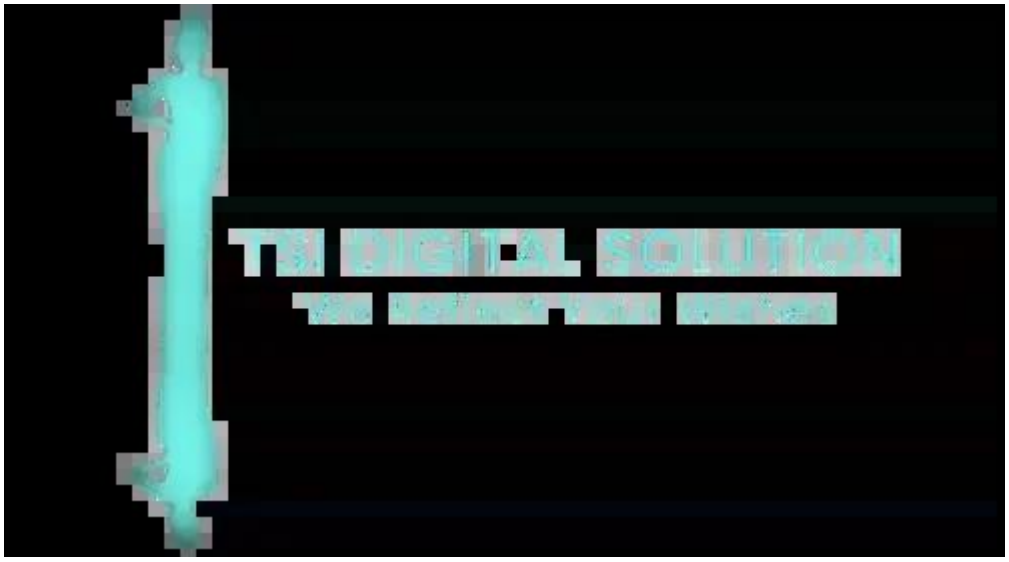
The Future of AI

Category: AI
May 22, 2024





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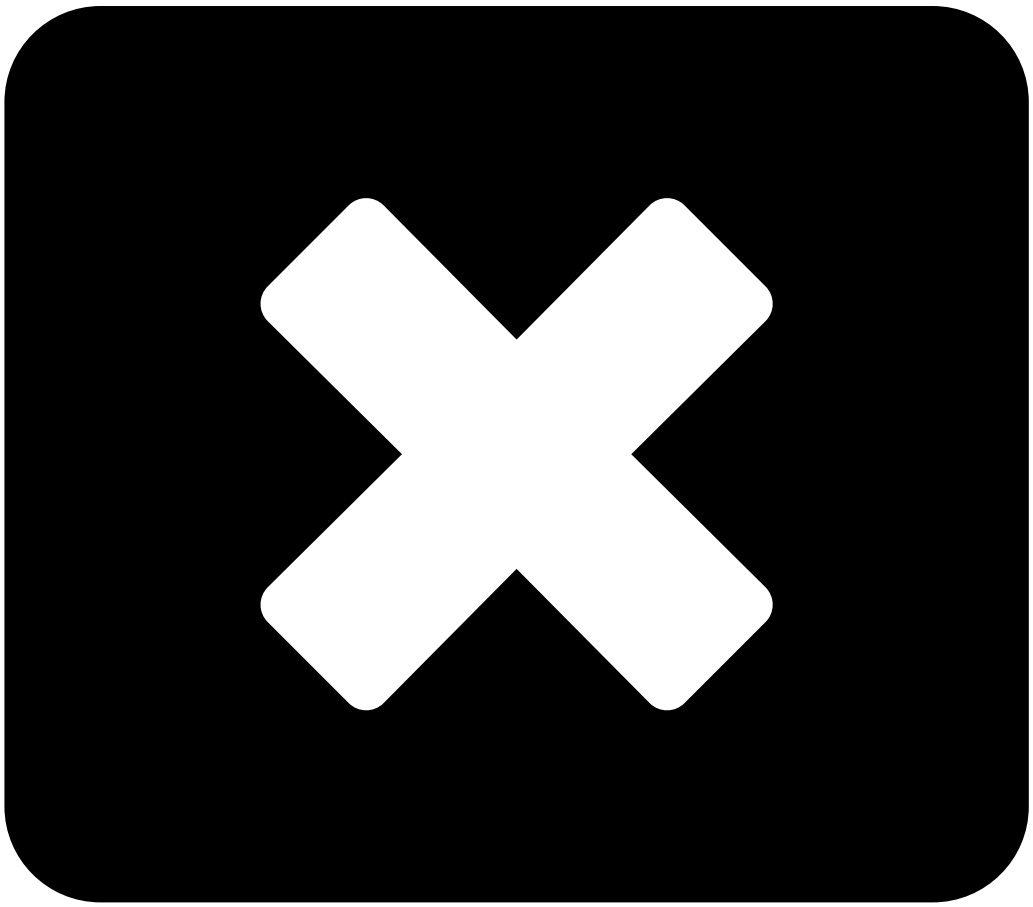

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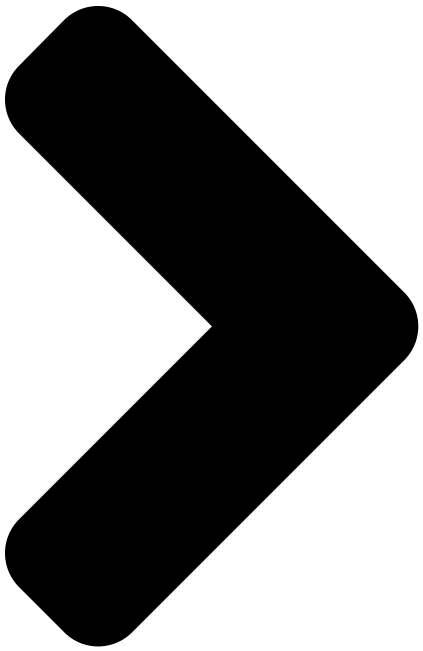

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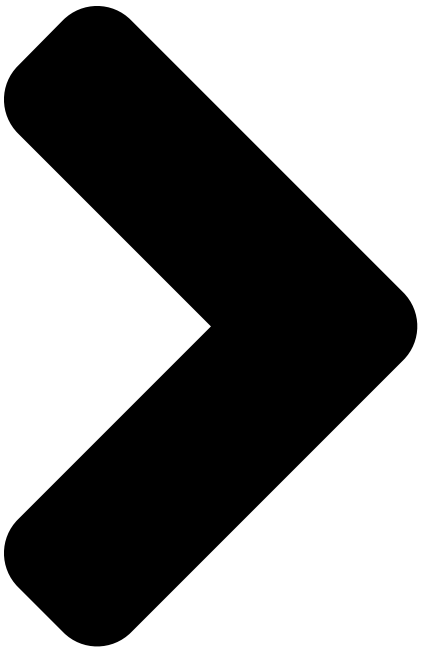

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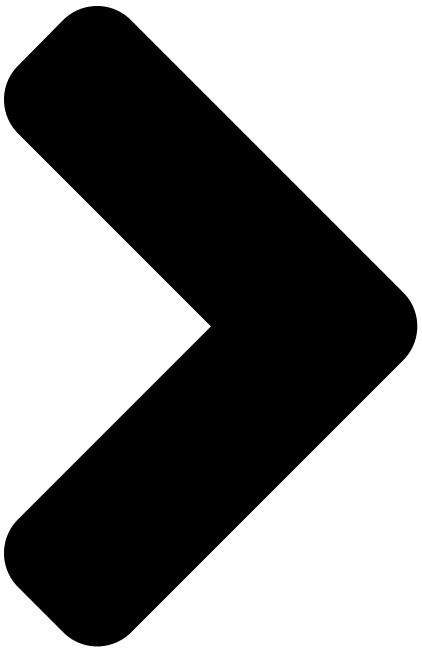

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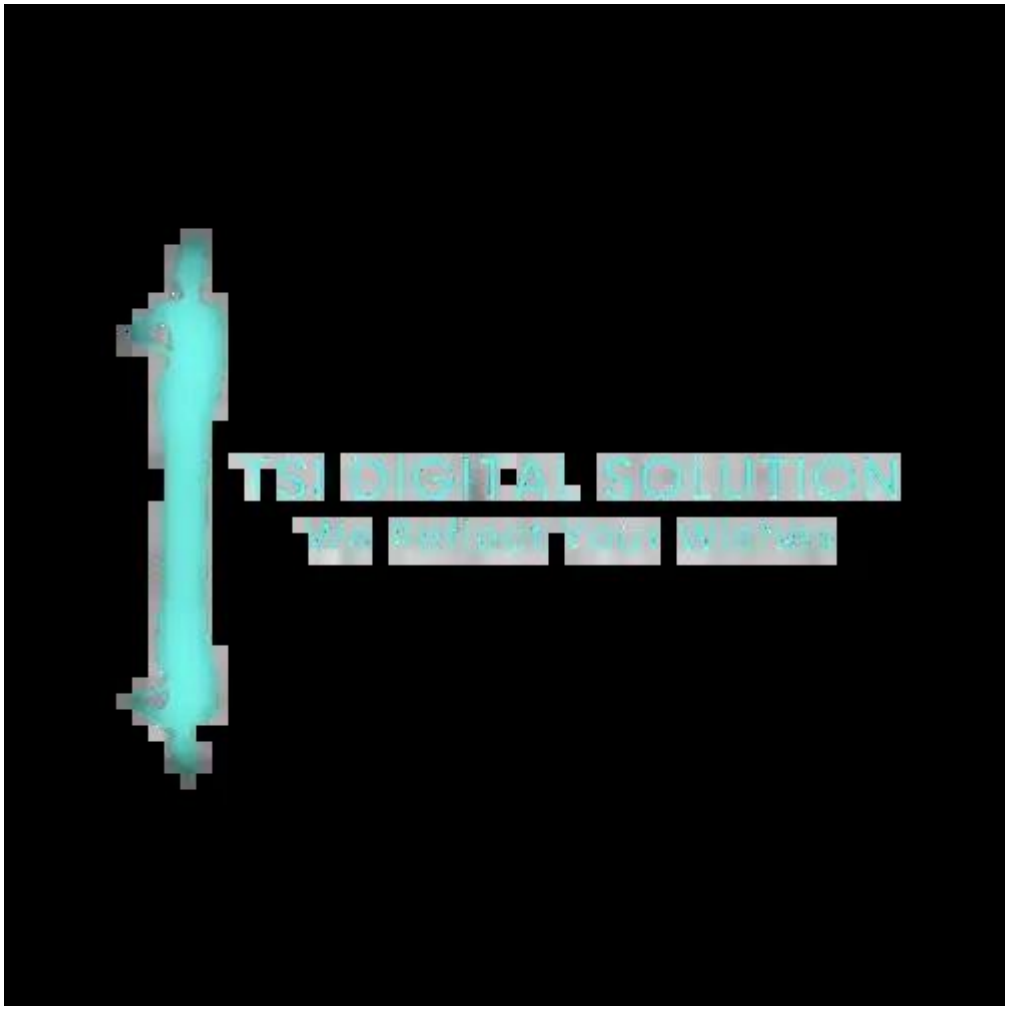
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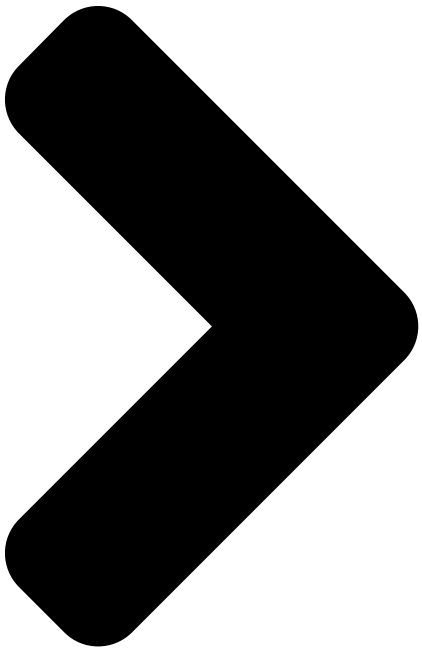

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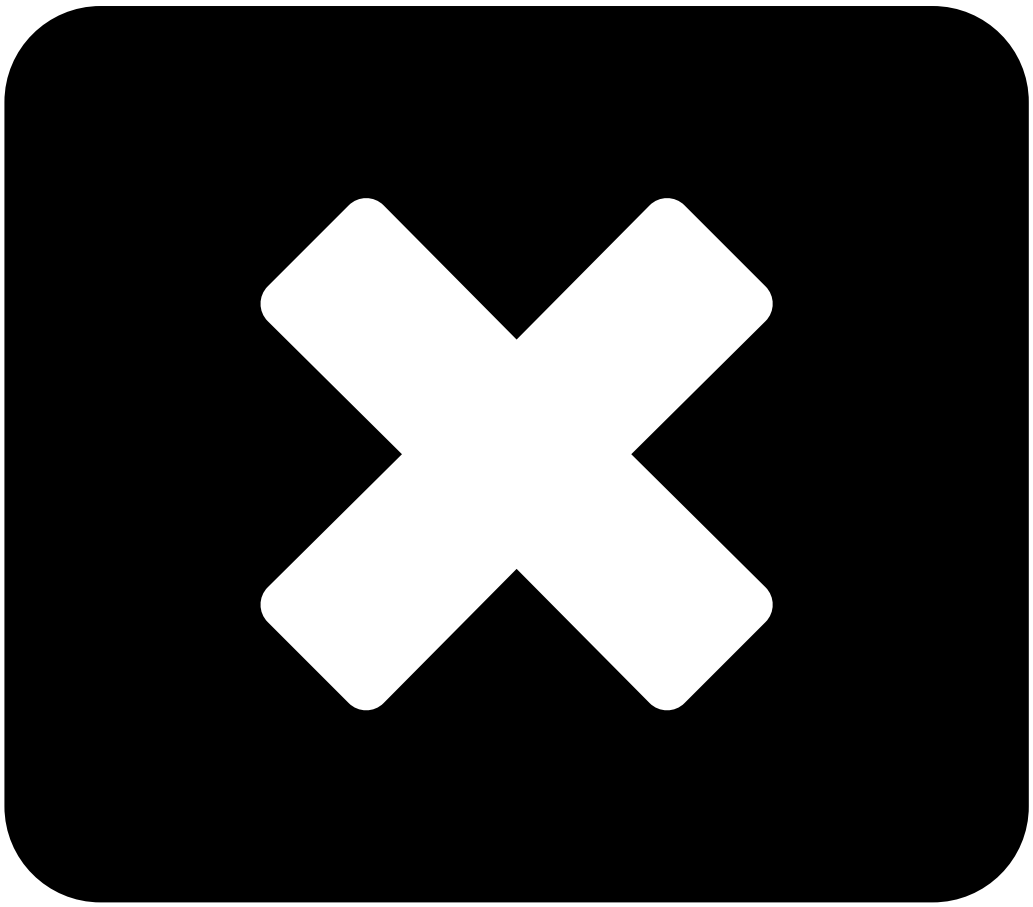

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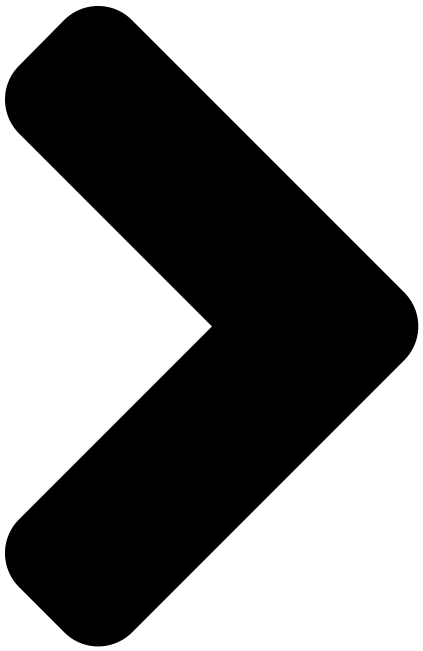

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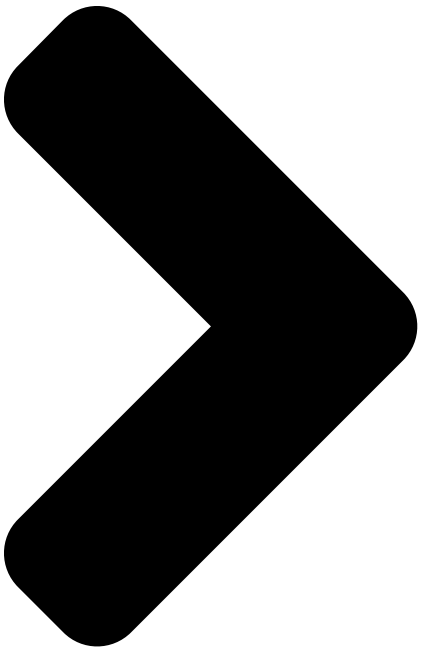

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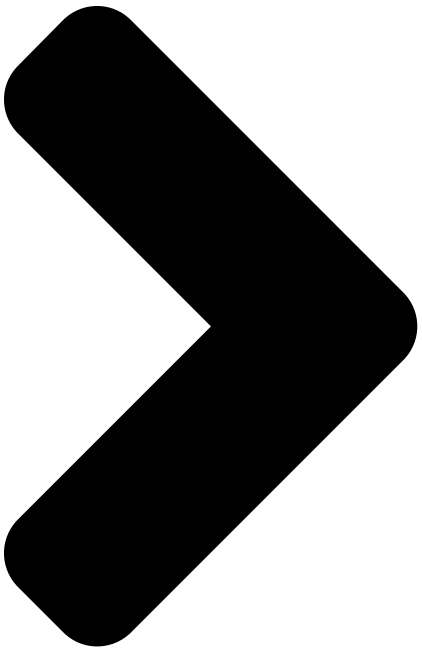

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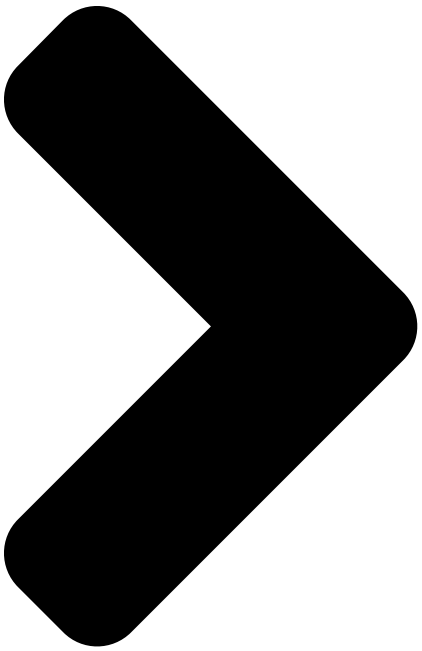

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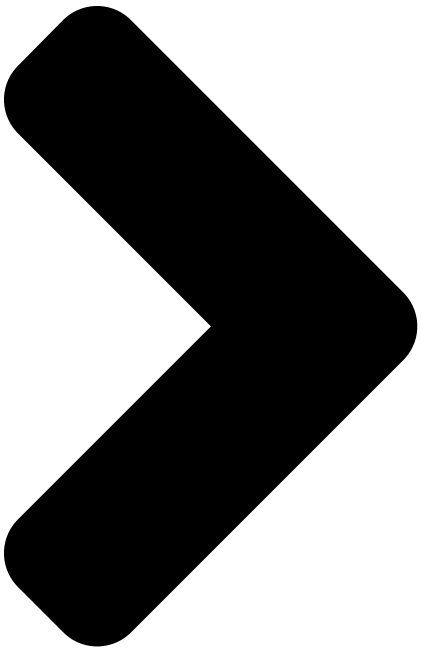
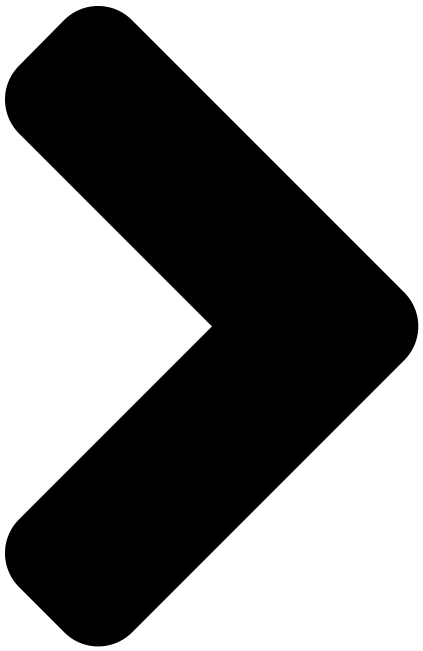


App Design & Development



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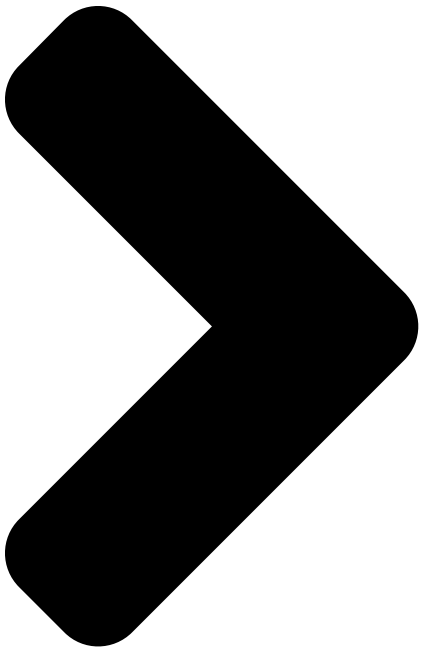
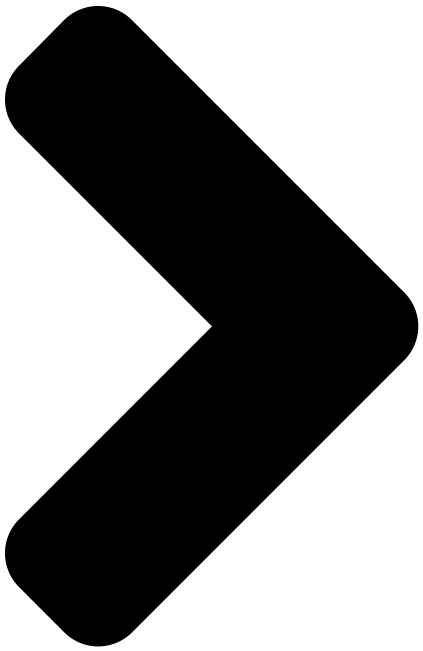
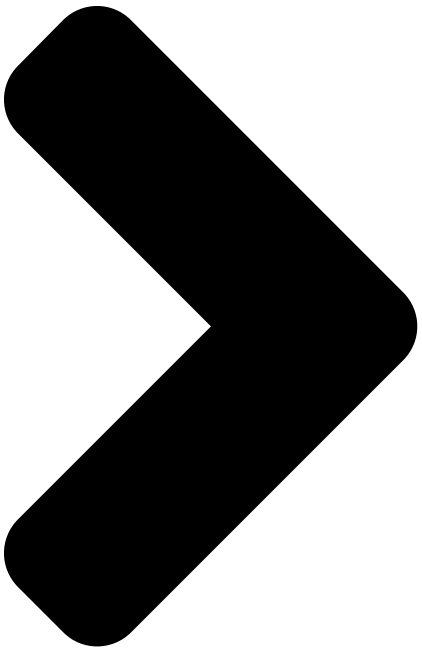


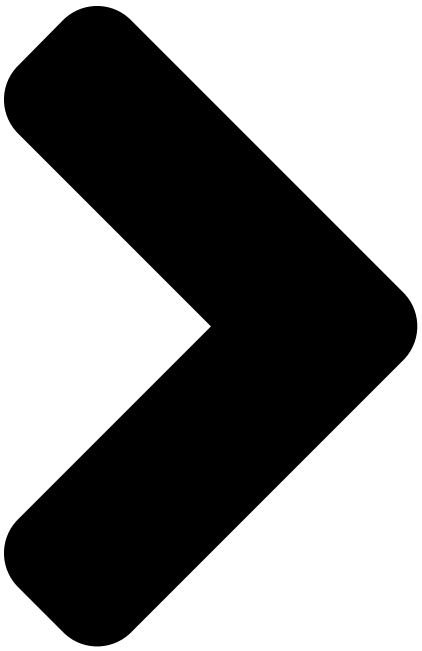
e-Commerce



- Branding



Social Media & Content Creation



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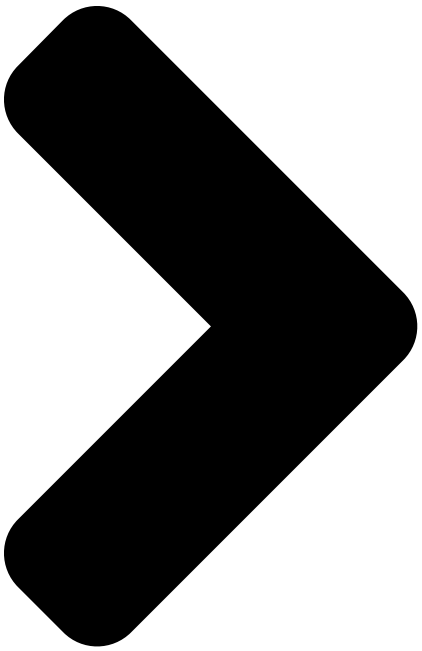

- Copywriting & Translations

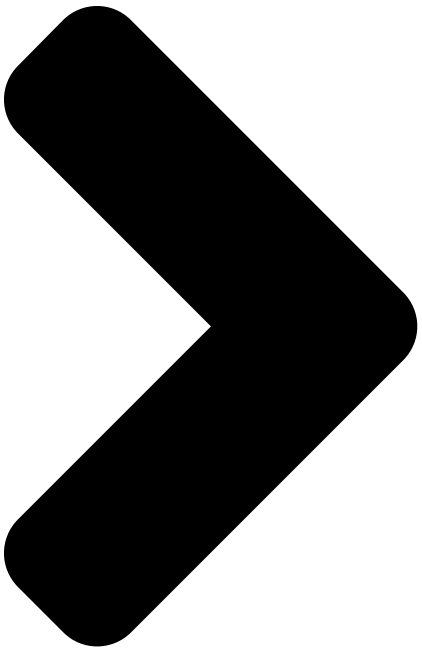

Photo- & Videography

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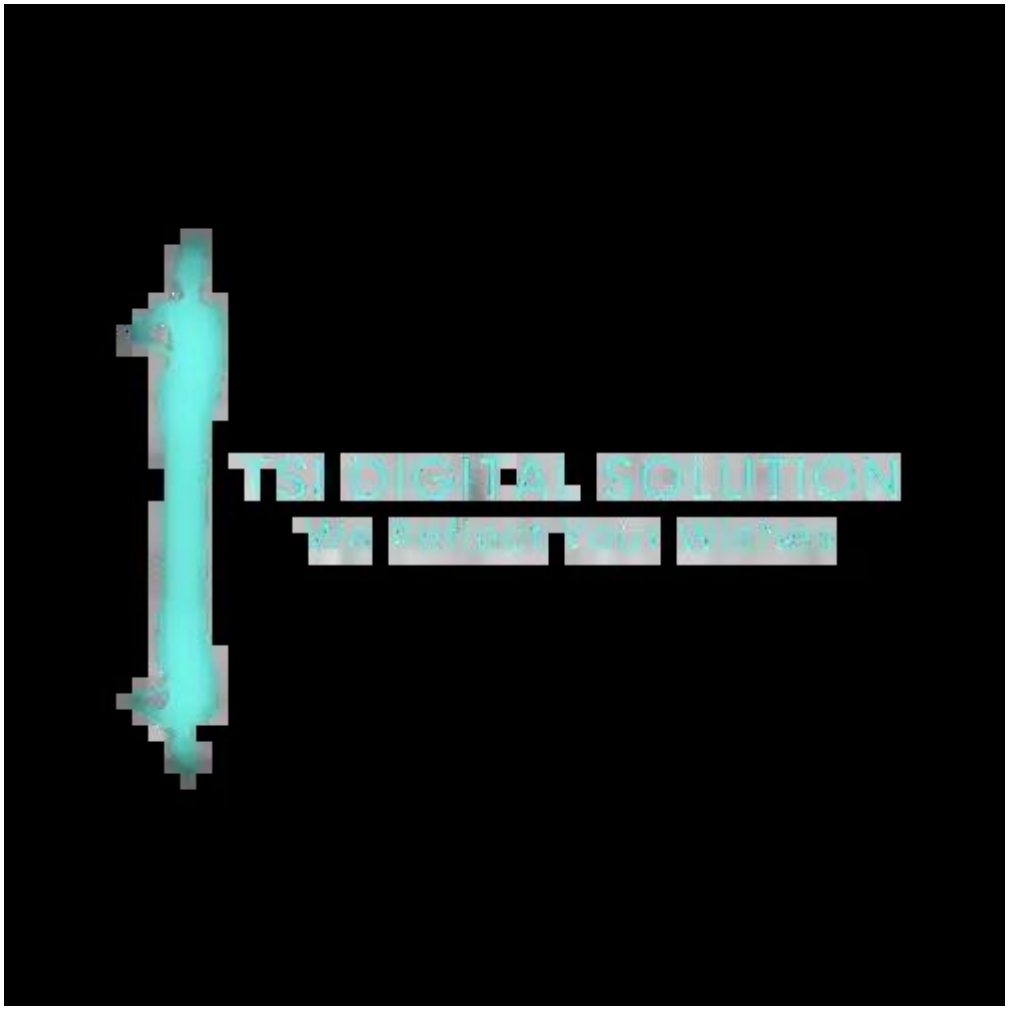
The way we work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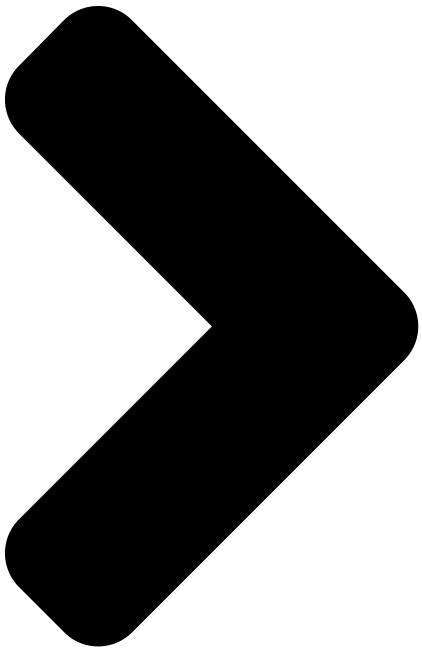

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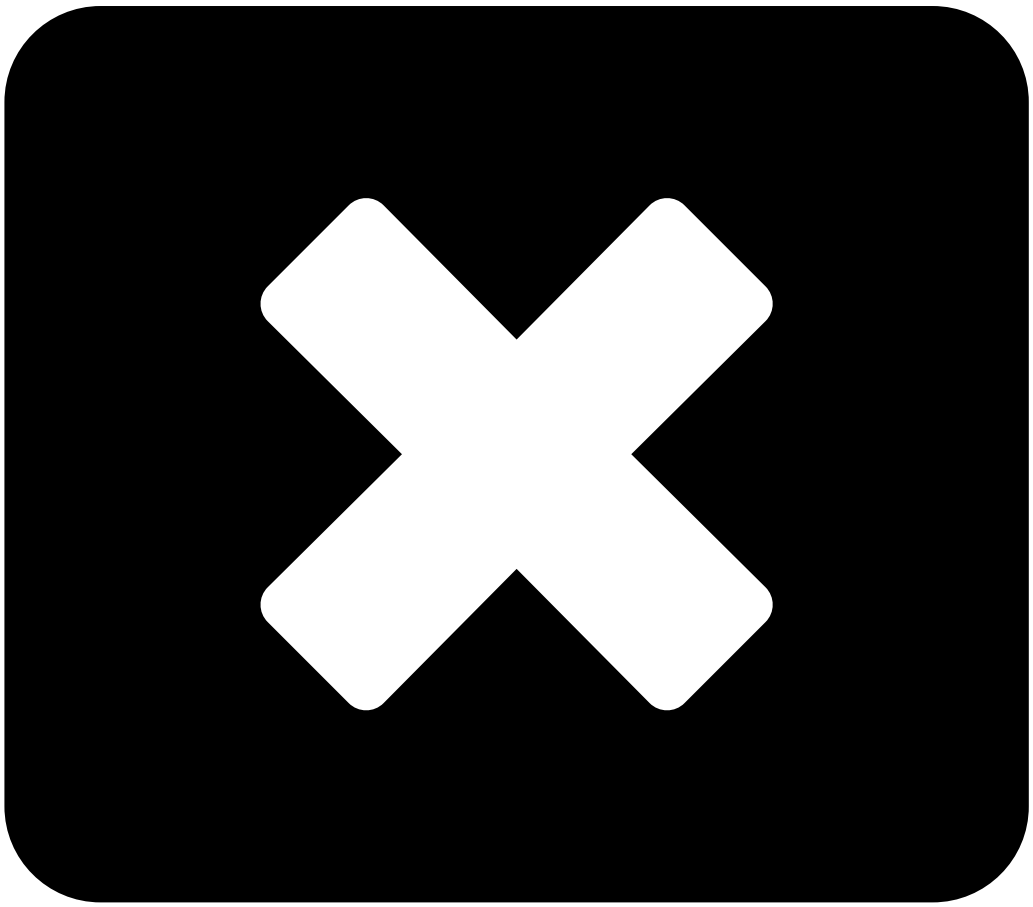

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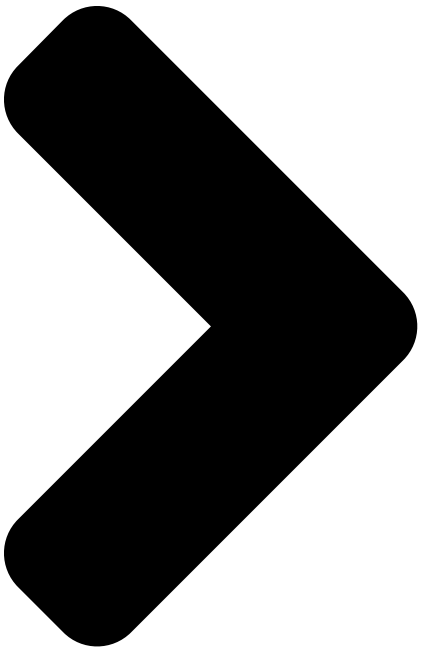

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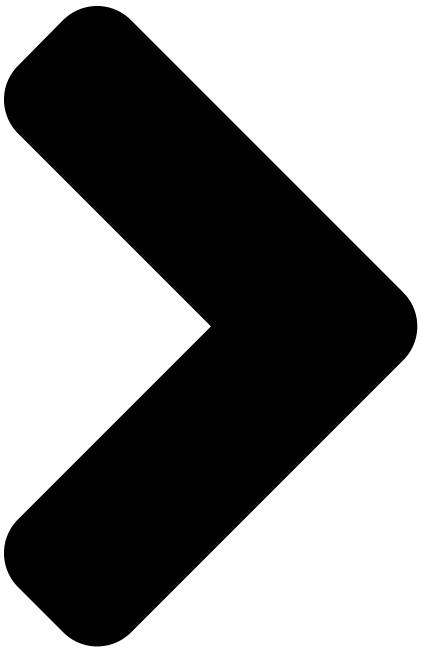
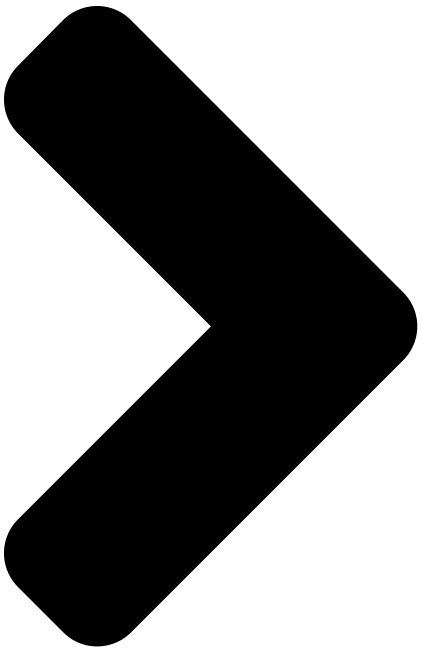
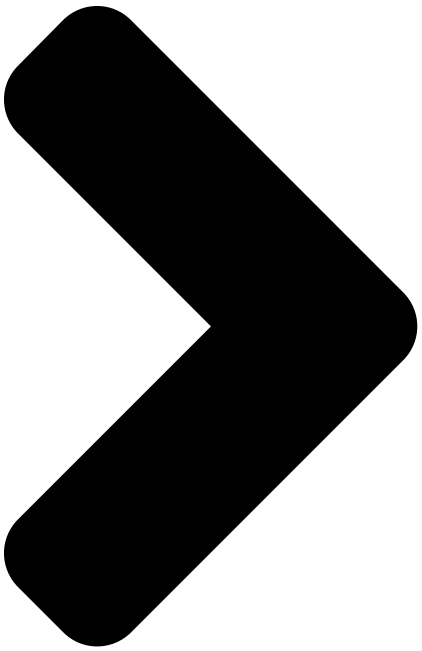


- Cost calculation for my website



- Cost calculation: SEO/Ads/MGB/Speedup/Technical



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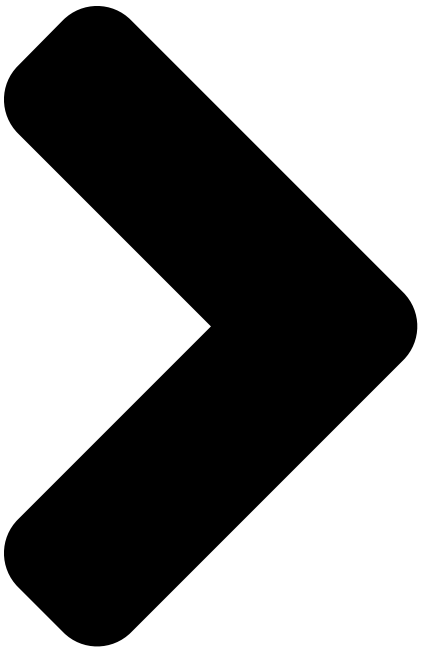

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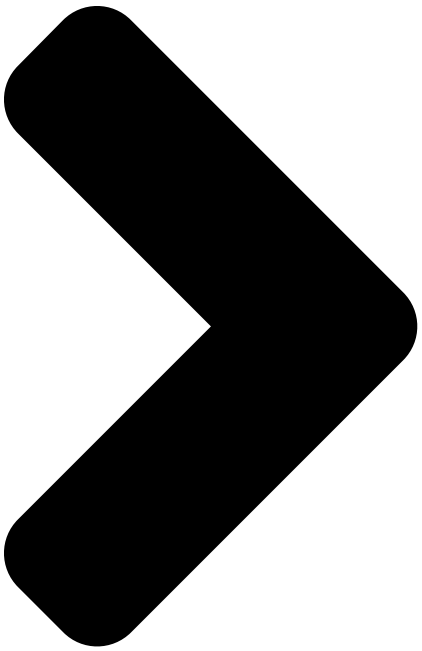
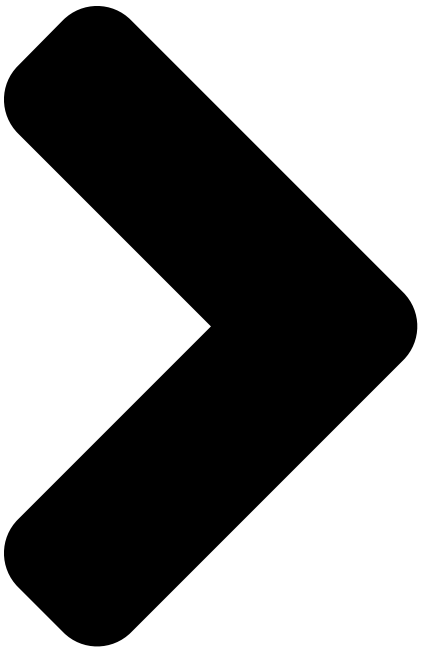
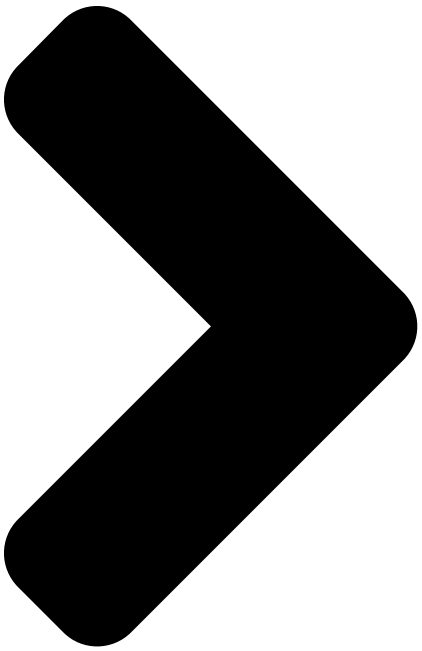


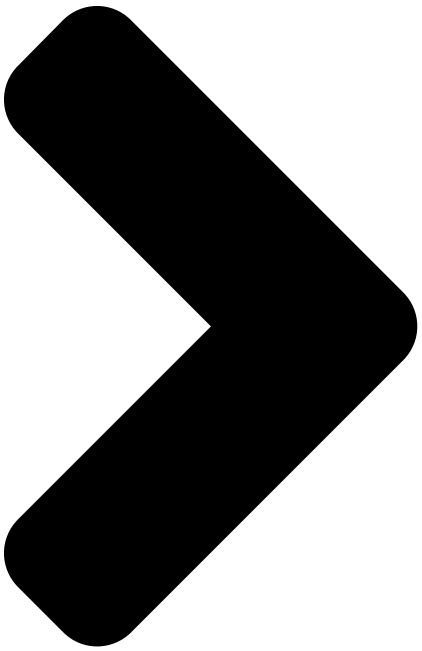
Cost calculation for an e-commerce shop



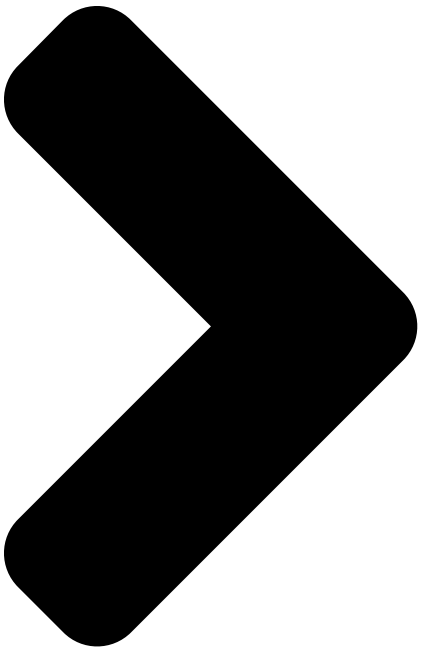
- Contact us for branding



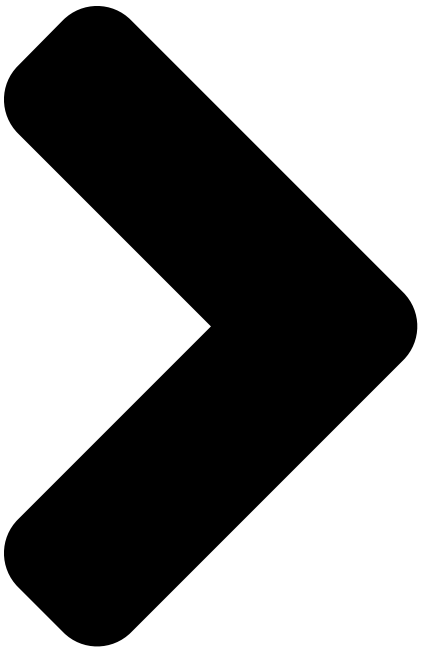
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



Cost calculation for Copywriting & Translations



Cost calculation for Photo- & Videography

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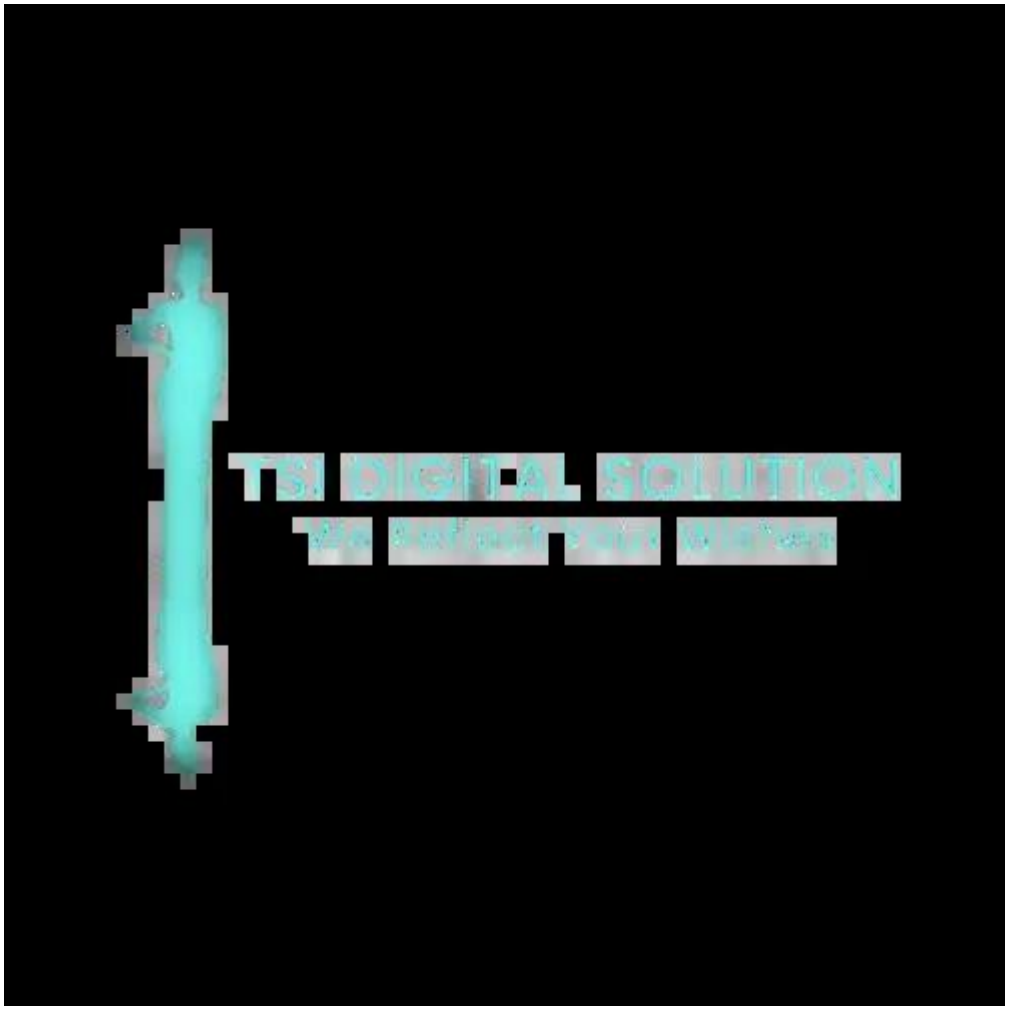
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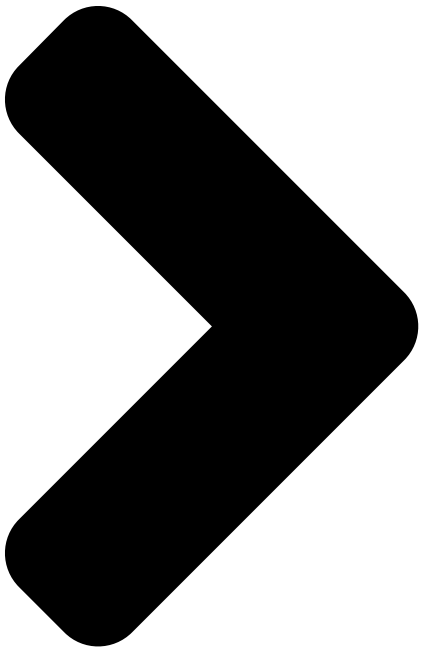

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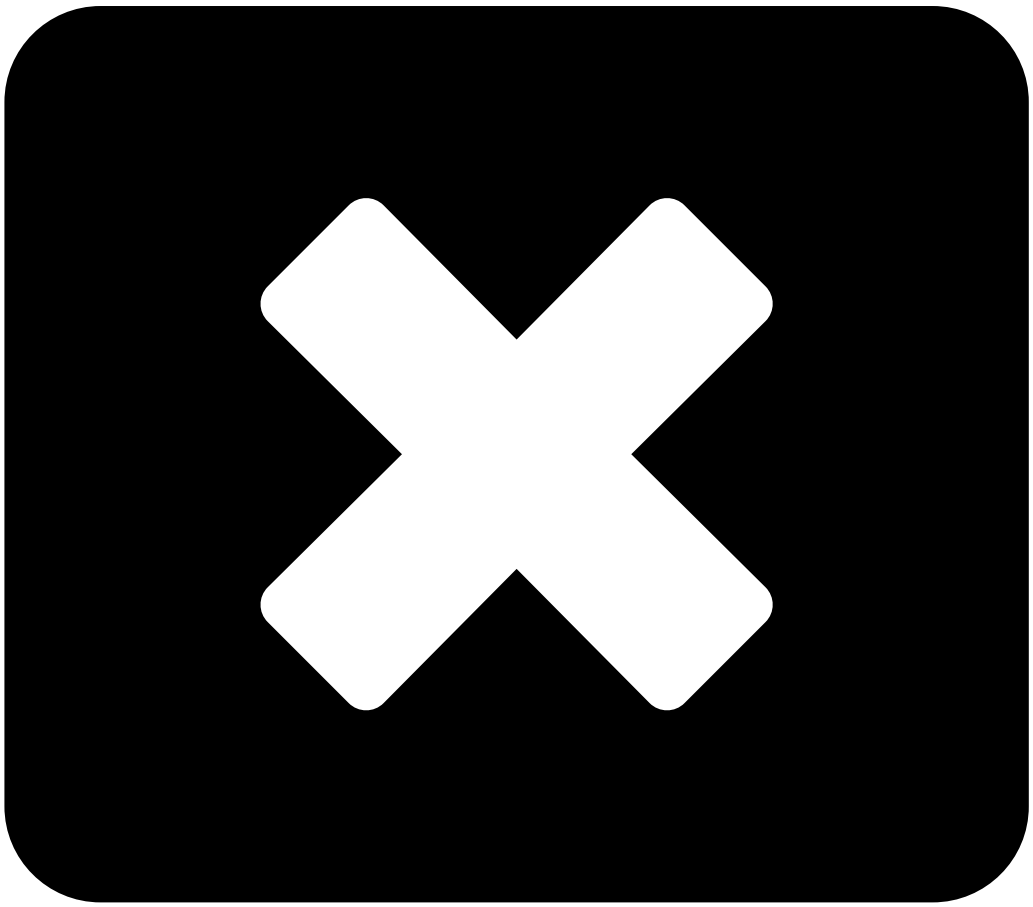

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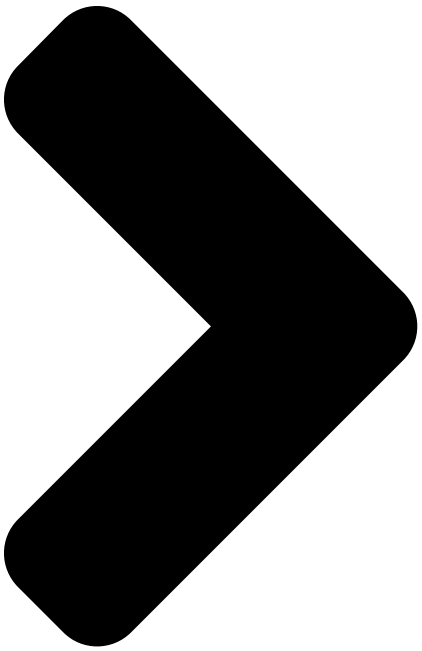

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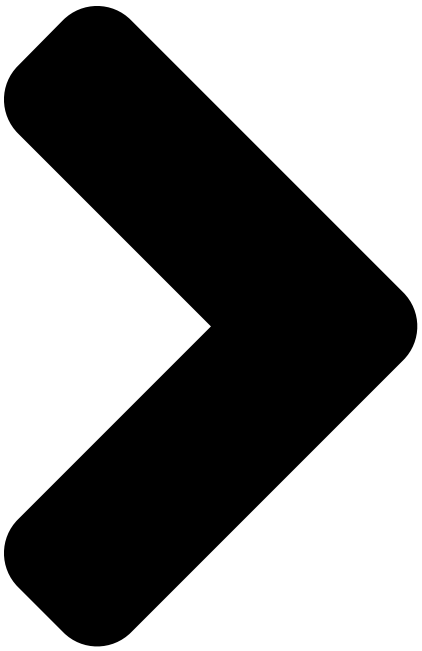

Demo

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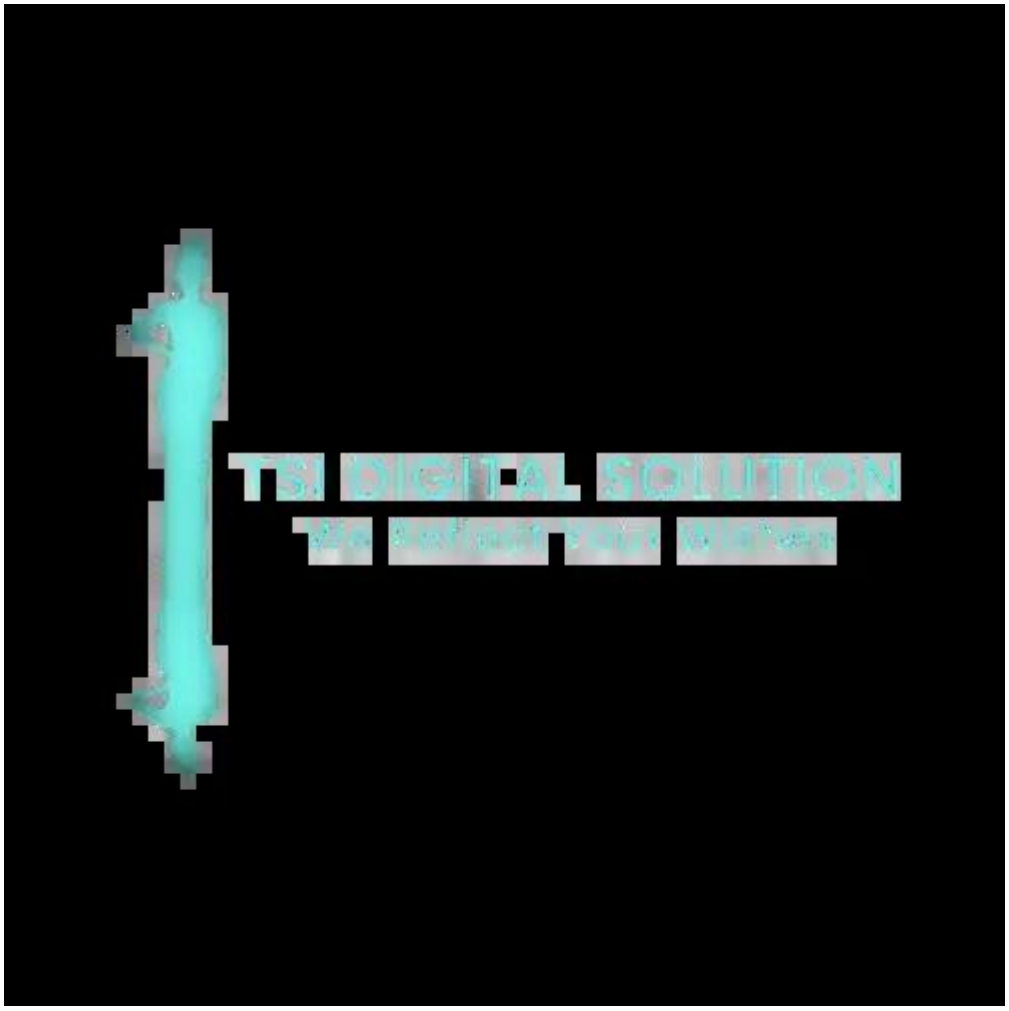
Who we are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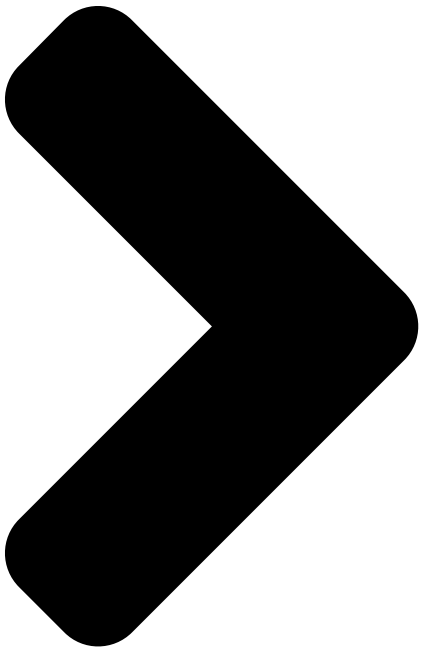

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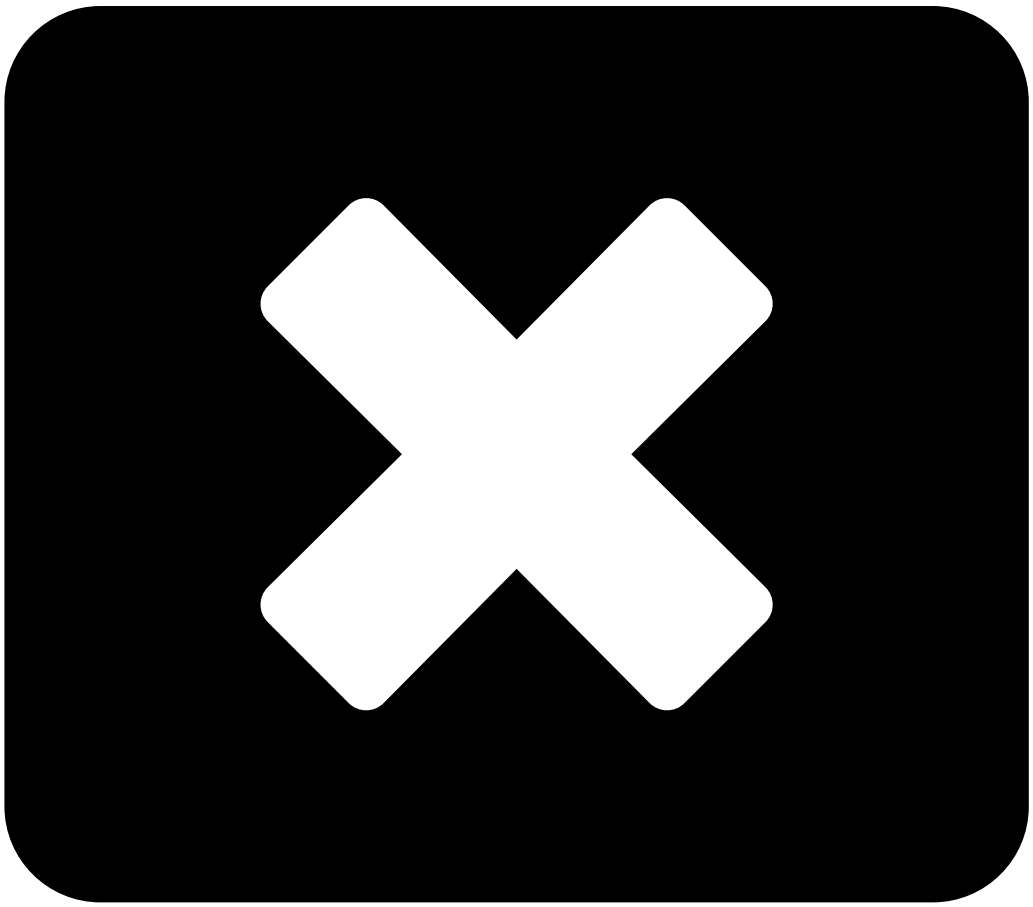

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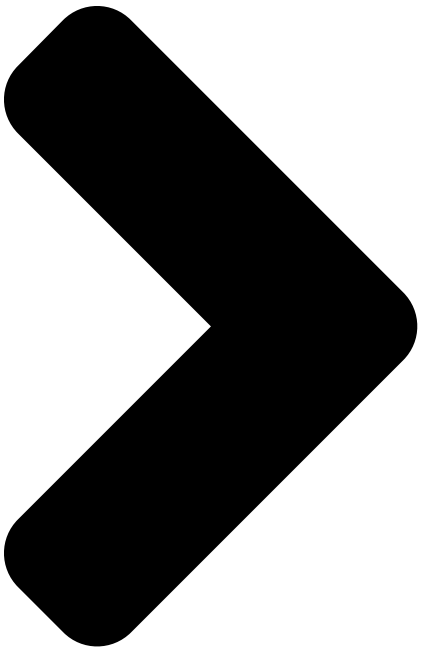

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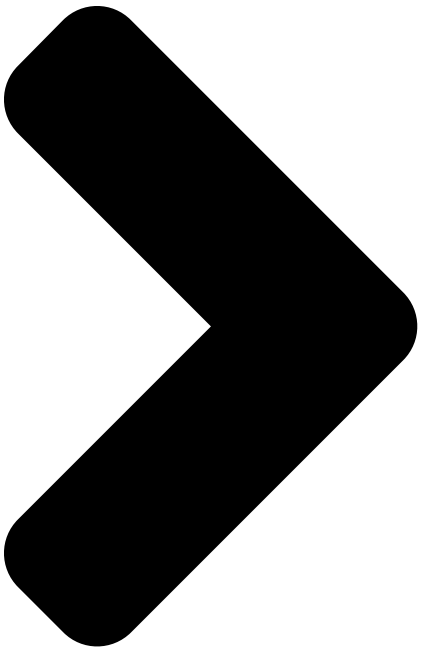

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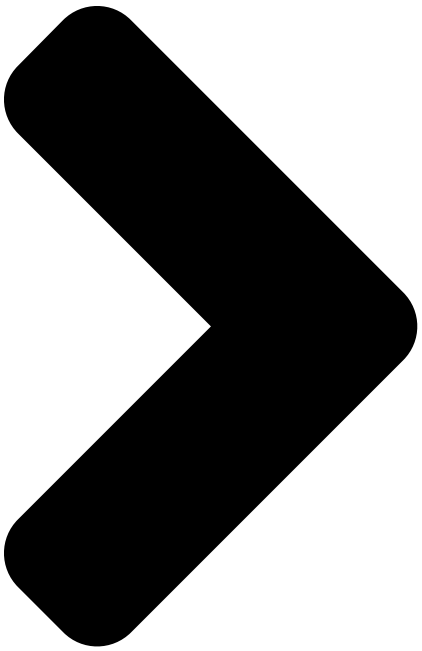

TSI Spam Blocker

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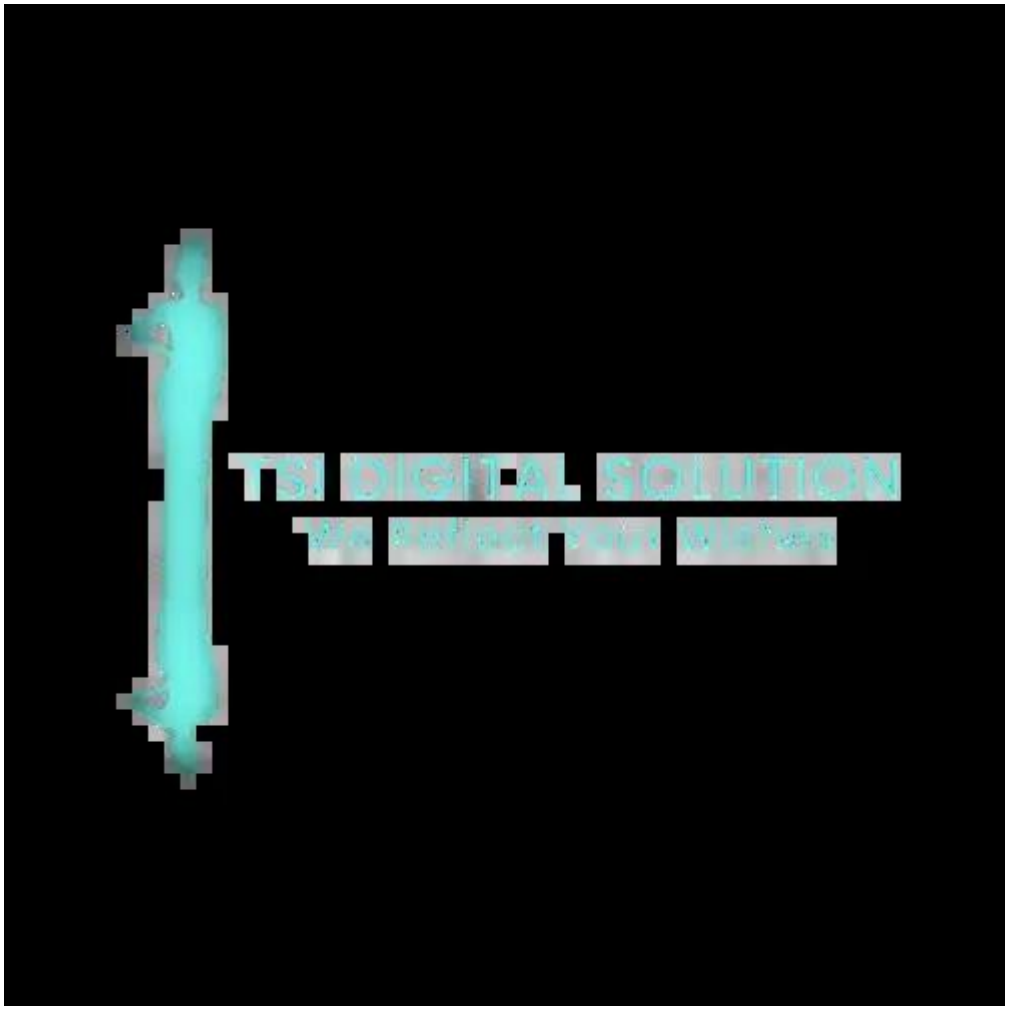
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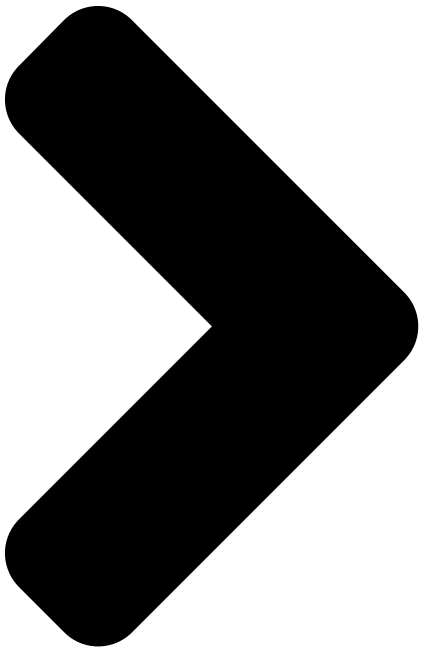

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The Future of AI in Digital Marketing

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The Role of AI.

The Future of AI in Digital Marketing

As we stand on the precipice of a technological revolution, it’s clear that artificial intelligence (AI) is poised to reshape the landscape of digital

marketing. At TSI Digital Solution, we understand the transformative potential of AI, and we're committed to helping businesses navigate this evolving terrain. But what does the future hold for AI in digital marketing? Let's delve into the key trends and innovations that are set to redefine the industry.

What to Expect

1. Hyper-Personalization and Customer Experience

AI's ability to process vast amounts of data in real-time allows for unprecedented levels of personalization. In the future, digital marketing will move beyond generic messaging to create highly customized experiences for each user. AI algorithms will analyze user behavior, preferences, and interaction history to deliver content that resonates on a deeply personal level. Imagine browsing an online store where the product recommendations feel like they were handpicked just for you. This level of personalization not only enhances customer satisfaction but also significantly boosts conversion rates.

2. Enhanced Predictive Analytics

Predictive analytics, powered by AI, is set to become a cornerstone of digital marketing strategy. By leveraging historical data and machine learning, businesses can forecast future trends and customer behaviors with remarkable accuracy. This insight allows marketers to be proactive rather than reactive, crafting campaigns that anticipate and meet customer needs before they even arise. For instance, AI can help predict the optimal time to launch a marketing campaign, the best channels to use, and even the likely ROI.

3. Chatbots and Conversational Marketing

The rise of AI-driven chatbots is transforming how businesses interact with their customers. These intelligent agents can handle a myriad of tasks, from answering frequently asked questions to guiding users through complex purchase processes. In the near future, we can expect chatbots to become even more sophisticated, offering seamless, human-like interactions 24/7. This not only improves customer service but also frees up valuable human resources for more strategic tasks.

4. Content Creation and Curation

AI is also making waves in content creation. Tools like GPT-4 are already capable of generating high-quality written content, and this technology is only going to improve. In the future, AI will assist marketers in creating compelling content at scale, whether it's blog posts, social media updates, or email newsletters. Additionally, AI will play a crucial role in content curation, helping businesses deliver relevant and timely content to their audiences.

5. Programmatic Advertising

Programmatic advertising, which uses AI to automate the buying and selling of ads, is revolutionizing the ad industry. This approach ensures that ads are shown to the right people at the right time, maximizing the efficiency of marketing spend. AI-driven programmatic advertising will continue to evolve, incorporating more advanced algorithms and real-time bidding strategies to deliver even more precise targeting and higher ROI.

6. Visual and Voice Search Optimization

As visual and voice search technologies gain traction, optimizing for these platforms will become essential. AI can analyze and understand visual content, enabling better optimization for image searches. Similarly, AI-powered voice recognition will help businesses optimize their content for voice queries. This shift will necessitate a rethinking of SEO strategies, focusing on natural language processing and conversational keywords.

7. Enhanced Data Security and Privacy

With the increasing reliance on AI and data, concerns about privacy and security are paramount. Future AI solutions will prioritize data security, using advanced encryption and privacy-preserving techniques to protect user information. Marketers will need to ensure that their AI tools comply with data protection regulations and foster trust with their customers by being transparent about how data is used.

8. Seamless Integration Across Channels

The future of AI in digital marketing lies in seamless integration across all channels. AI will enable a unified customer experience, whether a user is engaging via social media, email, or a website. This omnichannel approach ensures consistent messaging and a cohesive brand experience, making it easier to nurture leads and drive conversions.

Conclusion

As we look ahead, the integration of AI is set to bring about profound changes across various industries, reshaping how we live and work. The power of AI lies in its ability to analyze vast amounts of data, predict future trends, and create personalized experiences that resonate deeply with individuals. From healthcare and education to finance and entertainment, AI is poised to enhance every facet of our daily lives.

The evolution of AI will also necessitate new strategies for optimizing various processes, ensuring that businesses and individuals remain effective and relevant in an increasingly AI-driven world. Moreover, the focus on data security and privacy will be crucial in maintaining consumer trust and compliance with regulatory standards.

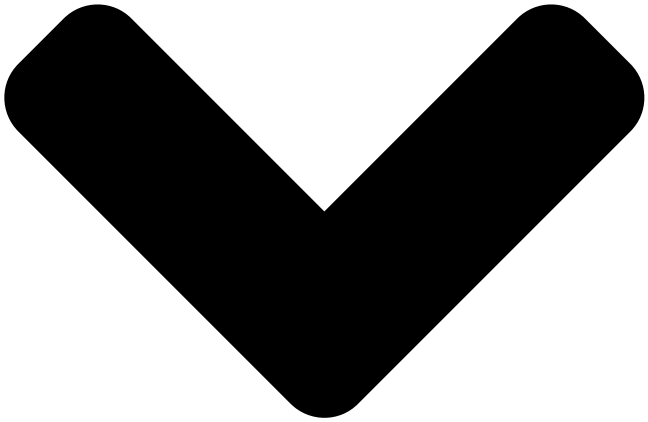
As AI technology continues to advance, it’s crucial for businesses to stay

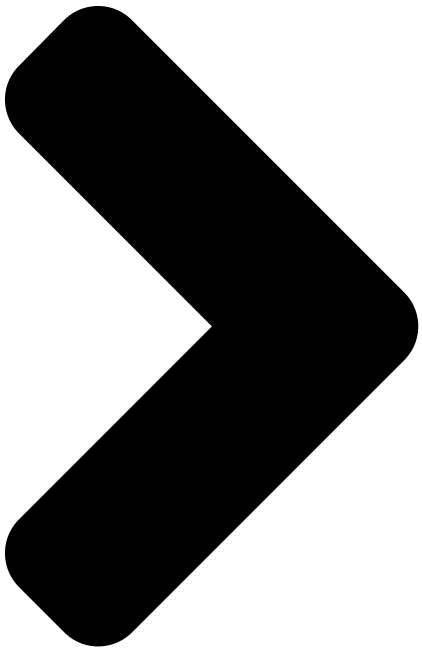
ahead of the curve, embracing these changes to unlock new opportunities for growth and success.

By embracing these advancements, we can not only improve the efficiency and effectiveness of various sectors but also create more meaningful and engaging interactions in our personal and professional lives. The future is undeniably intertwined with AI, and those who adapt and innovate will be best positioned to thrive in this dynamic landscape.

Frequently Asked Questions (FAQ)

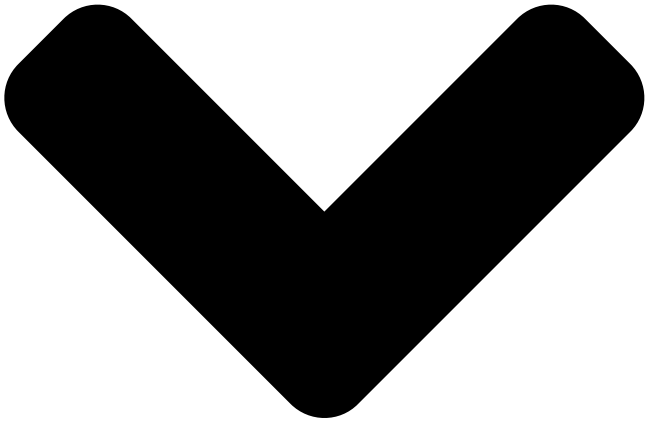
How will AI improve personalization in digital marketing?

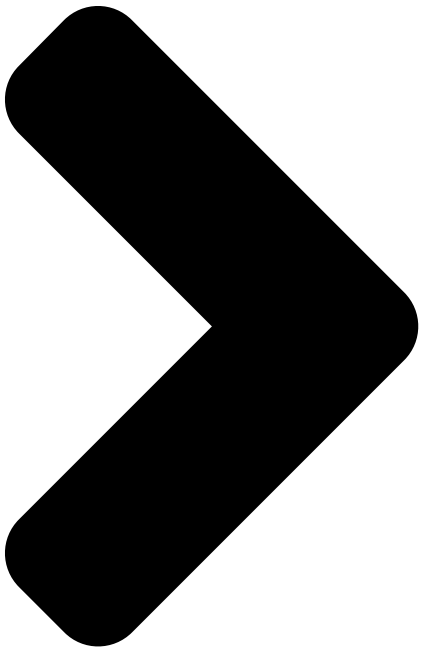




AI enables hyper-personalization by analyzing user behavior and preferences in real-time to deliver deeply customized content and product recommendations, significantly boosting engagement and conversion rates.

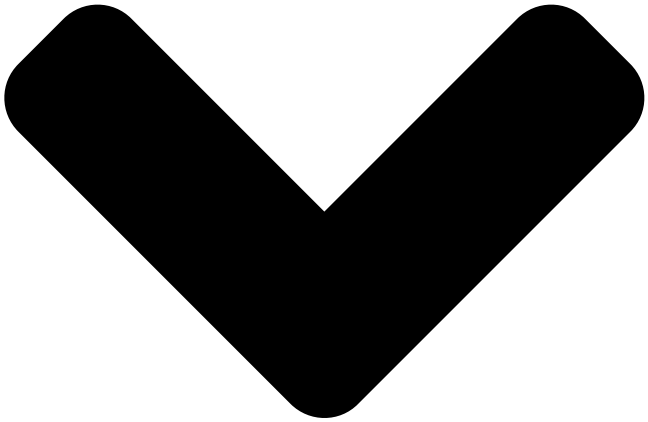
Can AI really predict future marketing trends?

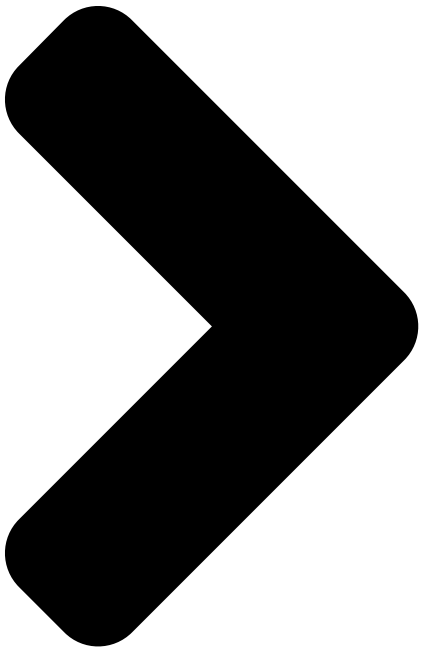




Yes, through enhanced predictive analytics, AI uses historical data and machine learning to accurately forecast customer behavior and trends, allowing marketers to proactively craft campaigns and optimize timing and channels.

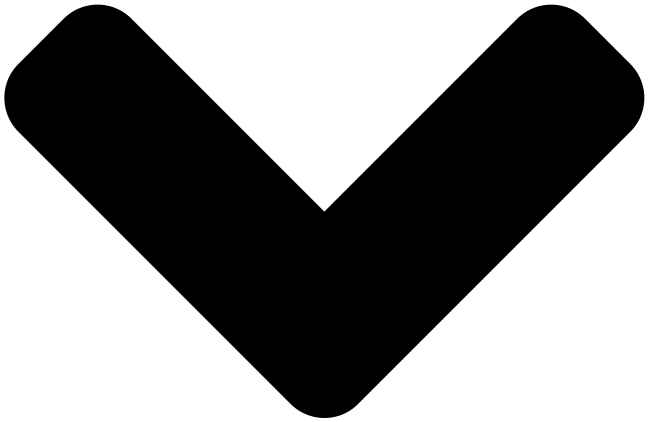
What role will AI chatbots play in the future?

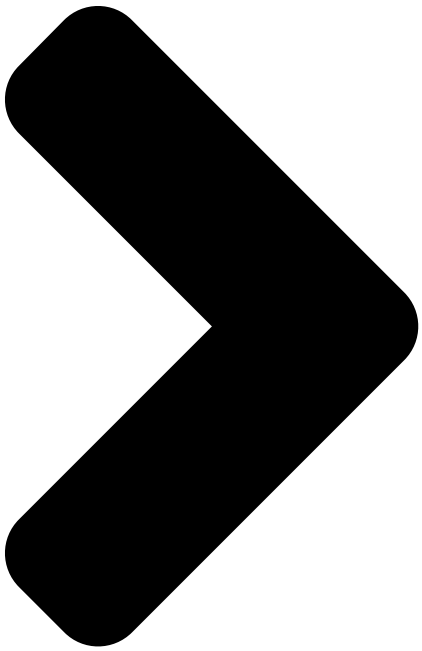




AI-driven chatbots will become more sophisticated, providing 24/7 human-like interactions for customer service, answering queries, and guiding purchases, which improves support while freeing human resources for strategic tasks.

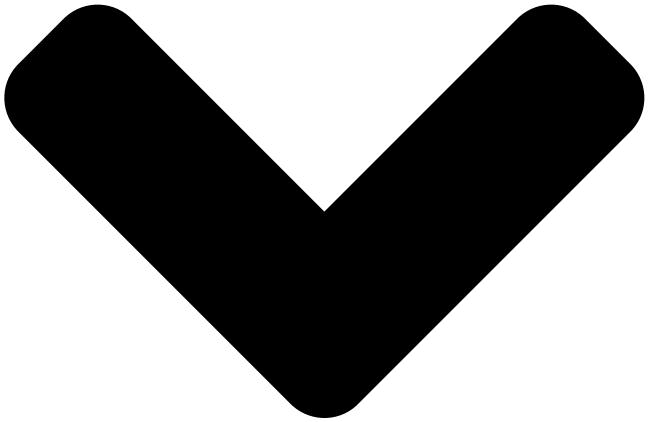
How is AI used in content creation for marketing?

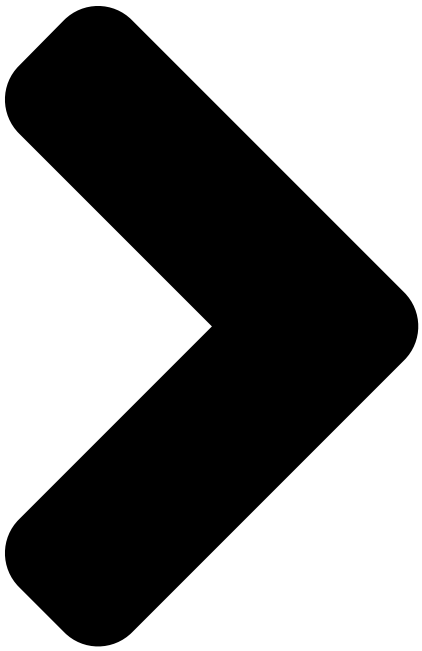




AI tools assist in generating and curating high-quality content – like blog posts and social media updates – at scale, helping marketers deliver relevant and compelling material efficiently.

Why is optimizing for visual and voice search important?





As visual and voice search grow, AI helps optimize content by analyzing images and understanding natural language, requiring updated SEO strategies focused on conversational keywords and visual recognition.

AI enables hyper-personalization by analyzing user behavior and preferences in real-time to deliver deeply customized content and product recommendations, significantly boosting engagement and conversion rates.

Yes, through enhanced predictive analytics, AI uses historical data and machine learning to accurately forecast customer behavior and trends, allowing marketers to proactively craft campaigns and optimize timing and channels.

AI-driven chatbots will become more sophisticated, providing 24/7 human-like interactions for customer service, answering queries, and guiding purchases, which improves support while freeing human resources for strategic tasks.

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focused on conversational keywords and visual recognition.

Reach Out to Us

Ready to Harness AI in Your Marketing Strategy?

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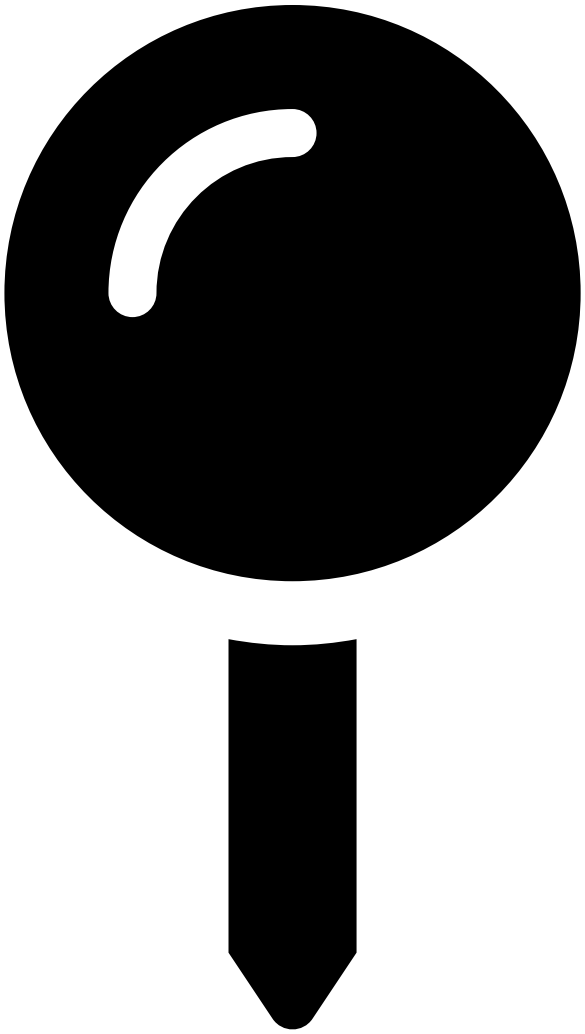

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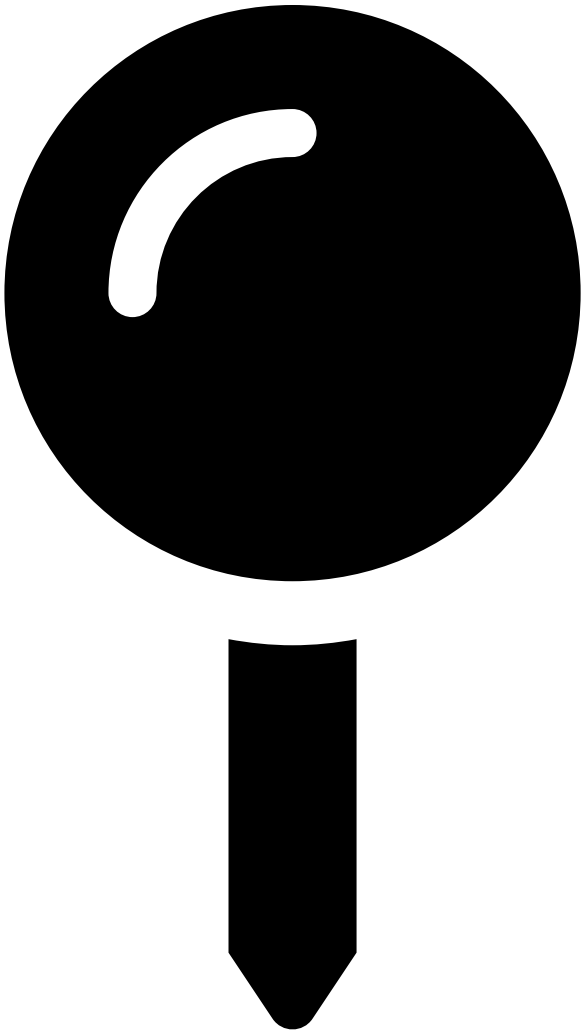

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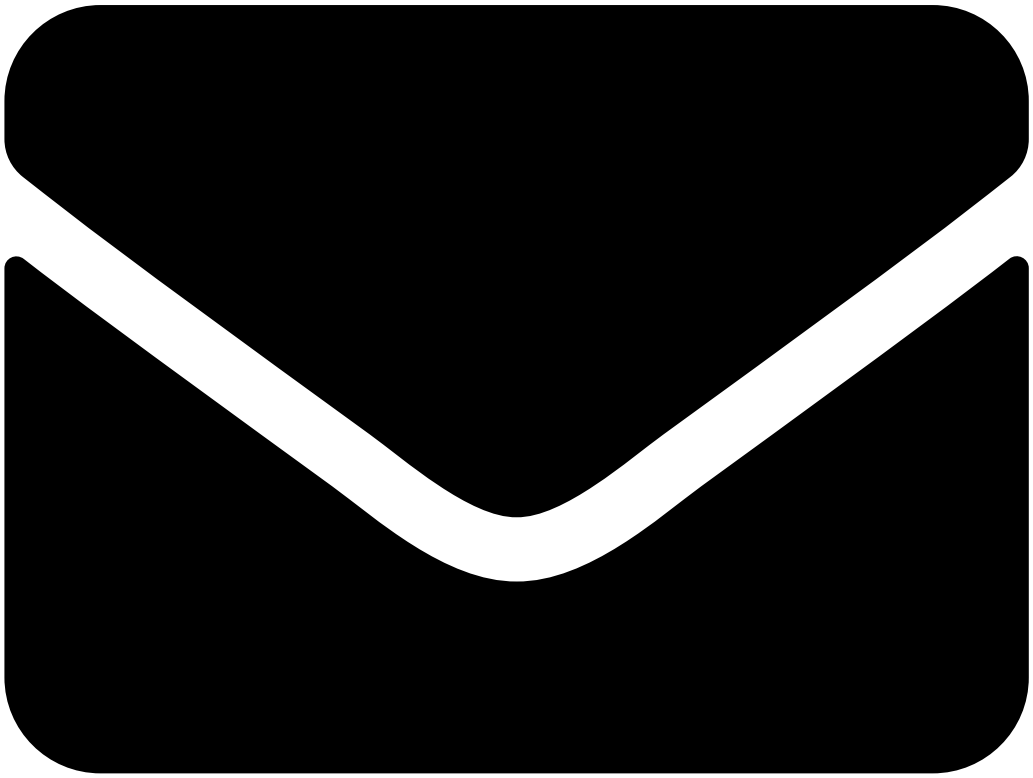

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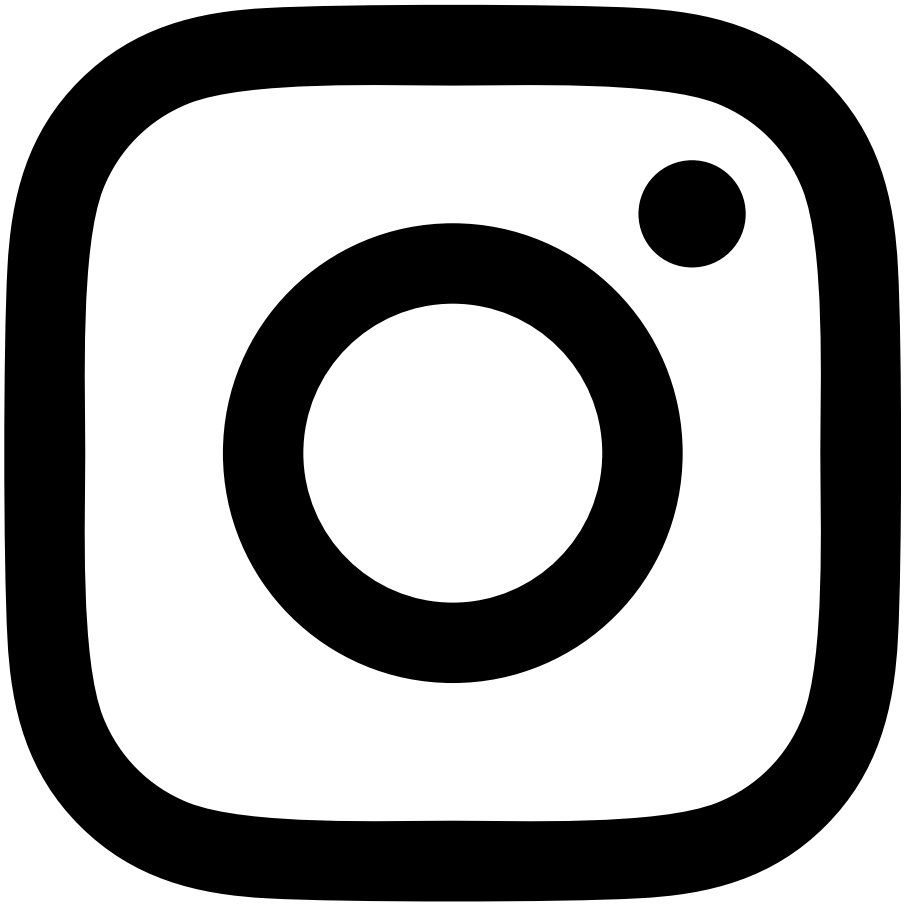

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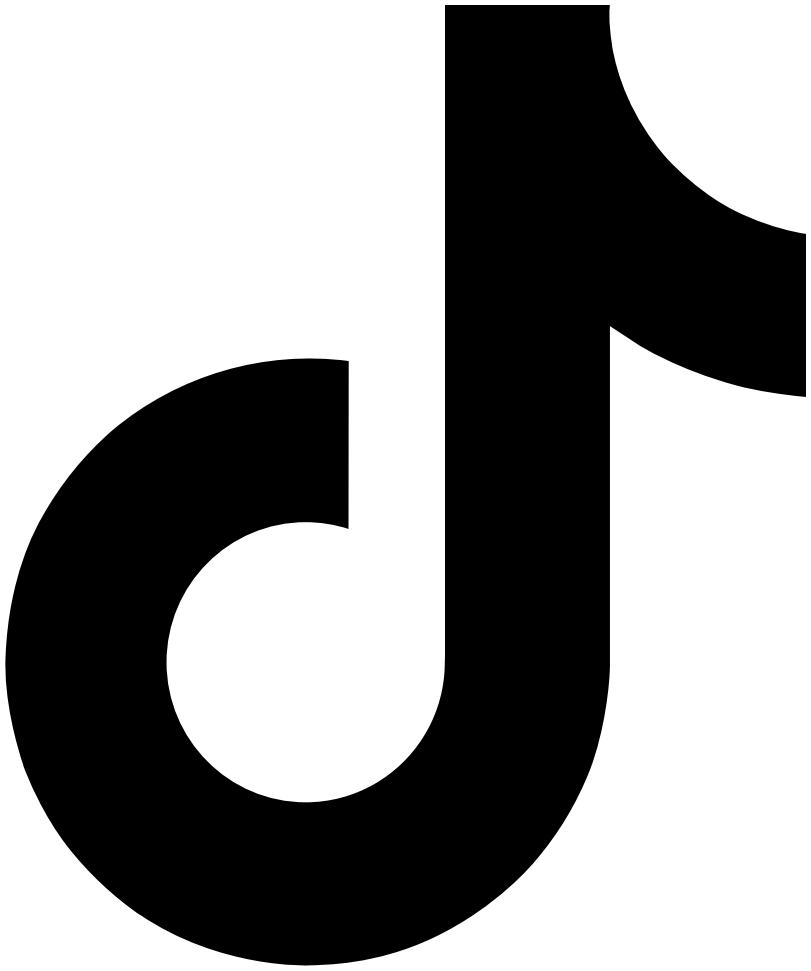

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