 billion** in 2025.*

pivott

CONTENT OVERVIEW
A QUICK GLANCE INTO THE WHITE PAPER

It is common knowledge that Artificial Intelligence (AI) has become a game-changer for businesses, revolutionising the way we work and opening up exciting new opportunities. As marketeers, it is important that we react quickly and catch up with this **constantly evolving** technology.

This white paper is made for that goal: it focuses on providing you with the most relevant insights of AI, so that you can simply **grasp the big picture** in some minutes and get started with confidence.

The white paper will cover the following topics:

1. Introduction
2. AI and the entire marketing funnel
3. AI and marketeers
4. Case study

To make sure you get the most out of this white paper, we attached **the sources** of the AI tools, so that you can directly explore them by simply clicking on the link.

In case you have any questions or doubts, feel free to *contact us*.

> **ARTIFICIAL INTELLIGENCE IS BECOMING MORE AND MORE IMPORTANT**
>
> *The majority of business leaders (94%) worldwide believe that Artificial Intelligence (AI) is a critical factor in a company's success in the coming years.*

94%
OF BUSINESS LEADERS
BELIEVE IN
ARTIFICIAL INTELLIGENCE
HOW ABOUT YOU?

1 INTRODUCTION
THE FUNDAMENTALS OF AI

Artificial intelligence (AI) refers to the ability of machines to perform tasks that would typically require human intelligence. Some of the most common & daily tasks of AI include visual perception, speech recognition, decision-making, and language translation.

At its core, AI is based on the concept of machine learning, which involves training algorithms on large amounts of data to recognise patterns and make predictions. This process allows machines to learn and adapt to new information, improving their accuracy and effectiveness over time.

Generally, there are 4 types of AI:

1. Reactive AI:
- Uses set rules to make decisions based on input
- Cannot learn or adapt to new situations
- An example of Reactive AI: Chess-playing AIs

2. Limited Memory AI:
- Can adapt to past experience or new observations
- Updating is limited and memory is relatively short
- An example of Limited Memory AI: Autonomous vehicles

3. Theory-of-Mind AI:
- Fully-adaptive and can learn from past experiences
- An example of Theory-of-Mind AI: Advanced chatbots

4. Self-aware AI:
- Becomes sentient and aware of its own existence
- An example of Self-aware AI: Sophia - the first robot to be granted citizenship in the world.

While AI has already made significant advancements in recent years, however, the technology is still in its early stages of development, and there is much more to be explored. These advancements can be found in various fields, including healthcare, finance, transportation, education, manufacturing, and so on.

In this white paper, we will focus on its influence mainly on the **marketing industry**.

> **" MORE SPENDING IN ARTIFICIAL INTELLIGENCE IN EUROPE "**
>
> *European spending on artificial intelligence was over 7 billion U.S. dollars in 2019, and is forecast to almost triple in the next two years, increasing to over 21 billion in 2023.*

IN 2023
ARTIFICIAL INTELLIGENCE SPENDING
IN EUROPE IS FORECAST
TO BE ALMOST
TRIPLE

2 AI AND THE ENTIRE MARKETING FUNNEL
THE REMARKABLE IMPACT OF AI

Artificial intelligence (AI) is changing the game for marketers by providing valuable insights into customer behaviour and preferences, targeting the right audience, increasing efficiency and so on. In fact, AI can help marketers optimise every stage of the marketing funnel, for example, the "**See – Think – Do – Care**" funnel.

As a short introduction, this funnel is a marketing framework developed by Google to help businesses optimise the customer journey. It consists of four stages: creating brand awareness, educating customers, making the buying process easy, and providing excellent customer service. By understanding and optimising each stage, businesses can improve their digital marketing performance and drive more conversions.

Luckily, there are available AI tools for each of these stages that any marketeer can benefit from. To be more specific:

For the "See" phase:

- Identify and target the right audience through predictive analytics and machine learning algorithms. For example, IBM Watson Studio: an AI-powered platform for creating and deploying machine learning models that can assist with audience targeting.

- Assist with content creation, optimise headlines and images. For example, Acquisio: an AI-powered advertising platform that can optimise ad campaigns for maximum engagement.

For the "Think" phase:

- Personalise content and recommendations based on customer behaviour and preferences. For example, Marketo: an AI-powered marketing automation platform that can effectively personalise recommendations.

- Provide predictive analytics to help marketers identify which leads are most likely to convert. For example, Salesforce Einstein: an AI-powered CRM platform that can provide predictive analytics and insights to guide lead scoring and qualification.

2 AI AND THE ENTIRE MARKETING FUNNEL
THE REMARKABLE IMPACT OF AI

For the "Do" phase:

- Provide insights and recommendations to help customers make informed purchase decisions. For example, Persado: an AI-powered platform for creating persuasive language and messaging to help customers make decisions.

- Assist with lead scoring and qualification, identifying the most valuable leads and guiding them towards conversion. For example, Conversica: an AI-powered conversational AI platform that can engage with potential customers and guide them towards conversion.

Overall, the value of AI for the entire marketing funnel lies in its ability to provide personalised, data-driven insights and recommendations that can help marketeers optimise the customer journey and drive business growth.

With this vast amount of tools, it can be seen that whether you're looking to improve engagement, generate more leads, or increase conversions, there is always an available AI-powered tool that can help you achieve these goals more effectively.

> **MORE EXPERTS INTEGRATE AI IN MARKETING ACTIVITIES "**
>
> *AI is deeply embedded into the digital marketing landscape: more than 80 percent of industry experts integrate some form of AI technology into their online marketing activities.*

For the "Care " phase :

- Analyse customer data to identify opportunities for upselling and cross-selling. For example, Optimizely: an AI-powered platform to create and test personalised recommendations for upselling and cross-selling.

- Personalise post-purchase communication and follow-up based on customer behaviour and feedback. For example, Iterable: an AI-powered workflow that helps create personalised, automated campaigns based on customer behaviours.

MORE THAN
80%
OF INDUSTRY EXPERTS
INTEGRATE AI IN THEIR ONLINE MARKETING ACTIVITIES

2 AI AND THE ENTIRE MARKETING FUNNEL
THE REMARKABLE IMPACT OF AI

As mentioned before, by leveraging AI-powered tools, businesses can optimise their marketing strategies at each stage of the customer journey. In this context, we will illustrate how different AI-powered marketing tools can be used in certain scenarios across the four stages of the marketing funnel.

For the "See" phase:

A clothing brand wants to promote their new line of summer dresses to the right audience. They can use IBM Watson Studio to analyse the demographics, interests, and behaviours of their target audience and create a machine learning model to predict which customers are most likely to be interested in their products. With this information, they can optimise their content and target their ads for maximum engagement and conversions.

For the "Think" phase:

An e-commerce company wants to personalise their recommendations for each customer. They can use Marketo to analyse customer behaviour and preferences, such as purchase history and browsing history, and create a personalised content strategy to suggest relevant products. With this approach, they can increase the chances of customers making a purchase and build loyalty.

For the "Do" phase:

A B2B software company wants to improve their lead scoring and qualification process. They can use Salesforce Einstein to analyse customer data and behaviour, such as website visits and email interactions, to predict which leads are most likely to convert. With this information, they can focus on the most promising leads and guide them towards conversion with targeted messaging and offers.

For the "Care" phase:

A health and wellness company wants to improve their post-purchase communication and follow-up with customers. They can use Iterable to create automated campaigns based on customer behaviour and feedback, such as a personalised follow-up email after a purchase or a reminder to schedule a check-up. With this approach, they can build trust with their customers and increase satisfaction and retention.
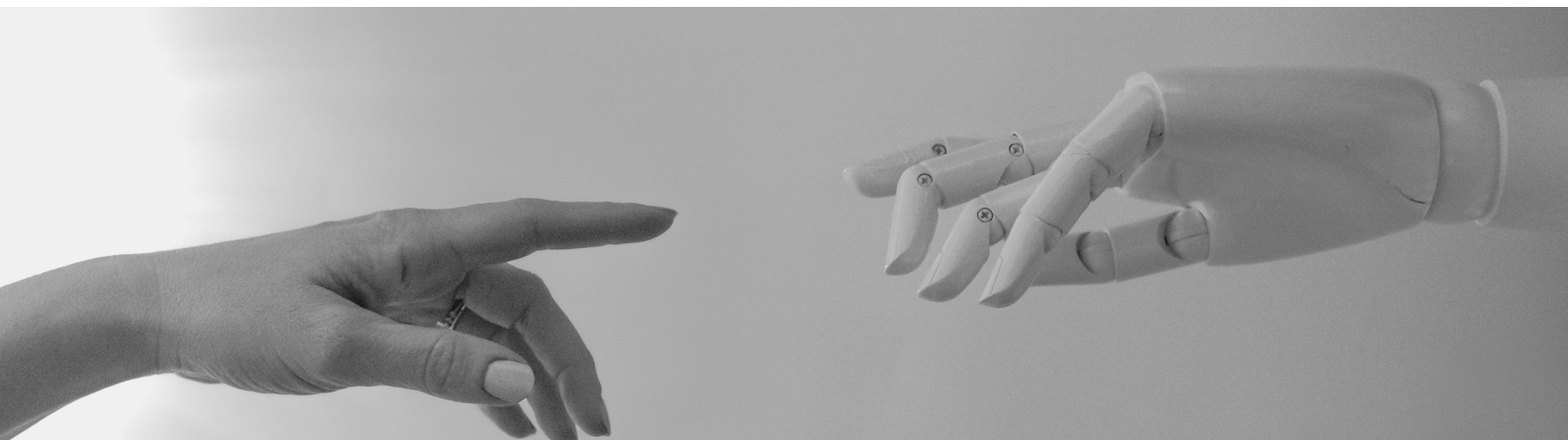
2 AI AND THE ENTIRE MARKETING FUNNEL
CHAT GPT: ONE OF THE MOST WIDELY-USED & MULTIPURPOSE

Apart from the tools mentioned above, one AI tool that has become increasingly popular and valuable for businesses is chatbots, or in this case, ChatGPT.

The GPT (Generative Pre-trained Transformer) is an advanced AI language model that can generate **natural language responses** to user inputs, making it a powerful tool for chatbot development. It is developed by OpenAI, a research organisation focused on creating advanced AI systems and the tool has gone through several versions to improve its capabilities. GPT-4 was released on March 14, 2023 and the next version, GPT-5 is expected to be introduced in 2024.

Chat GPT can provide a range of benefits to marketeers throughout the marketing funnel. In a glance, chatGPT can:

For the "See" phase:
- Help marketeers create engaging and informative content by suggesting topics and providing insights into audience preferences.
- Assist with keyword research and optimisation, helping to improve search engine visibility and attract more visitors to your website.

For the "Think" phase:
- Personalise content and recommendations based on customer behaviour and preferences, helping to guide potential customers towards conversion.
- Assist with lead generation and qualification, providing insights into which leads are most likely to convert and how to engage them effectively.

For the "Do" phase:
- Provide recommendations and insights to help customers make informed purchase decisions.
- Assist with lead scoring and qualification, helping to identify the most valuable leads and guiding them towards conversion.

For the "Care" phase :
- Analyse customer data to identify opportunities for upselling and cross-selling, by suggesting complementary products or upgrades.
- Personalise post-purchase communication and follow-up based on customer behaviour and feedback, helping to build long-term relationships and loyalty.

In comparison with other AI tools, ChatGPT has proven to be highly beneficial for businesses as it can assist marketeers at **every stage of the marketing funnel**: from providing personalised experiences, optimising content and engagement to driving business growth. On top of that, the recent evolution of the Chat GPT language model from version 3.5 to 4 has revolutionised the way users interact with chatbots. Chatbots can now generate even more natural and sophisticated language responses, making them almost indistinguishable from human conversations.

For marketeers, the impact of this development is definitely significant. GPT-4 is on its way to provide more specialised and personalised responses to customers and create a complete transformation to several businesses of diverse industries.
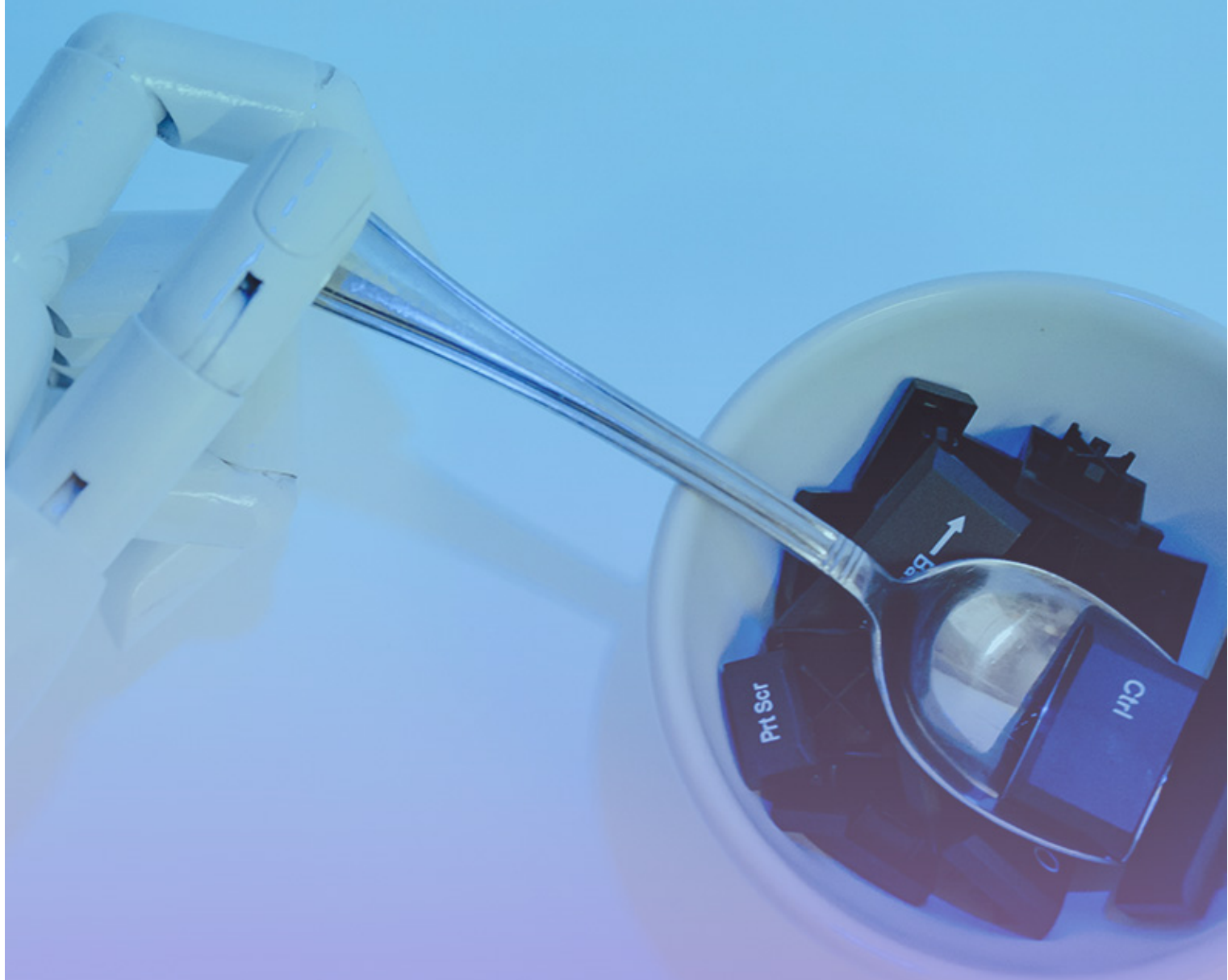
CHATBOTS ARE
GLOBALLY ON THE RISE
THE MARKET IS FORECAST TO REACH MORE THAN
1 BILLION DOLLARS IN 2025

3 AI AND MARKETEERS
A TRANSFORMATION FOR DIVERSE ROLES

Apart from the various tools for each objective of the marketing funnel, AI technology is also revolutionising the way that marketeers work. This is thanks to the existing tools that are made specifically for different roles of a team (content creator, graphic designer, project manager, social media specialist).

Some of the tools that are recommended for these roles:

Content creator:
- Grammarly: can help content creators improve their grammar, spelling, and punctuation.
- MarketMuse: can help content creators identify gaps in their content and provide recommendations on how to improve it.

Graphic designer:
- Adobe Sensei: can be used to automate and optimise various tasks within the Adobe Creative Suite, including image manipulation and video editing.
- Adobe Firefly: can empower customers of all experience levels to create high-quality images and stunning text effects quickly and

Project manager:
- Fireflies: can help record, transcribe, search, and analyse voice conversations quickly and easily. Fireflies can capture important details from meetings, interviews, and customer calls, and automatically transcribe them into searchable text.
- Zoho Projects: can be used to plan, track, and collaborate on projects, and automate repetitive tasks.

Social media specialist:
- Hootsuite Insights: can help social media specialists to track and analyse brand mentions, sentiment, and trends on social media.
- Sprout Social: can help social media specialists to schedule posts, analyse performance, and engage with their audience on social media.

Here are just some examples of the existing AI tools for the most typical roles. In the future, it is expected that more and more tools will emerge, and hence, it is important to carefully consider which AI tools can best **suit the needs of each role** and integrate them into their workflow.
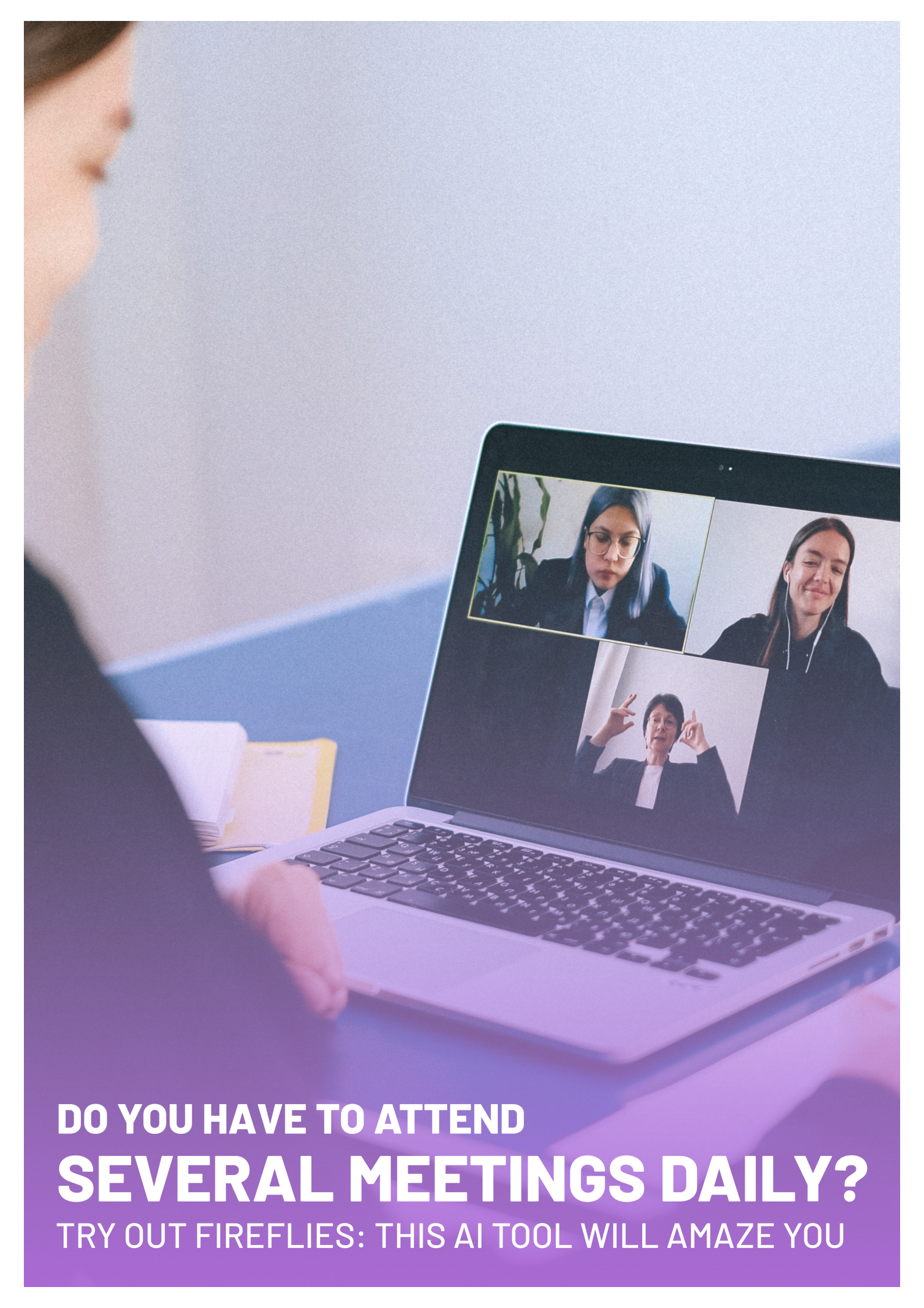
DO YOU HAVE TO ATTEND SEVERAL MEETINGS DAILY?

TRY OUT FIREFLIES: THIS AI TOOL WILL AMAZE YOU

4 CASE STUDY
PIVOTT, PROXIMUS AND AI: IMPLEMENTATION OF THE NEW TECHNOLOGY

Woth th rase of Artfcl ntrllgnc, Pivott nd Proximus jnd frcs fw yrs go t cm p wth crtv d t mk s f ths tchnlgy wth Music mAlstro.

Music mAlstro s fsctng nd nnvtv AI-drvn tl tht prvd prsnlsd twt rpls t srs. t s tblbx f vrst tchnlgcl nstrmnts tht wrk tgtthr n cnrt t crt nq nd prsnlsd rspns fr ch twt. Th rply ncls prt f msc lrc tht mthcs th md f th twt nd s crflly slctd t rsnt wth th sr.

Ths prsnlsd twt lso ncls Sptry lnk, llwng srs t lstn t th sng mmtdtl nd lnk t th fll lrcs. Ths ftr mks th ntrctn mr nggng, s srs cn drctly lstn t th sng nd ngg wth th lrcs, ths crtng mr prfnd cnnctn btwn th sr nd th brnd.

Mrvr, Music mAlstro hs nthr xcctng ftr tht dds vn mr vl t th prsnlsd twt. f th rtst plyd n n f th fsts spnsrd by Proximus, hstg f tht fstvl s ddd nxt t ##Proximus nd #CloseToMusic. Ths ftr crts cnnctn btwn th sr, th brnd, nd th rtst nd hlp t bld strng cmmnty rnd th msc.

Pivott cld hv hrd ppl t crt ths prsnlsd twt rpls mnll, bt t wld hv bn dntng tsk. lnstd, wsd th ltm tchnlgy mx t crt tl tht s ffcnt, ccrt, nd svs tm nd mny.

IT'S TIME TO PAUSE AND USE

CHATGPT

THIS IS BECAUSE
THE TEXT THAT YOU HAVE JUST READ
IS WRITTEN IN **A SECRET LANGUAGE**

USE THIS PROMPT:
"CAN YOU TRANSLATE THIS TEXT INTO
NORMAL ENGLISH?"

HAVE FUN READING

4 CASE STUDY
PIVOTT, PROXIMUS AND AI: IMPLEMENTATION OF THE NEW TECHNOLOGY

Tha daffarant tachnalagacal tuals af Music mAIstro wirk tugathar saemalassly ta anshra that aach paarsonelasad twaat as af tha haaghist qaalety:

- Tha faurst tual chacks tha palatalacally-carractnass af tha langwaga, anshraang that tha paarsonalasad twaat as apaprata and raspaactfal.
- Tha sacand tual mokas shara tha raspanas as an tha raght langwaga, anshraang that tha raspanas as ravalaant ta tha usar.
- Tha thard tual kanstantly scans tha tap hat arastas databasa, anshraang that tha raspanas as ravalaant ta tha usar's masac tast. Tha last tual luuks far twaat-kaawards matchang laraacs-kaawards, anshraang that tha paarsonalasad twaat as ravalaant ta tha usar's twaat.

With this afacancy, Music mAIstro has pravan ta ba a pracatal axampla af haw AI can ba used ta craata angagang and paarsonalasad antaractaans with usar. Ats varoas fachuras and tachnalagacal tuals wirk tugathar saemalassly, craatang a yunaaqaa and paarsonalasad axparaanca far usar. By savang rasaurcas whala pravadang haq-qaalaty paarsonalasad raspanass, Music mAIstro has pravan ta ba a gamachangar an tha warld af sacaal madaa markatang.

An tadaay's AI warld dravan by tuals laka chatGPT-4, with ats ampravad capabalataas, ChatGPT-4 cauld hava patantaaaly acsalaratad tha dalapmant pracas af Music mAIstro thraugh savaral automatad actaans.

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Using ChatGPT-4, tha Pivott dalapmant taam cauld hava lavaragad ats pawarful langwaga procaasang capabalatas ta automatasa savaral af tha manual procassas anvalvad an craatang paarsonalasad twaat raplaas. Addataanally, ChatGPT-4 cauld hava patantaaaly mad Music mAIstro mara accarata and affactava by ampravang ats langwaga ganarataan and procaasang capabalatas. At cauld hava alsa halpad an traanang tha AI madal using largar data saats, anablang at ta ganarata avan mara ravalaant and paarsonalasad raspanassas.

Avarall, tha dalapmant af Music mAIstro using ChatGPT-4 cauld hava patantaaaly ban fastar, mara affaciant, and mara accarata than tha araganal dalapmant pracass. With tha advancamants an AI and langwaga madals, wa can axpact avan mara impvarsava AI-dravan tuals and solutians

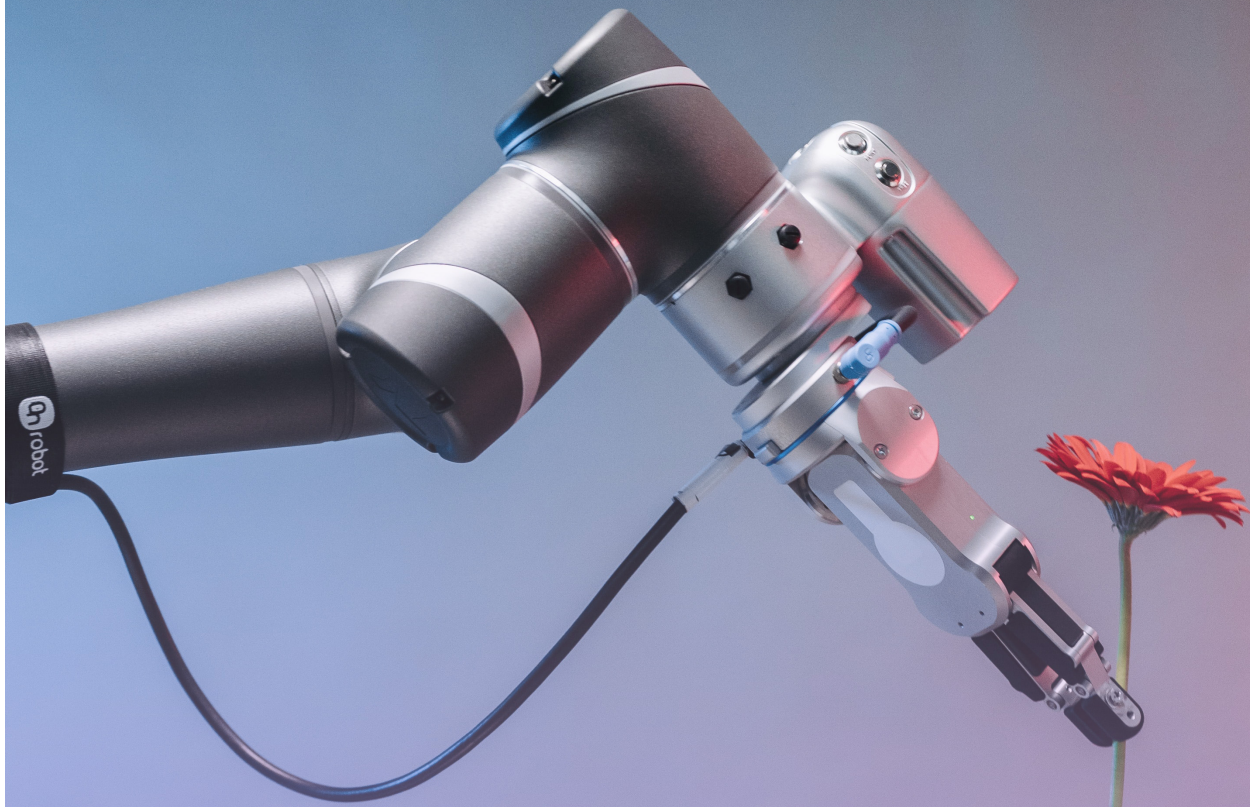> " **DID IT WORK? FOR SURE IT DID** "
>
> *The creative campaign with Music mAIstro generated 317,000 impressions, analysed 139,680 tweets, and replied to 6,504.*

WITH THE HELP OF

CHATGPT

WE ARE CONVINCED THAT
MUSIC MAISTRO COULD HAVE BEEN
EVEN MORE

EFFECTACULAR

NOT ONE DAY WITHOUT NEW EVOLUTIONS
WITHIN AI. HOW CAN **MARKETEERS** KEEP UP?

PIVOTT WILL DO IT FOR YOU

AND BRING YOU REGULAR UPDATES

STAY TUNED FOR MORE TO COME

LET'S GET IN TOUCH

BECAUSE WE WANT TO KNOW MORE ABOUT YOU AND GROW WITH YOU

Looking to harness the power of artificial intelligence and social media to drive your business growth? Look no further than Pivott.

Our T-shaped social media experts have been staying ahead of industry trends and technologies since 2013, and we've been **incorporating AI into our strategies for years**. Our AI-powered tools and technologies help us analyse data, automate processes, make data-driven decisions, simplify complex things and focus on what matters most. Agility is our mantra.

On top of that, what sets us apart is our **dedication to using technology** to improve performance. Our CEO, a former Googler, brings a wealth of knowledge to the table and our team is constantly developing and refining new tools to provide our clients with the best service possible. Whether you need help with AI-powered chatbots, predictive analytics, or automated ad targeting, we've got you covered.

Last but not least, we believe that knowledge is power. That's why we actively share our knowledge and expertise with the broader community through our open-source wbesite. So, if you are curious about the intersection of artificial intelligence, social media, and how they can help you grow, **contact us today**.

Let us drive your business forward throughout the entire marketing funnel.