Meet customers where they are.

Personalization is the key to customer journeys.

The right content at the right time in the right place.

Content is KING.

Content is the currency of engagement.

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# Content is King, but distribution is Queen and she wears the pants.

JONATHAN PERELMAN, ICM Partners

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# The Effects of AI on Content Marketing

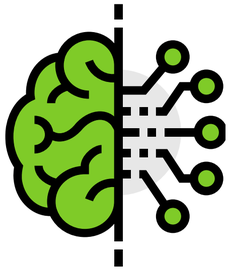
**Andrew Seibert**
**Managing Partner, Imprint**
**March 22, 2018**

**WCF-Global 2018**

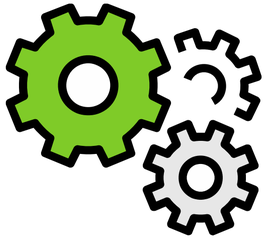
# ARTIFICIAL INTELLIGENCE [AI]

The capability of a machine to imitate human behavior

# BUT WHAT *IS* AI?



Machine Learning



Automation

Enabling Layers

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2017

# THE FUTURE IS HERE

2017 Economist Intelligence Unit Survey of 200 Global Business Executives

**75%**

*said they would implement AI in their companies within the next 3 years.*

**79%**

*believe AI will make their jobs easier and more efficient.*

2018

In 2018, organizations that have fully invested in all types of personalization will outsell companies that have not by

20%

2025

By 2025, the artificial intelligence market is set to surpass

# $100 Billion*

*81B euro

# BENEFITS

## Optimized Customer Experiences

Relevant, appealing and effective content – for all audiences

## Higher Customer Engagement

Increased revenue

## Lower Costs

Customer service, content generation

# WHAT SHOULD A CONTENT MARKETER DO?

- Get the right team in place
- Design your content for automation and personalization
- Focus on where you and your customer interact directly
- Integrate with third-party platforms

Information you have in your database.

History of customer usage on your website.

# FOCUS ON WHERE YOU AND YOUR CUSTOMER INTERACT DIRECTLY

In your digital ecosystem.

Profile and segment.

Supplement data on your customers' and/or customer segments.

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# WHERE YOU AND YOUR CUSTOMER INTERACT DIRECTLY

**In your owned environment.**

- Meet Connie
- IBM Watson & Hilton Hotels

# ON THIRD-PARTY PLATFORMS

Integrate.

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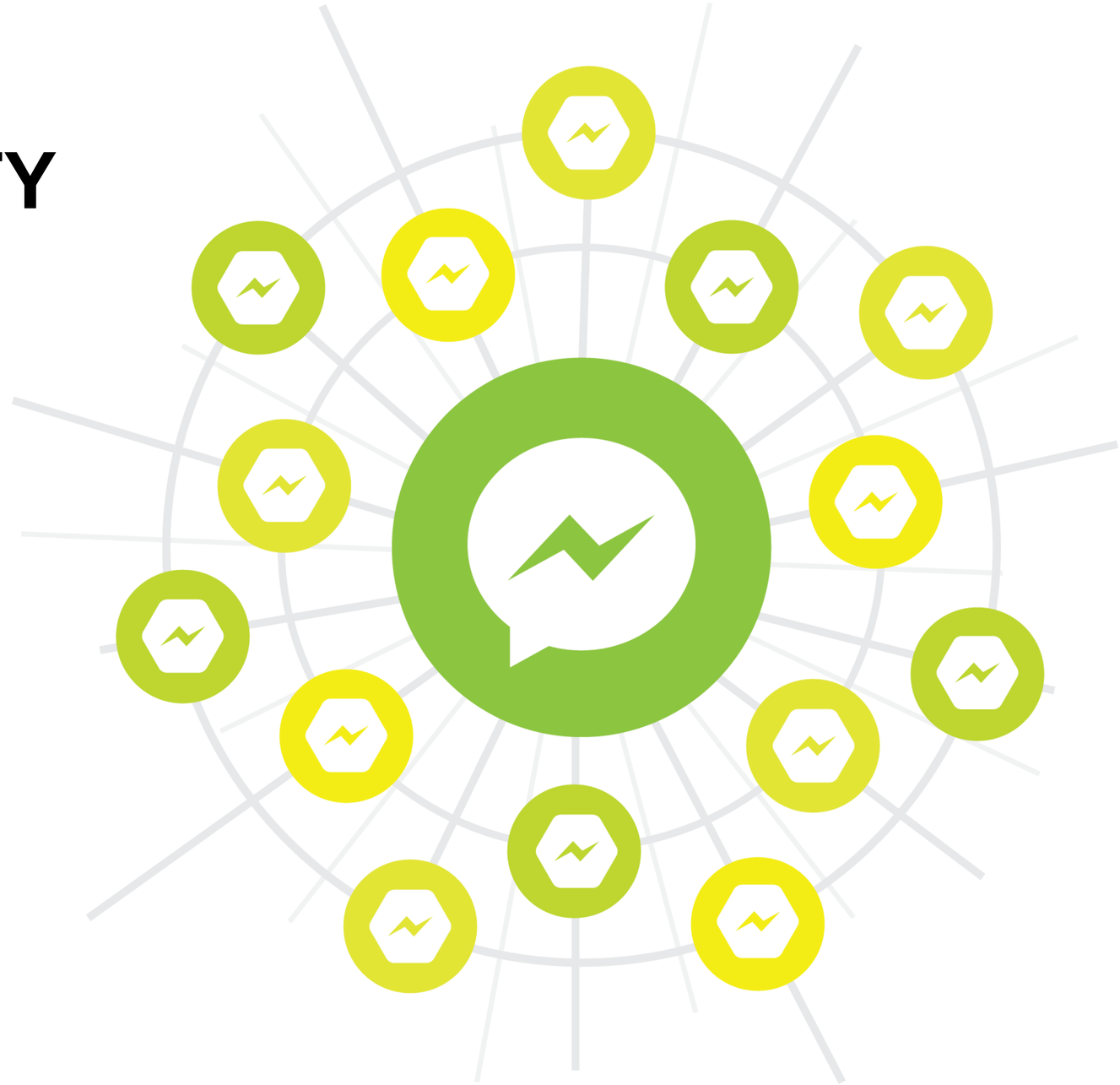
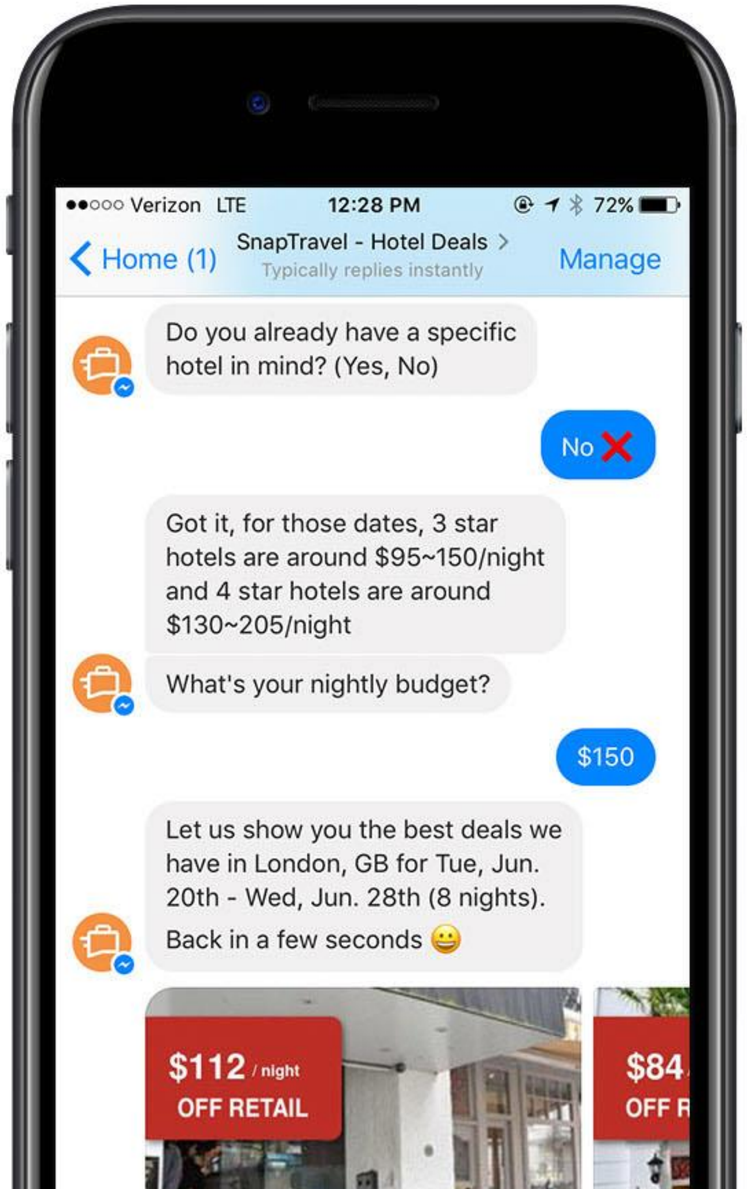
# ON THIRD-PARTY PLATFORMS

Example: Create a Chatbot on Facebook Messenger.



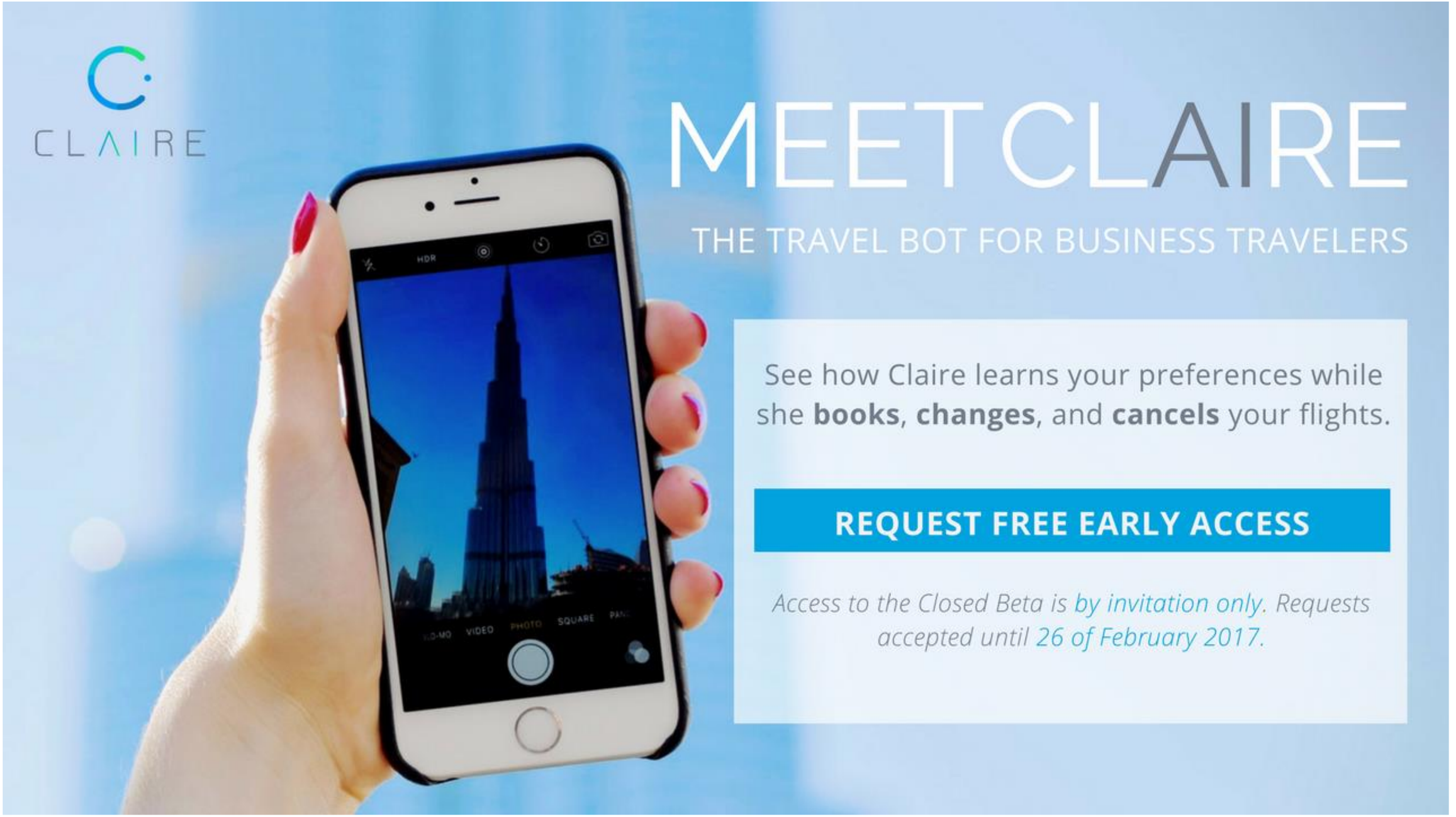
1.2B Users

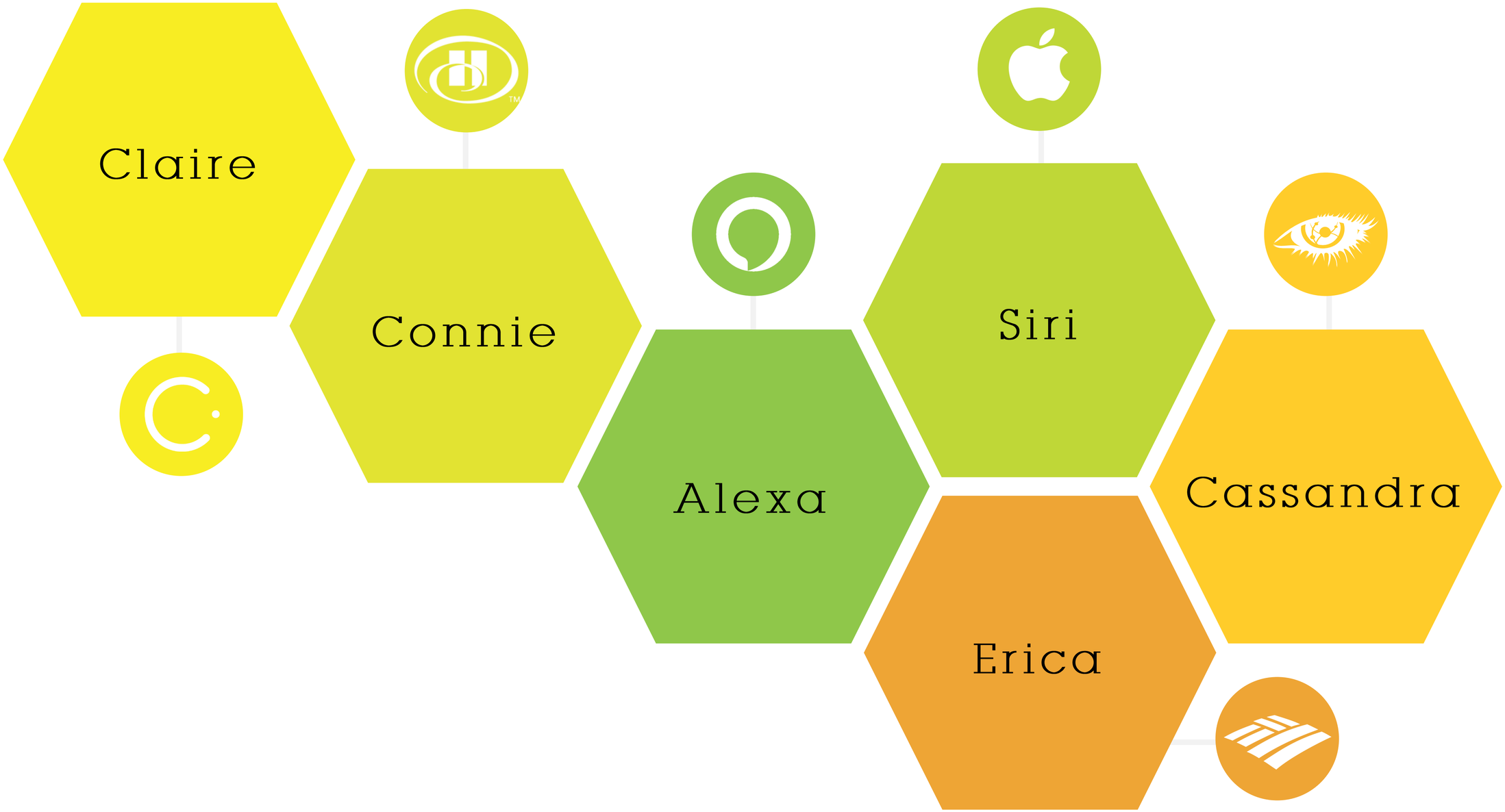
100K Bots




# SnapTravel's MESSENGER BOT

Driving over $1MM (800K euro) in travel bookings


CLAIRE
MEET CLAIRE
THE TRAVEL BOT FOR BUSINESS TRAVELERS
See how Claire learns your preferences while she **books**, **changes**, and **cancels** your flights.
REQUEST FREE EARLY ACCESS
*Access to the Closed Beta is by invitation only. Requests accepted until 26 of February 2017.*

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# 5 EFFECTS OF AI ON CONTENT MARKETING

# FIVE EFFECTS OF AI ON CONTENT MARKETING

1

## Content Development

- Creating a database of content (vs. stories)
- Understanding algorithms to translate data into human-like language

### Trends

- By 2018, Gartner predicts, 20% of all business content will be authored by machines

### Challenges

- Storytelling
- Emotion

# FIVE EFFECTS OF AI ON CONTENT MARKETING

2

## Segmentation And Targeting

- The data you have on a customer allows for distribution of segmented content
- The key to is deliver relevancy, not personalization
- To reach potential high-value customers, AI/machine learning can use data from existing high-value customers to move other similar consumers to more efficient interactions

## Offer Selection And Pricing

- Should products and services be priced exactly the same for every customer?
- Ideally, pricing reflects the profitability of the relationship and the impact this next purchase will have on the future value

4

## Customer Service And Support

- Chatbots are thought by many to be the future of user input on mobile
- AI-powered chatbots can replace many of the current customer support processes
- In a banking industry study by Bain, it was found that it costs banks $4 (3.25 euro) every time a customer calls or visits compared to only $.10 (.08 euro) when consumers use a digital app

# FIVE EFFECTS OF AI ON CONTENT MARKETING

5

## Retention

- Combine internal and external data into a clustering algorithm
- Overlay with results from your CRM system
- Through predictive modeling, AI can help identify customer segments that are at risk to leave

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# Thank you.

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