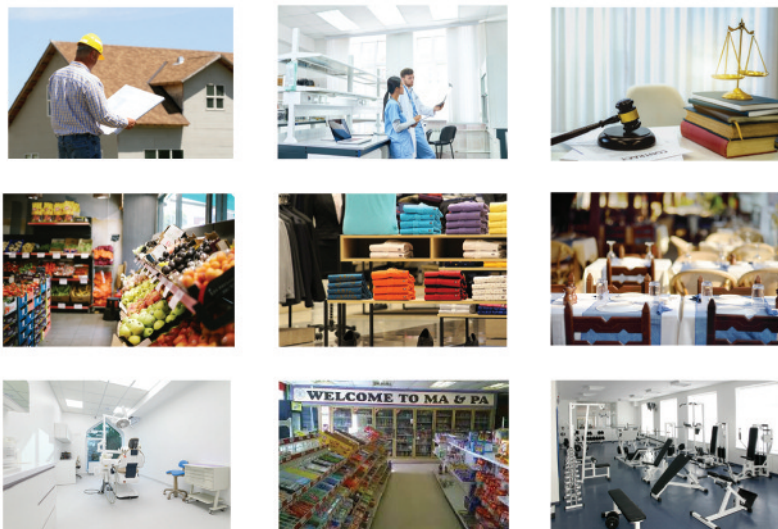


Mike Kirkpatrick, CPIA
 Insurance Specialist
 PH: (610) 743-7832
 michaelk@perfettoinsurance.com



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UNDERSTANDING THE POWER OF AI IN MARKETING



MARKETING TIPS

By Michael Ianniello,
 Communications
 Coordinator,
 beMarketing

Artificial intelligence is currently the hottest topic in the marketing industry. While the use of AI isn't an entirely new concept, the way it is being used to streamline processes and social media marketing is a whole new avenue many businesses and professionals are looking to explore. AI tools can analyze large amounts of data in seconds to identify patterns, analyze customer behavior, and predict future trends.

Benefits of AI in Marketing: When used properly AI tools can transform the marketing industry and benefit businesses in instrumental ways. Here are some of the key benefits that AI tools can bring to marketing professionals.

Personalized Content: AI is not just a tool for analyzing large amounts of data and creating automated responses. These tools can use that data to detect patterns and consumer habits to better create personalized messaging tailored to each specific customer.

Improved Targeting: When AI tools analyze customer data, it allows marketers to identify the most effective channel to reach their target audience, by creating lookalike audiences, targeting keywords, recommending related products, and identifying customer segments with high conversion rates.

Streamlined Process: AI technology can analyze robust amounts of data from various sources in minutes to give businesses a complete insight into the customer's behavior, interests, preferences, and demographics.

Boost ROI: By implementing AI for more personalized targeting capabilities, marketers can greatly improve their effectiveness. This will lead to higher conversion rates and ROI.

Best of Both Worlds: Our team at beMarketing utilizes the streamlined automation that AI tools provide when applicable, while still providing a personalized human experience. From search engine optimization to social media management, beMarketing uses the tools at our disposal and years of experience to ensure that your marketing is not only more efficient but more effective. Call 484.261.1149 to learn more today!

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