Research and Analysis on the Marketing Power of Enterprises Assisted by Artificial Intelligence Technology

Chunbo Guo[1], Zijie Pan[1], Shaoguan Song[1], Song Wang[2]

1. Business school, Belarusian State University, Minsk 220004, Belarus.

2. Business school, University of the West of England, Bristol BS161QY, UK.

Abstract: With the explosive growth of massive data, computer intelligence has been greatly improved and has developed well in many aspects, including marketing. Now every step of the marketing process, including computer vision, speech recognition, natural language processing, has the "shadow" of AI; With the popularization of technologies such as machine learning, the field of marketing has also ushered in a new round of transformation.

Keywords: Computer Intelligence; AI; Marketing; Machine Learning

Introduction

Artificial intelligence, which understands consumers better than you, is profoundly changing all aspects of marketing. From the perspective of consumer research, artificial intelligence mainly has the following important values.

1. Comprehensive and three-dimensional understanding of customers

We are in an era of highly developed material civilization, and various network cultures emerge in endlessly, such as anime, e-sports, "ghost animals", jokes, etc., which are all branded by subculture and deeply affect the new generation of consumers. Due to obtaining a large amount of information, customers' horizons have become broader, more diverse, and more detailed; There is a complex network relationship between user groups, and this network relationship is dynamic and exhibits different user behavior characteristics in different scenarios. It is becoming increasingly important for marketers to understand and answer the question of 'what is a customer' and understand their true needs. Traditional consumer portraits are rough and superficial, but artificial intelligence is like a "mind reading technique" that can analyze their behavior, psychology, and psychology to gain a comprehensive understanding of them.

2. Precision and personalization of information

Today's society is in an era of information explosion, where customers have various ways to obtain information, and the interaction between customers and the media presents a fragmented and dusty state. Users quickly switch between different screens, and new forms of communication such as live streaming and short videos emerge endlessly. The scale of content rapidly expands, and the entry points of time and space are infinitely divided, making it more difficult for users to reach. In the context of this media, most consumers are unwilling to actively seek information or learn cognition. Their contact with information is manifested as shallow reading, shallow experimentation, and shallow reception; Shallow sharing, etc. This is to enable customers to obtain information that matches their situational needs at the right time and place, in order to gain their attention. So, the new media environment has put forward diversified demands for marketing. Traditional marketing is one-way, targeting everyone. The social media marketing and search engine marketing that emerged later belong to two-dimensional marketing, which takes into account both time and space dimensions and targets specific segments of the audience within a certain period of time. With the continuous development of mobile media, market information can be effectively disseminated in different dimensions such as time, location, and group segmentation.

And AI is in time, in space, and in groups. The combination of four dimensions of emotional scenarios, through the analysis of the object's personality, achieves emotional communication and situational adjustment, thus achieving a "thousand people, thousand faces", precise, and personalized effect.

3. Intelligent interpretation to cater to consumer preferences

Artificial intelligence can extract truly valuable information for enterprise marketing from massive, complex, and disorderly data. The fragmentation brought about by the mobile Internet era has overwhelmed marketers. The richness and coverage of data are far beyond the scope of human processing. It is becoming an impossible task to reasonably match "product types, consumer attributes, media forms, and marketing content" in the exponential growth array. The application of artificial intelligence can help enterprises better understand consumer groups and complete tasks that human resources cannot complete.

4. Automation of Consumer Feedback Management

Emotional analysis driven by artificial intelligence can help marketers better respond to consumers, thereby bringing them a better experience. When consumers post negative reviews of a product, artificial intelligence driven sentiment analysis can not only identify the product, but also assess the level of consumer dissatisfaction, analyze its impact on the brand, and provide feedback to the company's public relations team through a feedback mechanism, thus initiating remedial measures to change consumers' attitudes and evaluations. In the era of social media, companies with the ability to automatically perceive and respond to consumers have a greater advantage in competition. Incorporating artificial intelligence into the monitoring system for consumer evaluation provides a solution for marketers to understand consumer emotions and quickly identify potential problems. Promote an artificial intelligence decision-making platform, empower enterprise marketing with AI. In order to help enterprises solve the development challenges of the new era, an artificial intelligence decision-making platform is launched. Based on AI, big data, and machine learning, it helps enterprises make decision predictions from various aspects such as product positioning, consumer insights, and media planning, solve consumption pain points, meet consumption needs, improve consumption experience, and assist enterprises in sales.

5.The Beneficial Impact of Artificial Intelligence
5.1 Promote enterprise marketing upgrades

When formulating marketing strategies, enterprises should first clarify what products and services they can provide to meet the needs of consumers. In the era of the Internet of Things, artificial intelligence provides enterprises with an opportunity to empower themselves and improve their core competitiveness. The artificial intelligence decision-making platform constructs event models based on the induction of historical data through machine learning, and inputs appropriate new data into the corresponding models to predict the future. Machine learning can break through data barriers and reach nearly 100% of internet users, empowering businesses from three aspects: marketing, brand, and data, enabling them to achieve revolutionary marketing upgrades. It provides brand merchants with comprehensive solutions such as brand exposure, sales increase, precise store marketing, and precise effect drainage.

5.2 Solving Difficult Issues in the Consumer Market

The customer's needs are not fixed, but rather a dynamic product that requires a visionary machine to integrate this dynamic element into market planning. We have launched an artificial intelligence decision-making platform that leverages the deep learning and self upgrading capabilities of artificial intelligence itself, continuously optimizing methods for collecting and processing user data, enabling it to better meet customer needs. Transform the in-depth methods for marketers to obtain customer information. By utilizing information such as social records, events, weather, and behavior, sellers can gain a more detailed understanding of customer needs, enabling them to provide more relevant content to customers and carry out market activities based on their psychological and behavioral conditions in specific actual situations; More accurately and efficiently meeting customers' immediate needs, enhancing customer loyalty, and promoting secondary consumption.

5.3 Automation of marketing work

In marketing, AI is gradually becoming a tool based technology that will penetrate into all aspects of marketing, improving the efficiency of marketing and achieving the best results of marketing. This is the transformation of the AI market. Xitui Artificial Intelligence Decision Platform utilizes artificial intelligence technology to automate marketing workflows, transforming some

time-consuming processes (such as data integration and algorithm optimization) into simplified processes, allowing marketing teams to better focus on strategic thinking and formulation.

5.4 Increasingly personalized marketing strategies

Artificial intelligence moves from understanding, reasoning, learning, to presenting ideas, and being able to cover more information during the learning process, making marketing strategies more personalized. The Hi People Auto Physical Agency Design platform incorporates auxiliary information from knowledge graphs during the recommendation process, effectively overcoming the problems of data sparsity and "cold start" in existing recommendation methods. By utilizing artificial intelligence to conduct deep learning on a large amount of data, it can track and comprehensively analyze consumer behavior, and become the marketing assistant who understands consumers the most, providing personalized marketing opinions that best meet their needs for marketers. After marketing to customers, AI can also track their reactions in real-time, providing customers with highly personalized experiential marketing solutions.

5.5 Accuracy of advertising

The traditional advertising industry faces challenges such as inaccurate audience positioning and low delivery efficiency, while AI technology has brought new directions for its development. Hisense intelligent decision-making platform can automatically track groups, achieve automatic planning, precise positioning, and control frequency; Reduce investment and improve investment efficiency through real-time monitoring and other methods.

Conclusion

By using artificial intelligence to deeply mine user data, it is possible to identify the user's movement trajectory, quickly judge and filter messages, and thus achieve rapid positioning of the target population; By pre judging and analyzing data, providing pricing basis, and accurately reaching the target audience through program routes, the management of media has shifted from manual to automatic; Enable planned advertisements to span terminals, platforms, and track historical trajectories; User analysis, pursuit of similar groups, and immediate transfer of benefits. To achieve the goal of artificial intelligence technology assisting enterprises in their marketing efforts.

References

[1] Gao GX, Liu JH. The Impact and Response of Artificial Intelligence on Enterprise Management Theory For [J]. Research in Science, 2018 (11).

[2] Chang YP, Wang LY, Huang JS, et al. 3D (big data, digitalization, and Introduction to Marketing Strategy and Transformation in the Context of Development [J]. Management Science, 2018 (5): 1-2.

[3] Wang T, Xie ZP. A Review of Anthropomorphic Marketing Research. Foreign Economics and Management, 2014 (1): 38-45.