



# How AI Can Improve User Engagement

**Marketers for small- and medium-sized businesses are always trying to stay on top of the latest trends and technology**, but it can feel like an overwhelming task. Most companies are limited by their budgets or staff, which means they can't purchase expensive new tools or dedicate a full resource to manage them. This limits their ability to scale and thus their opportunities for growth.

Artificial intelligence (AI) is one segment of marketing technology that many SMBs feel is out of their reach. AI is perceived as expensive, technical, and challenging if you're not an enterprise.

**This article breaks down these barriers.**

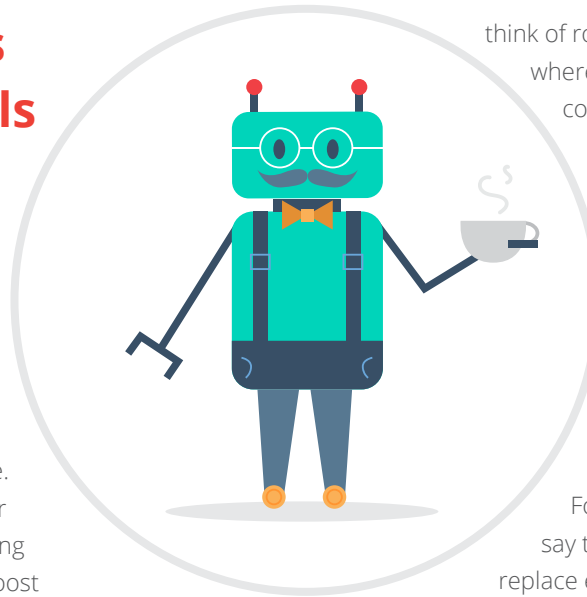
Atomic Reach created Atomic AI, which puts the power of AI in the hands of SMBs so they can make better decisions that generate results. Here is how your business can tap into AI to have a more efficient and engaged content marketing strategy.



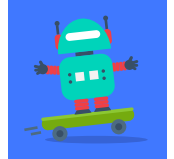
Image via [Flickr](#) by Plutor

# AI Adoption Across Marketing Channels is Increasing

A few years ago, artificial intelligence was viewed as an exclusive tool for large enterprises that had large budgets for investing and experimenting. It wasn't seen as an option for the average business owner. However, this is starting to change. Not only is AI more accessible, but smaller companies and even nonprofits are starting to take advantage of this technology to boost their marketing efforts. Here are four common myths surrounding AI and why 2017 is the year to bust them.



think of robots or their favorite action movie where programmers are surrounded by computer screens and lines of code. For traditional marketers who have recently transitioned to the digital world, AI might seem far outside their skillset. Even worse, it might be perceived as a direct threat to their positions.



According to Joe McKendrick at Forbes, 80 percent of AI adopters say they don't adopt the technology to replace employees, but rather to reduce their grunt work so they can use their brainpower for more elevated tasks. Furthermore, when asked what skills hiring managers are looking for to manage AI technology, 58 percent said active learning, 46 percent said critical thinking, and an additional 46 percent said creativity. Problem-solving and logical reasoning were also popular.

Essentially, the skills needed to successfully run an AI program are the same ones that the company will use when they're considering you for a management position.

## MYTH #1

### AI is Just a Fad

The first myth of artificial intelligence is often used by laggards who are cautious to invest in new technology. The same content marketers who thought Snapchat and Instagram would be out of business by now are likely to dismiss AI as a technology trend that's nothing more than a shiny new toy. However, the financial sector says otherwise.



[The Motley Fool](#) reported that AI revenue in 2016 was worth \$644 million. By 2025, revenue from AI companies is set to exceed \$37 billion. As the automotive industry looks to tap into this form of technology, global tech giants are also investing in AI. China is looking to create a \$15 billion AI market in the next three years, and South Korea has pledged \$863 million to develop AI technology companies.

This means that the AI technology we're working with now, while impressive, is just the tip of the iceberg. With billions of dollars in AI investments, the startups of today are creating the AI tools of tomorrow.

## MYTH #2

### You Don't Have the Technical Skills to Use AI

When they hear the term "artificial intelligence," most people

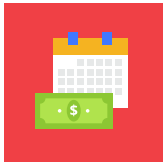
## MYTH #3

### AI Is Only Useful for One Department

Even if the low financial barriers to entry seem too high, it's possible to justify the cost of AI by investing in tools that will benefit multiple departments around the company. [Gil Press](#) at Forbes reported that 62 percent of enterprises will use some form of AI technology by 2018. This includes everything from machine learning to recommendation engines, predictive analysis, voice recognition, and automated communications.



Many companies have turned to AI as a tool for analyzing big data. Companies have pools of data but can't afford to hire teams of analysts to filter through it. This technology highlights key data points and, in some cases, makes suggestions based off of the information. Essentially, any department that uses data or is looking to automate repetitive tasks can tap into the power of AI to streamline their operations.

**MYTH #4****AI Is Too Expensive for Your Company**

Cost is typically the top barrier for businesses looking at AI. Nonprofits, young startups, and small businesses worry that they don't have the budget to buy AI tools or that the investment wouldn't generate enough incremental value to justify the cost. The fact is, AI is only expensive if you're looking to develop your own tool in-house.

Google, IBM, and Salesforce have all developed AI tools that companies can use based on their size and needs. [CB Insights](#) highlighted 100 of the top AI companies in 2017 to showcase exactly how varied customer options are. Working with some of these companies would only cost your company a few hundred dollars per year. Before you dismiss AI as a luxury item, shop around to find tools that you would use and learn their pricing. Then compare the benefits, such as additional revenue and increased time for your employees, to the investment.

## The Role of AI in Creative Marketing Strategies

**So many marketers believe that AI is too complex for their departments because artificial intelligence is viewed as a technical element in a creative field.** Brands might invest in AI tools as a way to automatically generate reports or segment audiences within email lists, but many do not understand the value that AI offers to creative elements of marketing campaigns (and particularly to content marketing).

### Data-Driven Creative Development

At its most basic level, AI helps marketers learn more about their audiences and develop personas to better connect with them. For example, instead of listing traditional demographics like age, location, and financial income, AI can develop in-depth personas that include musical interests, political affiliation, and lifestyle choices. Not only does this wealth of data provide more insight into who companies are trying to connect with, but it also gives them a jumping point for creative success. This reduces the risk that a creative leap will lead to a [Pepsi-level flop](#).

## Chatbots in Social Media

[Companies like Kayak](#) have implemented chatbots into their social media platforms that use artificial intelligence to have "conversations" with customers. By answering a few questions, these bots can learn exactly what customers need and bring them to the exact page on their website. These chatbots decrease the likelihood that a customer will bounce from a website because they can't find what they're looking for, while increasing the chances of a conversion because all of the customer's criteria are met. On the content side, marketers just need to have the right pages to send users to.

## Keyword Analysis for SEO and PPC

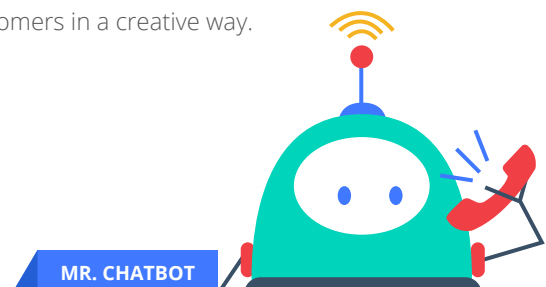
If the goal of artificial intelligence is to reduce the manual grind of creative strategy development, then [SEO and PPC](#) are two markets that can use this technology. Both of these marketing channels rely heavily on keyword analysis, development, and optimization.

Today's AI tools can highlight keywords that are missing and identify opportunities for optimization. Instead of fishing around for the best options, data, and analysis, AI can point content marketers in the best direction to make an impact. This has a direct result on rankings, clicks, and site traffic, which leads to increases in revenue.

## Quality Over Quantity

All three of these examples have one goal in common: increase the quality of their marketing strategies. Audience analysis allows brands to send better messages that appeal to customers, while bringing them to the best possible locations on their websites. AI helps companies improve the quality of their messaging and then scale that messaging to increase their revenue.

At its core, artificial intelligence is a problem-solving tool. It takes existing problems -- like gaps in customer research or struggles with website usability -- and solves them at scale. Companies that can't afford a team of humans to personally assist with every brand interaction can use it to connect with customers in a creative way.



## Case Study: How Atomic AI Can Evaluate User Engagement

**The number one challenge confronted by today's marketer is effectively engaging/reaching their audience in a highly disloyal and diluted digital environment.** Confronted with increasing costs and poorer results, marketers are seeking new and alternate methods to help grow their marketing communications results.

With so many disparate data points to understand and manage, audience insights to unearth and decode, and content patterns and trends to action on, it is no wonder that marketers struggle to produce content that connects with their intended audiences. This is where AI, and specifically Atomic Reach's platform, Atomic AI, is applied.

Our marketing acceleration platform, driven by AI, delivers the insights and tools to enable the actions needed to drive marketing results. Helping marketers surface the insights and information they need to create content and activate performance velocity within their social environments increases engagement and overall results.

That is why we have developed Atomic AI. When applying our scientific method, our platform informs digital marketers how – exactly -- they should be writing, what channels they should be publishing on, optimal times of day to publish, and how many times a particular piece of content should be published to reach audience saturation, resulting in maximum ROI.

We even take it a step further, going back to the beginning of the content creation process. Through our social trending engine, we tell them what is resonating with their audience at any given time and suggest what they should be creating and publishing to participate in social conversations, helping our clients shape and drive the discourse.

Atomic AI is broken into four modules: Create, Share, Engage, and Interact. Our content optimization platform delivers AI guidance through all stages of the content lifecycle.

### 1 Create

Unlike other platforms that simply measure grammar and spelling, we apply language-based artificial intelligence

over specific functions within marketing, targeted towards improving the efficacy and performance delivery of content.



This involves parsing and analyzing content in real-time at a syllable, word, phrase, sentence, paragraph, and full document level, based on context and 23 quality measures.

Atomic AI provides custom, predictive recommendations as the user is typing/editing that are scientifically proven to lead to higher engagement (based on client engagement data -- Google Analytics, Social Media, open rates, comments, etc.).

The recommendations are based on a variety of factors, such as:

- ▲ Readability
- ▲ Content quality score
- ▲ Individual content measures
- ▲ Content structure
- ▲ Topics/keywords

After many years of research and development, we learned that readability is one of the most critical elements of marketing communications. Content with a readability that matches the audience's reading habits ensures your message is clear, easily received, well understood, and valued by your audience.

It is hard for the human brain to consciously measure readability, and even when the writer is aware, it is hard for them to figure out what to change to effectively affect the readability of a piece of content. Atomic AI takes out the guesswork and simplifies the process through its advanced cognitive system that understands the context and makes intelligent suggestions that help fine tune content to match the readability the audience prefers.

Atomic Reach has moved from a blog content optimization platform to a full content optimization platform in the course of the last three months. This applies to all forms of written content (e.g. blog posts, web copy, emails, newsletters, social posts etc.).

We have built our Chrome Extension to be compatible in

WordPress, Gmail, LinkedIn, and Twitter. We will continue to expand this to function in more and more writing environments throughout 2017.

While there are competitors that focus on content optimization, we are the only platform to use actual client engagement data to provide custom recommendations. This results in a significant lead in platform efficacy.

## 2 Share

Our Atomic AI social media module uses client engagement data to deliver automated, custom recommendations on when and how to share content to social accounts. This is based on historical content performance analysis on Facebook, Twitter, and LinkedIn, as well as the score, readability, and topics of the content.



Atomic AI tracks past client social engagement, i.e. when did their past shared content get the most activity at an hourly and daily level. From this, all future shares are placed in the best timeslots for highest potential engagement.

This social media module is being expanded over the course of March and April 2017 to the ability to share all content (including curated content and all social posting) for digital teams. The purpose of this functional expansion is to remove the client need to use other social tools beyond Atomic AI (e.g. Hootsuite, Buffer, etc.).

Like our content creation feedback, our differentiator is the use of client engagement data to provide recommendations on what and when to share based on content score, readability, topics, and when your audiences on Facebook, Twitter, and LinkedIn are most likely to see your content in their feeds.

## 3 Interact

The purpose of this module is to provide a method to understand what topics/content is increasing or decreasing in relevance and the impact it is having on capturing audience attention. Trends can be analyzed by score and readability level and recommendations are made on what topics and articles the end user should share directly



to their social networks directly through the Atomic AI platform.

Additionally, this module provides topic data to the client to identify new topics to write about next that are based on relevancy for their audience. The “knowing what to write about next” is a perpetual problem all content marketers have in common. This module will solve that issue, which is a major value proposition.

## 4 Engage

We are building a new module (to be released in April 2017) that will provide an overall content program health diagnosis with actionable functionality. This is designed to create a sense of urgency with regards to publishing, republishing, and sharing content and keeping the content program on track



against targeted expectations. The key point is that we offer functionality in this module to impact social network efficacy through intelligent content acceleration recommendations (e.g. publish more, share more, curate more, etc.).

Our recommendations measure and deliver performance drives that can be acted on immediately and on a long term basis, resulting in a benefit to the end user to interact with the platform multiple times a day:

- ▲ Overall web traffic (e.g. last day, 7 days, 1 month, 3 months etc.)
- ▲ Overall social traffic (e.g. last day, 7 days, 1 month, 3 months etc.)
- ▲ Social scheduler usage (e.g. how many shares scheduled and time slots unused for each social network)
- ▲ Performance of content shared and unshared (e.g. what to share again, what to share that's never been shared)

## Machine Learning and Immediate Feedback

The backbone of artificial intelligence is machine learning. Historically, programmers had to develop a set of rules for software programs to follow whenever they ran. Not only was

this highly laborious, it also left room for human error because it relied on the developers to cover every possible situation.

Machine learning occurs when AI tools create their own rules or adjust their viewpoint because of new information. A popular example of this is a computer [learning what a giraffe is](#) after looking at several photos without a developer telling it to associate them with the African animal.

By nature, artificial intelligence performs best the more it interacts with your content and audience. For example, your audience might respond to one emotion significantly more than others, or they might respond well to a different title or content length. Atomic AI provides feedback on past performance for your content so you can see what drove the most user engagement. This allows you to learn what makes your audience tick and continue tailoring content that they enjoy. No two blogs and audiences are the same, which means you need a tool that adapts to your unique needs.

By tapping into machine learning, AI tools are able to make the best decisions for your brand to increase user engagement.

## Metrics AI Uses to Measure Content

**AI works to handle the technical aspects of content evaluation so marketers can focus on making amazing and effective pieces.** However, Atomic AI works to put the tools in the hands of content marketers so they can evaluate the success of their content themselves. Here are a few common metrics that AI uses (out of 22) that you can use to better measure the success of your content and the likelihood that you will hit your engagement, lead generation, and even revenue goals.

### Unique Page Views

Atomic AI highlights Page Views and Unique Page Views. While most marketers what to see the success of their content

through traffic, Unique Page Views can help them see who is returning and what the long-term value of the content looks like. Essentially, customers that return to your content have a higher chance of sharing it or further engaging with your brand. They're more likely to read other blog articles or visit your products and services pages. This is why Unique Page Views highlights important information about who your customers are and what they think about the content.

### Time Spent on Site

While every brand wants to see an increase in traffic to their website, the ultimate goal is to increase the quality of people interacting with your brand, not just the quantity. One useful metric to calculate this is [Time on Site](#). Consider this example: a website publishes a 500-word blog post and 5,000-word eBook that both generate 2,000 views each. You can determine the success of both content types by looking at the Time on Site. If the eBook's Time on Site is equal to or lower than the blog post, it was probably less effective because it should take much longer to read and digest.

This is one of the great aspects of [Atomic AI's Create feature](#). It can make suggestions to create engaging content that keeps viewers reading and helps your metrics.

### Total Pages Viewed

Along with Time on Site, tracking total pages viewed can also help brands determine which pieces of content were better for user engagement. The more pages your audience views after they engage with your content, the more they're engaging with your brand and learning about your products or company.

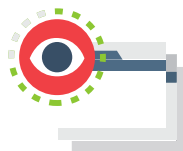
A low page view count isn't necessarily bad, but it does indicate where your audience is in the sales funnel. If your readers bounce after reading a blog article, then they're typically in the awareness or education phase of buying. However, if they visit product or contact pages, they're deeper in the funnel and closer to becoming a customer.



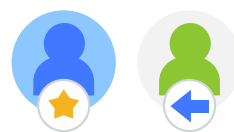
UNIQUE VIEWS



TIME SPENT



PAGES VIEWED



NEW VS. RETURNING  
CUSTOMERS



CONTENT SHARES



Atomic AI's Engagement tool can also help with this. It analyzes your articles to determine what readers you should target and what level of the buying or education process they would fit in.

## New vs. Returning Viewers

By analyzing the type of audiences engaging with your brand -- and particularly new versus returning viewers -- you can better understand how people view your content. Using Atomic AI's audience insights, you can learn the following from your new customers:

- ▲ What level of brand education you're appealing to in SEO and social efforts
- ▲ Where in the sales funnel your new site visitors are
- ▲ How new visitors engage with your brand differently than returning customers

In some cases, you may decide to create specific landing page experiences for new customers or tailor your branding to push more viewers down the sales funnel. This is a great example of using information generated through AI to take actionable steps in your creative marketing.

## Content Shares

Shares are one final metric that can be used to determine the success of your content. In marketing, these have become the Holy Grail of content creation. Not only did audiences find your brand personally useful, they thought it needed to be shared with people in their circles. The concept of [influencer marketing](#) is based on the idea that readers with a larger and more active follower-base will share your content and therefore boost your brand to new audiences.

By understanding what content is the most "shareable," you can increase your new site visitors and begin moving them down the sales funnel. You might discover that certain metrics prove to be more useful to your content goals and measuring success, but these are five common ones that Atomic AI uses and has found useful in gauging engagement and growth for its customers.

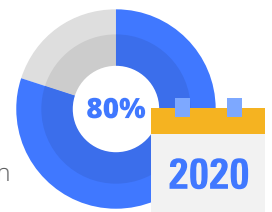
Of course, knowing what to share can also be maximized by optimizing the "when to share" aspect of content marketing. Atomic AI highlights the best time to publish for maximum impact and engagement.

## The Future of AI in Content Creation

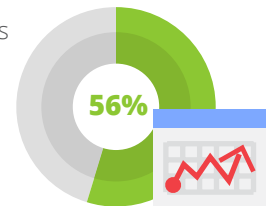
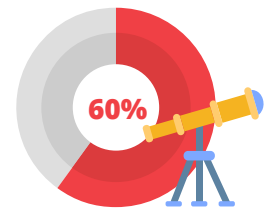
Earlier in this piece, we proposed the idea that our current view of AI is limited and that entrepreneurs have only exposed the tip of the iceberg for artificial intelligence. With the sheer amount of money invested in the field, we're on the cusp of a decade of innovation and change. While it's impossible to predict exactly how AI will change marketing, and particularly content creation, industry experts have a few thoughts on what to expect in the next few years.

### Improved Lead Generation

[Steve Olenski](#) reported that 80 percent of marketing executives will incorporate artificial intelligence by 2020. This means that within the next three years, AI will change the way most brands connect with customers and interact with them.

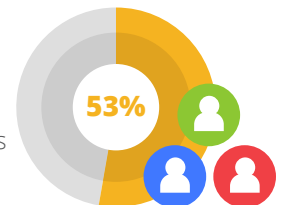


Furthermore, when asked how they thought AI would affect their marketing efforts, 60 percent said that it would provide better insight on accounts, 56 percent thought that it would provide more analysis in campaigns, and 53 percent thought that it would identify better prospective customers. This proves that, even when looking into the future, today's thought leaders anticipate AI to remain a useful tool -- not a replacement for content creation efforts.



### Artificial Content Creation

Content creation through AI isn't as outlandish as it may seem. A few agencies and developers have been working on using this tool to create automated messages for audiences. For years, technology experts have believed that machines would take over the content creation process, some speculating that it would become commonplace as early as 2018.

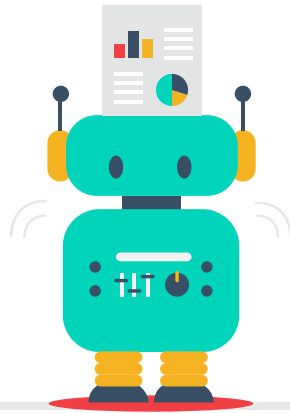


[Coca-Cola](#) is one brand that is experimenting with this. By analyzing responses to past ads along with audience tastes and interests, it is trying to find AI technology that can develop advertising videos and campaigns. If this seems outlandish, it's actually not that far off from what AI does today.

Earlier we discussed that AI has the power to identify audience segments and find more information about potential customers. By tapping into this information, computers can combine these interests and mimic content in order to create an ad. For example, if a computer realizes that its target audiences like EDM and visiting the beach, it's not a stretch for it to create a Coca-Cola ad with young people partying on the beach while EDM music plays in the background.

However, Coca-Cola is the exception to the rule. Most companies will continue to use AI as a content evaluation tool instead of a replacement creation platform.

Artificial intelligence doesn't have to be intimidating, expensive, or technical. Check out [Atomic AI's platform](#) to see how a piece of your content stacks up and where it can improve. With just a few clicks, you too can enter the world of marketing AI and make better decisions for your content, audiences, and engagement.



## COPYPRESS

CopyPress is a full service content marketing company with over 5 years of experience creating and promoting digital content.



## atomic AI

See how artificial intelligence can increase your content engagement...

TRY IT FOR FREE

[MY.ATOMICREACH.COM](https://my.atomicreach.com)