



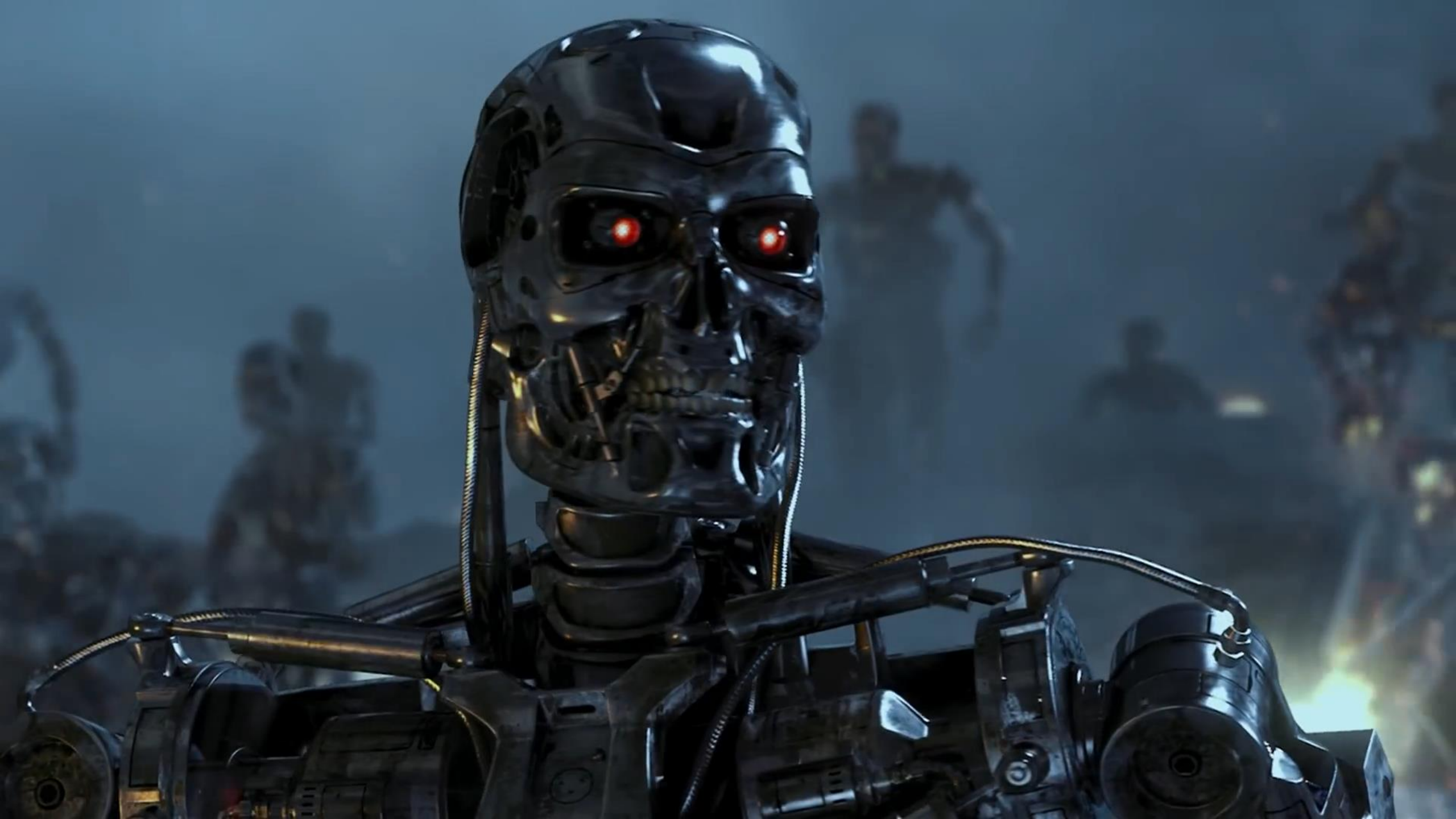
DIGITALENT
< GROUP >

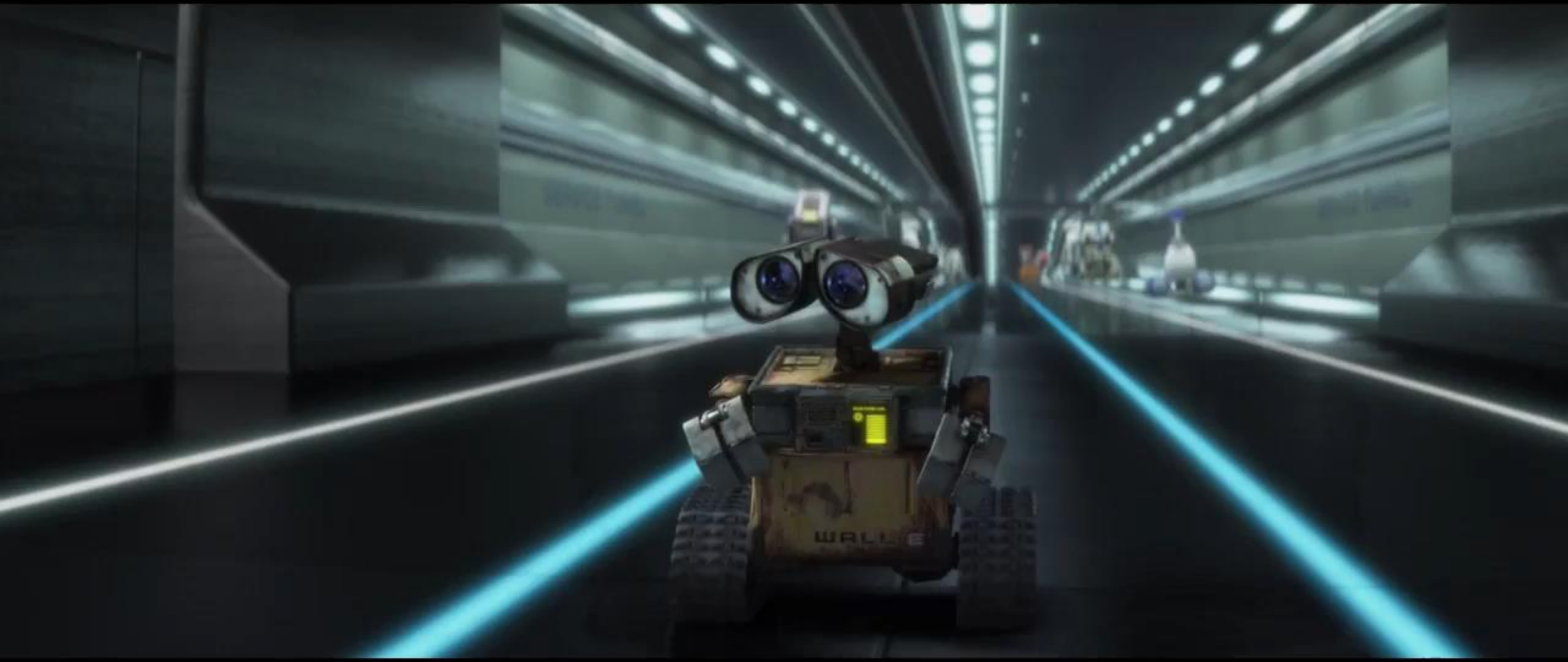


How to use AI in Marketing?



Ronan MASSEZ – Regional Marketing Leader







Copilot

<AI IN OUR DAILY LIFE>



Augmenting human
potential



Support in
our lives



Improve
processes



Fostering
innovation &
creativity

Imagen

AI & BUSINESS

+



**Customer
Experience**



**Operational
Processes**



**Business
models**



74%

say AI will fundamentally change how they approach CX.

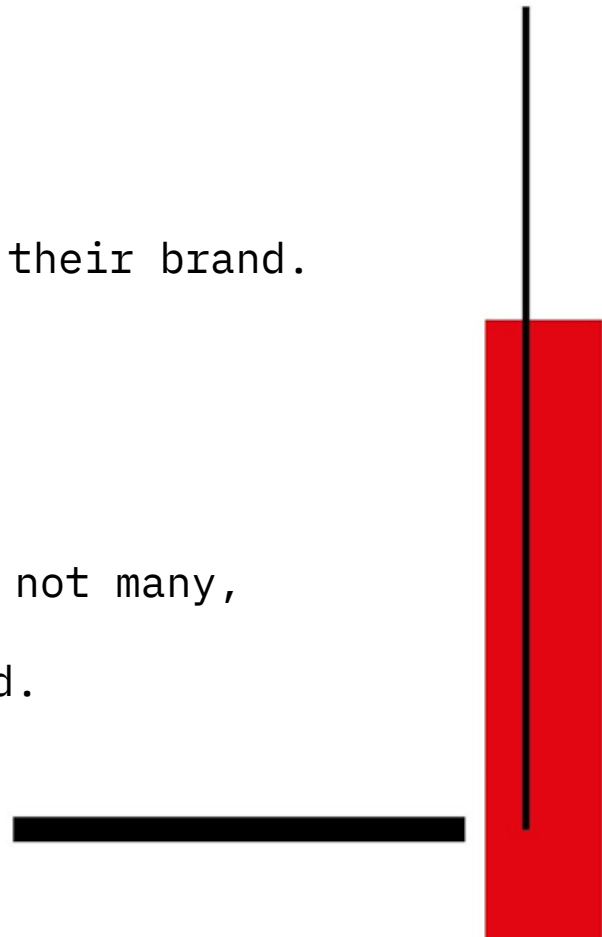
74%

say AI will change how customers view their brand.



41%

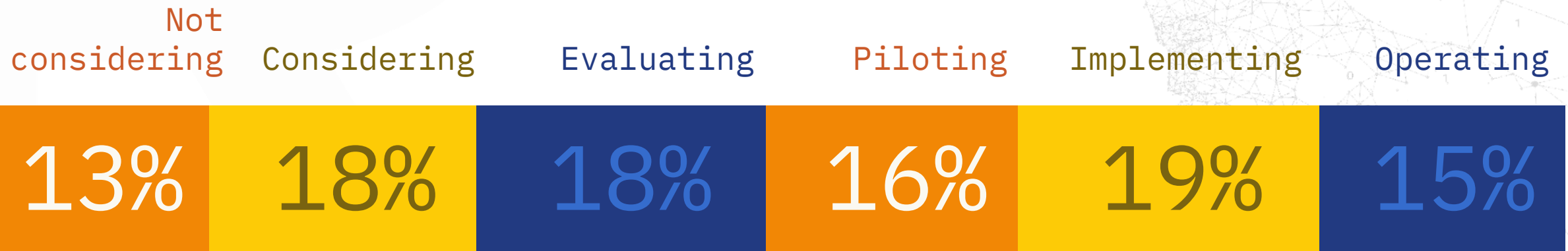
Have an AI strategy - that's not many, considering the changes ahead.



- Half of companies surveyed have taken concrete action to incorporate AI into CX

50%

are taking action



n= 1,184



THE ISSUE



70%

Change management
(processes, ways of
working, key
performance indicators)



20%

Getting the data
right
(Data integration,
analytics, ...)

10%

Technology
Foundations
(Agile tools, CDP...)



+
HOW TO LEVERAGE



ARTIFICIAL
INTELLIGENCE?







ChatGPT 4o ▾



ChatGPT



Open Report



Presentation Merca 2...



image generator



Video GPT by VEED



Explorar GPT

Hoy

Shampoo Trends: New Marke... ▾

Ayer

Predecir Tendencias con IA

Data vs. Story

7 días anteriores

- ▾

Agrega un espacio de trabajo
de Team

Colabora en un plan Team

Soy una marca de shampoo para damas dame nuevas tendencias del mercado



¡Claro, aquí tienes algunas tendencias emergentes en el mercado de shampoo para damas que podrían ayudarte a mantener tu marca relevante y atractiva para los consumidores!

1. Shampoos Sólidos y Sin Envase:

La sostenibilidad sigue siendo una prioridad para muchos consumidores. Los shampoos sólidos reducen el uso de plásticos y son más amigables con el medio ambiente. Además, están ganando popularidad por su portabilidad y menor impacto ambiental.

2. Fórmulas Limpias y Naturales:

Los consumidores buscan productos con ingredientes naturales y orgánicos, evitando químicos agresivos como sulfatos, parabenos y siliconas. Las fórmulas con extractos de plantas, aceites esenciales y ingredientes naturales están en auge.

3. Shampoos Personalizados:

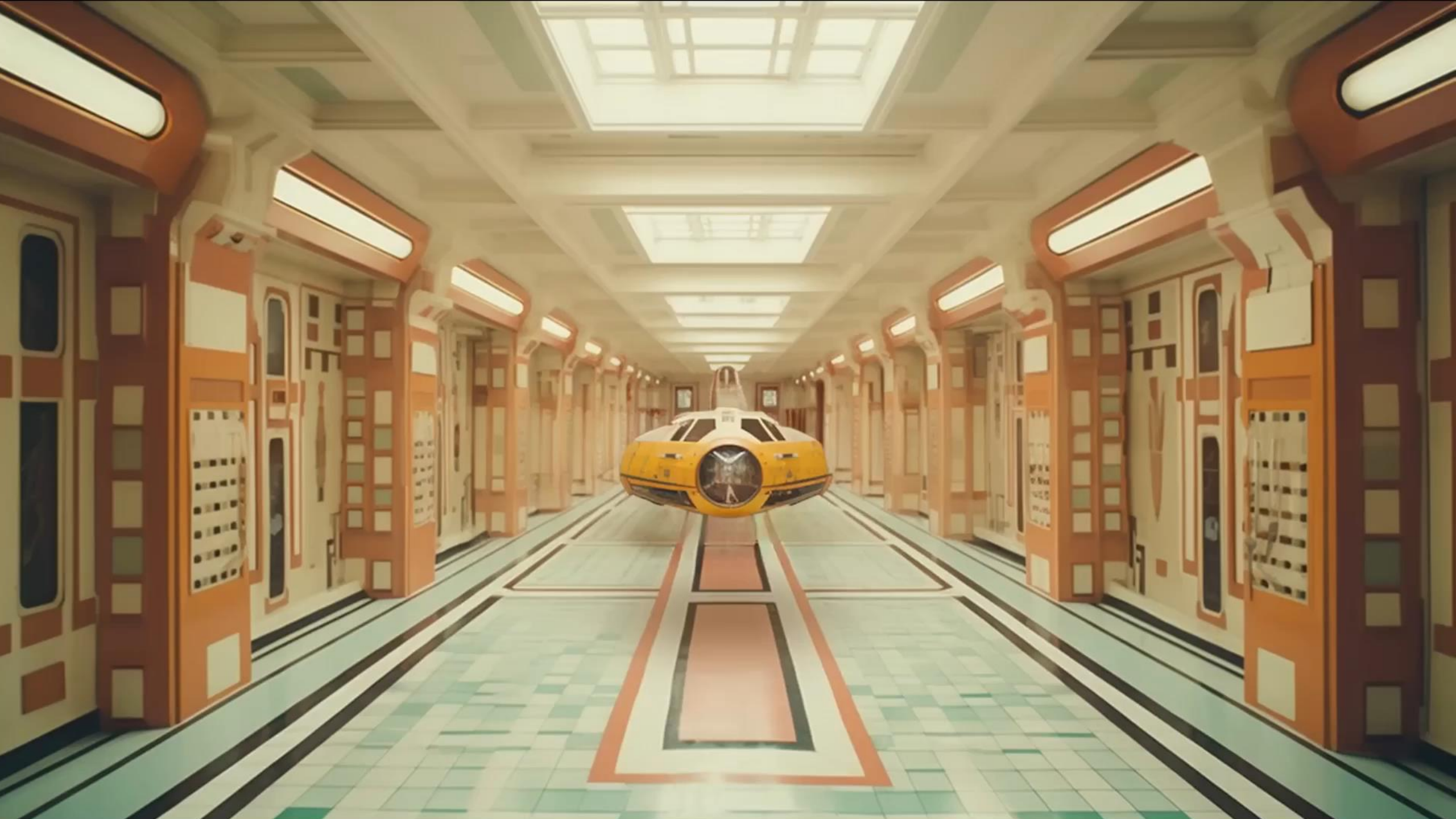
La personalización es clave. Ofrecer shampoos que se adapten a las necesidades específicas de cada tipo de cabello, como productos para cabello teñido, rizado, seco o con tendencia grasa,



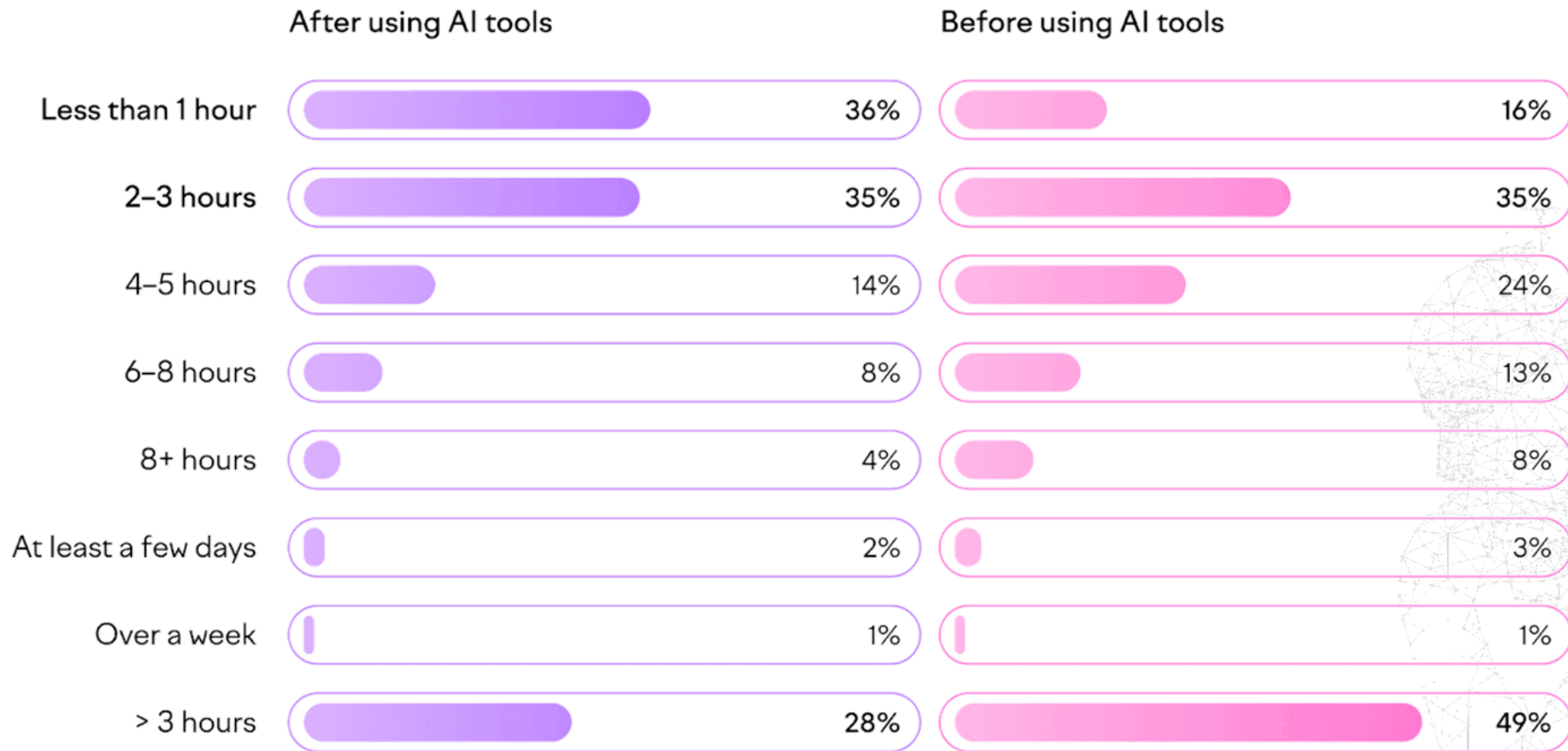
Envía un mensaje a ChatGPT



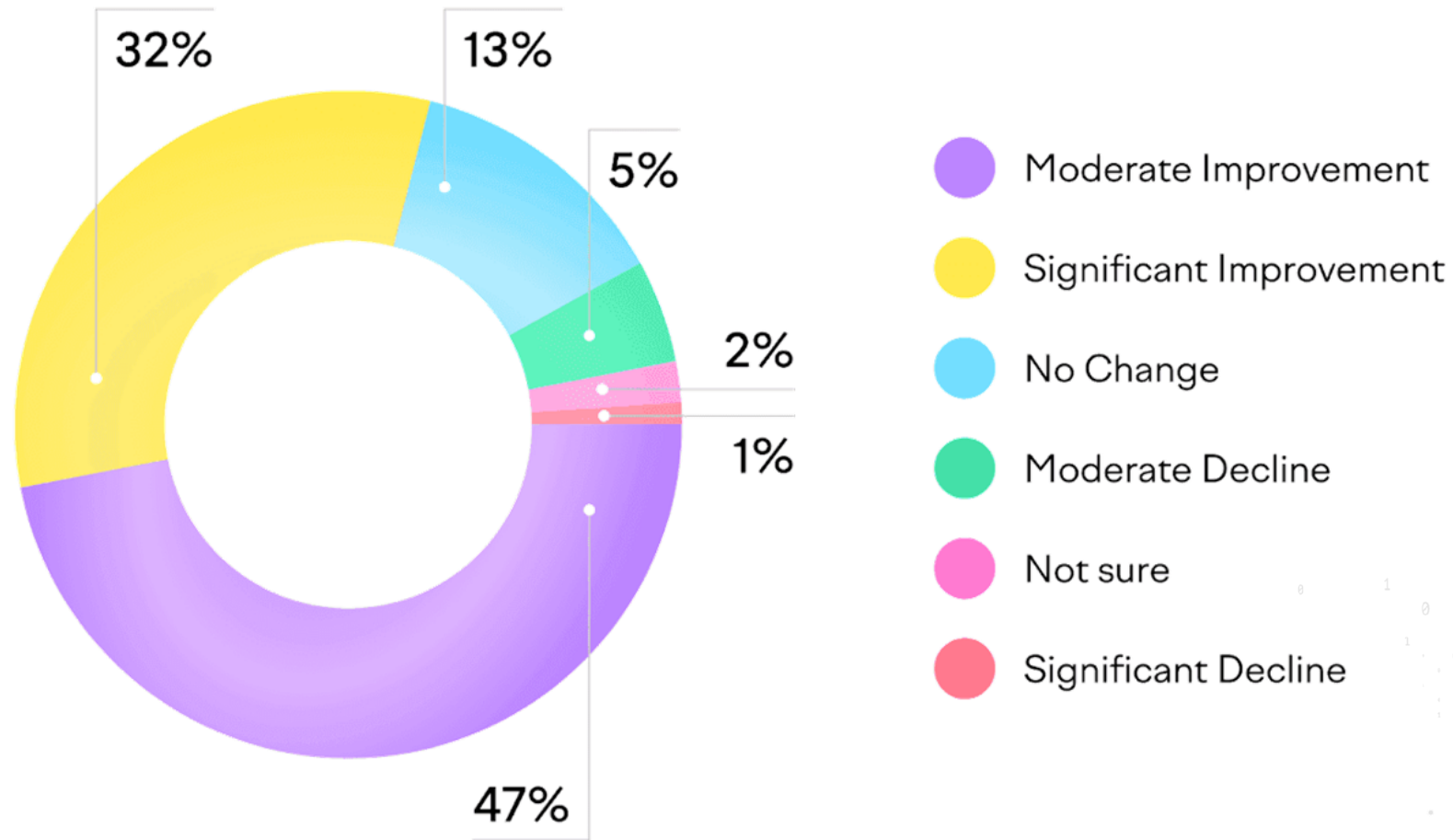
ChatGPT puede cometer errores. Comprueba la información importante.



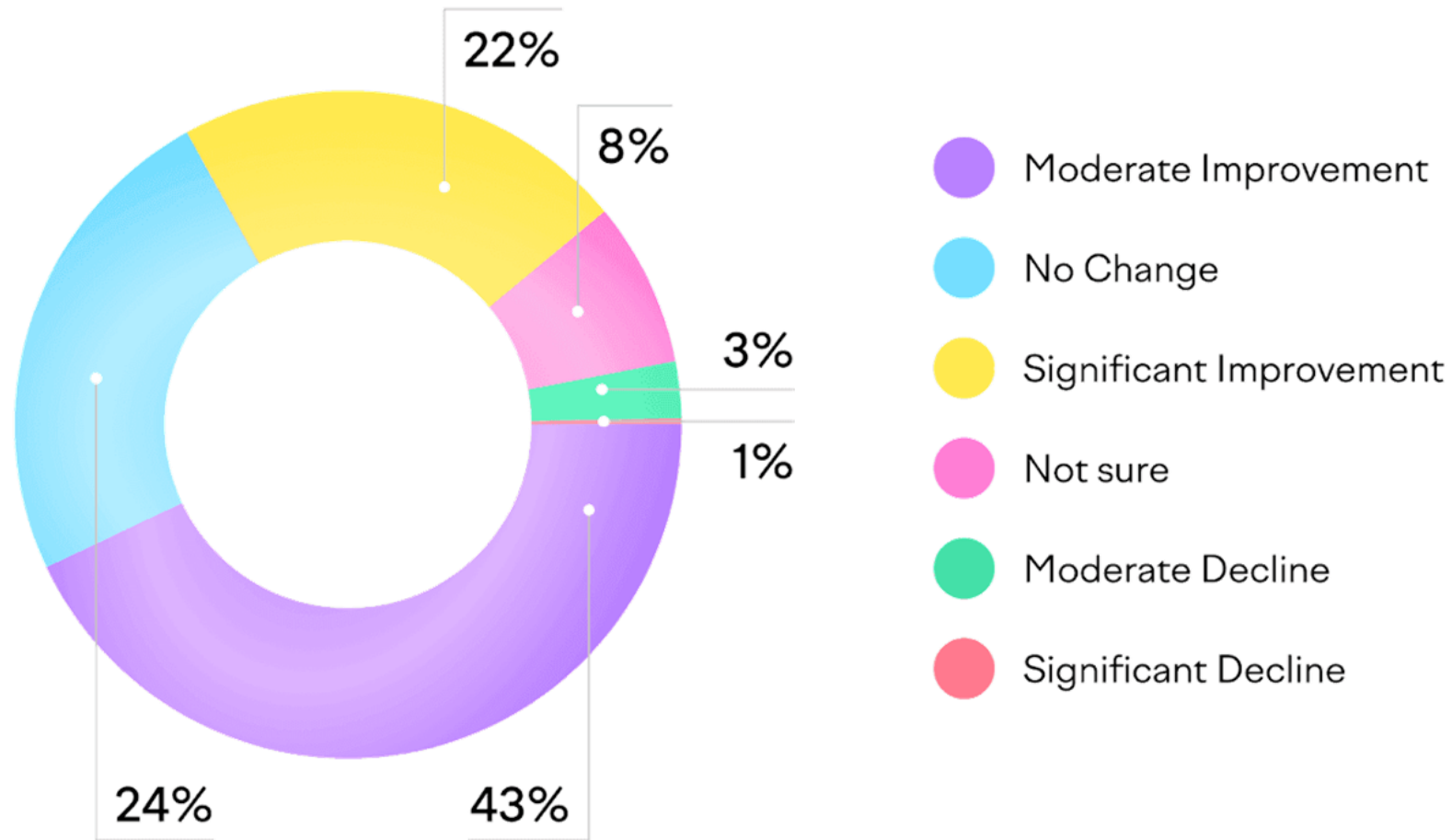
The average time spent on writing a single long-form blog post



Have you observed an improvement in content quality with the use of AI tools?

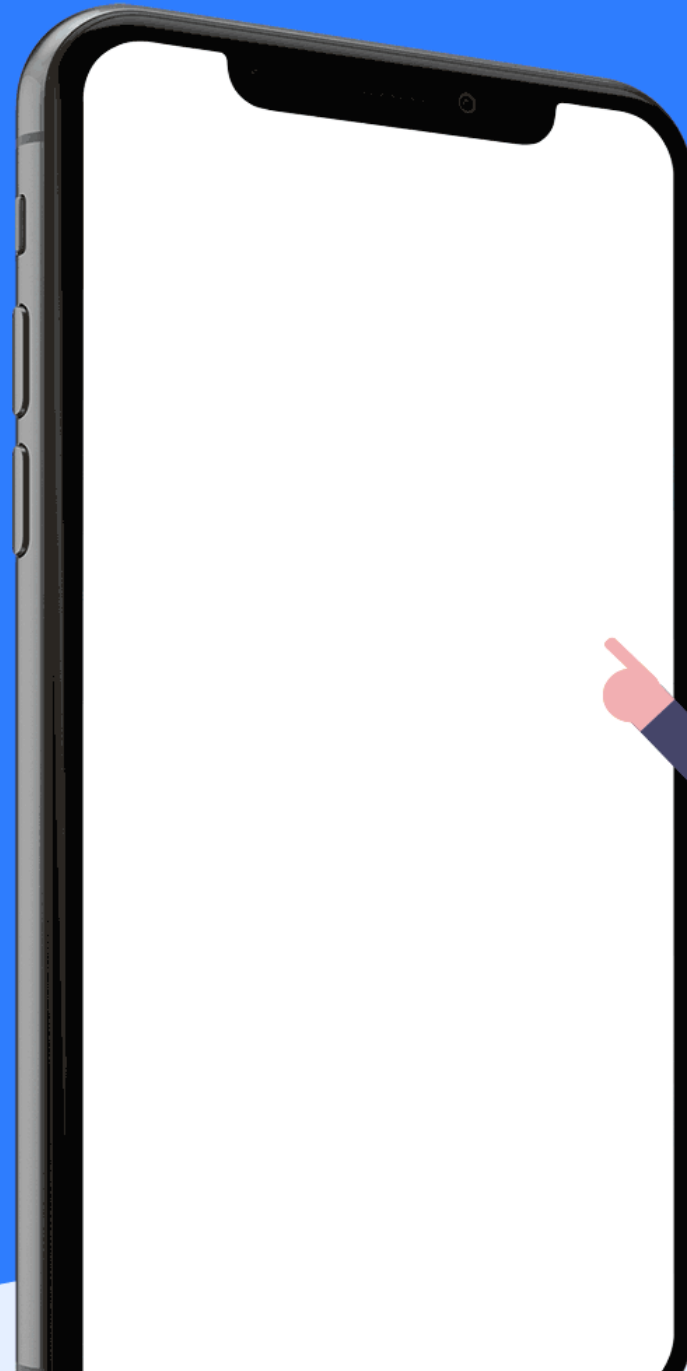


Have you observed an improvement in SEO rankings with the use of AI tools?





CHATBOT



63%

would consider
messaging an online
chatbot to communicate
with a business or
brand.

30k

Chatbots in FACEBOOK

67%

of Americans Millenials
say they are willing to
make a purchase through a
chatbot.



+
THE FUTURE OF



PREDICTIVE
MARKETING





THE FUTURE OF PREDICTIVE MARKETING



Real time
Personalization



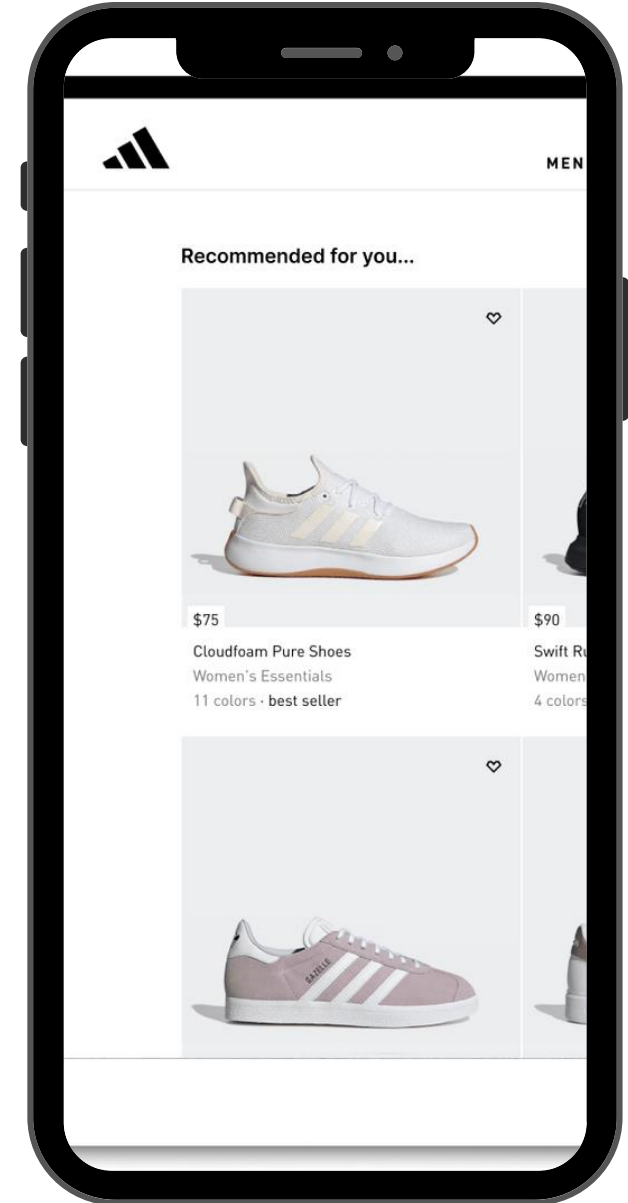
Integration
with the
Internet of
Things (IoT)



AI-powered
Customer
Journeys



Democratization
of Predictive
Tools



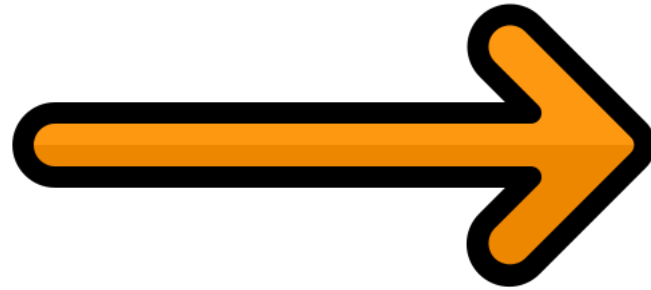
+

AI CAN BE
USED
FOR

PATTERNS!



FROM ICE CREAM TO CANCUN!






HYPER-PERSONALIZATION



WITH THE UPDATED STARBUCKS APP®
MORE WAYS TO PAY = MORE WAYS TO
GET REWARDED

AT PARTICIPATING STORES. SOME RESTRICTIONS APPLY.
SEE STARBUCKS.COM/REWARDS

STARBUCKS®
REWARDS

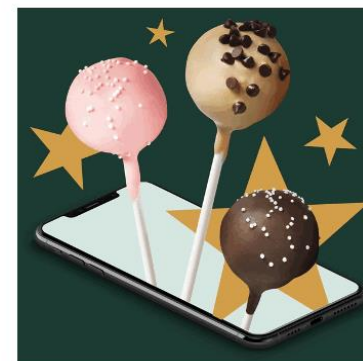


**KEEP ORDERING AHEAD
AND GET REWARDED**


We've made recent app updates, and that means guest checkout is no longer available. Join Starbucks® Rewards to continue ordering ahead in the app. You'll collect Stars when you pay with credit, debit, cash—or earn even faster by using your Starbucks Card. Stars can be redeemed for delicious Rewards like free drinks and food.

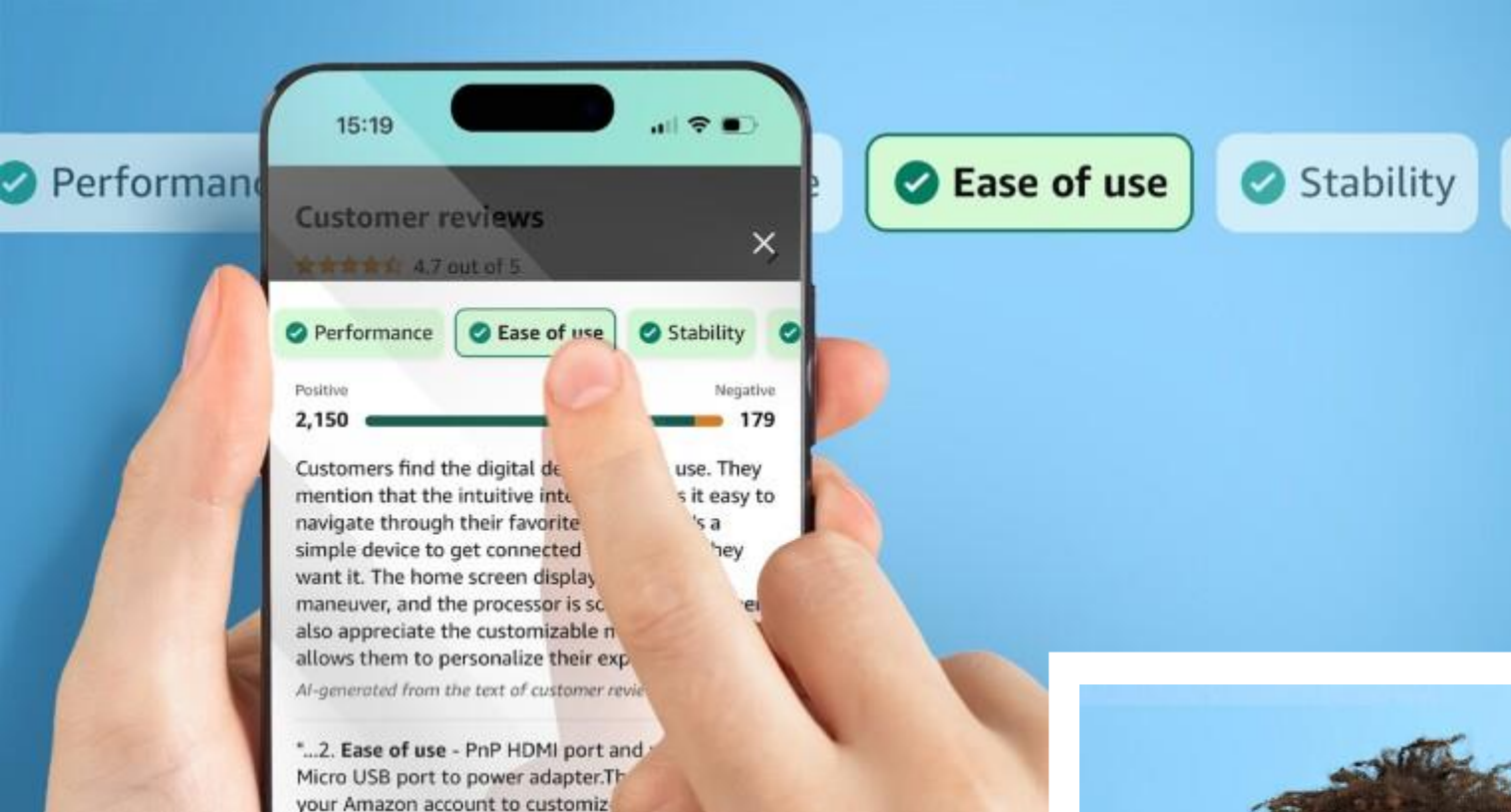
It's easy to join on the app and keep enjoying your faves on the go.

Join today

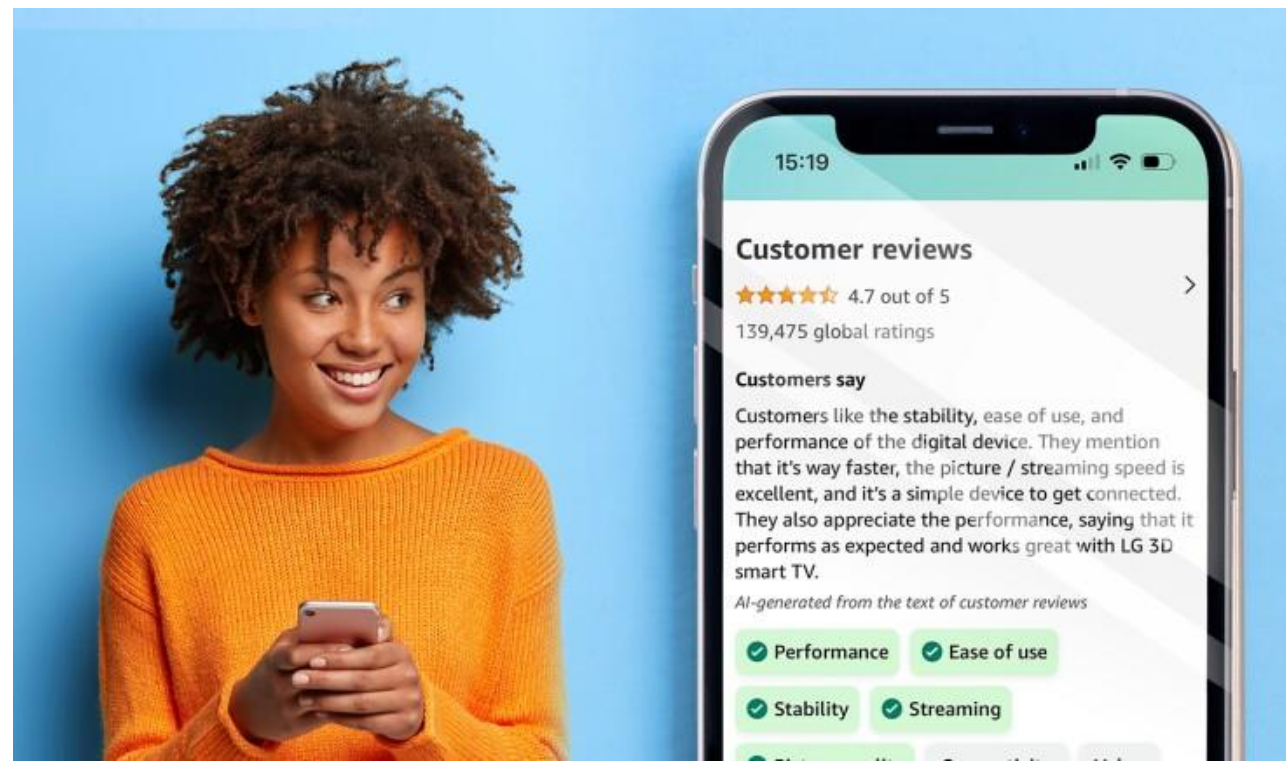
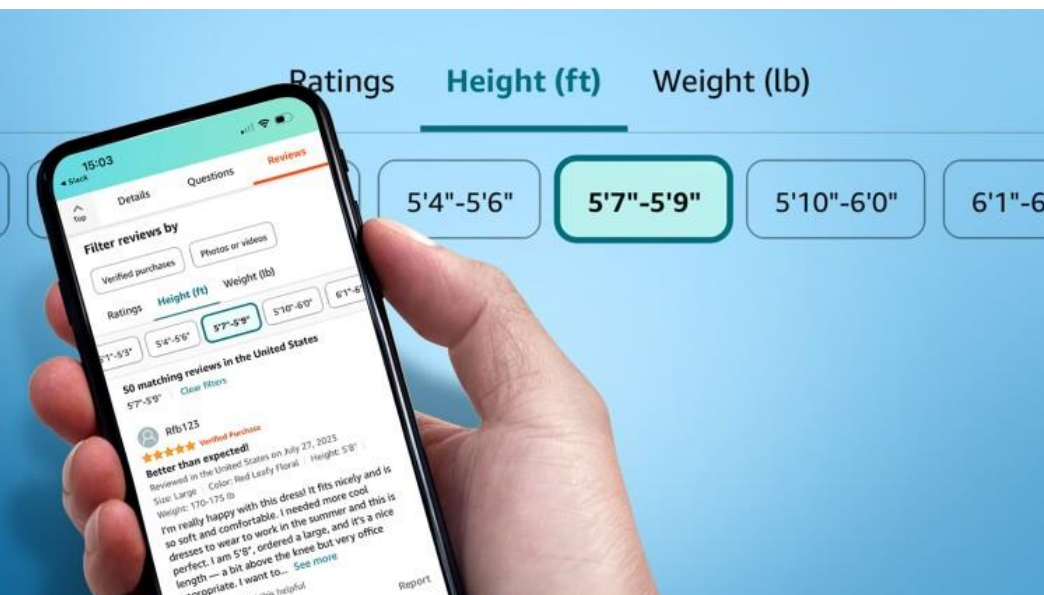


**PAY ANY
WAY**





amazon





How IKEA stays ahead of the game: Inside the retail giant's global media and brand health monitoring strategy

460

STORES IN 62
MARKETS

8-12

SOCIAL MEDIA
POSTS PER
MINUTE
MENTIONING
IKEA





An illustration of a person with dark hair and glasses sitting at a desk, looking at a large computer monitor. The monitor displays various data visualizations including pie charts, bar graphs, a calendar, and a clock. A shopping bag icon with a '50% OFF' tag is also visible on the screen. A price tag '\$49' is shown at the bottom right of the monitor. A large purple arrow points to the right in the top right corner. A dark purple banner with white text is overlaid on the center of the image.

Pricing optimization with AI Explained



+

HOW TO USE AI TO GET



YOUR CUSTOMERS RIGHT?



52%

market researchers
confident they know
what AI is

Under 30 (41%) / 30+ (56%)

30%

market researchers
confident they know
how AI will affect
the industry

Under 30 (32%) / 30+ (26%)

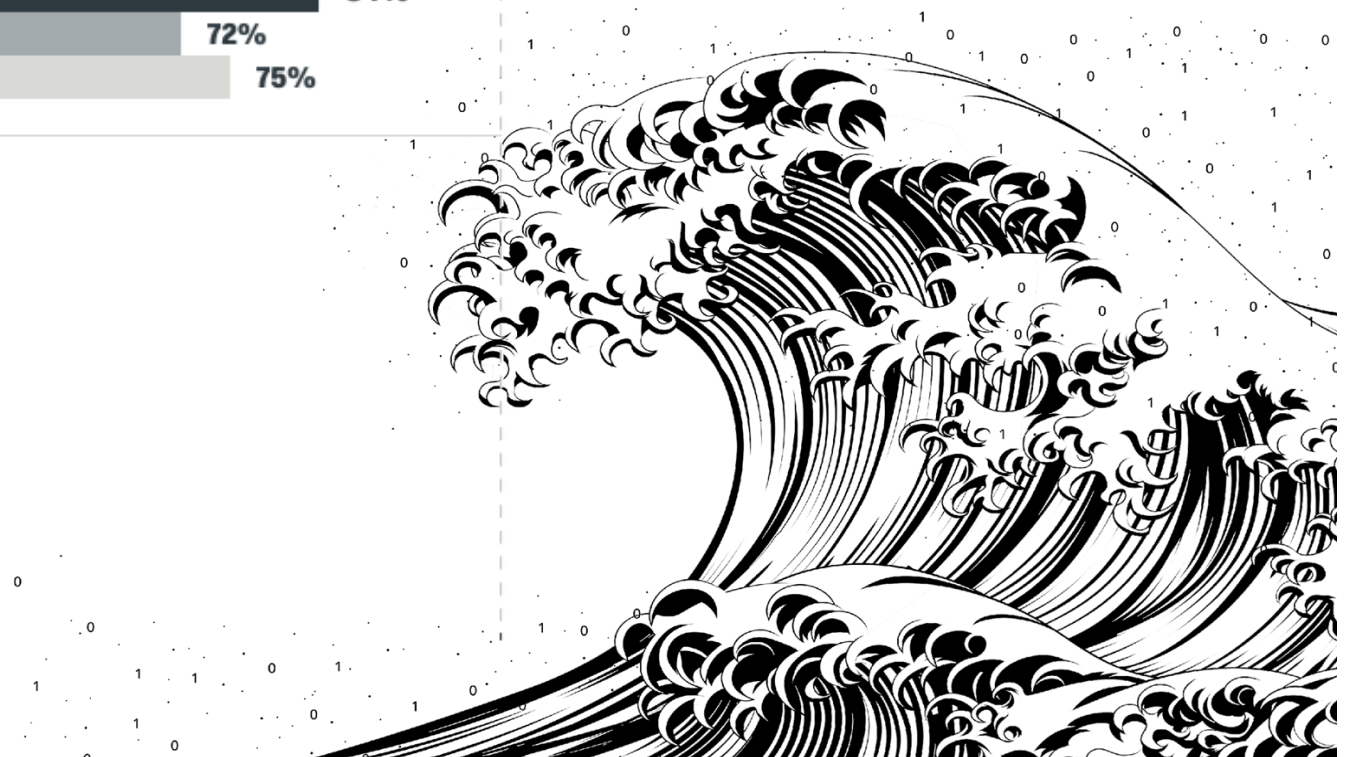
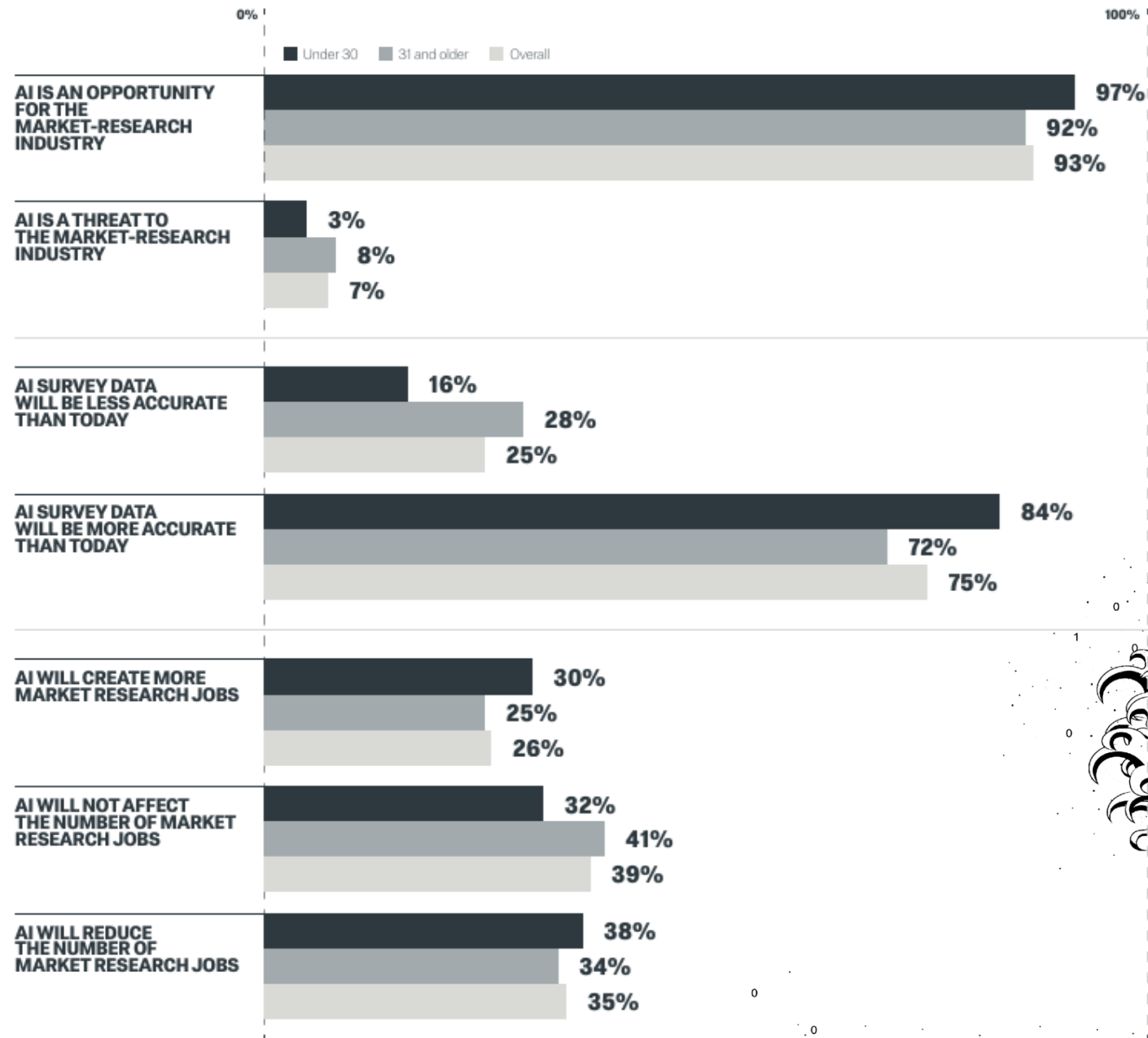


THE TECHNOLOGIES THAT WILL MOST IMPACT THE MARKET-RESEARCH INDUSTRY:

- 1 Advanced data analysis (95%)
- 2 Automated stats analysis (94%)
- 3 Natural language processing (73%)
- 4 Text analysis (71%)
- 5 Internet of Things (54%)

THE TECHNOLOGIES THAT WILL LEAST IMPACT THE MARKET-RESEARCH INDUSTRY:

- 1 Survey design tools (91%)
- 2 Chatbots like Facebook Messenger (86%)
- 3 Virtual reality (86%)
- 4 Facial recognition (86%)
- 5 Basic data analysis (73%)



Simulate
**consumer
preferences
and behavior**
for market
research

Working Paper 23-062

Using GPT for Market Research

James Brand
Ayelet Israeli
Donald Ngwe



Harvard
Business
School



ChatGPT 4o ▾



ChatGPT



Open Report



Presentation Merca 2...



image generator



Video GPT by VEED



Explorar GPT

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Shampoo Trends: New Marke...

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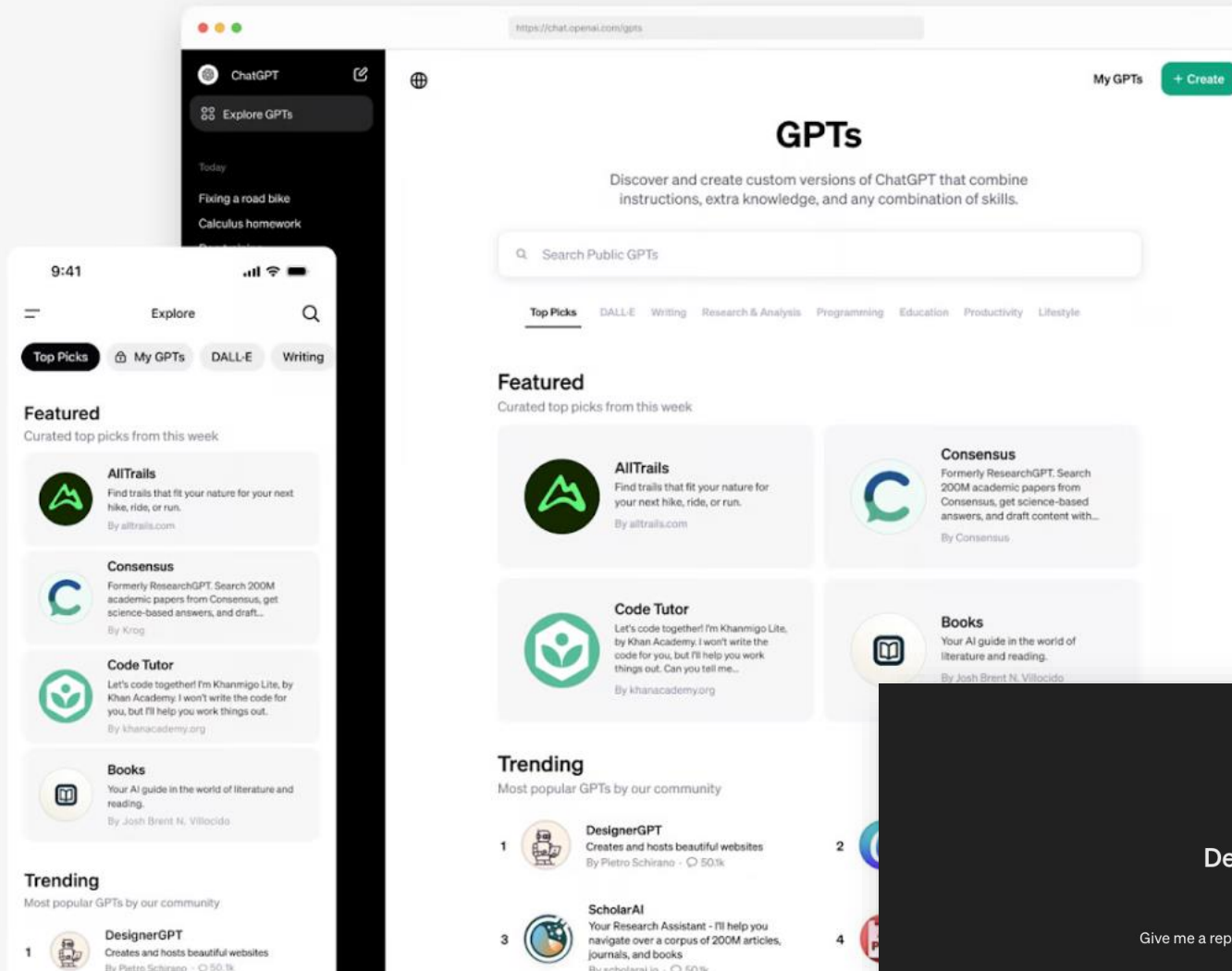
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Envía un mensaje a ChatGPT



ChatGPT puede cometer errores. Comprueba la información importante.





Desk Research Intern

By Eric S Arcidiacono 🌱

Give me a report and I'll quickly pull out the key findings.

What are the key findings in this research?

Highlight the major statistics in this report.

Fully analyze this report, please.

Analyze each main section of this report.

MARKETINGLAND



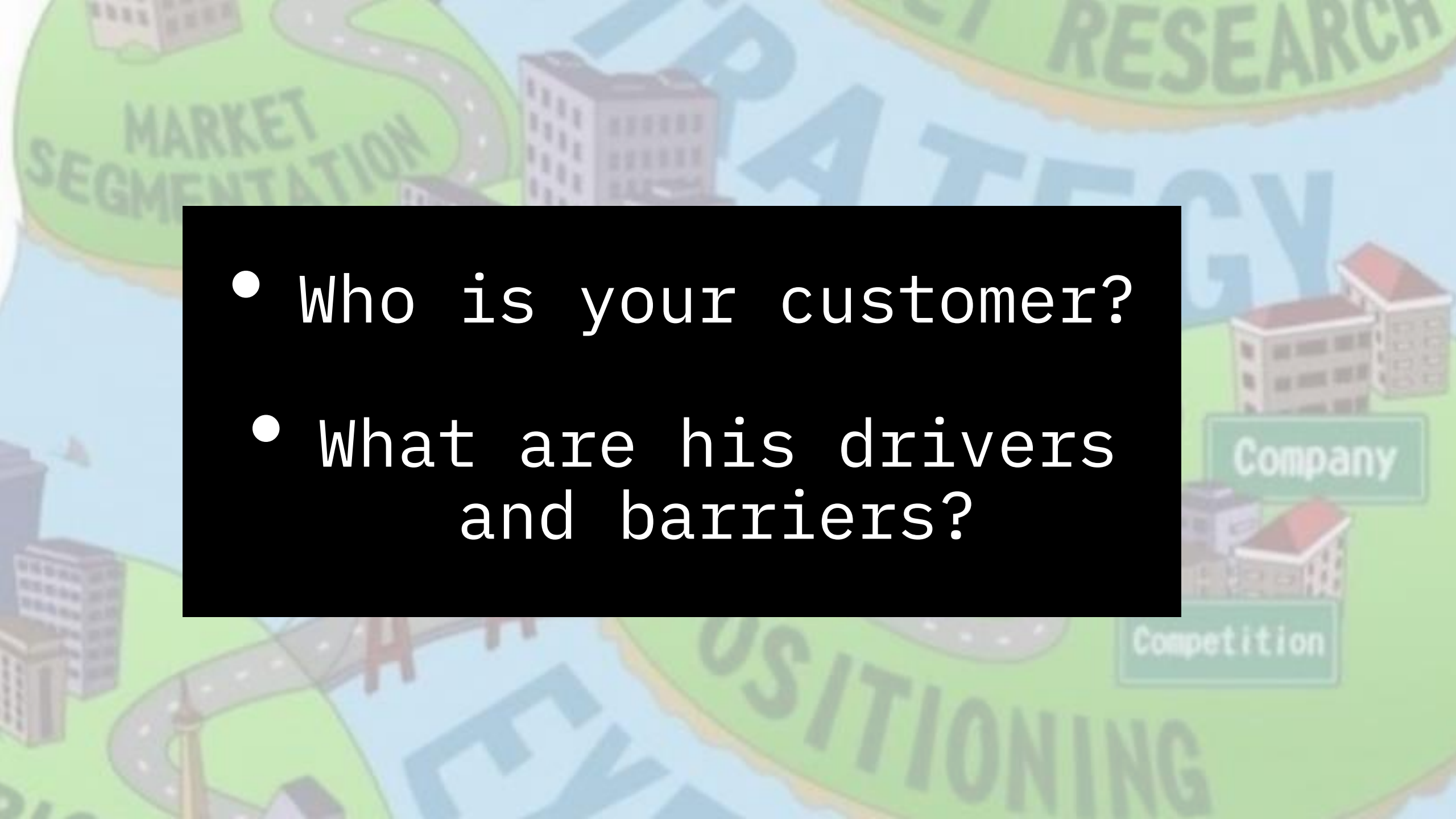
Before everything

STRATEGY



The background features a collage of business strategy terms in large, stylized letters: 'MARKET SEGMENTATION' in the top left, 'STRATEGY' in the top center, 'COMPETITION' in the bottom right, and 'POSITIONING' in the bottom center. Interspersed among the text are illustrations of city buildings, a winding road, and a small sailboat on a body of water.

Understanding & Segmenting the consumer

- 
- The background features a collage of business strategy terms in large, stylized letters: 'MARKET SEGMENTATION' in green, 'STRATEGY' in blue, 'COMPETITION' in green, and 'POSITIONING' in green. Interspersed among the text are illustrations of city buildings, a winding road, and a bridge. Two specific labels, 'Company' and 'Competition', are highlighted in green boxes with white text.
- Who is your customer?
 - What are his drivers and barriers?



How to create?

Demographics (age, gender, location)

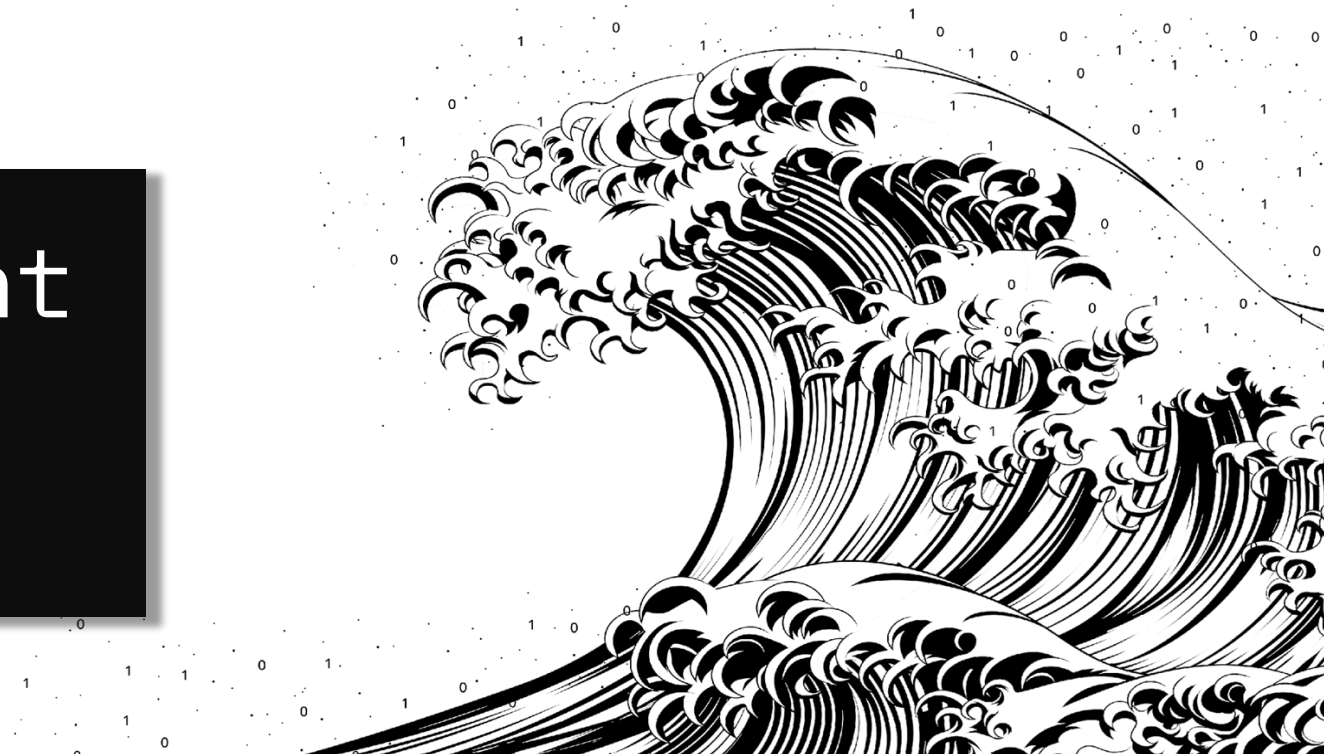
Psychographics (lifestyle, values, interests)

Behavior (purchase history, engagement),

Find the relevant
ones for your
market!!

Drivers & Barriers

Types of Illness, symptoms



How to create?

WHAT	WHO	WHY	WHEN	WHERE	HOW
<i>Product or disease type segmentation</i>	<i>customer or HCP groups segmentation</i>	<i>Need states segmentation</i>	<i>Occasion-based segmentation</i>	<i>Location-based segmentation</i>	<i>Usage segmentation</i>
e.g. Chocolate Sugar confectionery Medicated sweets Lipstick Foundation Type 1 or type 2 diabetes Line of treatment Symptom frequency	e.g. Adults 16–34 Men / women “Sporty” vs. “sedentary” Brand A vs. B loyalists High risk patients Patients with co-morbidities Physician type Physician age	e.g. (food) Hunger Distraction Comfort Side effect avoidance Attitudes to problem Motivation for disease management Concern about compliance	e.g. Breakfast cereal At home vs. at work On holiday vs. business travel	e.g. Supermarket vs. pharmacy Cinema vs. the office Outpatient vs. hospital Rural vs. urban Practice type Clinic location	e.g. IV vs. oral Frequency of brand prescription and usage Compliance

What is a key variable?

A characteristic that can be measured or counted. It is:

Descriptive

Measurable

Find the relevant ones for your market!!



WHAT	WHO	WHY	WHEN	WHERE	HOW	What is a key variable? A characteristic that can be measured or counted. It is: <div>Descriptive</div> <div>Measurable</div> <div>Differentiated</div> <div>Helps to classify customers</div>
<i>Product or disease type segmentation</i>	<i>customer or HCP groups segmentation</i>	<i>Need states segmentation</i>	<i>Occasion-based segmentation</i>	<i>Location-based segmentation</i>	<i>Usage segmentation</i>	
e.g.	e.g.	e.g. (food)	e.g.	e.g.	e.g.	
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Find the relevant ones for your market!!

create a segmentation of customer of a brand of shampoo



Creating a segmentation for shampoo customers involves identifying different groups within the market based on their unique characteristics, behaviors, and needs. Here's a comprehensive segmentation approach for a shampoo brand:

1. Demographic Segmentation

Age:

- **Children:** Formulas with gentle ingredients, tear-free, often with appealing scents and characters.
- **Teens:** Products addressing issues like dandruff, oily hair, and vibrant colors for trendiness.
- **Adults:** A wide range, including products for specific hair types, treatments, and premium ingredients.
- **Seniors:** Products focused on thinning hair, sensitive scalps, and anti-aging benefits.

Gender:

- **Men:** Often prefer all-in-one products, focus on dandruff control, scalp care, and masculine scents.
- **Women:** Diverse needs including volume, color protection, moisture, and specific treatments.
- **Unisex:** General formulas catering to basic needs like cleanliness and freshness.



Who is your customer?

Drivers & barriers

Behaviors

Desired experience

Beliefs

Frustrations/Tensions



Moisture & Hydration: For dry and damaged hair. Urban: Trend-driven, diverse needs, and often prefer eco-friendly and premium products. Budget-conscious: Affordable options with essential benefits. Women: Diverse needs including volume, color protection, moisture, and specific treatments. // give me the buyer persona of this



Buyer Persona: Eco-Savvy Urban Woman

Profile

Name: Emma Green

Age: 28

Location: New York City

Occupation: Marketing Manager at a tech startup

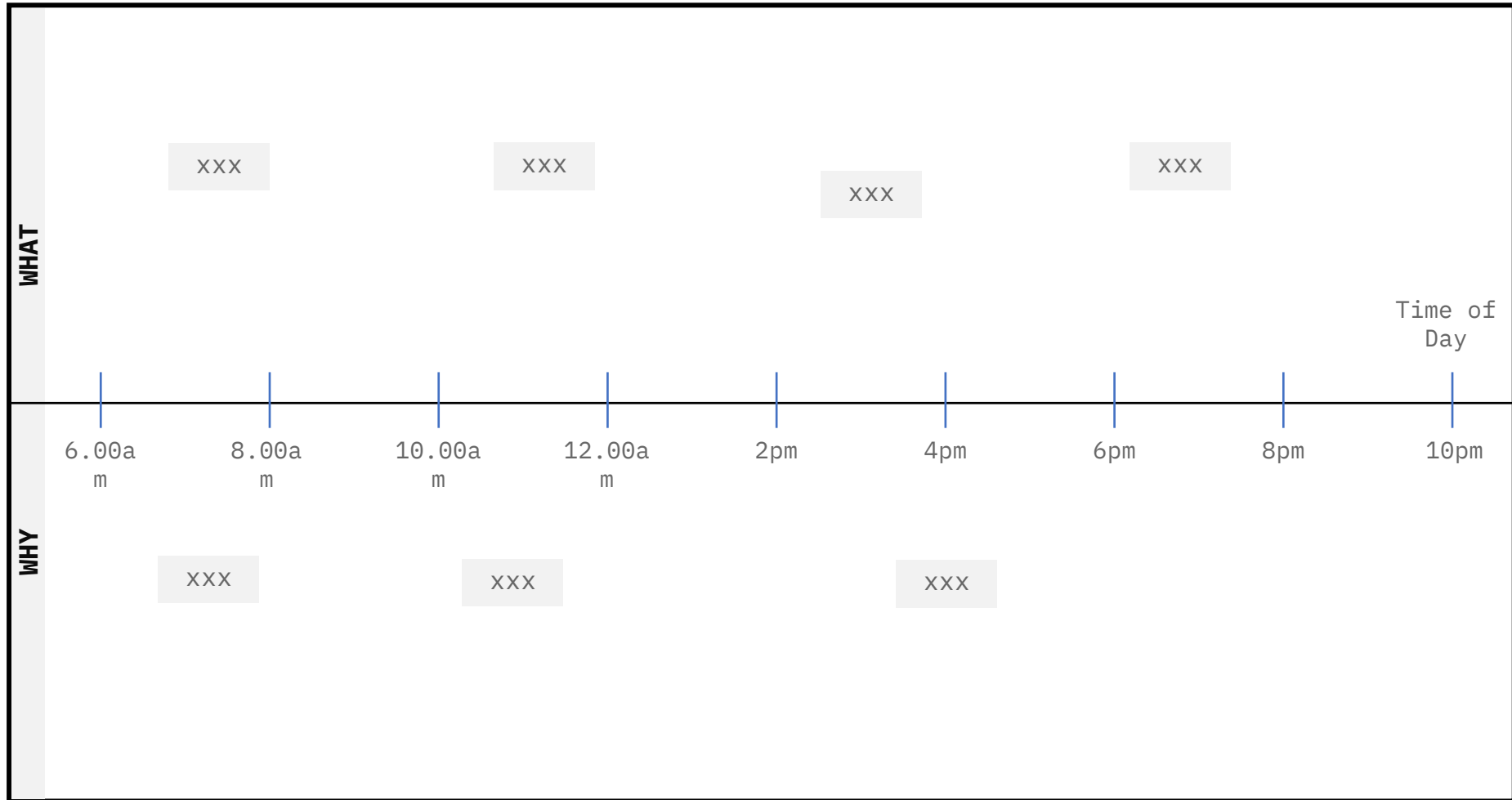
Income: \$60,000 per year

Family Status: Single, living with a roommate

Education: Bachelor's degree in Communicatic ↓

A day in your customer

+



Day in a Life



She owns a smartphone like the 58% of Mexican women of 18 to 24 years old. She access social media daily like the 99% of women her age.



78.9%



98.3%

2 out of 3 social media interactions are made form mobile.



Penetration: 52.4% / 64.3% are women



Internet: 89.5%, 188



98.3% 63.1% 81.9%

She wakes up with her smartprhphone's alarm. She checks her Facebook profile before getting up. Nights may be full of new scoops and she does not wouldn't want to miss anything! If she has whatsapp notifications she answers right away.

6:40

7:50

Quick breakfast! A smoothie, overnight oats or an already made sandwich. She logs into her instagram from her phone.

8:00

8:45

Work time, she likes to be early because it is a part time job where every minute counts. (or because she likes to get ahead with homework) She opens a tab for twitter, her personal and work mail and is constantly scrolling through Facebook.

11:00

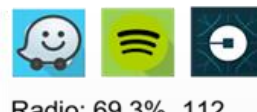
14:00

She heads home, same transportation as before.

She takes a shower and turns on the TV, she likes to hear the background noise to wake up and break the morning silence. She takes care of her hygiene with specialised products for her hair, body and intimate area.

TV cerrada: 61.3%, 134

She gets into her car and depends on the mood she turns on the radio or puts Spotify. She likes pop so she tunes into 90.9 ibero, 91.3 Alfa, or 101.7. She uses Waze to avoid traffic and due to the "Hoy no circula" she has become a regular in Uber or gets a ride from her mom.



Radio: 69.3%, 112

In November 2015 there were 256,000 trips made in Latin America 50% of those trips were from Mexico.

Whatsapp groups start popping up and she always sees her messages no matter what time of the day it is. Around midday she likes to get a light snack from the convenience store. She chats with her friends through Facebook messenger.



IM:91%



78.9%

Facebook Instant messaging is more frequently used than whatsapp by this target. 91% said they use Facebook messenger daily while only 79% claimed the same about WhatsApp.

Customer Journey Map

	Awareness	Interest	Desire	Action	Loyalty
Activities					
Goals					
Thoughts					
Emotional State					
Touchpoints and Channels					
Objectives					



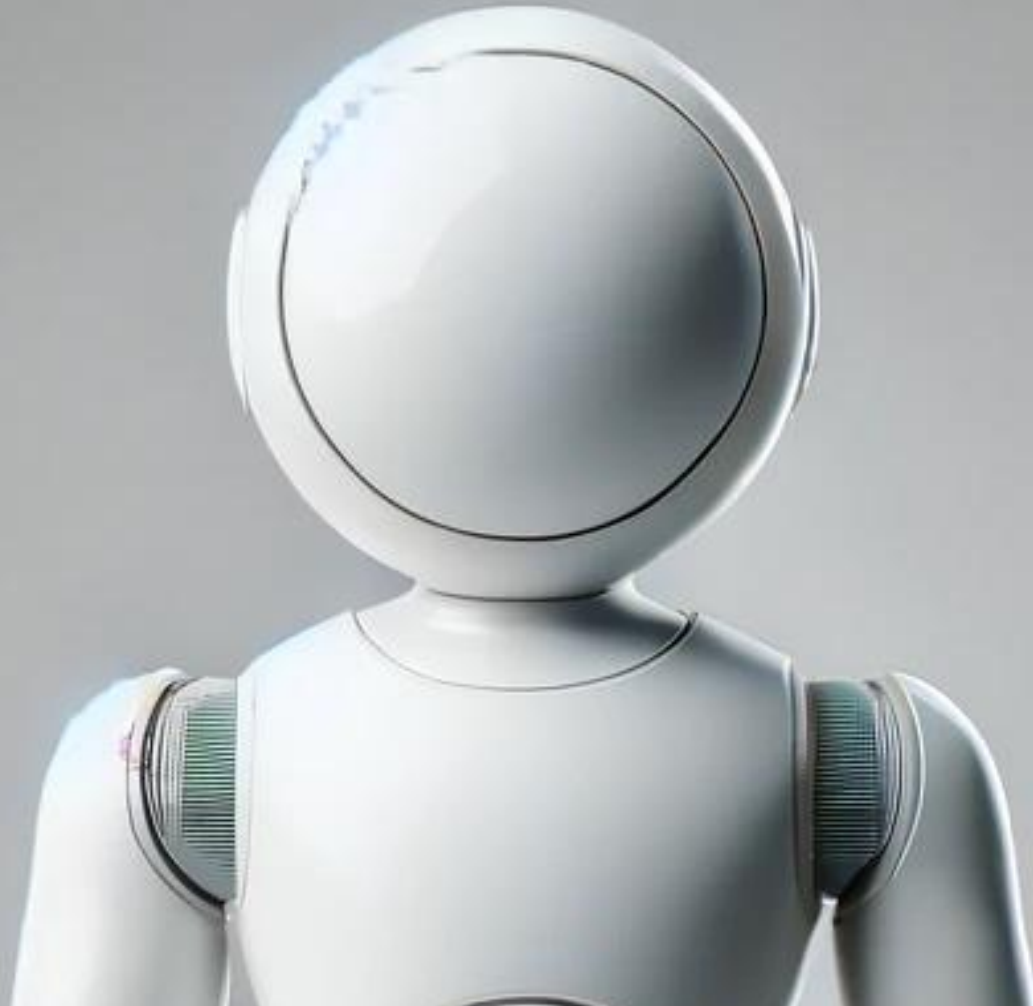
+
THE CHANGE STARTS



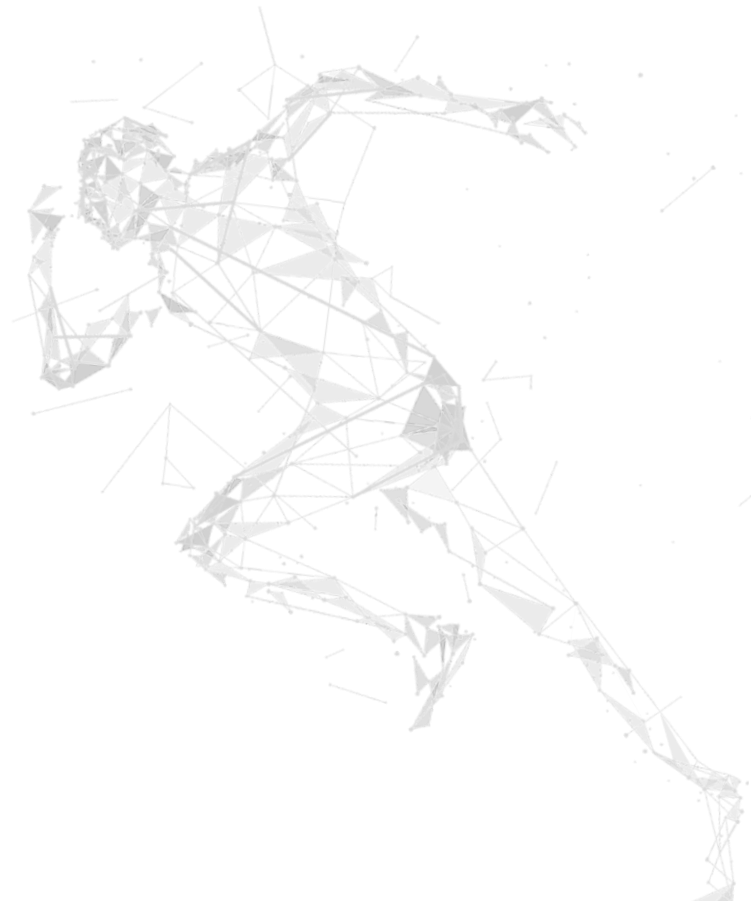
WITH YOU

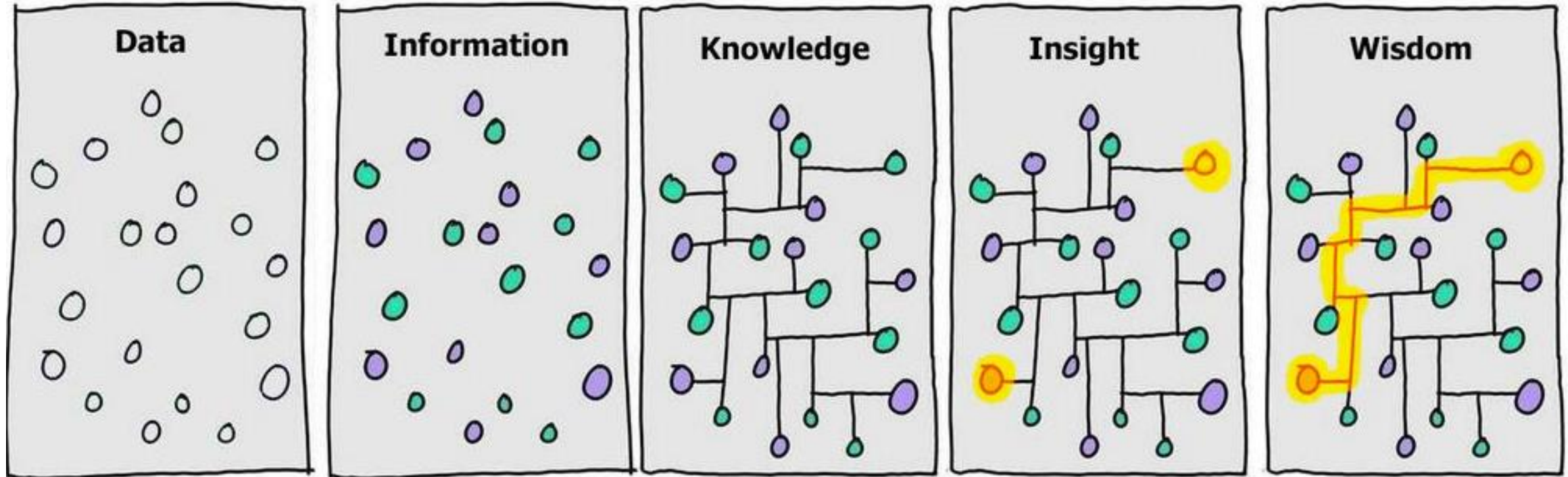


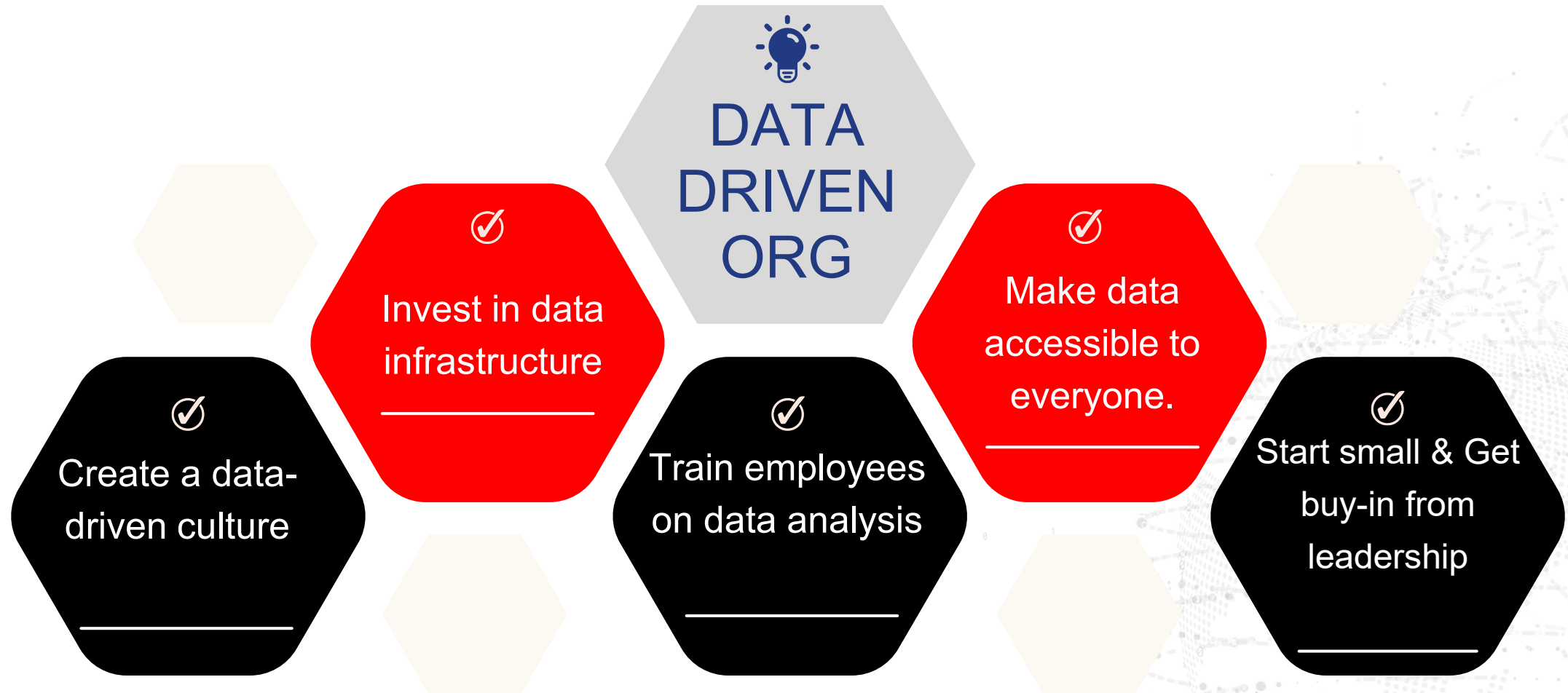
DATA



Predictive Marketing







MORE TOOLS TO PLAY WITH

**Extended
Reality**



**Smart
Contract**



Mobile App



IoT



AI / ML

Untitled Concept Map

beta)

Knowledge ▾

Expertise ☐

New What

How Who

Origin Elaborate

Pros Cons

Example Research

Extract Concepts

Compare Analogy

Controversy Implications

Significance Interesting

Explain Questions

Edit Split

Join

Custom Note

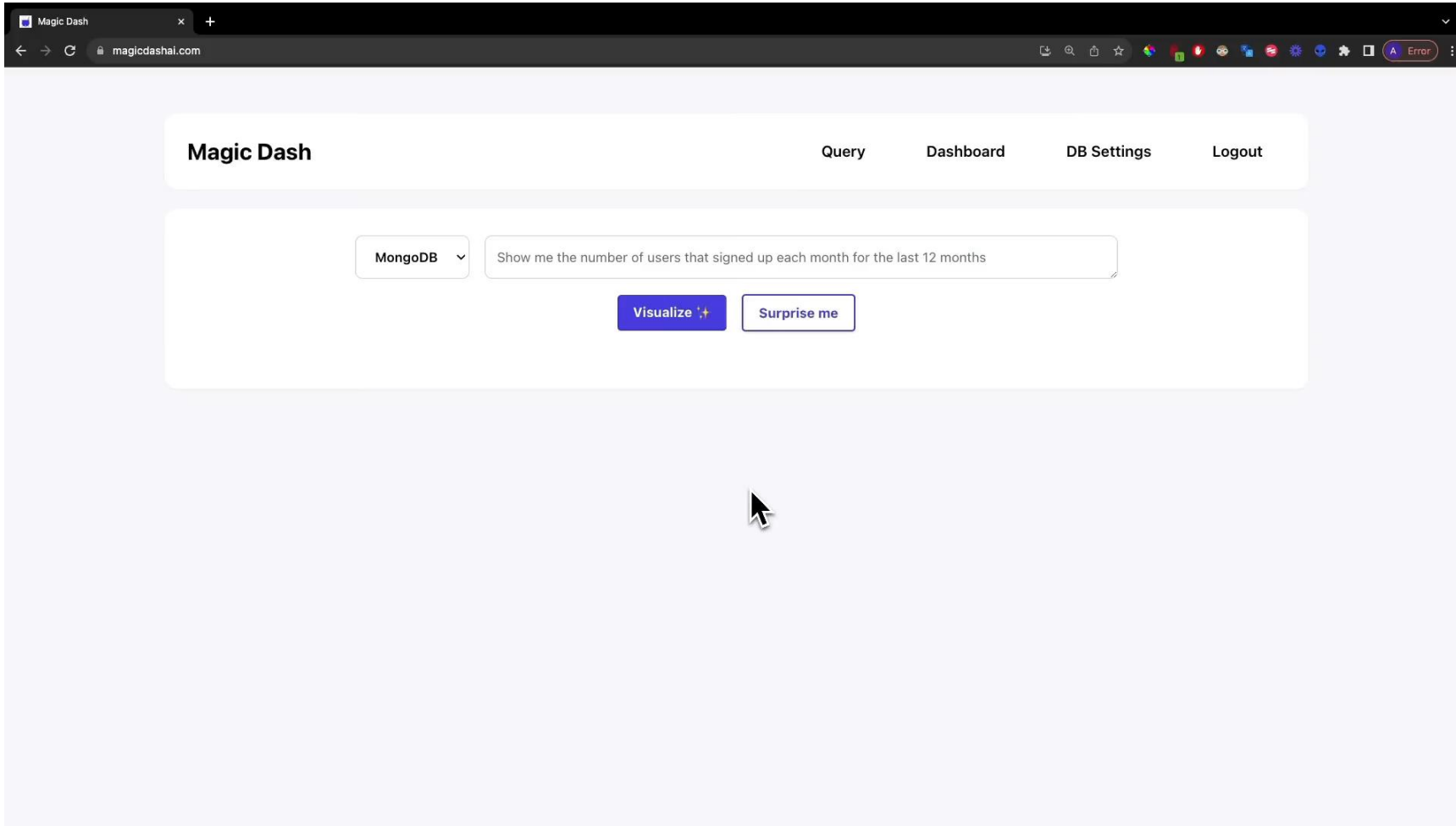
Delete Selected

Save As Save

Export Embed

Submit Feedback 





🎓

▶ Description

▼ Insights

||||

and patterns among its features that can offer useful insights.

■ Age moderately predicts Occupation with a Predictive Power Index of 58. Additionally, Annual Income predicts Loyalty card (56), Annual Income predicts Occupation (53), Price Rating predicts Recommendation (53), and Occupation predicts Loyalty card (49). among

Age predicts Occupation moderately

Predictive power from 0 (failure to predict) to 100 (perfect pred...

Positive Negative Undetermined Zero

Age Annual Income Gender Loyalty card Occupation Price Rating Recommendation Service Rating Visit Frequency

Age

Annual Income

Gender

Loyalty card

Occupation

Price Rating

Recommendation

Service Rating

Visit Frequency

AI 🔍 🎨 ⚙️ ⬇️ ❤️

Search charts by... 🔍

1

Age

Annual Income

Gender

Loyalty card

Occupation

Price Rating

Recommendation

Service Rating

Visit Frequency

2

Age

Annual Income

Gender

Loyalty card

Occupation

Price Rating

Recommendation

Service Rating

Visit Frequency

3

Age

Annual Income

Gender

Loyalty card

Occupation

Price Rating

Recommendation

Service Rating

Visit Frequency

DIGITAL TALENT

16

HERRAMIENTAS DE MARKETING CON INTELIGENCIA ARTIFICIAL



Jasper

Crear copys, correos, artículos o posts de social media.



Notion AI

Aprovecha el poder de la IA en tus wikis, proyectos y docs.



Flick

Ayuda para programar contenido y generar ideas de "captions"



Beacons

Diseñar el tono de voz y generar "pitch" mails para marcas.



Growthbar

A través de GPT-3 automatiza contenido para SEO: keywords



Phrase

Optimizar el lenguaje de la marca. Genera copy para mails, IG.



Smartwriter

Crear copys, correos, artículos o posts de social media.



Optimove

Funciona como CRM inteligente y la coloca todo en un dashboard.



Acrolinx

Ayuda a mejorar la calidad y el impacto del contenido empresarial.



Brandwatch

Investiga, profundiza y monitorea tu marca, para después crear contenido



Grammarly

Ayuda a comunicarte mejor y acelerar la escritura sin errores.



MarketMuse

Crea y automatiza contenido a través de data capturada.



DeepL

Brinda traducciones completas de documentos.



ManyChat

Chatbot con uso de IA creado para ayudar en ventas y marketing.



Surfer SEO

Te ayuda a generar y mejorar tu tráfico orgánico



Frase.io

Te permite crear contenido para tu estrategia de SEO



LOS MEJORES ALIADOS

para **crear contenido**
con **INTELIGENCIA ARTIFICIAL**



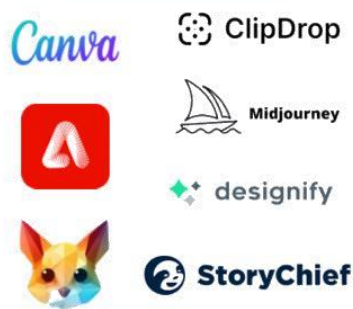
COPYWRITING



ANÁLISIS



CONTENIDO



EDICIÓN DE IMAGEN



PRODUCTIVIDAD



MARKETING



WEB & LOGO



THIS IS JUST THE BEGINNING

