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A REVIEW OF MODERN MARKETING TOOLS IN THE ERA OF COVID-19

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Abstract

From past few years digital transformation of retailing activities have become very much important to stay competitive in increasingly dynamic markets. . In recent years, artificial intelligence (AI) has become an emerging trend in various fields: science, business, medicine, automotive and education. AI has also reached marketing. All of the new technologies came up with new implications for marketing activities and have opened up many opportunities for the better performance. Cognitive technology or artificial intelligence (AI) has always a way of capturing the public's imagination. The emergence of artificial intelligence (AI) has changed the dynamics of the business world. AI holds tremendous potential for vastly altering how marketing is done. Creation of value to customer is very much important for each and every business. Since the last decade many things have been changed like the way people interact with each other. Earlier people were not known about social media but now social media is used heavily by the people of each and every age group. This kind of technology is called Disruptive Innovation. This kind of innovation creates new market trends, value, transportation and communication between people in the society. Modern Marketing helps to improve current marketing tactics and

also creates entirely new ways of creating and distributing value to their customers. For example: Social media marketing can allow for a more comprehensive view of customer behavior, predictive analytics of everything , and deeper insights through integration with the help of Artificial Intelligence. New marketing tools like biometrics, voice, and conversational user interfaces offers many ways to add value for brands and consumers alike. These innovations all carry similar characteristics of hyper-personalization, efficient spending, scalable experiences, and deep insights. The technology helps all of the marketers to perform in a better manner, to understand the needs, wants and demand of their customers and enable them to target in a better way and in a customized form. The present research is aimed to review available literature and explore out the modern marketing tools in the era of covid-19.

Keywords

Artificial intelligence, digital marketing, advertisement, customer relationship management, innovation, chat bots, cognitive technology

INTRODUCTION

Marketing is both art and science i.e. art of selling goods profitably and science of initiating a transaction or exchange through a predetermined series of actions.

Marketing from organizational perspective can be defined as an activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (American Marketing Association, 2017)

Marketing from customers perspective be defined as a series of steps directed towards achieving desired objective of value addition to associated stakeholders at a predetermined price/cost

Marketing from societal perspective is a societal process by which individuals and groups obtain what they need and want by creating, offering and freely exchanging products and services of value with others. (Kotler & Keller,2009)

Global marketing and Non-profit marketing (NGO's) . As per (Kotler & Keller, 2009) goods, services , events, experiences, persons , places, properties, organizations, information and ideas are the possible entities that can be marketed and the way they are marketed will take a make shift change from marketplace model (physical place of selling goods and services) to market space model (Online selling platforms) (Kotler, Keller, Koshy, & Jha, 2009).

The seller-centric elements of marketing mix (4P's) as postulated by McCarthy (Day, 1964) can be classified namely Product, Price, Place, Promotion but as marketing scenario transformed more towards customer as a king approaches, more customer-centric (Londhe, 2014) models were framed .

MODERN MARKETING

The technological evolution's biggest impact is on the media, telecom, financial services and retail industries. Technology makes business easier to deliver, but it is also much more difficult to manage. For example, shopping Instagram posts can increase sales, but they also requires understanding how to build, test and learn yet another new platform behavior and content trends that change at the speed of light. Modern marketing reshapes the traditional marketing process so that we can adapt change quickly. It is customer oriented approach. Business put consumer satisfaction above everything else so that unique wants and needs are being fulfilled of consumers

Since, Modern marketing is used in digital platform it is more customizable. It can be accessed on any device which means that the company has higher chances of reaching to the global audience. It can also easily adapt to the changes and have no problem in keeping up the latest marketing trends. All of these things help up to build customer loyalty, trust as well as worldwide brand recognition

Some of the most popular ways of modern marketing used today are:

- Social Media like Facebook, Instagram, You Tube , Twitter
- E Commerce Websites This is effective way for people to conveniently learn more about brand's product by sharing the website's URL, people who click on the link are instantly brought to the e-commerce website where they can scroll through the pages and look at the brand's offerings.
- Internet ads- There are many websites which are willing to pay Google Ads and You Tube video ads are also there
- Email Marketing – People check there email multiple times in a day so it is a great way to advertise your products. This is also cost efficient, can be customized and can cover lots of demographics.
- Content Marketing – content is the king it drives lots of interest and attention of the customer

DIGITAL MARKETING

It is the form of direct marketing which link consumers with sellers electronically using interactive technology like emails, online forms, news groups, interactive television, mobile platforms and social media. (Philip Kotler)

Digital Marketing is the part of marketing that uses web and online based computerized advances. For example: computers, laptops, cell phones and other digital media and stages to advance items and services.

As digital stages turned out to be progressively joined into promoting plans and regular day to day existence, and as individuals progressively utilize computerized gadgets as opposed to visiting physical shops, computerized digital marketing efforts have gotten predominant, utilizing mixes of website streamlining Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, influencer marketing, content computerization, campaign marketing , information driven marketing , web based business advertising, web based life showcasing, online networking enhancement,

email direct showcasing, show publicizing, digital books, and optical plates and games have gotten ordinary. Digital Marketing reaches out to non Internet stations that give computerized media. For example: TV, cell phones (SMS and MMS), callback, and on-hold portable ring tones. The expansion to non-Internet channels separates digital marketing from online marketing.

Segmentation and Targeting is done much more effectively example: Recommendation in You Tube. In Digital Marketing there is zero movement of truth (ZMOT) the internet has changed altogether the way consumers are interacting with their brand, products or services this online decision making is called as ZMOT. According to a research conducted by Google 88% of US consumers are researching online before actually buying the product.

ARTIFICIAL INTELLIGENCE

According to oxford Dictionary, the ability to acquire and apply knowledge and skills is called Intelligence. This definition is in the context of human behavior. Now if this Intelligence is applied without blood and cell then it becomes Artificial Intelligence. Technology Devices/Process shows no signs of emotional decision making syndrome affecting the problem area; alternatively decision are based purely on analysis of factsheet and statistics (Kask, 2014)

Human acquire knowledge through their education and experiences and Machine acquire knowledge through the data available or training data. According to DOMO's sixth edition report "Over 2.5 quintillion bytes of data are created every single day, and it's going to grow from there. By the end of 2020, it's estimated that 1.7 MB of data will be created every second for every person on earth". With this heavy amount of data, the machine is being trained to understand the Consumer behavior, their choices, their liking, disliking and their requirements. Smart Technology like Machine Learning can interpret such pattern then analyze the Customer pattern.

Artificial Intelligence has largely revolutionized Marketing and will totally change its shape in near future. Artificial Intelligence is smart technology that generates self-learning algorithm the machine is fed with very large amount of training data with input and output. Machine analyzes the pattern and develops the algorithm for itself.

Artificial Intelligence Marketing (AI Marketing)

Artificial Intelligence Marketing (AI Marketing) is a strategy for utilizing client information and AI ideas like Machine Learning for our client's best course of action and improve the client journey. Progress in Artificial Intelligence is offering organizations better approaches to do only that. Artificial Intelligence can help assemble increasingly compelling promoting systems, improve the client journey, and change the manner in which organizations pull in, sustain, and convert possibilities.

Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a way to deal with dealing with an organization's association with present and potential customers. It utilizes data investigation about customer's history with an organization to improve business relationship with customers, explicitly concentrating on customer retention and eventually driving all of the sales growth of the company. One significant part of the CRM approach is the frameworks of CRM that assemble data from a scope of various correspondence stations, including an organization's website, phone, email, live visit, showcasing materials and all the more recently , social media. Through the CRM approach and the frameworks used to facilitate it, organizations become familiar with their intended interest groups and how to best take into account their requirements.

Artificial Intelligence is all around us. Perhaps the concept still comes as new to some, but it already has a huge impact in our daily routine. When we contact Uber, Alexa, Amazon or the voice assistants on our smart phone like

Siri, Artificial Intelligence (AI) technology works to make life easier for us. Businesses have been using AI to boost the decision-making process. Some examples are online customer support, intelligent personal assistants, or process automation. The use of Customer Relationship Management (CRM) software is growing, as well. The value of providing a better service for consumers helps guide a business. Spending time and other resources on CRM is very important as companies realize the importance of not just knowing, but understanding their customers.

Advertisement

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement, or "ad" or advert for short.

Chatbots

A chatbot is a software application used to conduct an on-line chat conversation via text or textto-speech, in lieu of providing direct contact with a live human agent. Designed to convincingly simulate the way a human would behave as a conversational partner, chatbot systems typically require continuous tuning and testing, and many in production remain unable to adequately converse or pass the industry standard Turing test

The term "ChatterBot" was originally coined by Michael (creator of the first Verbot) in 1994 to describe these conversational programs. Chatbots are typically used in dialogue systems for various purposes including customer service, request routing, or for information gathering. While some chatbot applications use extensive word-classification processes, Natural Language processors, and sophisticated AI, others simply scan for general keywords and generate responses using common phrases obtained from an associated library or Database Today, most chatbots are accessed on-line via website popups, or through virtual assistants such as Google Assistant, Amazon alexa, or messaging apps such as Facebook messengers or WeChat Chatbots are typically classified into usage categories that include: commerce (e-commerce via chat), education , entertainment , finance , Health, News, and productivity.

Chatbot learns from every conversation it has with the customers. It goes through the previous interaction to improve the current response. This activity helps to improve the efficiency of bot response. Also, helps to understand your customer's choices and preferences. Smart interactions save customer's time by helping them to find the right information and address their queries. A company must always train its chatbot with enough data. This will help them to strike meaningful conversations. Making the conversation look more natural than robotic.

Cognitive Technology

It's a field of computer science that mimics the functions of a human brain by various means i.e. NLP, Machine learning, IT etc. Cognitive technology has also been applied in the business sector, and most famously with the streaming of media service i.e. Netflix, which uses it to generate user recommendations (a function that has largely contributed to the company's success).

Cognitive era is an ongoing movement of technological transformation. Organizations is using cognitive technology nowadays to increase the value of

their product and services by making them much more convenient , faster,

effective, safer.

Here are a few things to beat the blues of Covid19

- Think lateral- Earlier we used to normally meet our prospects in a conference and trade shows but now we have to do it virtually. There are dozens of AirMeet , Zoom conferences and webinars happening every day. Join them, participate, make and nurture new connections.
- Re-invest your time- The time saved on travel can now be used to upskill or learn about a new sector or industry that we previously did not cater to. Having a sound knowledge of our clients' business makes you stand out amongst your competition
- Educate your customers- Start a newsletter or a podcast, and share success stories of how your other customers are finding success with your product / solutions. This will bring optimism to your prospect as well as keep you in top of mind while showing your company is still alive and kicking.

Covid-19

In the era of Covid-19 each and everything has changed drastically .It has impacted all around the world. Social distancing, putting on masks, sanitization on time is the only way to limit the spread of virus. In this era people have stayed home and work from home is done by them buying patterns have been drastically changed of the people. The impact of Covid-19 will last in the years to come. Social distancing can lead to stress, boredom, anxiety, and a sense of loneliness. This makes it crucial to identify individual consumer needs and address them before it becomes a problem area.

Life is like a riding bicycle. To keep your balance you must keep moving and can't say idle for so long. This worldwide emergency can either paralyze a marketing team or galvanize it to thrive .In Covid-19 pandemic situation that's what we are actually seeing some companies are laying off the entire marketing team while others are being agile and coming up with new ways to

engage or entertain there audience in this pandemic situation. Many entrepreneurs would want to cut down completely on their marketing activities because being conservative feels like the safest choice when there is

uncertainty of how long this pandemic will last.

Long term study shows that the right approach is to increase your marketing expenditure rather than decreasing it. Most of the consumers are more receptive to marketing in this pandemic situation. A recent study from the American Association of Advertising Agencies found that 43% of consumers find it reassuring to hear from brands. In addition, 56% said they like learning how brands are helping their communities during the pandemic. Only 15%

said they'd rather not hear from companies.

Some scientist are predicting that social distancing may last until 2022 and that is quite a long time for a company to put marketing on hold . As a new normal emerges out in this pandemic, technology will play a significant role in modern marketing tools. Adapt, Innovate, Accelerate is the mantra for business nowadays. Health is wealth and people will be skeptical of any physical interaction with unknown people. Digital Marketing is the best way a company can do to attract their customers because in this pandemic situation there are people who have recently picked up new habits, behaviors and routines in the wake of COVID-19 out of this some people are planning to keep their new habits Consumers are also trying new products, with some of them planning to continue using new brands which they've tried after COVID-19. Consumer's attitudes and behavior is totally changing. The focus is now increased on personalized connectivity and other ways to keep the services running. People may not be able to visit there favorite retail store or restaurant but the virtual community which is created online i.e. in Facebook mixed with creative ideas new delivery and commerce services may be a realistic alternative for the coming future. Technology should then serve as the backbone to deliver these ideas quickly. Brands have the right opportunity to deliver real time assurance and a feeling of connection. For example: with

schools and offices closed, it becomes difficult for parents to work from home and engage their kids. So Audible an audio book service by Amazon, is now offering free streaming of stories to entertain, teach, and engage children while schools remain shut.

No one can predict when this global pandemic will come to an end but survival of fittest is always there and to survive in this situation a company need to understand, anticipate and go above and beyond to fulfill customer needs, use right technology and ways to communicate with the customers and focus on helping customers.

For Example: People are missing trying on makeup's in store during COVID-19 so few brands have launched virtual try on in their websites like Maybelline, Sephora, L'Oreal Paris, Mac etc. on the other hand many other brands have taken this situation as an opportunity and have started making and selling out masks which matches the outfit of people and people feel comfortable in them. The reusable face masks have been so popular because of their designs, they are washable and environment friendly

As the U.S. confronts the ongoing wave of COVID-19 infection, popular promotional products include low-cost personal protective equipment (PPE) staples like gloves, face shields, hand sanitizer (in configurations ranging from keychain attachments to pen-shaped mist sprayers) and high-tech, pricier offerings like ultraviolet "wands" and boxes built to kill germs that lurk on keyboards and cell phones

REVIEW OF LITERATURE

Agrawal Priyanka; Chauhan Abhishek 2020: Artificial Intelligence opens new door for innovations, advertisement and administration. Promotion is a game of analysing the Customer's brain and heart. It is all about gathering knowledge induce with feelings. AI setup an environment for one to one interaction between the buyer and seller. By the end of 2020, almost 85% of the Customer Interaction will be managed without involving human. AI

changed every possible way of predicting Human behaviour and modifies its algorithm largely to help for brand promotion, Content Creation and improve customer interface It is safe to say that Artificial intelligence is a secured investment, which is sure to get dividends. The coming years, especially 2020 would see visible changes and impact due to the application of AI.

The recent work and trends in field of AI varies from Apple Siri enabled smart mobile searches and catch of keywords to Google Duplex managing hair-cut appointment and restaurant reservations (CNBC, 2018)

Google Duplex voice enabled platform speaking to the hotel manager in human like voice and precision requesting a dinner reservation. The tonality and linguistics patterns of Google Duplex are hardly differentiable with human voice. Additionally Amazon recently entered into a partnership with Mariott International Inc. wherein Amazon Flywheel (Dignan, 2018)

The pizza delivery chain Dominos introduced a function in its mobile app that lets customers place orders by voice; a virtual character named "Dom," who speaks with a computer-generated voice, guides customers through the process. Automating the process of ordering pizza by voice is not primarily a cost-cutting move. Rather, it is intended to increase revenue by making ordering more convenient. Dominos customers increasingly say they prefer to order online or with mobile devices, and those who order this way tend to spend more and purchase more frequently.[7] The automated voice ordering system should help the company scale its digital business without adding more call center staff.(David,2015)

AI marketing will assist organizations in the strategic tasks of customer engagement beginning from lead generation, nurturing and follow up to segmentation, salesmanship to customer service and satisfaction (Fowler, 2018).

According to Oxford Dictionary, AI is "the theory and development of computer systems able to perform tasks normally requiring human

intelligence, such as visual perception, speech recognition, decision-making, and translation between languages" ("artificial intelligence (Definition of artificial intelligence by Oxford Dictionaries", 2019).

Email is everywhere. There are roughly 4 billion email addresses worldwide, addresses that underpin all other apps, channels and tools on the internet today. An average of more than 293 billion emails were sent each day in 2019, daily traffic that's expected to grow 4.2% by 2023, according to the Radicati Group, a technology market research firm. A thorough and continuous email strategy remains essential to connecting your brand with the audience you want to reach. Failing to invest in email means missing out on a channel that allows you to build long-term trust with customers in a direct way. The key word here is strategy. Not all marketing emails serve the same purpose. Most businesses are familiar with using email to promote sales and offers or to tout new products and services. The rise of e-commerce makes email a crucial customer service tool, allowing businesses to confirm orders, request updated payment methods or send a backorder alert directly to the customer. Email marketing strategy is very important (Amith Nagarajan, Forbes Councils Member, 2020)

OLD SCHOOL, MILLENNIAL COMBO: 2020 MARKETING STRATEGIES

 Mark Zuckerberg was only 23 years old when he stated that "young people are just smarter." Zuckerberg is now 36 years old and relies heavily on 50-year-old Sheryl Sandberg. Now, they exemplify millennials and old-schoolers working together for the continued success of Facebook. The same holds true for old school and millennial marketing strategies. For your strategy to work, you need to invest time and resources to understand their needs, pain points and interests. Using the right marketing tactic can help you get a higher conversion rate. It doesn't matter if you alert your audience to create social media marketing, or use your brand as a cause for social good. Old school marketing is not obsolete, and it's not going to be anytime soon. It provides

essential ways to connect with your audience and grow your business. You'll see a high boost in your marketing campaign in 2020 if you complement old strategies with millennial strategies. There are many ways to combine old school strategies and millennial marketing strategies. Both of them will produce excellent results to generate more sales and traffic. If you are in digital marketing, change is a crucial part of the job. You should be looking out for new technologies, tools, and techniques to improve your marketing campaign. However, do not ignore old school techniques. Together, you can generate more natural leads and traffic to boost your business.(Erin Merrill,2020)

This epidemic, having impacted all sectors; mobile marketing and advertising, is no exception. In the short term, companies have and will curtail their marketing spend, till the situation stabilizes...Optimism and the fact that every challenge brings in opportunity, the COVID1-19 and its challenges, has made the compelling need of newer ways and means of connectivity and thereby a relook at digital -mobile marketing and advertising approach- one of which is IOT based applications to reach out to masses (especially, in case of pandemics or natural calamities), in today's or should say post COVID -19 times. We may see a rising awareness and focus to IOT solutions being weaved in by the marketers and digital heads, going forward in the marketing mandates.(Arun Gupta,2020)

Over the years there have been numerous discussions on the usefulness of AI as a tool to take technology to another level, and its repercussion on the workforce, as it may be imperative that it causes people to lose their jobs. AI has the potential to add $957 billion, or 15 percent of India's current gross value, by 2035. While still debatable, many are now considering the use of AI as a potent means to fight the COVID-19 pandemic spreading like fire. The novel coronavirus pandemic has also led to a steep decline in many sectors including travel, sports and construction, due to the economic fallout of restrictions and lockdowns. According to NASSCOM, the business continuity

and growth of IT services have been disrupted due to COVID-19, costing $190 billion. Right from analyzing and processing data for customers, understanding customer behavior pattern, to zeroing on the right platform to carry targeted communication, AI can be a boon for businesses at this crucial time of worldwide paramedic, while ensuring optimum utilization of funds in terms of Return on Ad Spend. (Kuldeep Chaudhary,2020)

Tips on Marketing During the Coronavirus (COVID-19) Crisis

1. Reassure Your Customers About How Your Company is Responding to the Pandemic

2. Move Your Brand Online to Stay Connected to Your Customers

3. Refresh Customer Experience (CX) Strategies to Relook at End-to-End Sales Processes

4. Focus on Strengthening Your Relationship With Your Customers

5. Infuse Empathy in Your Marketing Communications

6. Implement an Agile Strategic Pricing Model to Improve Margins

7. Reflect on Your Company Values During this Lockdown & Refocus Your Engagement Strategies

8. Avoid the Hard Sell and Reaffirm Your Commitment to the Long Run

9. Use Marketing Technology to Stay Connected to Customers When Working Remotely

10. Help Your Customers Navigate the Situation and Pivot as Necessary

(Neha Pradhan,2020)

The global Content Marketing Industry is significantly driven by rising adoption of content marketing systems by the vendors for customer engagement, personalized advertising, and generating interest on products. In addition, the cost of content marketing is less than that of traditional advertising tools, which will boost the growth of the market. Constant growth

of the progressive technologies in content marketing will provide a substantial investment opportunity in the market. Furthermore, the growing demand for digital advertising from marketers is directly increasing the adoption of content marketing systems, which is anticipated to impel the Content Marketing Industry growth in the near future.

Social media segment will experience a remarkable growth during the forecast time. The impact of social media on content marketing is because consumers are shifting away from conventional channels towards digital channels and social sites. For instance, in the U.S., the revenue generated through digital advertising has increased over 33% by 2018 from 25% in 2018. In addition, growing number of social media sites along with increase in the number of users is projected to account the social media market for $21,373.3 million by 2026 with a growth rate of 15.2% CAGR.(Abhishek,2020)

Initially, the reaction to the COVID-19 outbreak ranged from sheer panic to brands scurrying to make what they could before the apparent and inevitable shutdown.
India recorded a staggering 120 million regular online shoppers in 2018, and with a CAGR of 28 percent, the online shoppers are expected to reach over 200 million by 2025. But while the COVID-19 situation has turned out to be an unmitigated disaster for many businesses, hundreds of others have taken the consequences in their stride. Industries were already establishing their presence online before the pandemic hit. Now, with a nearly 100 percent increase in online sales in India, businesses and entrepreneurs realize that the shift might be more formidable and long-term than they ever thought

Marketers in the post-COVID-19 era will have to rethink what technologies they really need, which ones can help them save money, and which ones can help them transform their businesses that have been altered by this crisis.

Carefully placed ads on social media or related searches on e-commerce sites are then used to pique their interest. Online reviews and specifications are

other vital aspects that drive customer interest and ultimate purchase(kaushal,2020).

Oracle announced a series of updates to Oracle CX Marketing within the Oracle Cloud Customer Experience suite. The updates are focused on helping organizations learn more about their customers and creating more impactful customer interactions. As digital marketing grows more, organizations are responding by growing their marketing investments,

For example, Oracle has more than 80 customers sending out more than a billion messages a year. The tech giant has customers in Brazil who need to send out 20 million SMS's in less than an hour to reach customers at lunchtime. This means investment in scale, performance and reliability, is supremely important.

The latest updates include:

- New Account Based Marketing (ABM) Capabilities, including a new account engagement dashboard for Oracle Eloqua, a tool for B2B marketers.
- New Zoom, Webex and Microsoft Team Integrations with Eloqua to help reach customers on these platforms.
- New Content Management Capabilities, including pre-configured and reusable content blocks within Eloqua. Eloqua's close integration with CX Content simplifies sharing content across teams.
- New Personalization Capabilities for Responses. This includes a new fatigue analysis feature to help identify when you may be sending too many messages to an individual. An intelligent audience selector can help you find more customers who will respond well to your marketing automations.
- New Loyalty and Engagement Capabilities, including a new polling capability within Oracle cloud twist

(Stephanie, 2020)

Amazon has taken up numerous measures to support customers, employees, and communities. From ramping up fulfillment and delivery hiring to ensuring fair pricing, adjusting shopping hours for senior customers, and adjusting delivery (like the option to choose No-Rush Shipping) and logistics for prioritizing essentials. Amazon is trying to cater to customer requirements. Customers can also select 'Unattended Delivery' options to avoid coming in contact with the delivery agents. Amazon has also pledged to donate 2,50,000 essential items to Seattle's quarantine patients. Apart from this, Amazon Care will pick-up and deliver COVID-19 tests in the Seattle area (CNBC, 2020).

CONCLUSION

In the era of Covid-19 each and everything has changed drastically .It has impacted all around the world. A person can be infected by breathing in the virus if he is within close proximity of someone who has COVID-19, or by touching a contaminated surface and then your eyes, nose or mouth. During this period of time people have done work from home so modern marketing is used by every company to connect, entertain their customers in social media, email, advertisements etc. Focus of the company is increased in customized products and other ways to keep the company services running at a good pace. Artificial intelligence is continually becoming an empowering tool for digital marketers and works on the tricks to get the information from an individual or the group of people to and make your brand a huge one. It is safe to say that Artificial intelligence is a secured investment, which is sure to get dividends. The coming years, especially 2020 would see visible changes and impact due to the application of AI.

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