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USING ARTIFICIAL INTELLIGENCE IN INTERNET MARKETING

ВИКОРИСТАННЯ ШТУЧНОГО ІНТЕЛЕКТУ В ІНТЕРНЕТ-МАРКЕТИНГУ

The field of internet marketing has witnessed significant transformations in recent years due to the proliferation of data and the growing importance of online platforms for businesses. To remain competitive in this digital landscape, marketers must adopt advanced technologies to enhance their marketing strategies and campaigns. Artificial intelligence (AI) has emerged as a powerful tool in this context, offering the potential to revolutionize internet marketing by enabling data-driven insights, personalized customer experiences, and improved efficiency. In 2023, AI marketing revenues are projected to reach over \$27 billion worldwide, and by 2028, this figure will grow to over \$107 billion [4].

The primary objective of this research is to explore the practical applications of Artificial Intelligence in Internet marketing.

Artificial intelligence has had a profound impact on internet marketing by revolutionizing the way businesses approach advertising, customer engagement, and data analysis. «Artificial intelligence is a process that integrates cloud technology, network equipment, robotics, computer and digital media generation, as well as different business procedures, technologies, and day-to-day operations» (Boddu, R. S. K. and others, 2022). Based on the results of research [1; 2; 5 – 13] we tried to highlight the main areas of using artificial intelligence in internet marketing.

1. Personalization: AI helps businesses create highly personalized marketing campaigns. By analyzing user data and behavior, AI can suggest tailored product recommendations and content to individual users, increasing engagement and conversions.

2. Chatbots and Virtual Assistants: AI-powered chatbots and virtual assistants can interact with customers in real time, providing immediate responses to inquiries and helping with common tasks, such as order tracking, troubleshooting, and product recommendations.

3. Predictive Analytics: AI can analyze vast amounts of data to predict future trends and customer behavior. This enables marketers to make data-driven decisions, optimize their strategies, and target the right audience at the right time.

4. Content Creation: AI can generate content like articles, reports, and product descriptions. While AI-generated content may not replace human-created content, it can help with bulk content generation and SEO optimization.

5. Email Marketing: AI can optimize email marketing campaigns by segmenting the audience, sending emails at the best times, and personalizing the content to increase open and click-through rates.

6. Search Engine Optimization (SEO): AI tools can analyze websites and suggest SEO improvements, identify keyword opportunities, and monitor search engine rankings. They can also help with on-page optimization and content recommendations.

7. Social Media Marketing: AI can analyze social media data to understand audience sentiment, monitor brand mentions, and even schedule posts for optimal engagement times.

8. Programmatic Advertising: AI-driven advertising platforms use algorithms to target specific audiences and optimize ad placements in real time. This can lead to better ad performance and cost efficiency.

9. Voice Search Optimization: With the rise of voice-activated devices like smart speakers and voice search on mobile devices, AI is crucial for optimizing content to be voice-search-friendly.

10. Customer Insights: AI can mine and analyze social media and customer reviews for sentiment analysis, helping businesses understand what customers are saying about their products or services.

11. A/B Testing: AI can speed up the A/B testing process, automatically generating variations of ads and landing pages, and analyzing the results to determine the most effective elements.

12. Fraud Detection: AI is used to detect and prevent online ad fraud, click fraud, and other forms of digital marketing fraud, ensuring that marketing budgets are not wasted on fraudulent clicks or impressions.

13. Market Research: AI can analyze vast amounts of data to provide businesses with insights about market trends, competitors, and consumer preferences.

14. Dynamic Pricing: AI helps businesses adjust their pricing dynamically based on demand and competitor pricing, maximizing revenue.

15. Content Curation: AI algorithms can curate and recommend content to website visitors, helping them discover relevant articles, products, or services.

The research concludes that artificial intelligence is a game-changer in internet marketing. It provides businesses with the tools to adapt to the dynamic online landscape, enhance customer experiences, and improve the efficiency and effectiveness of marketing efforts. However, the successful adoption of AI in marketing requires a comprehensive understanding of AI technologies and a commitment to addressing challenges associated with data privacy and algorithmic bias. The future of internet marketing lies in the synergy between human expertise and artificial intelligence capabilities. As AI technology continues to evolve, businesses that leverage AI for marketing will gain a competitive edge and better meet the ever-changing needs of online consumers.

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