

THE ROLE OF ARTIFICIAL INTELLIGENCE IN MARKETING

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Artificial intelligence (AI) was established as a separate field of study in 1956 due to the work of four scientists: John McCarthy, Marvin Minsky, Nathaniel Rochester, and Claude Shannon. In 1958, the first programming languages were developed for creating AI, which have been used and improved ever since.

Artificial intelligence (AI) is a technology that allows systems, machines, or computers to perform creative tasks that require intelligent thinking. It simulates human behavior by analyzing data and making decisions based on patterns [1].

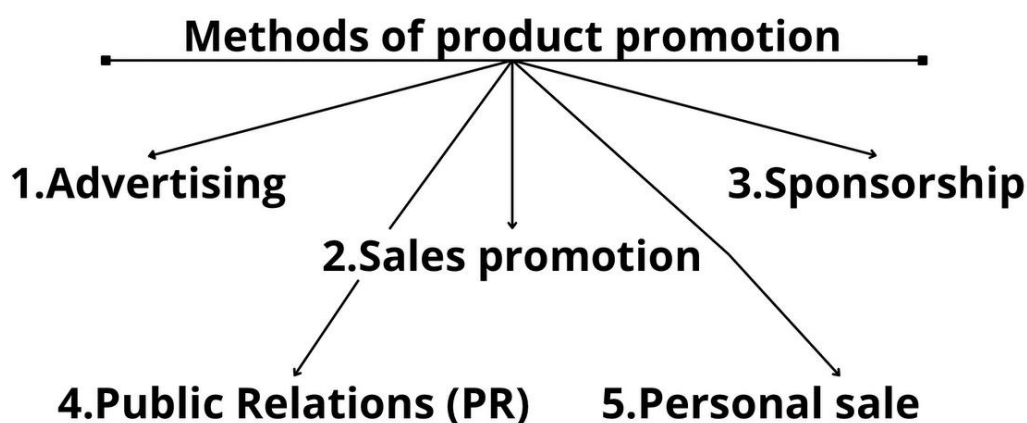
Artificial intelligence has several advantages such as automation and process optimization, improved decision-making and performance enhancement. Besides the development of new technologies is facilitated by AI research, artificial intelligence can help detect cyber attacks, protect information and prevent security threats. What is more, creating personalized products and services using AI allows you to tailor products and services to meet the unique needs of individual customers, leading to increased customer satisfaction.

Artificial intelligence has become widely used and possesses such abilities as generating text documents, creating artistic designs, entering data, analyzing data, editing videos, finding information, crafting presentations and editing music and more.

Marketing is a set of goals, objectives, functions, methods and strategies for the successful development, promotion and distribution of products or services to customers [2]. It also includes managing relationships with customers, employees, suppliers and other stakeholders in order to benefit the company. Marketing uses a variety of methods to promote products, including advertising, public relations, sales and social media. These efforts aim to increase awareness of the product, generate interest and ultimately drive sales (picture).

Also in the modern world non-traditional promotion methods are becoming increasingly popular: ambient media, product placement, creative PR, storytelling, merchandise, targeted marketing, identity marketing, viral marketing and shockvertising.

Artificial intelligence in marketing can reduce costs by replacing human operators with AI chatbots and increase efficiency by analyzing large amounts of data to personalize content more accurately and quickly than humans can do.



Picture 1 – Methods of product promotion

Thus, artificial intelligence plays an important role in marketing, helping not only with basic tasks, but also as an assistant to advertising, public relations and sales promotion specialists. For example, AI can create unique images for advertising campaigns, optimize PR tasks, automate production and logistics processes and analyze the market to determine the best price for products. In addition, artificial intelligence helps create databases of potential customers and provides graphic support for the presentation of goods and services.

The use of artificial intelligence has led to the development of a new approach in marketing known as AI marketing it is a method that uses consumer data and artificial intelligence techniques such as machine learning to optimize the path to purchase for each individual [3].

New marketing strategies based on artificial intelligence the most effective ones are include pay-per-click (PPC) advertising that attracts the target audience to a website; personalized messages and advertisements that increase the attractiveness of products or services to consumers; predictive analytics using data used to understand the behavior of potential customers and create more effective marketing campaigns; and deep learning that which applies machine learning algorithms to extract meaningful insights from large amounts of data and can help improve the effectiveness of these campaigns [4].

More companies around the world are taking an innovative approach to their development which has led to the emergence of new business models including the use of artificial intelligence.

According to Gartner’s statistics, from 2015 to 2019, the number of companies using AI grew by 270%. These include some of the world’s largest companies, such as Alibaba, Google, Amazon, Apple, and Facebook, as well as many others.

Projects on the introduction of artificial intelligence (AI) into production are actively being developed in the Republic of Belarus and? What is more? It is planned to create a national AI system. The Interdisciplinary Research Center for AI has gathered experts from various fields to conduct researches in this area, both through government research programs and with private investments. One notable example of AI use in Belarus is Mirosha, a robot that was created in 2021 as a guide for the Museum of Local Lore as a part of the Cyber Museum project. Mirosha uses AI to provide information and answer questions about the museum’s exhibits.

Thus, artificial intelligence (AI) in marketing has become increasingly important in solving complex and critical business tasks. It relies on machine learning and programming to optimize company processes based on data analysis allowing it to analyze large amounts of information, to verify decisions, and to communicate with customers. Besides, AI can make high-quality predictions for decision-makers. Artificial intelligence (AI) is being increasingly used to solve complex problems and optimize business processes. By using machine learning and programming AI analyzes vast amounts of data and interacts with customers. It also makes forecasts and assists in making informed decisions. AI is a powerful marketing tool that has the potential to revolutionize the industry.

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