

Emerging Tech


Marketing Wins and Woes


The newest thing in MarTech isn't always the best thing. Choose what marketing tech you use wisely and make sure you know what you're doing with it. See some do's and don'ts below.



ChatBots


They might seem too good to be true, and sometimes they are.


 **When ChatBots are used poorly**, businesses strip them of the human touch writers can provide and don't plan for service teams and chatbots to work together. Often meaning ChatBots aren't as responsive or adaptable as customers need.

 **When ChatBots are used well**, businesses will employ writers for a more conversational tone and amp up the AI to embrace language responsiveness.

Augmented Reality (AR)

No matter the reality, brands that succeed add value indeed.


 **When AR is used poorly**, companies over-brand their content with no incentive to engage. Who wants logos slapped into their family photo? Or their selfies to become banner ads?


 **When AR is used well**, a brand engages customers with an incentive that not only helps the customer experience but helps the brand gain insights about consumer decisions.



Retargeting

You'd think the more often people see your product, the more likely they are to buy it, but timing and placement is key to this technology.

 **When retargeting poorly**, marketers don't consider time and place in their strategy, and spend more on ineffective ads that could become a nuisance for consumers.

 **When retargeting well**, marketers display ads on relevant sites, optimize messaging and analyze click patterns to catch their audience at times they're most likely to engage.

Whether you're using artificial intelligence, IoT, or any other tech in your marketing, make sure you're using it to enhance the customer experience and accelerate the sale. Because as a marketer, your job is to put the customer (and not the marketing tools) first.

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