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Transforming Digital Marketing with Artificial Intelligence

Abstract:

Artificial intelligence (AI) is revolutionizing digital marketing, driving unprecedented efficiency and precision. As the founder of AI Empower Consultants, I will elucidate AI's transformative impact on enhancing customer engagement, content creation, and campaign optimization. By leveraging AI's predictive analytics, natural language processing (NLP), and computer vision, businesses can create personalized, relevant, and engaging content that resonates with audiences and enhances user interaction. I will present real-world case studies showcasing successful AI integration in digital marketing, highlighting significant improvements in ROI and customer retention.

Biography

Mani Bhandari, holds a Master of Business Administration from JIMS Jagan Institute of Management Studies, India, and certification in Generative AI from IBM. She is Board of Directors with Panorama India & BMG group Canada. As the founder of AI Empower Consultants, Mani integrates advanced AI technologies into business strategies, enhancing clients' marketing effectiveness. An AI professional, Mani has achieved significant milestones in workshop development, introducing project-based learning to engage students in solving real-world problems, thereby enhancing their creative and practical skills. Mani's expertise drives innovation and efficiency.