Application and Development Trend of Artificial Intelligence in Enterprise Marketing

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Abstract. Technology changes life. At present, the application of "artificial intelligence" is becoming more and more popular in enterprise marketing. The application and planning of artificial intelligence has gradually become the core competitiveness of some enterprises in the development process. This paper focuses on "research background", "application of artificial intelligence in enterprise marketing" and "development trend of artificial intelligence in enterprise marketing". It is hoped that "artificial intelligence" will be taken as the breakthrough point to further explore the marketing mode of enterprises in the new era in China, and gradually standardize the application and development of artificial intelligence.

Keywords: Enterprise Marketing, Artificial Intelligence, Application Analysis, Development Trend

With the development of science and technology, the scale of artificial intelligence industry is growing day by day. Many technical methods with "artificial intelligence" as the core begin to be widely used in enterprise marketing, such as machine learning, image recognition, big data technology, etc. To explore the application and development trend of artificial intelligence in enterprise marketing is to approach artificial intelligence and give full play to its advantages. While standardizing artificial intelligence technology, it also gradually promotes the transformation and upgrading of enterprise marketing mode in the new era.

1. Research Background
The concept of "artificial intelligence" began in 1956, but it started in 2016. In the 2016 go game, the alpha dog defeated the famous player Li Shishi [1]. Since then, artificial intelligence technology began to enter the public field of vision, and attracted the attention of all walks of life. Different experts and scholars have different views on the definition of artificial intelligence. Stuart Russell, a famous scientist in the computer field, believes that artificial intelligence is similar to human behavior and
thinking, while Winston, a scientist, believes that artificial intelligence is mainly to study the intelligent work of computers, and the goal is to make computers complete all kinds of work that people can complete. Generally speaking, experts' views can be understood as: "artificial intelligence" is a science that studies how to simulate people's behavior and thinking through computers, for example, people's way of thinking, people's psychological planning, people's reasoning mode, people's learning ability, etc.

At present, artificial intelligence has been applied in many fields, such as medical treatment, education, transportation and safety. Among them, enterprises in different fields are also included. In the process of enterprise development, "precision marketing" is related to the operation cost of the enterprise, and also related to the customer acquisition, transformation and profit of the enterprise [2]. How to understand the concept of precision marketing? In short, it means that in terms of precise positioning, enterprises should construct marketing programs and corresponding service systems, so that users can get more personalized consumption experience, improve enterprise conversion rate, and promote sustainable and healthy development of enterprises [3]. Practice has proved that in the enterprise marketing, from product positioning, product planning, product packaging, to product production, product sales, product after-sales service and other links, artificial intelligence can play a positive role in promoting enterprise precision marketing and make enterprise marketing activities get better results.

For different enterprises, artificial intelligence technology is also adopted, some enterprises have achieved good results, while some enterprises have not achieved much. Why? Especially in the market trend of artificial intelligence becoming more and more popular, enterprises should not only learn to use artificial intelligence, but also grasp the opportunity and take the lead in the market opportunity with the "foresight" perspective. How to have this foresight? Enterprises should realize that artificial intelligence is in a state of continuous development and change. When applying artificial intelligence technology, enterprises cannot keep pace with each other. It is important to keep pace with the development of artificial intelligence [4], and learn new concepts and technologies related to artificial intelligence. This is also the significance of actively exploring the application and development trend of artificial intelligence.

2. Application of Artificial Intelligence in Enterprise Marketing

2.1. Accurately Pushing Information and Enhancing User Interaction

In the enterprise marketing, the application of artificial intelligence can accurately push information and strengthen the interaction of users. Specifically, on the one hand, in the traditional marketing model, the scope of information dissemination is relatively small, the speed is relatively slow, and the lack of personalized color. In the fast-paced urban life, many users do not have enough time to browse information and search products. At this time, enterprises can use artificial intelligence technology to analyze users' consumption habits and accurately push products and services they need for users [5], which not only saves platform push costs, but also facilitates the user's shopping process, so that users can shop more easily and happily. On the other hand, in the marketing process, enterprises can set up "questionnaire survey" through artificial intelligence technology”, according to the actual participation of users, we can find problems, improve the shortcomings of the platform itself, and further improve the marketing quality and satisfaction of enterprises.

2.2. Broadening Marketing Path and Analyzing Marketing Effect

With the application of artificial intelligence more and more popular, the path of enterprise marketing is more and more diversified. Moreover, in the process of marketing, enterprises can analyze the marketing effect systematically in time, constantly improve the marketing scheme, save the promotion cost and improve the marketing effect. Specifically, first, in the actual situation, the application of artificial intelligence technology can present the marketing plan of enterprises on different Internet carriers, such as: the official website, APP tiktok, vibrato advertising, and small red book floating
windows [6]. On these different carriers, users can see a variety of marketing forms, feel the diversified impact of pictures, audio, video, etc., which strengthens the shopping intention of users. It can be seen that the application of artificial intelligence can effectively broaden the enterprise marketing path and make the enterprise marketing activities more colorful; secondly, in the marketing process, enterprises should constantly adjust the marketing plan according to the feedback of users at any time. In traditional marketing, the speed of receiving, analyzing and processing feedback is relatively slow. And artificial intelligence technology has improved this situation, enterprises can use artificial intelligence technology to track the marketing effect in time, continuously optimize the marketing plan, and improve the marketing effectiveness.

2.3. Creating Cross Space Marketing and Expanding Enterprise Reputation
Practice has proved that through the rational use of artificial intelligence technology, enterprises can create a "cross time and space marketing mode", and further expand the popularity of enterprises. Specifically, on the one hand, in the process of enterprise marketing, artificial intelligence technology can summarize the worldwide user information, and scientifically and efficiently summarize these user information to form the corresponding marketing scheme, and finally promote the marketing scheme to the whole world. This is very difficult to achieve in traditional marketing, which is easy to be limited by region and space [7]; on the other hand, in the process of enterprise marketing, with the construction of cross space marketing mode, more users will know the products and services of enterprises. Even if users are abroad, they can conveniently receive the marketing activities of enterprises and understand the products and services of enterprises, so as to establish the image of the enterprise in the world, and expand the visibility of the enterprise.

3. The Development Trend of Artificial Intelligence in Enterprise Marketing

3.1. Artificial Intelligence Technology Should Be Combined with the Thinking of Staff
In traditional marketing, enterprises usually need to make detailed planning and form systematic copy before planning marketing activities. This copy can also be called "enterprise marketing plan". In the process of writing enterprise marketing plan, relevant staff often need to spend a lot of time and energy. With the addition of artificial intelligence technology, these processes can become "intelligent". With the help of artificial intelligence technology, the staff can edit the text and form the scheme. This can improve the efficiency of the staff, so that the staff from the heavy writing work liberated to study more creative work. At present, the shortcomings of artificial intelligence technology applied in the writing of enterprise marketing plan are not enough appeal and lack of personalized color. In the future, the application of artificial intelligence technology in enterprise marketing plan can be closely combined with the thinking of staff. For example, enterprises can first write technical artificial intelligence, and then make manual modification, which can not only improve work efficiency, but also improve the overall quality of enterprise marketing programs [8].

3.2. Artificial Intelligence Technology Should Coordinate the Relationship between Marketing and Users
With the popularization and deepening of artificial intelligence technology, users can see enterprise marketing advertisements on many platforms. For example, official account, enterprise APP, enterprise applet, wechat public number, enterprise Today's headlines, enterprise tiktok etc. In high-density marketing advertisements, users are easy to be interfered with and "repeatedly interfered with" [9]. From the perspective of marketing, some enterprises will think that such marketing is "repeated marketing", which is conducive to strengthening the shopping intention of users. However, from the perspective of users, such marketing is too "compulsory" and "mechanized", and some users will feel bored and have a bad impression on the enterprise and its products. In the future, the application of artificial intelligence technology in enterprise marketing should comprehensively consider various factors [10], for example, setting up "independent closing window" in marketing
advertisements, so that users can easily close unnecessary marketing advertisements and repeated marketing advertisements, to avoid causing unnecessary troubles to users. For example, enterprises can use artificial intelligence technology to analyze advertising groups and channels in detail, improve the precision of push, and bid farewell to the extensive advertising mode of "spreading the net". In this way, enterprises can better coordinate the relationship between "advertising marketing" and "user needs".

3.3. Enterprises Should Attach Importance to Artificial Intelligence Prediction and Personnel Training
At present, most enterprises in the marketing activities, about the application of artificial intelligence technology, are reflected in the process of marketing activities, or after the end of marketing activities. The market is constantly changing, so is the marketing environment. In order to improve the effectiveness of marketing activities, enterprises should not only pay attention to the process and results of marketing activities, but also attach great importance to the "predictability" of marketing activities. Based on this, in the future, when using artificial intelligence technology, enterprises can give more play to its "prediction function" and "risk analysis function" to further ensure the accuracy of enterprise marketing plan. In this way, even if the market is constantly changing, enterprises can make preparations in all aspects in advance to make the marketing plan more advanced, more scientific and better adapt to the market trend. It should be noted that enterprises should not only pay attention to the prediction function of artificial intelligence technology, but also pay attention to the personnel training in this respect. Only professional talent team can complete the work related to artificial intelligence with high quality. Therefore, in the development process of enterprise marketing team, it is necessary to organize training and learning of marketing personnel on a regular basis, continuously improve their comprehensive ability of using artificial intelligence technology, in order to maintain their keen market insight, and urge them to plan out better marketing plans.

4. Conclusion
To sum up, the application of "artificial intelligence" in enterprise marketing can indeed optimize the enterprise marketing system and improve the enterprise marketing effect, which is an important direction for enterprises in the new era to deeply explore. It is worth noting that while using artificial intelligence technology, enterprises should also strengthen the training and learning of relevant staff. In particular, the front-line marketing personnel of enterprises should really understand the connotation of artificial intelligence technology, promote the combination of "technology" and "real demand", and achieve the unity of "technology" and "user management", so as to maximize the role of artificial intelligence and enhance the enterprise core Heart competitiveness.

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