The 21-Day Fix For Artificial Intelligence

Plan your AI strategy.

1.
Before embarking on an AI strategy, **take stock of your big data, personalization, omnichannel, and real-time marketing health**.

2.
Consult within your organization to **determine which areas of your audience journeys can most benefit from an AI approach.**

3.
Take a few deep breaths and **prioritize how AI is to be deployed** across these identified audience journeys.

4.
Now it's time to look inward and **define an AI framework and roadmap** that will help your realize your ultimate AI vision.

5.
BREAK!
You're warmed up and ready to dive deep into AI.

Ensure you have sufficient data to nourish the AI process.

6.
Data fuels the inner fire of AI. Assess the quality, depth, and volume of the data you have currently.

7.
Breathe deeply as you consider how **sufficient, correct, and relevant your current data is** to lend to your AI strategy.

8.
Move into warrior one pose. **Identify data sources that can help you fill any gaps** and make sure they are all readily accessible.

9.
Strategize how you can leverage these data sources, and the data points within, to execute on the AI framework you've defined.

10.
Be at one with your data. **Develop mechanisms that consolidate data from both your online and offline sources** and in the right format for AI processing.

11.

BREAK!
During child's pose, reflect on the beginning you've just made towards more rewarding audience experiences.

Add a personal touch to AI triggered interactions.

12.

In tree pose, consider how you can **apply AI insights to create unique experiences for the individual customer,** ironically derived from large data sets.

13.

Design these AI-based journeys with the goal to **drive audience conversions at the right points of interaction.**

14.

Determine exactly where and why you wil use **prescriptive, descriptive, and predictive analytics** within these journeys.

15.

Identify the precise modelling and algorithms that will deliver these new experiences **at specific interaction points.**

16.

Double-check that you are **applying the right context and content with the models,** to make it real for your audiences.

17.

BREAK!
Evaluate how AI has improved personalization while you spend a few breaths in downward dog.

Test and implement a solution, not a techology.

18.

Select and implement a technology solution or tool set that **aligns with your AI requirement and not vice versa.**

19.

Remove feelings of self-doubt by **testing your AI framework** on selected scenarios and audiences.

20.

Don't be afraid to **experiment and change tactical approaches** if they yield better insights.

21.

NAMASTE!
You completed the full Resulticks Marketing Flab to Fab Challenge.

Artificial Intelligence 'Diet Tips'

The 21-Day Fix for Artificial Intelligence is most effective when coupled with a healthy data diet. Remove the following from your AI marketing diet:

1

DON'T overestimate what AI can do today

AI is still at a very nascent stage as far as stechnologies go. We are still far from the goal of AI capable of situational, context-sensitive responses. Right now, we're still in the analysis AI stages, meaning that AI provides insights analysis by tuning data and training systems for deep learning. In the future, AI will be a system that can comprehend emotions and provide context-based outcomes sensitive to data and situations.

2

DON'T get too personal

While personalization shows we understand the audience, it's best to stay away from a context that makes them feel stalked. An example of overstepping boundaries would be predicting audience responses outside the scope of brand interaction.

3

DON'T forget corporate policies or regulatory requirements and standards.

While algorithms and techniques can be used with a high degree of sophistication today, they have to be implemented within the realms of what is allowed by personal information acts and industry-related laws and compliance.

4

DON'T overcomplicate interactions

The possibilities that AI coding opens up might be overwhelming. But, it's important to implement only what's in line with the brand's objectives and marketing strategies such as product research selection and transaction processing.

5

DON'T expect emotion or empathy that can't be automated

Any intelligence or insights built into the engine is programmed into it by humans. As a result, any emotion or empathy that needs to be a part of consumer engagement needs to be facilitated through data collection.