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ARTIFICIAL INTELLIGENCE IN MARKETING COMMUNICATIONS

The aim of our work is to investigate the use of artificial intelligence in marketing communications and to determine the role of artificial intelligence in the development and promotion of marketing communications.

Today, there is still a lot of hype surrounding the development of AI, which is expected from emerging new technologies in the market. Not surprisingly, this technology is widely used in marketing communications, where the analysis of user data needs to be used and adapted.

Marketing communications (also known as marcom) are the messages and media that marketers use to communicate with target markets. Examples of marketing communications include traditional advertising, direct marketing, social marketing, presentations and sponsorship. Marketing communications help to define an organisation's relationship with its customers, not only through the nature of the messages exchanged, but also through the choice of media and occasion to match customer preferences [1].

AI marketing uses artificial intelligence technologies to make automated decisions based on data collection, data analysis and additional observations of audience or economic trends that may impact marketing efforts. AI is often used in digital marketing efforts where speed is of the essence [2].

The more data AI gathers, the faster it can adapt to the needs of your audience.

What is the role of AI in marketing? AI enables marketers to track business performance from mass market messaging down to individual social media posts. With the power of AI, marketers can leverage thousands of data points to optimise their measurement framework according to the goals and metrics that matter to the business.

Modern AI platforms enable marketers and organisations to develop rich customer insights from a variety of data sources, which can help deepen customer relationships, develop authentic engagement and drive more conversions.

Experts highlight the following purposes for using AI in marketing communications:

1. Marketing automation is the use of AI for tasks such as lead generation, lead scoring and customer engagement. It helps marketers identify and engage with prospects when they are most likely to respond to your marketing message.
2. Personalise the company's message using AI technology that builds a profile of the customer based on data collected from their purchase history. Marketers can then target ads, offers and new products that match their tastes.
3. Predicting customer actions. AI is used as a tool for predictive analytics, which uses data from past customer interactions to predict what actions they are likely to take next. When applied to larger audience segments and scaled, it can also be used to predict business metrics such as revenue outcomes.

For these purposes, the use of AI in marketing can be highly beneficial for businesses. Unlike human employees, AI solutions operate 24/7 and become increasingly capable of more complex functions over time. It's these kinds of capabilities that make artificial intelligence so powerful. With the power of AI, marketers can collect vast amounts of data and optimise it according to business goals and metrics. Data is driving modern marketing practices, and AI is playing a central role in achieving greater business efficiency and delivering better results across marketing operations. AI can help streamline marketing operations by minimising the inefficiencies in your company's operations, allowing more time to be spent on strategic actions [3].

ChatGPT is trained to follow a prompt and provide a detailed response. A model called ChatGPT interacts in a conversational manner. The conversational format allows ChatGPT to answer follow-up questions, admit its mistakes, challenge false premises, and reject inappropriate requests. There is a 2021 analogue that is not yet available for use - the Language Model for Dialogue Applications (LaMDA). It has 540 billion parameters. That is almost three times more than the ChatGPT chatbot. The neural network is free to discuss an infinite number of topics, find ways to interact more naturally with technology, and even develop new categories of applications.

Midjourney is an independent research lab that explores new media of thought and expands the imagination of the human species.

Descript is a new kind of video editor that's as simple as a document. Descript's AI-powered features and intuitive interface are powering YouTube and TikTok channels, top podcasts and businesses using video for marketing, sales, internal training and collaboration. Descript aims to make video an essential part of every communicator's toolkit, alongside documents and slides [4].

In recent years, Artificial Intelligence (AI) has become an emerging trend in various fields: science, business, medicine, automotive and education. The study shows that AI is widely used in marketing, although the applications are at an operational level. This may be due to the cautious implementation of the new technology, which is still at an experimental stage. Uncertainty about the outcome of AI implementation may also influence the caution with which these innovations are put into practice. The examples collected show that AI is influencing all aspects of marketing, affecting both consumer value and the organisation and management of marketing.

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NEUROMARKETING AS A TOOL IN SOCIAL NETWORKS

Neuromarketing is a complex of methods for studying the behaviour of customers, the influence on them and the emotional and behavioural responses to this influence, using developments in the fields of marketing, cognitive psychology and neurophysiology. The first companies specialising in neuromarketing, which help advertising agencies conduct target group research, have already started operating in Europe. One such company is Neurosense, based at the University of Oxford. Some other companies, such as Belgium's Neuromarketing, France's Impact Memoires and London's PhD Media, do not use brain scans, but instead use other methods to study brain responses, such as special questionnaires (in France, moreover, the law prohibits advertisers from using medical equipment). Over the past six years, Millward Brown has studied the main neurotechnologies and compared them with existing methods. It turns out that some neurotechnologies can be very valuable, but only if they are used in combination with existing approaches. At the Neuromarketing – A New Era in Retail seminar recently organised by the SRC Business School in Moscow, students spent two days learning the basics and practical techniques of neuromarketing under the guidance of Arndt Trundle and his partner Bart Oyman. Then Arndt Trundle had to come up with an interesting experiment. In order to find out what customers really think about products and how they respond to advertising, volunteers were brain scanned while they were receiving advertisements. Facebook has launched a neuromarketing study to assess the effectiveness of its advertising. Facebook commissioned SalesBrain, a US