



THE DEFINITIVE GUIDE TO
**MACHINE
LEARNING**
FOR MARKETERS IN 2017

According to researchers at RMIT,

The future of work will be radically disrupted by ubiquitous automation.

This future might sound far off,
but this scale of automation might only be a decade away

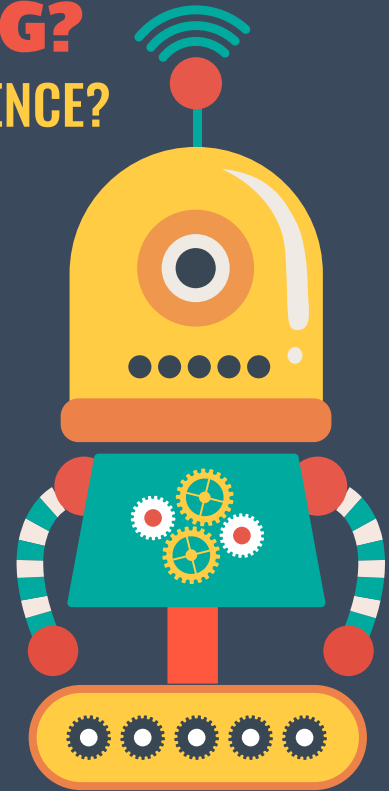
according to **Forbes** magazine.

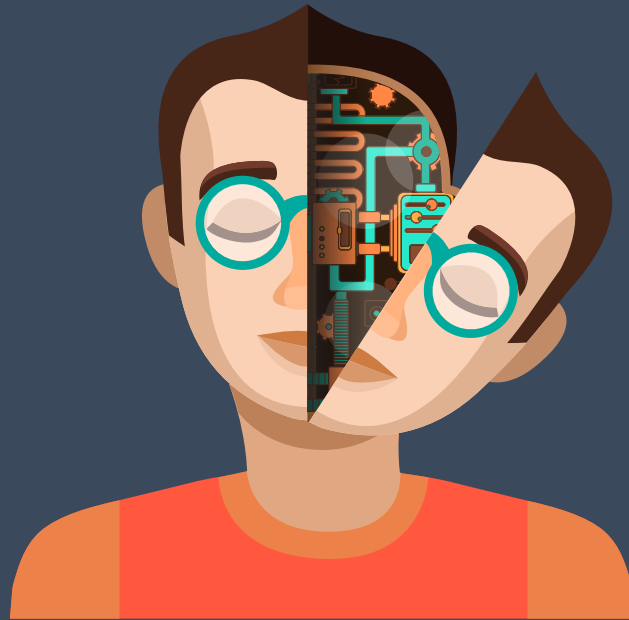
WHAT IS MACHINE LEARNING?

HOW DOES IT DIFFER FROM ARTIFICIAL INTELLIGENCE?

Artificial Intelligence is the broader concept of machines being able to carry out tasks in a way that we would consider “smart”.

Machine Learning is a current application of artificial intelligence based around the idea that we should really just be able to give machines access to data and let them learn for themselves.





Deep Learning focuses even more narrowly on a subset of machine learning tools and techniques and applies them to solving just about any problem, which requires “thought” – human or artificial.

**WHY IS
MACHINE LEARNING
IMPORTANT
TO MARKETERS?**





In the near future, a lot of day-to-day marketing activities, such as keyword research, Ad Words campaign management, copywriting and online monitoring, could be delegated to smart machine learning software.

This type of automation is the early stages of programmatic marketing – the algorithmic purchase and sale of advertising space in real time. According to research and advisory firm Forrester, programmatic marketing is expected to account for 50% of all advertising by 2019.

By 2027 all you might have to do is instruct your interface whom your client is, what type of campaign you are running, and the purpose of the campaign and the rest will be done for you.

HOW ARE MARKETERS APPLYING MACHINE LEARNING IN 2017?

In the world of machine learning, there are four major organisations pushing the technology into the future.

Google™



IBM

amazon

In addition to these four businesses, there are hundreds of third party software developers competing to make ever more powerful and accurate marketing tools.

4 WAYS

**THAT MACHINE LEARNING TECHNOLOGY
IS BEING IMPLEMENTED TO AID MARKETERS**



SENTIMENT ANALYSIS AND CLIENT MONITORING

Online monitoring is nothing new. Marketers have been using change detection and notification services like Google Alerts and Mention since 2003. However, the advent of machine-based learning has led to more advanced analytics and monitoring.

The most advantageous of these, especially for public relations coordinators, is the growing development of sentiment analysis. By applying natural language processing, text analysis, computational linguistics, and biometrics, marketers are able to determine whether content is positive, negative or neutral.

This new form of metric is helpful for public relations practitioners looking for quantitative ways to measure and evaluate campaigns and general public perception. There are a variety of free and paid online tools available you can use today; follow this link to find out more about them.



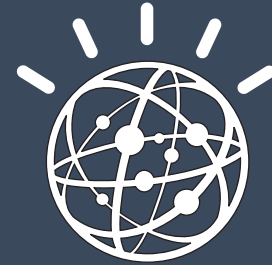


NATURAL LANGUAGE PROCESSING AND SPEECH RECOGNITION

Speech recognition and voice-to-text technology has sprouted in the last few years due to the power of machine-based learning. Natural language processing tools such as IBM Watson Speech to Text and Google Cloud Speech API are being used to unlock searchable audio content.



NATURAL LANGUAGE PROCESSING AND SPEECH RECOGNITION



Analytics is everywhere – from Google to SEMRUSH, marketers use analytics to inform everything they do. Machine learning is pushing the boundaries, allowing analytic software to compile smart observations from large data sets at lightning speed and in real time.

One of the most powerful and commercially available analytics engines employing machine learning is IBM Watson. Watson is the AI supercomputer behind a lot of groundbreaking software being developed by marketers.



IMPROVING CUSTOMER SERVICE TOUCH POINTS

Many companies nowadays are strengthening their customer service by integrating chatbots on their mobile and digital platforms.

Companies like Digital Genius (above) are using natural language processing (NLP), a branch of AI, to augment existing customer support.

NLP combined with deep learning is also being used to analyse conversations in real time.

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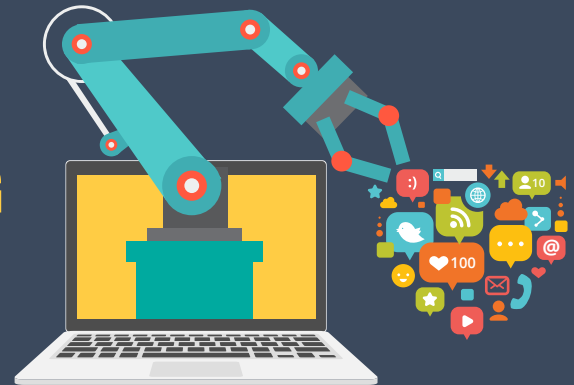
AUTOMATED DESIGN AND CONTENT GENERATION

Machine learning has the potential to revolutionise content and design by automating the process completely. Machine learning has developed to the point where AI software can automate content. Idio is one of many platforms that allow you to monitor customer behaviour, predict their interests and automate appropriate content.





AUTOMATE YOUR MARKETING AND IMPROVE CUSTOMER RELATIONSHIP MANAGEMENT



Machine learning and AI solutions offer an opportunity to automate a variety of simple and repetitive marketing tasks. This gives marketers more time to focus on creative ideas.

Third party platforms such as Marketo are already using predictive analytics to cater content to users, as well as sales forecasting to identify potential clients and predict user behaviour.



SUMMARY AND KEY POINTS



Machine learning is a field of artificial intelligence where algorithms use data to optimize their predictions and performance over time.



Machine learning and artificial intelligence are being used today to automate the workflow of marketers.



There are hundreds of third-party AI platforms available today to optimise your workflow through predictive analysis and automation.