

Mastering Cognitive Computing as a tool for Information Design in E-marketing Strategies

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The emergence of the paradigm of Internet marketing (E-marketing) has created new avenues in marketing strategies required for the Internet age. While traditional marketing strategies are replaced by Internet based strategies, a parallel transition in information design and representation has been a cornerstone in E-business ventures. Ephemeral buyer perception towards the current volatile market creates an urgency to identify what cognitive skills are required by marketers to successfully design marketing strategies and how information should be represented. Cognitive computing using artificial intelligence is a prospective solution where customer behavior could be observed and suitable strategies towards promoting content could be designed. This research paper thus focuses on how cognitive computing could be applied in an E-marketing context to design and represent information. The research uses an online survey as the source of gathering public opinion about existing E-marketing techniques. Then, the research identifies weaknesses in current E-marketing standards with respect to social media marketing and search engine marketing (SEM) techniques. Information gathered from survey results and recommended approaches to overcome aforementioned weaknesses are then processed using learning algorithms to choose appropriate information design concepts for the chosen target market based on user age, internet literacy and purpose of using E-marketing resources. The research further explores the magnitude to which cognitive computing is currently used in websites and mobile apps associated with E-marketing and provides recommendations on how the gap between existing standards and user perception could be abated to successfully apply the prospects of information design towards E-marketing.

Keywords: Cognitive computing, E-marketing, Artificial Intelligence, Information Design