

## Marketing Automation with AI



### Marketing Automation: The New Way to Reach Your Clients

Reaching out to your customers and knowing their likes, dislikes, and habits are often the keys to a company's success.

Despite the advances in technologies and apps that allow businesses to connect with their customers daily, many feel stuck and cannot effectively communicate with their consumers to bear rewarding results. This is a hurdle many companies face, with their messaging strategy either coming off too annoying with the constant push messages or just non-existent with the lack of communication.

So what is the right solution?

Field experts such as Spotify Senior Data Scientist talk to [Data Salon](#) and explain the best way to engage with your customer base — handling customer engagement more as a product than as a marketing strategy.

Adopting a suitable messaging strategy will help you strike a balance between increasing your customer base and keeping existing customers happy with your product.

While sending out multiple emails reminding your customers about your product and how much they need it might seem like a good idea, it will only lead to a short-term boost of sales that will inevitably plateau in a short period of time, leading to no real progress. Customers are no longer engaged by the mass marketing email they receive in their junk mail three times a week.

[Katrina Niemisto](#), SEO Content Strategist at the Motley Fool, emphasized how customers are increasingly expected to be treated as individuals. This is where marketing automation and automated content marketing messaging step in.

By adopting this strategy, you're looking at your messaging strategy as a product rather than merely a marketing tool. Instead of focusing on how many customers clicked on a particular advertised feature for a specific period of time, you start looking at each message, how it was received by your clients, and how it compounded over time.



# Tips to Properly Implement a Customer-Centric view to Marketing Messaging

There are multiple steps to start adopting a customer-centric view when it comes to marketing messaging.

The first point to be addressed is the content and display of the messages. Multiple messages need to be created that cater to specific individuals. Not all users will have the same profile, likes, and dislikes. Variations are bound to happen. For example, when Spotify tried to target users for individual campaigns, it created a long-tailed distribution of notifications, in the long run, creating two problems, where some users would get zero notifications, and some users would get plenty. This is due to the simple fact that users are different, some more active than others. Therefore, it is essential to create messaging that will reach and cater to all your users. Interested in knowing more about how you can achieve that? RFM Analysis for customer segmentation allows you to segment customers into groups based on data collected on them, a skill you can now learn on Korbit.

It is also equally important not to repeat the same message twice to always keep the customer engaged. For example, one feature Spotify offers to users is the data saver feature — where in the case of a bad internet connection, users get to sacrifice very little sound quality to stream music on every network. A fantastic feature indeed, but one that users only need to be notified with once, as pushing it more than that would make it redundant.

"Marketing automation can track and monitor the content that each user views and engages with across every channel, so duplicates are never sent and each touchpoint advances the relationship", Niemisto stressed in her article.

Finally, when creating your individual messages, ensure that they are appealing and eye-catching using pictures, sounds, animations, and colors. All these tactics ensure the main goal: to keep the customer engaged and interested in every step of their journey with your product.

The second point to realize is the importance of setting a standard treatment. Before you begin your optimization process— where you optimize important facets such as the time dimension, dosage frequency, and message selection, it is imperative that you set a standard treatment that is suitable for everyone, like for example agreeing to send out only five messages a month. This way, you'll get a better understanding of your audience, making it easier to optimize later down the line.

Lastly, set a rule for messaging selection. This encompasses using the mix of exploring and exploiting. Explore your consumers by sending out a random message and collecting their feedback. Using this feedback, you can now formulate the optimal messaging content you can send out. It is vital to have a mix between the two but emphasizing the exploiting factor. If you don't explore enough, you will almost always end up with a large measurement error, whilst a lack of exploiting will yield nothing but random results.

After sending out the messages, add context to your model. Instead of checking the reward of the message yielded on all your customers, split your customer base into groups, placing those who are similar in distinct groups, and monitor how the message results with each.

Finally and most importantly, it is important to keep testing and measuring over time. A campaign that had a short positive effect on your sales might lead to a negative long-term impact on your customer base.

Moving forward, it is important to acknowledge the tremendous effect individualizing your marketing strategy is going to have on the overall performance of your business. Mass emails and cheesy standard messages simply don't cut it for the consumer anymore, which is why it is time to look at your customer communication as a product rather than a standard marketing strategy.



Need to equip your team with all the necessary tools and skills they need to start engaging in an automated marketing strategy? Korbit offers all courses ranging from Training Neural Networks to RFM Analysis for customer segmentation and many more needed for this change.