

**Analysis of Digital Marketing
Of Neogen Clinic
Republic of Moldova**



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Digital Marketing

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Table of Contents

1. Introduction.....	3
1.1 Background of the Organisation	3
2. How an organisation is represented digitally and makes use of digital marketing within the media and the wider social sphere.	4
2.1 Digital Assets.....	5
2.2 Communication Structural Flows	7
2.3 Information Architecture (IA).....	9
2.3.1 Benefits of Information Architecture (IA).....	10
2.4 Digital Marketing Strategies	11
2.4.1 Benefits of Digital Marketing Strategies	16
3. How Artificial Intelligence is transforming the future of Digital Marketing for 21st-century business organizations	18
Conclusion	22
References.....	24

Table of Figures

Figure 1: The lifecycle of Digital Assets	5
Figure 2: Different Types of Digital Assets.....	6
Figure 3: Types of Communication in an organisation	7
Figure 4: The Concept of Information Architecture	10
Figure 5: Digital Presence of People around the World	12
Figure 6: Digital Marketing Strategies	13
Figure 7: Benefits Derived from Digital Marketing by Organisations	16
Figure 8: The impact of AI on Growth of Different Industries	18

1. Introduction

A business organisation is constituted with different functional areas through which all the functions and operations of the company are accomplished with regard to earning profit by offering particular products and services to a particular marketplace (Busca and Bertrandias, 2020). Among these functions of a business organisation, marketing is one of the crucial functions even some of the scholars and researchers consider marketing as the most significant functions of the organisation since it works as a bridge between the organisation and the customers towards attaining the organisational objectives by serving the customers. The term 'Marketing' has been defined by Chaffey and Ellis-Chadwick (2014) as "Marketing denotes to the activities and initiatives undertaken by an organisation with regard to promoting the products and services of the organisation to the targeted customer base and convince the customers to purchase the product or service offered by the organisation". Due to the emergence of globalisation and advancement in technologies in different sectors, the business world is one of the most influenced sectors. Such advancement in technology has enabled organisations to achieve more with less input and hence organisations were required to adopt the technology in their operation to compete in the industry sustainably (Busca and Bertrandias, 2020). The marketing sector of business operations is one of the most affected areas due to digitalisation with extensive development in communication technology. This particular paper will highlight how a business organisation is represented digitally in the marketplace using different digital media and how Artificial Intelligence (AI) is influencing the future of digital marketing in this modern era of business. For producing this paper, the author will consider Aesthetic Surgery Neogen as an organisation in order to apply the theories practically.

1.1 Background of the Organisation

Neogen Clinic provides cosmetic surgery to its customers and the company is based on Chisinau which is the capital of the Republic of Moldova (Studio, 2020). This cosmetic surgical institution was established in 2004 by Viorel Cotea one of the famous aestheticians in the world. Neogen Clinic provides a variety of services including Blepharoplasty, Face lifting, Rhinoplasty, Otoplasty, Breast Implant and so on. This is the first clinic in Moldova which is specialised in cosmetic surgery and Neogen Clinic operates with the motto that "Safety, quality, comfort and security are basic principles of Clinic of Aesthetic Surgery

Neogen!” (Studio, 2020). The Neogen Clinic has been provided with several awards for its achievements and quality services in the cosmetic surgery sector.

2. How an organisation is represented digitally and makes use of digital marketing within the media and the wider social sphere.

One of the core functional areas for a business organisation is marketing which is concerned with establishing strong and effective communication between the organisation and the customers in order to inform the targeted customers about the products and services offered by the company (Chaffey and Ellis-Chadwick, 2014). With the development of business and increased competition, the significance of marketing has increased to organisations since marketing is supporting business organisations to a great extent with a view to remaining ahead in the competition. With the inception of globalisation, business organisations around the world started to become internationalised and thus extend their business in international marketplaces under different internationalisation strategies (Ryan, 2017). Further development in transportation and communication technology has enabled business organisations to serve international markets more effectively. Now, business organisations are operating worldwide without being present in any particular area. With regard to operating the internationally extended operation of organisations, the management of those organisations is required to reach the global marketplace or customer base with a view to represent the company and promote the goods and services offered by the company. In order to meet modern business needs, business organisations have adopted digital marketing in order to promote their products and services. The term 'Digital Marketing' has been outlined by Chaffey et al. (2017) as the component of marketing which is conducted using internet-based digital technologies. In digital marketing, organisations use different digital channels and techniques to communicate with the perceived customers of the company and promote its products and services to the customers. Since the presence of human beings in the digital and virtual world has increased significantly and people now spend lots of time online on different digital platforms (Mandal, 2017). Hence it has become easier for business organisations to reach their potential customer base using these digital platforms through digital marketing.

2.1 Digital Assets

In the digital business world where most business organisations are involved in using digital technology, resources and channels with regard to accomplishing their business operation and attaining the organisational objectives (Ryan, 2017). In the course of operating business in the digitalised business world, organisations are required to deal with different digital assets any assets which do not have any physical form rather has its existence in the digital platform such as the internet. Since the significance of digital assets has increased to business organisations, the management of those organisations is highly concentrating on effectively managing the digital assets of the company.

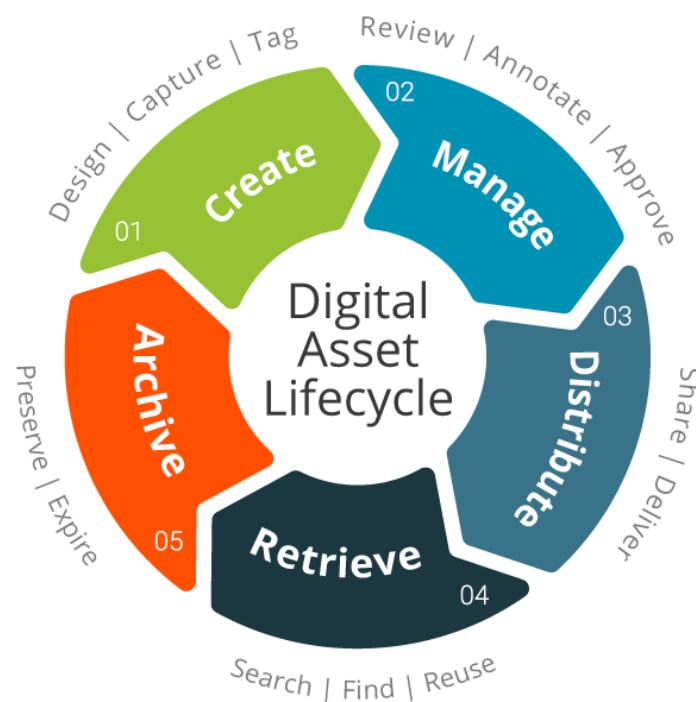


Figure 1: The lifecycle of Digital Assets

Source: (Chaffey and Ellis-Chadwick, 2014)

The lifecycle of any digital assets has been demonstrated by the above figure, where it has been demonstrated that the life of any digital asset starts with creating where Neogen Clinic develops its digital assets. Once the digital asset is created, the company is required to manage its effectiveness and approve the asset if it is effective to serve its purpose (Ryan, 2017). Followed by this step, the organisation is to distribute the asset to the respective bodies who are supposed to use the assets. The distribution of these assets can be either internal, for the internal use of the organisation, or external where the organisation produces

such assets for delivering them to the customers (Mandal, 2017). After that, the organisation reuses such assets for further uses and lastly, it preserves such assets.

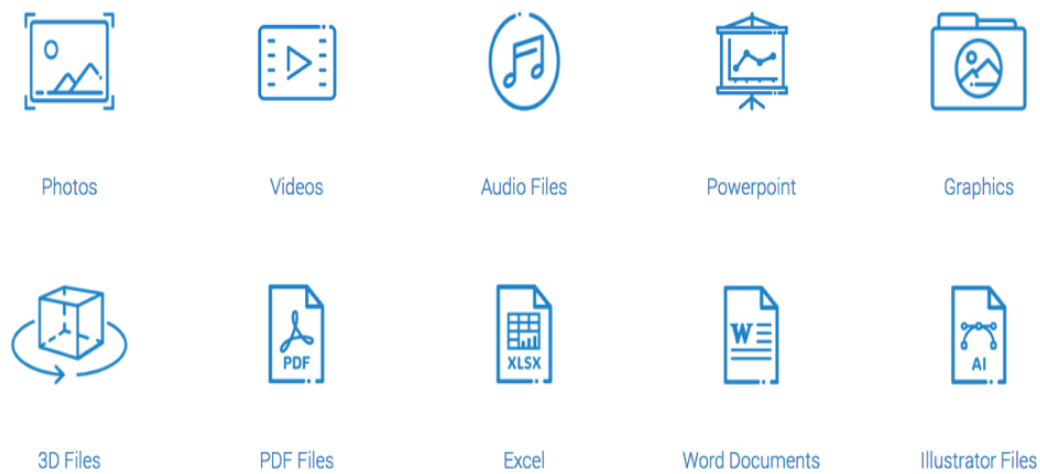


Figure 2: Different Types of Digital Assets

Source: (MediaValet, 2020)

Among several digital assets, the most significant digital asset is the bitcoin which is a form of cryptocurrency. This cryptocurrency has been used in order to make online payments in different sectors. Recently, the Florida Cosmetic Surgery Centre has started accepting bitcoin as payment for their service. Although in Neogen Clinic, the trend of accepting bitcoin has not been started yet but the organisation should consider taking payments through bitcoin since it is gaining huge popularity. Moreover, digital assets include different intellectual properties including different photos, videos, documents, contents, applications and so on. The website of Neogen Clinic is hence a significant digital asset for the company. The website of the company contains different information about the clinic and its services and also contains different achievements of the clinic over different years. Apart from this, the website of the clinic also contains different photos and videos regarding the services provided by the clinic (Ryan, 2017). These digital assets enable an organisation to keep pace in the increased competition and sustain itself in the marketplace by having a competitive advantage against the rival organisations effectively. Moreover, every data, information, or knowledge generated throughout the operation of the clinic will be regarded as a digital asset of the clinic since this information and knowledge having digital form will enable the organisation to generate certain outcomes and contribute to the organisational overall outcome as well.

2.2 Communication Structural Flows

In marketing, communication plays a crucial role since it is all about transmitting information regarding the goods and services and different aspects of them so that people and interested bodies can be aware of the organisation and its offerings and hence purchase the goods and services of the organisation (García Medina, Pereira Correia and Alberola Amores, 2019). In the course of generating revenue through business operation, an organisation has to sell itself to the potential customer base which is done by marketing. The concept of marketing has been developed with regard to promoting organisational goods and services to customers. With the development of business, the application of marketing has extended and now it aims at ensuring long term customer relationships by establishing effective and customer-centric communication with the targeted customer base (Chaffey and Ellis-Chadwick, 2014). In the course of ensuring long term relationship with the customers, the digital marketing plays a significant role since it supports promoting organisational goods and services to a variety of platform where potential customers of the company can be.

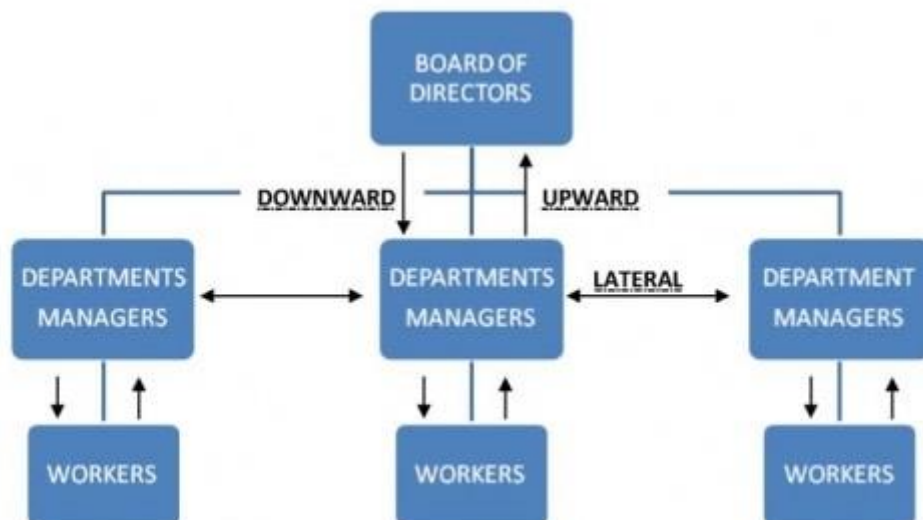


Figure 3: Types of Communication in an organisation

Source: (Mandal, 2017)

The term 'Communication flow' can be defined as the organised system of communications that travels from the sender to the receiver by following a particular and organised communication channel (Chaffey et al., 2017). In general, as per the nature of communication, it can be divided into two classes namely internal communication and

external communication. Internal communication for Neogen Clinic is that which the employees of the organisation make among them who are working within the workforce of the organisation. On the other hand, external communication denotes communication which is made to parties outside the organisation. On the other hand, organisational communication can be classified based on the flow of communication in three categories namely upward communication, downward communication and diagonal communication (García Medina, Pereira Correia and Alberola Amores, 2019). These three classes of communication apply mainly in the case of the internal communication of Neogen Clinic. When any information or message is transmitted from the subordinate to the superior it will be upward communication where the information travels up from the below hierarchy of the organisation. For instance, if any report is transmitted to the managers of Neogen Clinic from the supervisor, it will be upward communication. Again, any message or information which is transmitted to the subordinates from the superior in the organisational hierarchy, it will be downward communication. For instance, if the manager of Neogen Clinic communicates any direction or message to the employees of the organisation to be followed while working for the organisation, it will be downward communication. Lastly, diagonal communication refers to when any information is transferred above the functional hierarchy, it is called diagonal communication (Mandal, 2017). In general, upward and downward communication is made considering the organisational hierarchy within the same functional areas and when information or message is transmitted beyond the functional area, it is diagonal communication. For instance, when the supervisor or manager of the marketing department of Neogen Clinic communicates any information or message with an employee of the HR department of the organisation, it is diagonal communication.

In marketing communication, there are four types of communication method which can be used in the purpose of marketing namely advertising, public relation, sales promotion and online media (Chaffey et al., 2017). The advertisement method marketing denotes a method of communication through which organisations communicates information about their products and services with the potential customer base of the organisation. Advertisements can be made in different media and channels including TV, radio, newspaper and so on. Neogen Clinic often advertises its products and services in different newspapers. The major advantage of using an advertisement for marketing is that a huge number of audiences can be covered using advertisement but is costly compared to other methods of marketing communication. On the other hand, public relations (PR) denotes the process of maintaining a

strong and beneficial relationship between the organisation and the public communities (Bačiková, 2018). This does not only include maintaining communication with the customers rather it suggests establishing and maintaining a positive relationship with the public beyond the customer base so that there creates a favourable image regarding the organisation within the public. This will enable the organisation to have a strong brand image among the customer base and other public communities and hence contribute to increasing the customers of the organisation (Mandal, 2017). Again, sales promotion is regarded as one of the methods for marketing communication where organisations offer incentives or discounts on the price of the organisational goods or services to attract more customers (García Medina, Pereira Correia and Alberola Amores, 2019). Neogen Clinic often provides discounts to the customers to attract more potential customers. Lastly, the most advanced and developed marketing communication method is communicating with customers using different online media which is also called digital marketing. In this marketing communication method, organisations communicate with the existing and potential customer base using different online platforms. This method for marketing communication is highly effective since it can cover a huge number of audiences and communicates information in more interactive manners within less time and cost (Bačiková, 2018). These are the four major communication methods for marketing which can be undertaken by business organisations in order to communicate with their targeted customers.

2.3 Information Architecture (IA)

The website of an organisation can be regarded as the face of the organisation and hence it is highly crucial for the organisation to design its face attractively so that it can attract more and more customers. According to Klco (2017) "Information Architecture (IA) denotes to the framework of information or content according to which the information or contents are designed and placed in the website of an organisation". Information architecture can be regarded as the blueprint of an organisational website that determines what will be on the website and where it will be. Getting with the appropriate information architecture is highly important for an organisation since customers or interested bodies prefer an integrated website experience (Llewellyn, 2016). Therefore, an organisation must make sure that all the essential information and contents are placed in the right place in the right form, the website is effectively optimised, the website can be navigated appropriately and so on. These are the factor which should be considered while designing information architecture (IA).

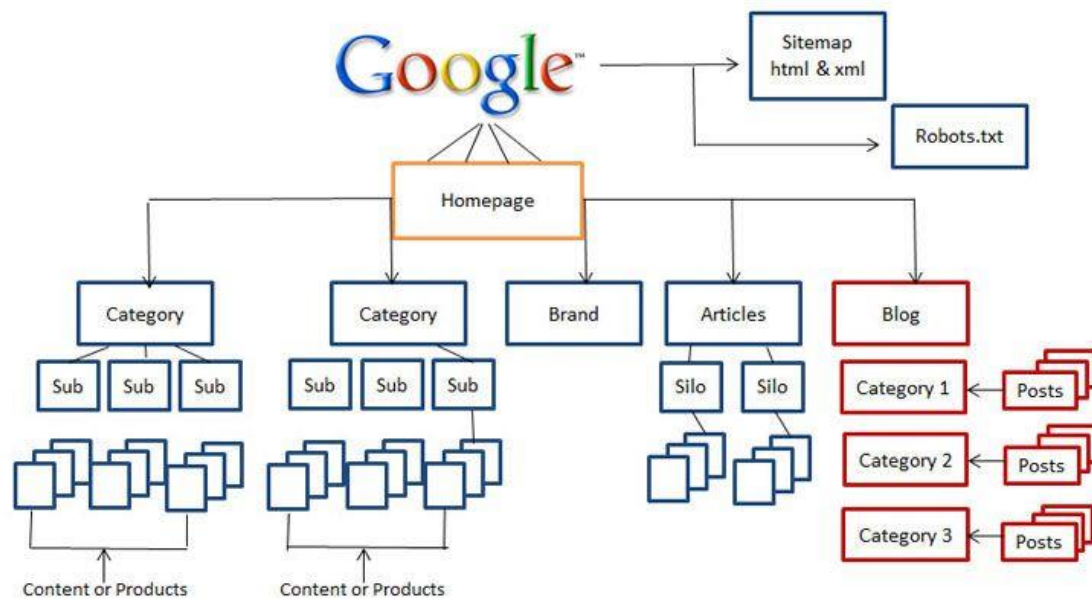


Figure 4: The Concept of Information Architecture

Source: (Llewellyn, 2016)

2.3.1 Benefits of Information Architecture (IA)

Most of the business organisations have their corporate website which facilitates the organisation with several advantages (Boyd, 2012). An attractive and integrated corporate website can attract more customers and hence boost the sales of the organisation. Only having a website is not sufficient, the corporate body must ensure that the website of the company has been designed and optimised appropriately and for this, the organisation must make an interactive information architecture (IA) (Llewellyn, 2016). The benefits of information architecture (IA) are as follows.

Ensures consistent information and contents: While dealing with the information architecture of a corporate website, the organisation considers both the appropriateness and validity of the information and contents to be included in the website of the company (Llewellyn, 2016). Such initiative makes sure that only the relevant and reliable information and contents are included in the website of the organisation. If the website of an organisation is included with different irrelevant and inappropriate information and contents, the visitors will not find it attractive and the number of visitors will reduce and so will the number of customers (Bačiková, 2018). On the website of Neogen Clinic, it can be observed that the information and contents are arranged appropriately in the right form and the right place.

Such a consistent arrangement of information on the corporate website of the company enhances the experience of the customers visiting the website of the organisation.

Reduce Duplication, Redundancy and Repetition: Information architecture (IA) works as a plan for the website and hence outlines all the contents and information to be included in the website (Llewellyn, 2016). In the IA plan, the organisation makes a list of contents and information which will be included on the website. This reduces the possibility of any duplication, repetition and redundancy of information and contents of the website which ensures a better experience for the visitor of the website (Klco, 2017). On the website of Neogen Clinic, it can be observed that no information or content has been included more than once on the website if it is not essentially required. If the customers of Neogen Clinic, while visiting the website, found that different information and contents are included redundantly in the website, it will have an adverse impact on the experience of the visitor.

Above all, the information architecture (IA) is the overall foundation framework for designing an interactive and integrated corporate website for an organisation. Without proper implementation of information architecture, the organisation will not be able to produce an effective website which is one of the most-used channels of communication for the organisation.

2.4 Digital Marketing Strategies

The term 'Marketing strategy' denotes the plan of action which is applied by an organization in promoting its goods and services to the potential customer base of the organization and sell the goods and services and hence achieve the marketing objectives of the organization effectively (Bačiková, 2018). There are certain differences between a marketing strategy and a digital marketing strategy. A marketing strategy is made considering the overall marketing goals and objectives and hence designed including different marketing communication methods and techniques. On the other hand, digital marketing strategy is a part of an organization's marketing strategy which is made for selling the products and services of the organisation using digital marketing channels. The digital marketing platform has been a huge success for business organisations since a huge number of population around the world is somehow present in digital or online platforms.



Figure 5: Digital Presence of People around the World

Source: (Kemp, 2019)

As per the above graph, it is evident that more than half of the people in the world are under the telecommunication system since they are unique mobile users. Among those mobile users, most of them use the internet and are present in different social media platforms. Digital marketing has attracted the concentration of many business organisations since it is the most effective and efficient marketing method for today's time since organisations can reach more potential customers with low cost and time using digital marketing methods (Bačíková, 2018). There are different digital marketing strategies that can be undertaken by Neogen Clinic which are discussed below.

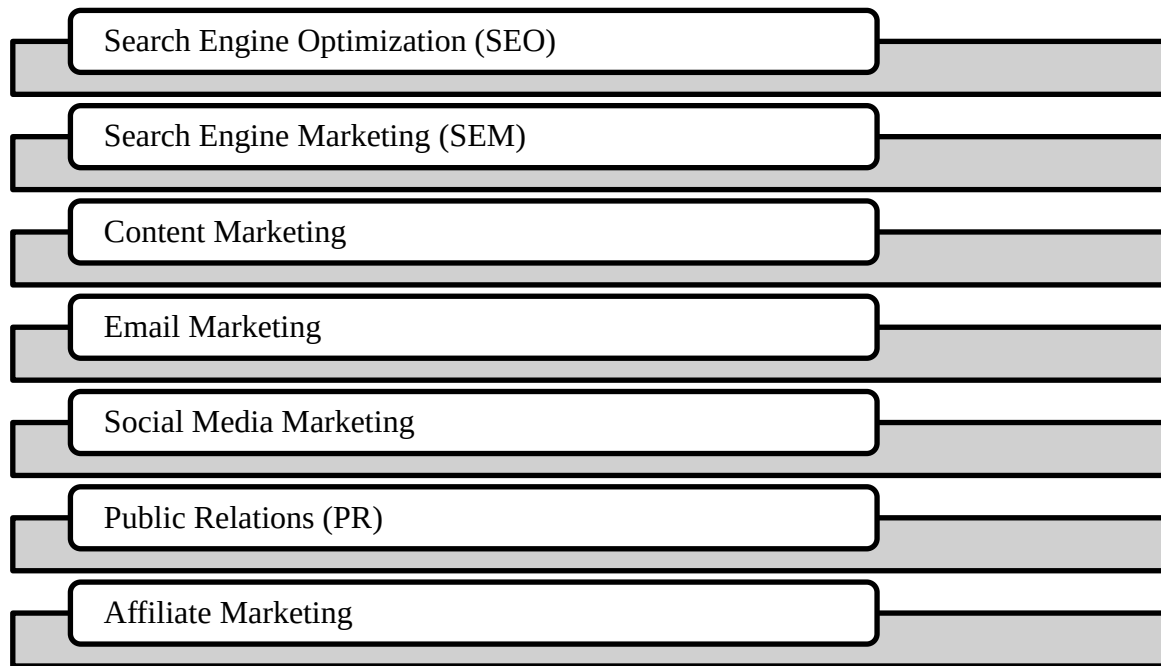


Figure 6: Digital Marketing Strategies

Source: (Chaffey et al., 2017)

Search Engine Optimization (SEO): One of the highly used digital marketing strategies is SEO – Search Engine Optimisation where the corporate website of the organisation is optimised in search engines such as Google, YouTube, Bing, Amazon, Yahoo and so on (Bačiková, 2018). Since the corporate website of an organisation especially Neogen Clinic since it is a clinic and users of such organisations usually gather information about the organisation and its services as much as possible prior to purchasing the products or services of the organisation. The website of Neogen Clinic is optimised effectively in such a manner so that while a user searches in any search engine using keywords associated with cosmetic surgery, the website of Neogen Clinic will be shown before the user. In the digital marketing strategy, search engine optimisation (SEO) is one of the crucial requirements since it intercepts all the target audiences of the organisation who remains in the buying funnel of the organisation. Through this digital marketing strategy, Neogen Clinic can understand where the potential customers of the organisation are based on their searches for similar products and services as offered by the organisation.

Search Engine Marketing (SEM): In accordance with Busca and Bertrandias (2020) “The major difference between search engine optimization (SEO) and search engine marketing (SEM) is that SEO is an organic strategy where SEM is a paid strategy. Dietrich and

Livingston (2013) have provided that "Search engine marketing (SEM) is a marketing strategy which enhances the visibility of the organisation's website in the search engine". Under the SEM strategy organisations pay for increasing the visibility of their websites. Researchers have found that most of the online customers prefer to gather information about the products and services they are about to purchase before making the purchase (Bačiková, 2018). In this regard, they search about the products and services using different search engines and SEM enables organisations to make the website of the organisation more visible so that the organisation can get more visitors on its website.

Content Marketing: This is one of the most effective marketing strategies for business organisations the customers of which require information about the products and services frequently such as healthcare, technology and so on (Mandal, 2017). Under this marketing strategy, organisations create and publish different contents regarding the products and services of the organisations or regarding subject matter associated with the industry in which the customers may get interested. The strategy of content marketing can be accomplished by creating and publishing online vlogs, video contents, audio contents and so on. Many cosmetic clinics around the world use content marketing and hence create and publish helpful contents on their websites and in different other online platforms where the potential customers of the organisation can easily access. This marketing strategy facilitates the existing and potential customers of the company with essential information and hence enhances the engagement of the customers.

Email Marketing: Email marketing is one of the oldest forms of digital marketing where organisations promote the goods and services of the organisation through emailing the customers (Dietrich and Livingston, 2013). In this marketing strategy, the organisation requires personal information such as the email address of potential customers. Neogen Clinic uses this marketing strategy to communicate with the existing customers of the clinics only. Neogen Clinic communicates different offers and incentives of the organisation to the existing customers who have already taken the service of the organisation through email. The major advantage of using this marketing strategy is that the organisation can select and personalise the targeted audience of its marketing campaign and hence make sure the customer base with whom the organisation wants to communicate has been communicated by the organisation through sending them e-mails (Busca and Bertrandias, 2020). Although it seems to be a time-consuming marketing strategy, with the development of technology email marketing has become easier than before. Organisations can maintain a database regarding

the existing and potential customer base of the organisation and communicate with them automatically at a time using information from the database.

Social Media Marketing: One of the most used digital marketing strategies nowadays is social media marketing where organisations promote their goods and services and maintain a relationship with the customers using different social media platforms including Facebook, Twitter, YouTube, Instagram, Pinterest and so on (García Medina, Pereira Correia and Alberola Amores, 2019). This digital marketing strategy has several benefits including the fact that using social media or marketing saves lots of time and money for the Neogen Clinic. Apart from this, the customers of Neogen Clinic can easily communicate with the organisation through these social media platforms and hence providing customer services and hence establish a strong relationship with the customers. Using social media platforms as a digital marketing strategy also enables the organisation to enhance the engagement of the customers towards the organisation (Busca and Bertrandias, 2020). Neogen Clinic has its presence on different social media platforms including that of Facebook, Pinterest, Instagram, Twitter and so on, where the organisation can promote its products and services to the potential customers of the organisation.

Public Relations (PR): Under this marketing strategy, an organisation engages with the targeted customer base or audiences in different digital platforms and hence creates a relationship with the customers (Mandal, 2017). For instance, organisations arrange different digital marketing campaign where it interacts with potential customers and hence receives the opportunity to promote the goods and services of the organisation. Neogen Clinic has a Facebook group where different interested people are included as an online customer community. In this group, the members can enquire about the products and services of Neogen Clinic and get suggestions from the expert regarding cosmetic surgery.

Affiliate marketing: In this digital marketing strategy, the products or services of an organisation are promoted by others who are third party affiliate marketers (Adams, 2020). Under this marketing strategy, the marketers work in affiliation with the organisation and on every sale made by the organisation from the lead generated by them, the marketers receive a certain payment. This is a popular digital marketing strategy and since it generates income for different parties, there are many affiliate marketers working in the market who can promote the products and services of the organisation and generate a lead for the organisation (Mandal, 2017).

2.4.1 Benefits of Digital Marketing Strategies

The emergence of digital marketing has come up with many benefits for business organisations. The benefits of using digital marketing strategies in the global context can be understood from the below graph.



Figure 7: Benefits Derived from Digital Marketing by Organisations

Source: (Bavadiya, 2015)

Based on the research of Bavadiya (2015) as illustrated by the above graph, it is evident that along with an increasing number of potential customers for a business organisation, digital marketing contributes to the revenue generation of the organisation. Therefore, the above study has observed that against the investment of \$1 on AdWords, business organisations

make a revenue of \$2. Business organisations, with the help of digital marketing, can now reach more customers within a very short period than an organisation could ever imagine.

One of the major benefits that Neogen Clinic will have from digital marketing strategies is that it can identify valuable data about the market and the customers which can be further used by the organisations in making better and effective marketing decisions (Ryan, 2017). Apart from this, with digital marketing, Neogen Clinic will be able to reach a global customer base with very low cost and hence digital marketing is opening new market opportunities for the company. Moreover, with digital marketing strategies, a business organisation can ensure increased customer engagement towards the organisation and its objectives by engaging with the customers and creating a better customer relationship (Mandal, 2017). Digital marketing campaigns enable an organisation to collect effective market data easily and more effectively and further analyse those data to make a better marketing decision. Since digital marketing comes with the facility of the data record, an organisation can measure the progress and hence evaluate the effectiveness of the strategy undertaken by the organisation effectively. Apart from this, digital marketing is more effective than traditional marketing since most people around the world are connected with any of the digital platforms and so organisations can reach this huge group of audiences easily and more effectively with high efficiency (Ryan, 2017).

The above mentioned are the different strategies that an organisation can undertake with regard to representing the organisation digitally. The process of digital marketing is of high importance to the business organisation since it determines the reach of the organisation to the targeted audience of the company (García Medina, Pereira Correia and Alberola Amores, 2019). A successful digital marketing strategy enables an organisation to promote the products and services of the organisation more effectively and hence have more customers (Mandal, 2017). Thus, it contributes to increasing the revenue of the organisation and also increases the profitability of the organisation in the marketplace.

3. How Artificial Intelligence is transforming the future of Digital Marketing for 21st-century business organizations

The term 'Artificial intelligence' (AI) has been defined by Hall (2019) as "Artificial intelligence denotes the replication of human intelligence into the machine so that the machine can mimic their actions like humans". AI is a groundbreaking technology of the 21st century and now almost every sector is using AI for their operation since it enables organisations or individuals to accomplish different tasks with high accuracy or effectiveness and efficiency. As human can use their intelligence and accomplish different tasks with their discretion, AI has enabled machines to have intelligence based on the input provided in the machine (Tiautrakul and Jindakul, 2019). It has been observed that in every area of a business organisation, the AI system has a significant impact on its operation.

The impact of AI on industry growth

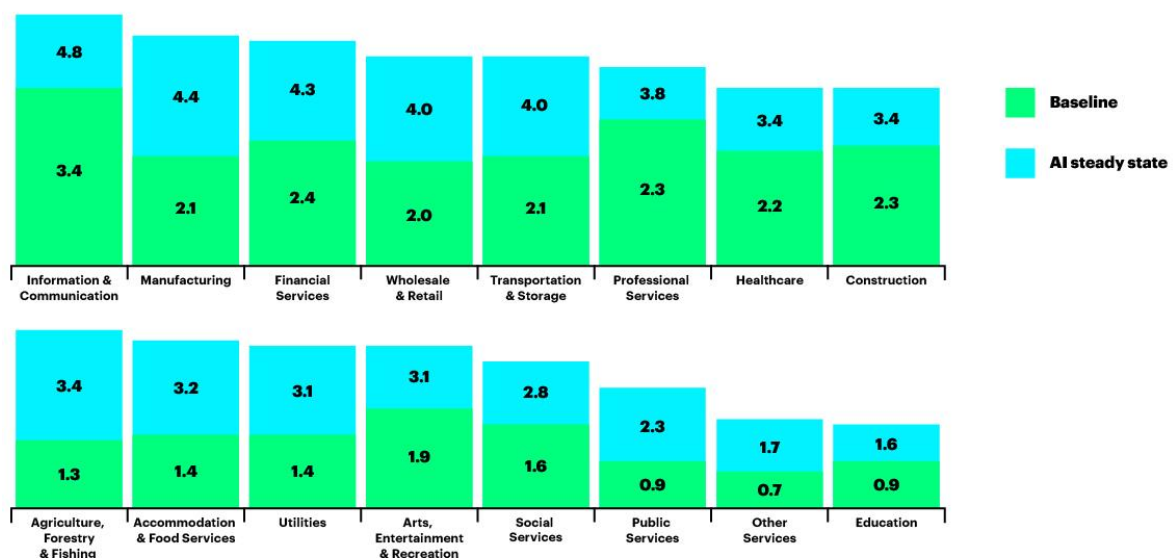


Figure 8: The impact of AI on Growth of Different Industries

Source: (Unkefer, 2020)

Artificial intelligence enables a machine to act or operate in a certain manner as per the input inserted by the operator and AI records and remembers its actions and it can repeat similar actions in the future using its intelligence. In the business context, the use of AI has extended in almost every sphere of business from production to customer services (Lies, 2019). Therefore, in marketing as an organisational functional area, the AI is making a huge contribution towards developing the future of digital marketing. The contribution of AI in shaping the future of digital marketing is discussed below.

Recognise and analyse: In marketing, an organisation is required to deal with different market data to understand the demand and preference of the customers with regard to designing suitable products and services to meet the demand of the customers (Tiautrakul and Jindakul, 2019). With the use of AI, the organisation will be able to recognise suitable market data automatically and analyse the data effectively in terms of making effective marketing decisions and strategies. The use of AI is enabling business organisations to analyse customer data and market data to understand the market demand and customer preferences and hence undertake an effective strategy to boost organisational sales by meeting the demand of the market.

Creating interactive content automatically: Content marketing is one of the major digital marketing methods where an organisation promotes its products and services by increasing the awareness of potential customers through different content regarding the products and services offered by the company (Hall, 2019). People are highly reliable to information and they require appropriate information about different products and services, its benefits and values before purchasing the product or service. In this regard, the creation of appropriate content and publishing them among targeted customers enables an organisation to attract potential customers to the company and thus have more customers (Tiautrakul and Jindakul, 2019). With the help of AI, business organisations will be able to create and publish audio and video contents automatically as per the pattern of data and information regarding the operation of the organisation, marketing objectives, customer demand, preference and so on (Lies, 2019). Thus, AI will reduce the cost and time of different business organisations for creating and publishing content for marketing.

Chatbots: Effective communication with the customers is an integral part of digital marketing and also digital marketing is facilitating business organisations to establish and maintain more effective communication using diversified communication channels (Tiautrakul and Jindakul, 2019). Communicating with customers is highly significant for organisations for both understanding the customer and their behaviour and also for ensuring an effective and strong relationship with the customers. It is often observed that the organisation spends lots of time to communicate with the customers. The development of Artificial Intelligence (AI) has taken communication technology to the next level by introducing automated chatbot (Tiautrakul and Jindakul, 2019). With the use of chatbots, an organisation can set specific responses to be provided to the customers on their query and the chatbot will respond to customer's query accordingly. Many of the business organisations are

using such services for attending the customers to respond to the basic queries of the customers.

Behaviour analysis and predictive analysis: Business organisations deal with a lot of data, information and experiences in the course of doing regular business (Lies, 2019). Organisations using an AI-based database can store all the data, information and experiences encountered by the organisation automatically (Hall, 2019). For instance, with the use of AI technology, organisations can collect and store customer data and this data can be analysed for the decision making of the organisation. Hence AI enables an organisation to analyse the behaviour and make an effective business prediction for further use of the organisation. Thus, the organisation can avoid the cost of hiring data scientists and business analysts in the near future with the help of AI.

AI-enhanced digital advertising: Advertisement has been regarded as one of the most effective promotional methods undertaken by organisations from a very long time (Lies, 2019). Business organisations have been using several forms of advertisement including print media, digital media and so on to advertise their products and services to the targeted customer base of the organisation. Since AI has contributed to the development of the use of machinery and so it is evident that different types of machinery and tools used in producing advertisement has been also developed with the use of AI. Hence the quality of advertisement has enhanced which has made those advertisements more interactive to the customers (Tiautrakul and Jindakul, 2019). Apart from this, each organisation has a specific customer base which the organisation targets to offer their products and services. There may be different types of people in the targeted customer base of the organisation and a particular form of advertisement may not be appropriate and suitable for them. Therefore, the organisation must come up with the most suitable advertisement before the targeted customers based on their preferences. AI is enabling business organisations to assess and identify the trends and patterns of customer behaviour and hence help the organisation to decide on their advertisement preferences (Tiautrakul and Jindakul, 2019). Thus, the use of AI in marketing enables the organisation to present the appropriate advertisement before a particular group of audience.

Improving cybersecurity: With the development of technology, business is constantly moving towards being digital to a great extent. As much as a business organisation is being digital the risk of cybersecurity is increasing for a business organisation. While operating

business in digital platforms with digital tools, the privacy and protection of data or information and other operational strategies are at risk (Lies, 2019). Hence, organisations are required to be more careful regarding securing organisational data and information. With the development of Artificial Intelligence (AI), the aspects of cybersecurity have highly developed. Now with the use of AI, the security system of an organisation can automatically identify and remove harmful malware and viruses which may pose a threat to the organisation's system. Thus, with the improvement of cybersecurity, the organisation can protect its data and information and hence maintain the brand image of the company (Hall, 2019).

From the above discussion, it can be said that the development of Artificial Intelligence (AI) in the business sector is contributing to the business operation from several aspects. The marketing function of an organisation has been highly facilitated with the use of AI in the marketing of products and services from the creation of contents to improving the security of the organisation's data. Since the world of technology has been moving through continuous development, it can be assumed that in near future, digital marketing will encounter further development from different aspects of marketing communication and strategic implementation and hence facilitate business organisations to attain the marketing objectives effectively.

Conclusion

Based on the above discussion, it can be concluded that an organisation can represent the brand digitally following several methods of digital marketing. Since the world has become modernised, every aspect of the business has been highly influenced by the development of technology. Therefore, it is highly crucial for organisations that, the advanced technology is adopted in the operation of the company appropriately so that the organisation can compete in the marketplace successfully and sustain in the competitive industry. There are several strategies of digital marketing following which an organisation can promote its products and services to the targeted customers of the organisation. The organisation should undertake the most appropriate digital marketing strategy which will facilitate the organisation with the maximum outcome which will enable the organisation to meet the marketing objectives of the company. A ground-breaking development in the technological field is the inception of Artificial Intelligence (AI) which has developed every aspect of business with increased effectiveness and efficiency. Hence, using AI the organisation can achieve more with investing less and so it has been assumed that the use of AI will have high influence in shaping the future of digital marketing. Based on the above discussion and analysis of digital marketing on the cosmetic surgery service from the perspective of Neogen Clinic, the following observation have been outlined.

In the modern business world, the Neogen Clinic is bound to deal with different digital assets in terms of operating in the cosmetic surgery industry since this industry makes use of advanced technology and digital tools compared to many other industries. Hence, it is highly crucial for the management of the Neogen Clinic to manage the digital assets of the organisation effectively.

In the process of digital marketing, effective marketing communication plays a significant role and hence while dealing with digital marketing communication, unless the management of Neogen Clinic can effectively manage the marketing communication following effective communication methods and channels, the digital marketing initiative can fail to achieve its marketing objectives.

It is certain that the use of an effective digital marketing strategy will lead the organisation towards gaining more potential customers and increasing the sales of the organisation. Thus, the overall productivity and profitability of the organisation will increase and therefore, the organisation will have a sustainable business growth with a competitive advantage.

Since the use of AI highly affected the business operation of different industries and sectors, it is highly significant that Neogen Clinic considers ensuring the effective use of AI in its operation. With the use of AI in the operation of Neogen Clinic, the company will be able to operate its functions with more effectiveness and efficiency.

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