

FUTURE 1.0

YOUR GUIDE TO RULE THE DIGITAL MARKETING UNIVERSE
WITH ARTIFICIAL INTELLIGENCE



***SRINIDHI
RANGANATHAN***

EDITED BY SARANYA SRINIDHI

FIRSTLOOKAI.COM

PRAISE FOR MARKETING
LEGEND SRINIDHI
RANGANATHAN

Srinidhi Ranganathan. I truly love his research and works. Future 1.0 will change my life, for sure. I will join his course in Bangalore, India - for sure. I call Srinidhi, a true Marketing Legend.

FROM SRINIDHI
RANGANATHAN'S UDEMY
COURSES : STUDENT REVIEWS

A rising star is Legend "Srinidhi". Future 1.0 means total disruption for the digital marketing industry with AI power and I am indebted to him. I like his training programs as a fan. I know that he is a gem as he innovates new things each and every day.

FUTURE 1.0, WORLD'S ONE AND
ONLY DIGITAL MARKETING
COURSE WITH ARTIFICIAL
INTELLIGENCE : CLASSROOM
STUDENT REVIEWS

Srinidhi Ranganathan's passion can be incomparable with other marketing authors or trainers and he hits you right in the gut with his teachings. The energy he brings to the table cannot be explained in words.

DIGISHOCK 1.0, WORLD'S ONE
AND ONLY MACHINE LEARNING
COURSE WITH NO CODING :
CLASSROOM STUDENT
REVIEWS

FUTURE 1.0: YOUR
GUIDE TO RULE THE
DIGITAL MARKETING
UNIVERSE WITH
ARTIFICIAL
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FUTURE 1.0: YOUR GUIDE TO RULE THE DIGITAL MARKETING UNIVERSE WITH ARTIFICIAL INTELLIGENCE

THE FUTURE IS NOW

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Edited by

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Future 1.0 (Artificial Intelligence in Digital Marketing) is the result of 9 years of extensive AIDM research conducted by Marketing Legend “Srinidhi Ranganathan”, Founder & CEO of FirstLookAi.

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2020 First Edition.

<https://www.firstlookai.com>

*For all my family members, students and fans
across the globe. The Legend is Back.*

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

THEODORE ROOSEVELT

INTRODUCTION TO ARTIFICIAL INTELLIGENCE (AI)

Artificial Intelligence (AI) has been introduced to the world for quite a while. At first, conspiracies or theories arose about robots able to talk, and so we (as humans) ruled the planet and we could mind-clone etc. More news that followed was all about these Facebook experiments and the unique language of their AI chatbots. But soon, all these types of news became very real. Take Sophia Humanoid Robot - as an example or First-lookai's Digital Mind-Cloning Course "Immortal 1.0". 'Immortal 1.0' course created by me will teach you how to create your own 3D digital clone with your thoughts, memories and feelings that will live forever and in future - even your kids can have access to the same.

Despite all these incredible technologies, the Internet seemed like a source of confusion for many.

Nevertheless, today sophisticated companies are using artificial intelligence to devise digital marketing plans.

Some companies use AI to get at the top of

their game or grow ahead by devising brilliant digital marketing strategies— and to maintain that level. AI can save companies from spending too much money on time-bound human resources. It can speed up tasks with minimal effort, reduce your spendings on manual labour - at the same time.

This book serves to be a brief insight or a very short compilation of 9 years of research that I conducted on Artificial Intelligence in Digital Marketing (AIDM).

Usage of Artificial Intelligence in Digital Marketing (AIDM) can be a game-changer.

Using artificial intelligence would give your digital marketing strategies a boost over other industry competitors. Want to know how it is possible?

Through analysing the data that the servers collect to forecast the purchasing habits and decisions, the audience can be understood better. The data improvises the user's experience and improves the website further. When AI enables you to understand the customer, it also enables them to highlight the correct offers tailored according to their shopping carts.

AI offers you powerful data analysis for your company—stopping the "Perhaps we should," moments and providing you with a sure path.

By using Big Data AI algorithms, all the boring and repetitive activities you perform will easily be automated. This use of AI would help

increase efficiency and save time and money by multiples.

It improves decision making by helping you create and curate better content. Understand that AI's digital marketing tactics steer you in the right direction, helping you meet the target audience. This would raise the Return-on-Investment (ROI).

Are you listening, dear marketer?

Let's get to the main picture and enter the depths of AI, as you turn this page.

FOREWORD: WHERE THE MARKETING WORLD IS HEADING?

It's time to think about where the digital marketing world is actually heading. The answer is quite simple - "**Artificial Intelligence**".

The power of Artificial Intelligence for digital marketing usage can be compared to a treasure-house of activities and it cannot be measured instantly, at all.

Artificial Intelligence (AI) and digital marketing are starting to go hand in hand in today's competitive marketing space. With the ability to gather, analyse, apply, and then learn from it, AI is completely transforming the digital strategy. The opportunity to use it to develop digital marketing campaigns and valuable customer knowledge for businesses will be the same - as it continues to advance.

Excellent customer experience is the most important aspect of a successful digital marketing strategy. You are more likely to convert and become repeat users and have brand loyalty when the content is important to the consumer and this