

AI in Marketing
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Lecture-47 AI in PR and Publicity and Social Media Marketing-I

Welcome to this NPTEL online certification course on artificial intelligence and marketing. In this module, we will discuss AI in person relations and publicity and social media marketing. So, you see that we have been talking about, we have talked about the role of AI in advertising. Then in sales promotion and direct marketing, now we are talking about publicity and PR, public relations publicity and social media marketing. So, this is part 1 that is AR in public relations and publicity and social media marketing and module 47. And these are the things that we will cover in this module.

So, starting with the understanding the role of artificial intelligence in PR and publicity, how AI can assist in PR and publicity activities. Then the significance of AI in social media marketing, the benefits of using AI for social media marketing, challenges for using AI for social media marketing and some best practices for using AI in social media marketing to avoid obstacles. So, let us start with understanding the role of AI in public relations and publicity. Public relations encourages consumers and journalists to think favorably about the consumers and to speak positively about it.

So it is about thinking favorably and speaking favorably. It enhances the reputation of the company and its products and provides with exposure that you do not have to pay for directly. So here you are not paying for all this directly. The appeal of public relations and publicity is based on three distinctive qualities. The first is that it should be high credibility.

New stories and features are more authentic and credible to readers than ads. Ability to reach hard to find buyers. Public relations can reach prospects who prefer to avoid mass media and targeted promotion. Dramatization, public relations can tell the story behind the company, the brand and the product. So, now let us look at the issue of artificial intelligence versus humans in public relations and publicity.

In a recent national study examining the potential use of artificial intelligence, copywriters to augment and replace human authors. Sport render wanted to see if consumers could tell whether an article was written by a human or a machine. Sport render, a leader in rapid consumer insights technology found the results indicative of a major milestone for AI technology in marketing. And what is this milestone? The AI fooled consumers, some audiences feel so and performed higher in several key areas like

readability, being informative and perceived as more natural. All the while taking only minutes versus hours.

Recent AI public relations developments have generated both enthusiasm and fear. AI regularly features in the latest public relation trends and shows no signs of slowing. AI could help create new content and maintain existing. As we all know, content is the king when it comes to search engine optimization that is SEO and AI can help automate the process. With more companies implementing automation technology, those who get on board early will have the advantage.

Teams will have more time to devote to growth supporting projects by utilizing AI to automate certain tasks. Now what are the various ways in which AI can assist in PR and publicity? One is speech to text technology. This technology helps with translation as well as recognition of spoken language into text. Translation and Recongration. This can assist with media interview transcripts, searching within podcasts or press conferences using speech to text technology.

PR agencies are adopting AI to predict media trends, turn speeches into text and monitor social media and much more. Shift Communication has a marketing technology team of 10 including 6 data analysts. The team runs advanced analytics, machine learning, paid searches, social media and more for their clients. The next is let us look at how AI assist contact recommendations. Though they have not been perfected yet, tools exist to proactively identify reporters who are writing about your industry and everything due to target media most likely to cover your news rather than manually build traditional media list on categories and keyword searches.

The next is Predictive Analytics. Predictive Analytics and AI have revolutionized the field of public relations, empowering professionals to harness the power of data for strategic decision making. AI can efficiently analyze vast information to uncover valuable insights, vast information to uncover valuable insights that can guide PR strategies. This saves time and can predict the message that will hit homes with the target audience. AI can enhance, this hit home means it will be on target.

It will achieve what it has been designed for. AI can enhance campaign effectiveness and make better informed decisions based on solid data. It can also help your customer story angles for generalist based on interest, past coverage, personalities and trends and predicting the probability of a generalist covering your story. The next way is Video Authenticity Monitoring. AI can track deep fake videos which can negatively affect your brand's reputation.

These are manipulated and fake videos to impersonate an image or voice of someone. By monitoring social media for such videos, AI can remove them by identifying fake videos using its algorithms. Deep learning enables PR professionals to identify fake videos by

analyzing visuals and audio cues. Press reports can also be released to clarify the action taken after filtering fake videos. The next way is the Natural Language Generation.

An LG, a subfield of artificial intelligence is a software process that automatically transforms data into plain English content. The technology can actually tell a story exactly like that of a human analyst by writing the sentences and paragraphs. Machines can produce content using natural language generation and translate into multiple languages for broader distribution. Using AI for content creation is not just about asking chat GPT to churn out thousands of words of copy and posting it straight to your blog. Project management solution ClickUp uses Surface CEO's natural language processing AI tool and machine learning technology to identify opportunities for content optimization, One, To understand which keywords to include in articles and at what density and the third is to gain insight into the ideal article structure from the number of images included to the length of subheadings. Since using Surface search engine optimization, they saw an 85% upturn in organic and non-branded traffic. They have also produced more efficient content, completing over 130 optimizations and publishing more than 150 blogs. Yet another way is creating media lists. An AI media list generator incorporating machine learning algorithms from GPT-4 is a cutting-edge solution now available.

This revolutionary tool aids PR practitioners in building customized media lists, identifying media coverage prospects, conducting sentiment analysis and monitoring media impressions. With the AI support, PR professionals can redirect their attention to strategic initiatives allowing machines to handle mundane tasks. Undoubtedly, AI and PR is transforming the landscape, but it is important to acknowledge that human involvement remains vital in this communication. Then comes the video creation. AI technology has now entered the video creation field.

With the latest AI animation software, high-quality video can be created quickly. Videos are a valuable addition to the website and social media pages. About 80% of online content is video which is in high demand. AI and machine learning can now create videos without a crew, actors, sets and complex editing softwares. We can create an engaging video ready for posting on the website or social media with an article or script in just a few clicks.

A text-to-video AI. Images and clips are matched with text using technology. When we paste an entire article, the AI creates a slideshow like video based on stock footage and text overlays. This is a great for turning listicles and informative articles into videos for thought leadership and opinion pieces. Email replies. AI power tools have the ability to compose emails in a calm and professional manner enabling effective client communication.

These tools analyze language patterns and context to produce polite and emphatic responses helping to avoid any unintended passive, aggressive or negative undertones. They can also provide suggestions for rephrasing or adjusting the tone, offering constructive feedback to improve the clarity and positivity of the message. Automatically these tools ensure consistency and efficiency by adopting individual preferences and organizational guidelines automatically. By promoting respectful and considerate communication, they play a crucial role in maintaining strong client relationships leading to enhanced client satisfaction and overall business success. The next way is reputation management.

PR professionals utilize AI tools to analyze online conversation, social media mentions and use articles to assess public sentiment towards a brand or organization. This helps them identify positive or negative sentiment patterns, track the effectiveness of PR campaigns and proactively manage and safeguard brand reputation. Crisis communication. During crisis or sensitive situations, AI-based sentiment analysis aids public relation teams in monitoring and evaluating public sentiment. By swiftly identifying negative sentiments or emerging issues, PR professionals can promptly respond addressing concerns and mitigate potential damage to the organization's reputation.

Media monitoring. AI-powered sentiment analysis supports PR professionals in monitoring media coverage and evaluating sentiments towards their clients or organizations. This enables them to gauge the success of media campaigns, track brand perceptions and identify opportunities for media engagement or necessary interventions. Social media management. Utilizing social media automation tools such as AI-powered scheduling features can greatly assist in managing and automating social media content posting. These tools enable the scheduling of tweets, the creation of content calendars and the timely sharing of images at consistent intervals.

Users can save variable time by leveraging automation while maintaining a consistent online presence that fosters connection with their followers. However, it is crucial to remember that genuine human interaction should not be replaced by automation. It is essential to engage authentically with the audience responding personally and fostering real connections to measure to create a meaningful social media presence. The next way is attribution for earned media. PR tech tools powered by AI such as CC on Impact and Onclusive are valuable assets for PR professionals.

They offer features like media tracking, impressions analysis and the ability to attribute sales results to earned media coverage. By leveraging advanced technologies like sentiment analysis, predictive analytics, chatbots and natural language generation, these tools enhance efficiency, refine strategies and deliver positive returns on investments by leveraging data and making insightful predictions. The next way is budgeting. AI-

powered tools provide PR professionals with the ability to analyze historical data, market trends and campaign performance, which in turn offer valuable insights for budgeting purposes. By uncovering patterns and correlations within the data, AI can assist in forecasting future costs.

So, that becomes important. Ensuring effective resource allocation and optimizing budget distribution based on expected outcome. Moreover, these AI tools excel in evaluating the cost effectiveness of various PR activities and recommending optimal strategies for resource allocation. By closely examining past campaigns, data and performance metrics, AI can identify the activities that yield the highest return on investments, suggesting adjustments that optimize budget allocations accordingly. In addition, AI plays a pivotal role in accurately measuring and evaluating the return on investments of PR activities. By automating the tracking and analysis of key performance indicators such as media coverage, website traffic, social media interactions and lead generation, AI generated insights shed light on the impact of PR efforts on business outcomes.

This aids in justifying budgets and provides valuable information for future planning endeavors. Now, let us look at AI in online and social media marketing. The digital marketing industry is constantly evolving, and new technologies emerge every day. Thus, there is no doubt that some of these technologies can dramatically change our understanding of the online customer journey. Creating a profile on social media is extremely easy, which has led to thousands of small and big businesses using the platform.

To market their services and products. Competition like this requires constant monitoring and analysis. That is why it is beneficial to use the help of AI tools that can comb through competitors' data by keeping tabs on their reach, engagement rate and user approval. Now this, all this is for competition. So, this is competitors' data. And then this data can be used by the company for their benefit.

Knowing these key insights can help be what social media strategy to outmaneuver competition. Before implementing AI for social media marketing, we should focus on some key points based on which we can later optimize our results with the help of AI. Some of these points which are important to monitor are, the first is who is your target audience? The second is when do users visit your social platforms? And the third is post insights such as likes, shares, engagement, impression, etc. So, these are the important things. The next important thing is what is the best time to publish the content? How long do users stay on your profiles? Which hashtags are most effective? And seventh is predict purchase behavior, purchase or behavior trends, etc.

We will go through some of the uses of AI in online and social media marketing. So, first is text and visual content generation. AI-powered visual content creation tools are also

going mainstream. Text-to-image AI models like DALL-E, Mid-Journey and Stable Diffusion have been revolutionizing the way visual content is created. These systems use machine learning algorithms to create images from a text description or even to generate new variations of existing images.

Using the Stable Diffusion model, Lensa, an AI tool generates realistic images based on text inputs and create stylized avatars that match already embedded images. Lensa and other generative AI models have been making waves on social media with the potential to create engaging content across various platforms. Then comes Influencer identification. Finding the right influencer is one of the most critical elements for the success of any influencer marketing campaign and can put a brand on the map. Determining the best influencer for a given social media campaign is a big challenge for marketers.

It is important to understand their audience and evaluate their potential based on factors such as the age, location and the level of engagement on their post. AI can drive in-depth insights about influencers, predict how well an influencer will align with the brand's goal in each campaign using natural language processing and help brand select the relevant social media influencers by comparing data. Social media ad management. Another benefit AI is rendering to social media platform is ad management and optimization. AI power tools can help analyze hundreds or thousands of ad targets and budget variations, find and segment audiences, make ad creative, test ads and improve speed and performance in real time to get the best results. Marketers can also optimize ads for clicks and conversions.

Thanks to AI's ability to predict which language will drive better results or which content you should create based on the keywords you are buying use while searching for products and services like yours. Logo detection for monitoring AI is bringing visual search to a new level with computer vision technologies. Many companies incorporate logo detection to analyze images containing the brand's content across social media platforms. AI-powered logo detection system also enables brands to check how often their logo appears on the social media or the social networks. With visual content becoming an increasingly favored format for social media platforms, it is essential to analyze brand images and video use, get driven insight about brand mentions on social media and check the visual content for brand logos.

Now what are the challenges of AI for social media? The efficiency of AI for social media is linked with the following challenges. The most important challenge is that of ethical concerns. The information collection, interpretation, storage of the user's choice, history, preferences and personalized data come under ethical concerns. Privacy violations and biased interpretation of human behavior are also ethical concerns.

Next is the integration and implementation challenge. There are still certain aspects of AI unknown to humans. The unfamiliarities of this is the cause of concern as the unknown can lead to unsolvable problems. The implementation is flawed because human intervention is required in certain things which can only function properly with human interference. What are the best practices for AI for social media? Some mentioned practices to avoid chances of error.

First is understanding your audience. The brands on social media can utilize the maximum potential by identifying the customer's variety, work culture, likes, dislikes, familiarity with the brand, opinion and the other things. Thus, a significant part of AI-powered social media marketing for the targeted audience's devising and effective marketing brand and even the product or service. The next is choosing the right AI tool. Being the top or high feature tool is one of the many things to check. Knowing the specific domain or if it meets the goal is necessary.

For instance, if a content creation tool meets the required word count, can deliver plagiarism-free articles and can write content or only create headlines. One may also check if it can optimize or update the content. Identify the goals, goals for all the required AI tools. The third is ensuring quality control and human oversight. Quality control over AI action is necessary to understand the correct interpretation of patterns and results and human oversight is the only reliable power to do so.

The fourth is adapting to changes in social media trends and algorithms. The AI for social media can adapt to regular changes in social media. How? By providing commands from relevant sources and summaries of conversation and experiences from online communities. The next is continuous learning and improvement. The possible errors might be continuously rectified in AI for social media.

The constant changes in demand further require AI improvement to function properly and meet customer requirements. It will lead to intelligent social media management and data set expansion. Improvements in quality and data augmentation is among the methods for AI improvement. So, to conclude in this module, we have first discussed the role of AI in public relations and publicity. Next, we discussed how AI can assist in public relations and publicity activities.

Thereafter we have learnt about the significance of AI in social media marketing. We then discussed some of the benefits of using AI for social media marketing and then we have studied about some of the challenges of using AI for social media marketing. Finally, we have also discussed some best practices for using AI in social media marketing to avoid obstacles. And these are the 12 sources from which the material for this module was taken. Thank you.