AI – The Future of Content Marketing

Fact: The software driven content marketing game is poised to grow at a CAGR of 18.4% from 2019 – 2024

The demand for content is increasing voraciously, while the amount of content needed to drive superlative digital experiences has doubled, maybe even tripled. The reason? The payoff is big. There is so much written about *"AI"* – most of it cryptic, (too cryptic to understand!), a lot of it junk!
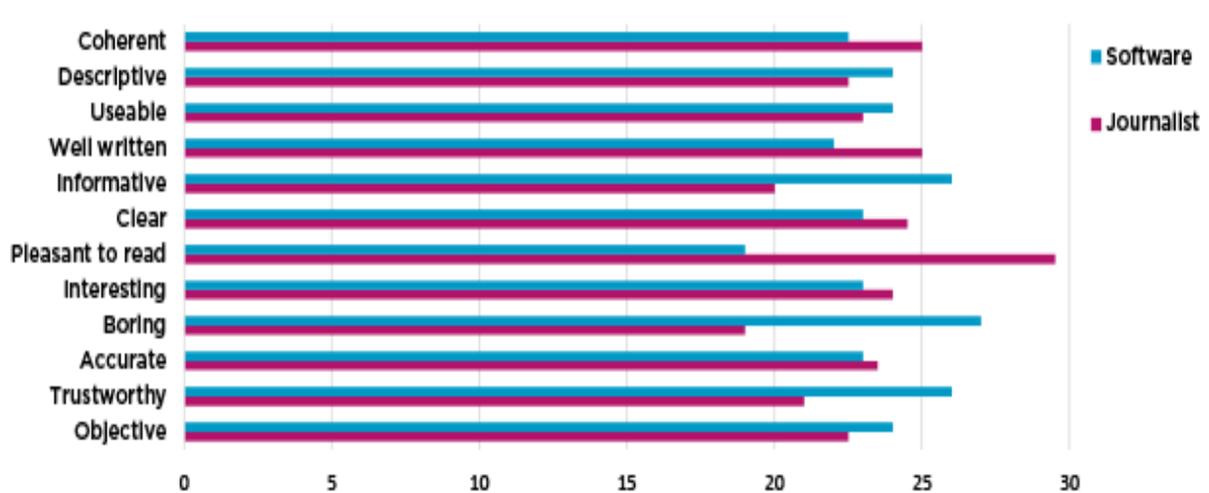
Remember the R.E.M masterpiece from the '90's…" *Part lies, part heart, part truth, part garbage…?"*

Well AI has become something like that! A recent survey among European start-ups suggested that *80%* who claim to be "AI" companies were not! As potential customers, is this something that you should be alarmed of? Not quite, and we will explain why, a little later.

So how can you keep up with this insatiable demand for content? Many digital leaders are turning to the use of **Natural Language Generation (NLG)**--an AI marketing tool also referred to as machine learning content generation--to scale content creation and ease some of the pressure on marketing by taking over routine content creation tasks. One of the easiest ways to incorporate NLG into your content creation is through a **Digital Experience Platform (DXP).**

Now, what exactly is this NLG?

NLG is nothing but the use of a linguistic algorithm (okay thus far?) on a structured set of *metadata* (imagine data arranged in rows and columns, your product data for example), rendering it so that it spits out human-readable text which is similar to that written by people, in terms of grammar, tone, coherence, syntax, etc., and requires no need for review or approval.

Chart legend: ■ Software ■ Journalist

Categories (top to bottom): Coherent, Descriptive, Useable, Well written, Informative, Clear, Pleasant to read, Interesting, Boring, Accurate, Trustworthy, Objective

X-axis: 0, 5, 10, 15, 20, 25, 30

Take a close look at the picture above. What do you see? The smart marketer sees the tremendous possibilities jump at him, almost immediately. Except for a few parameters that are subjective, the linguistic algorithm scores almost equally well, if not better than a human journalist, in composing content. ***This finding is the proverbial bedrock of use cases of AI in content marketing.***

❖ NLG can *auto generate text* with *outstanding efficiency* without the need of added human intervention, thus *improving efficiency*.
❖ NLG can help create *multiple content variations* resulting in unlimited "*marketing personas*" (the marketing folk will identify with this term!) for highly *personalized digital experiences*
❖ NLG can help by *reducing time* creating large quantities of content, to a mere fraction, delivering economies of scale.

Let us quickly take a look at some business use cases that may sound familiar.

❖ E-commerce – This is a match made in heaven! Well, on paper at least. As with most things in AI currently, setting things up are not as easy as they seem. So what is a pre-requisite here? For starters, the company *MUST* have an existing catalogue / database (remember "metadata?") which can be used by the algorithm. The algorithm "*learns*" from this existing set if data. And this data must be structured systematically. The more robust this data set is, the more robust the final output results of using the algorithm will be. This is

a critical point. Most organisations expect too much without having this fundamental understanding in place. After this, the algorithm can create thousands of product descriptions at scale, very efficiently thus saving time.

❖ Finance and Banking – AI driven software can very efficiently generate stock market reports and dash board reports based on actual stock market performance. AI can also be used to generate compliance reports. Fintech is a sector with massive applications, as many metrics can be tracked and reported. One caveat here though that we would like to point out – finance and banking industries are heavily regulated – keep an eye out for regulations at all times!

❖ Travel and Tourism – This use case is not very different from the e-commerce one. The basic metadata needs to exists, following which information can be populated on deals, availability of rooms, resorts etc., using the algorithm, in a remarkably time efficient manner, with no requirement of human intervention.

❖ Human Resources – Are any of you reading this, into posting countless job descriptions? We understand how frustrating this can be! Here AI can really come in handy. Yet again, the principle remains the same. Creating unlimited personas of descriptions quickly and efficiently.

There are multiple other possible use cases – one only needs to think. Think of it this way. Start with the "*repetitive*" content element of your business and check if you can define what are the inputs to this (and how robust this input data can be – as indicated earlier, this is critical). If your answer to the above is a "**check**" then you may just have a case amenable to be resolved using AI! (Caveat, remember, AI is a solution that solves primarily for scale, so super specialised cases may not be ideal.)

Ok…what's next?

Right - So now you need to look for a software solution that gives you what you need. There are a few in the market, and the market *IS* scattered as it is a new burgeoning field, with advances being made literally as we speak, so you will have to be selective, but broadly, here are the parameters that you can look for.

❖ Look for a player that can integrate a **Digital Experience Platform (DXP)** within the solution. These can also have the added advantage of giving you

multiple "content creators" – people who can take the content created by the algorithm and tweak it further, to take it to a newer level. Many use cases find this application handy as it combines the best of both worlds.

❖ Whichever system you opt for, look for "*interoperability*" and flexibility.

Now, let us address the elephant in the room – so many start-ups that claim to be AI-powered. Are they really AI? Is it a hoax to drive up valuations or entice investor interest? The jury may be divided. In our opinion, it augurs well for businesses, one way or another. Why you ask? Well simply because pure *"AI companies"* in the classical sense, comprise largely of data scientists who create the linguistic algorithm which scrapes your metadata, that we spoke of. In the commercial sense however, there are companies that are employing API's to use these algorithms (legitimately!) and embed them in products like the *DXP's* mentioned above, or other Content Management Systems. Both are fully capable of solving the business problem of the said use cases. So, why worry…enjoy your apples!

How do we see the AI revolution? Very simply, as below…

"AI will probably most likely lead to the end of the world, but in the meantime, there'll be great companies…!"

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