

# All About AI





# Experts say Artificial Intelligence will change the world. But how will it change your business?

It should come as no surprise that AI has become a game changer. It's all over the news. Both Google and Bing have released their own updates and tools integrated with AI to better serve results to users.

AI has helped businesses save time and money on their content strategies. But how will AI make a difference for you, your business, and your customers?



## What is AI?

**Artificial intelligence (n):** the capacity of a computer, robot, or other programmable device to perform tasks analogous to learning and decision making in humans.

You've probably seen AI in the news, or maybe in sci-fi like *The Matrix*, *2001: A Space Odyssey*, or *Westworld*. But unlike all those movies, AI is not all that scary in real life.

AI stands for Artificial Intelligence, and represents the field of science dedicated to recreating or emulating human intelligence with a computer. It focuses on performing tasks that normally require human-like thought, like visual perception, speech recognition, decision-making, and natural language processing.

In the business world, AI can be used to write blogs, automate email marketing, keep track of social media trends, analyze large sets of data, create automatic customer service chatbots, and so much more.



# How AI Works

Artificial intelligence is all about data. AI systems process huge amounts of data and identify patterns, relationships, and insights by following programmed processes or sets of rules called algorithms.

By putting all this data together and connecting different bits of information, these algorithms result in the ability to perform certain tasks. Such as recognizing images or speech, translating language, and even answering basic questions.

There are several different types of AI systems, including rule-based systems, neural networks, and evolutionary algorithms:



## Rule-based systems

use predefined rules to make decisions.



## Neural networks

imitate or mimic the structure and function of a human brain.



## Evolutionary algorithms

use trial and error to find the best solutions to a problem.



# How AI Can Benefit Your Business

Unless you're a computer scientist, you probably don't need to know how AI works. If you're a business owner, you are probably more interested in how AI can help you to run your company successfully. Here are a few ways AI can be another tool in your toolkit:



## 1

## Writing Content

*By imitating human speech and writing, AI can help you start blogs, white-papers, and other content.*

Right now, SEO experts and marketers face the need to provide quality content now more than ever. AI tools such as Jasper or ChatGPT can actually be very helpful in this. These tools can provide a prompt to start writing, definitions, an outline, or even a full-length blog. AI can be a handy resource for helping content writers to research or get ideas about what to write.

Using AI to write all your content is not recommended. As you can imagine, the content will come out clunky and robotic. It will always need a human touch to add in proper keywords, provide context, and make it sound more human-like. And, as more sophisticated tools for automated writing come out, there are also more tools for spotting AI in the wild.

## 2

## SEO

*AI can impact how search engines rank and how businesses optimize their websites.*

SEO, or search engine optimization, is an essential digital marketing tool that businesses utilize to appear higher (or 'rank') on search engine results pages. AI is having a big impact on how businesses and marketing teams are able to do that.

Search engines are using AI to improve the quality of search results by analyzing user intent to deliver more relevant results. AI-powered search engines have the capacity to analyze user behavior, search patterns, and other data to provide more accurate and personalized search results.

As mentioned above, AI can help your team to create content, but it can also be a useful tool for analyzing the text to better optimize for keywords, text length, or some other technical aspects. All of which affect rankings.





### 3

## Personalization & Targeting

*AI can help you identify customer behavior so you can tailor messaging to individual prospects.*

Because AI is capable of analyzing vast sets of data, it can identify patterns and trends so that businesses can understand their customers better. With this understanding, businesses can better tailor their marketing efforts to meet the needs of their customers.

One way that it can do this is by analyzing customer data to create detailed customer profiles. These profiles can include information such as purchase history, demographic information, browsing behavior, and more. Then, businesses can use these profiles to understand the unique characteristics of each customer and deliver personalized marketing messages tailored to their needs and interests.

### 4

## Data & Analytics

*AI has the capability to analyze data quicker and more efficiently than a human.*

With the power of AI, businesses can make better decisions, improve customer satisfaction, and increase profitability. Here are some examples:

Once an AI algorithm is trained on customer data, it can use predictive analytics to anticipate what customers will do next. For example, an e-commerce website can use AI to recommend products to a website visitor that they are likely to be interested in (based on their past purchase history).

AI can also analyze 'unstructured data' like social media posts, customer reviews, and emails to help you see how customers feel about your business. It can analyze visual data like images and videos to analyze engagement or identify which products are most popular.

Overall, AI can be a powerful tool for analyzing engagement, interest, performance, purchasing behavior, and more.



## 5

### Chatbots & Customer Engagement

*A chatbot can answer FAQs, direct users to valuable resources, and help customers when your customer service team is off the clock.*

A chatbot is an AI program that simulates human conversation through text or voice interactions and is designed to understand and interact with users in a way that feels natural.

Chatbots can be used in a variety of ways, including customer service, sales support, lead generation, and more. Chatbots can even be integrated into your business's social media profiles or onto your website!



## 6

### Automation

*Using machine learning algorithms, AI can automate tasks that would otherwise take up a lot of time and resources.*

Machine learning is the process AIs use to learn and adapt without following explicit instructions, by analyzing and drawing inferences from patterns in data. It's a lot like how we learn: we look at the information we have and we extrapolate or make educated guesses about what comes next. Machine learning can help AI to automate tasks like data entry, inventory management, email marketing, social media posting, and even customer service.

For example, AI chatbots can answer frequently asked questions or provide support to customers by directing them to appropriate resources. Or, AI can help your social media team to know the best time to post and the best hashtags to include on social media.

By leveraging the power of automation, especially for time consuming or menial tasks, businesses can focus on higher level tasks that require human expertise and creativity.



## 9 Popular AI Tools

There's a lot of powerful and productive AI tools available to businesses. We've identified just a few that could possibly help your business increase productivity and save resources:

### 1 Google Bard

Bard is an experimental conversational AI service, which means that you can have human-like chats and interactions with a machine that has access to all of Google's index and services. Google offers Bard as a tool for research, outlining, planning, and writing content, as well receiving answers to your questions. Currently in beta testing, anyone can sign up to try Bard out. Make sure to keep an eye out for Bard, because it will probably play a big role in Google's future.

### 2 ChatGPT

Perhaps the most famous (or infamous) of the AI tools, ChatGPT is a large language model designed to generate human-like responses to questions, allowing it to converse with users in a way that feels like a real conversation. ChatGPT is capable of understanding and generating text in multiple languages and can integrate with a variety of applications. Its free version can generate medium-length texts and answer user questions, or be utilized as a research tool.

### 3 Jasper.AI

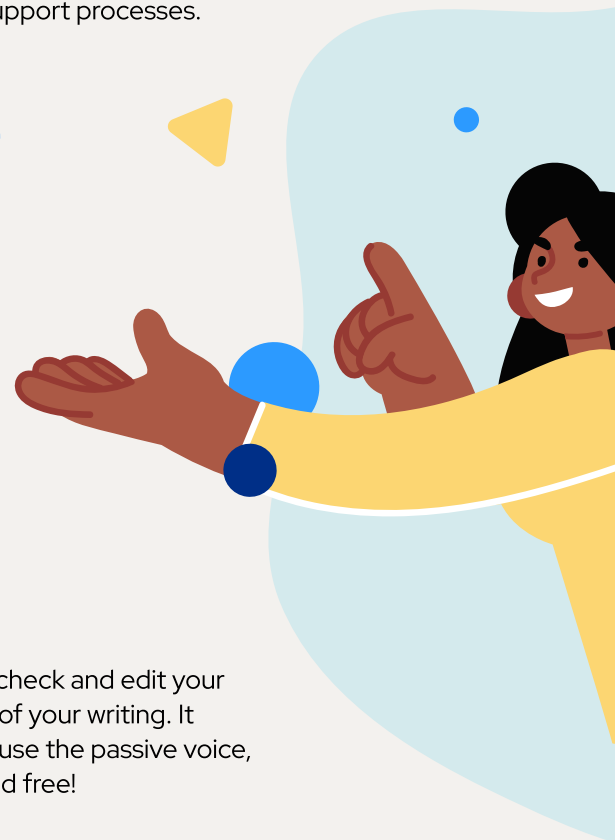
Jasper.ai is an AI-based content writing tool. It is simple and relatively inexpensive, and can save your team a lot of time and energy in creating content. The platform uses natural language processing and machine learning to enable businesses to automate customer service, sales, and support processes.

### 4 Grammarly

Grammarly is a tool that analyzes your content and copy to highlight errors and spotlight potential improvements. Grammarly's main focus is syntax and grammar, rather than style. It will suggest corrections, spot inconsistencies, and offer different word choice options. Additionally, it can integrate with different apps like Gmail, Microsoft Word, and social media platforms like Twitter and Facebook.

### 5 Hemingway

Similar to Grammarly, Hemingway is an AI-powered tool that helps you to check and edit your content and copy. However, Hemingway tends to focus more on the style of your writing. It highlights sentences that are too long or too complicated, sentences that use the passive voice, and the use of too many adverbs. Hemingway is incredibly easy to use— and free!





## 6 Ortto

Ortto is an AI tool that works to segment your target audiences in order to improve the customer experience. Segmentation is the process of dividing a large and broad target market into groups of consumers, customers, and potential customers who have similar needs and characteristics. After segmenting, your business is able to create and implement different strategies for each. Ortto provides you with in-depth analytics about your customer data so that you can find and reach the right audience.

## 7 Semrush SWA

Semrush SEO Writing Assistant, or Semrush SWA, is an AI tool that works to improve your SEO. It analyzes website pages to provide recommendations about how to provide maximum visibility in search results. Semrush SWA provides data about the length and quality of your text, the presence of primary and secondary keywords, as well as a 'readability' score that assesses how easy the content is to understand.

## 8 Chatfuel

Chatfuel is a platform designed to help you build AI chatbots to interact with consumers. These chatbots can integrate with Facebook Messenger, handle customer support questions, assist customers placing orders, and more.

## 9 Brandwatch Consumer Intelligence

Similar to Ortto, the Brandwatch Consumer Intelligence is an AI-powered tool that gives you insights and data to understand your market, your brand, and your consumers. Brandwatch can help you manage your social media profiles and get solutions for market research, content marketing, brand management, influencer marketing, and more.

## Will AI Steal Your Job?

*As one joke goes, if AI is actually intelligent, it wouldn't want our jobs.*

Businesses that want to stay ahead of the competition need to implement and embrace new tools. But AI is just that— a useful tool. There are some things it can't do, and never can do. AI still has a long way to go before it can replace the human element that marketing, customer service, HR, sales, and other teams need.

While there has been a lot of talk, smart business owners will recognize the costs associated with losing that special human touch. They'll focus on how to use AI to help their employees to save time, be more efficient, and make their jobs— and lives easier.

So, will AI steal your job? Let's hope not, for everyone involved.

