BEST WAYS TO USE MACHINE LEARNING FOR DIGITAL MARKETING

1

Improved customer experience

Producing a high-end customer experience is one of the things in whatever an organization does. Thus, integrating ML-enabled chatbots in the digital marketing process can add to the customer experience one delivers.

2

More optimized advertising

The usual way of advertising includes choosing the right ad content. Also, it includes selecting the right channel or platform to display the ad. Thus, one will also need to work on finalizing the right time to show the advertisement.

3

Website UI/UX

The user interface (UI) and user experience (UX) of a website are the most critical aspects of digital marketing. They are directly related to the website's search ranking and visibility.

4

Marketing automation

If using marketing automation tools, one can expect more than 10% revenue growth within a year. Hence, that's the reason why over 79% of notable brands have begun using marketing automation in past years.

5

Content creation and curation

Content creation and content curation both demand ampere-hours of brainstorming and digging. Hence, machine learning tools can save plenty of time to use in other crucial areas.