

WEBINAR

LEVERAGING AUTOMATION AND AI IN MARKETING

With Bowe Digital



About the Presenter

WAYNE M. STANLEY

Wayne M. Stanley is the owner of Bowe Digital, a small business marketing firm based in Indiana with clients around the United States.

Under Wayne's direction, Bowe Digital offers innovative and outstanding brand power to title insurance companies of all shapes and sizes through branding, superior content, custom social media engagement and website creation.



Agenda

1	Automation vs. Artificial Intelligence
2	Automation vs. AI in the Real World
3	Applications in the Title Industry
4	Three Ideas to Start (or Plan) Now

AUTOMATION VS. AI



What is Artificial Intelligence?

Like automation, artificial intelligence relies on algorithms, but it **simulates human intelligence**.

AI programming focuses on three cognitive skills:

- Learning
- Reasoning
- Self-correction



What is **Automation**?

The use of a wide range of technology and software **to reduce human intervention in processes.**

The complexity of tasks depends on the algorithms used.



Example of **Automation**



Email
Workflows



Document
Generation



Mobile Apps
and Forms



Reporting



Temperature
Control



Examples of **Artificial Intelligence**



Loan & Credit
Card Processing



Spam Filters



eCommerce
Recommendations



Virtual
Assistants



ALGORITHMS

Automated instructions

ARTIFICIAL INTELLIGENCE

Programs with the ability to
mimic human behavior

MACHINE LEARNING

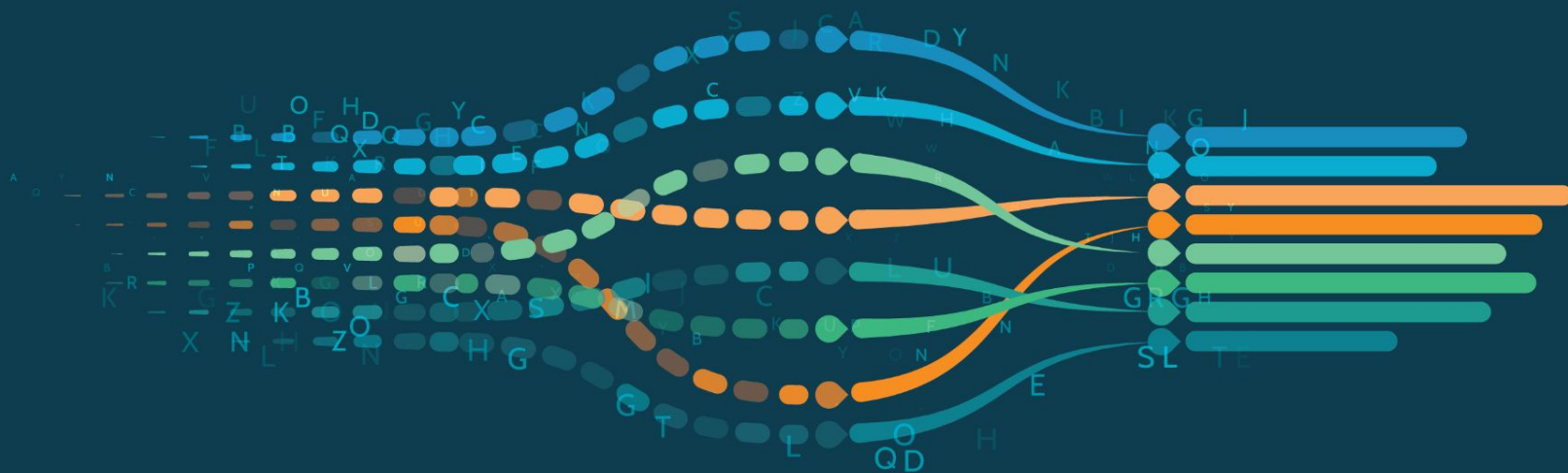
Algorithms with the ability to learn
without being explicitly programmed

DEEP LEARNING

Subset of machine learning
in which artificial neural
networks adapt and learn
from vast amounts of data

Data Feeds the Machine

The quality of the data impacts the output of learning.

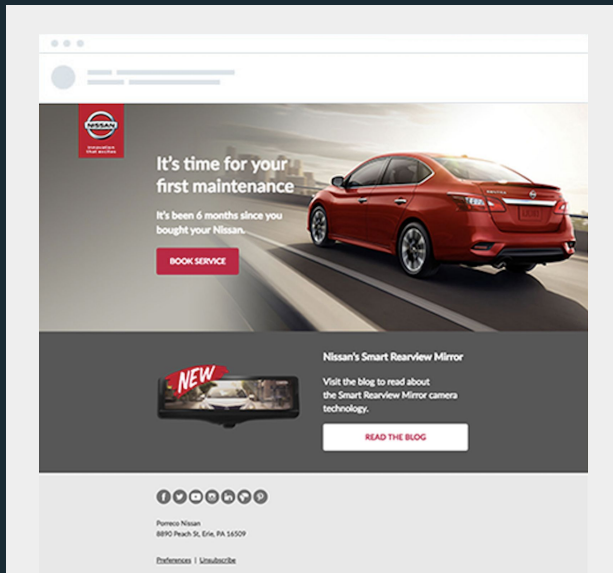


Benefits of Automation and AI

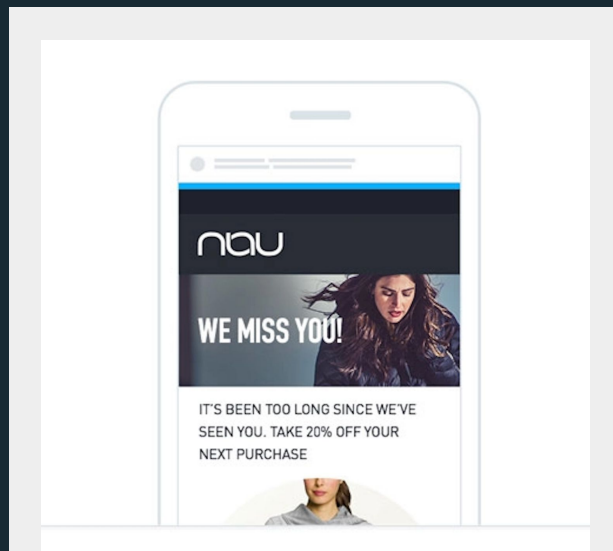
- ⊕ Create better customer experiences
- ⊕ Lower marketing and operating costs
- ⊕ Reduce employee time spent on repetitive tasks
- ⊕ Serve better and more relevant content to your audience
- ⊕ Use data to predict customer needs and behaviors more accurately
- ⊕ Shorten your company's sales cycle

Automation Examples

Reminder Emails

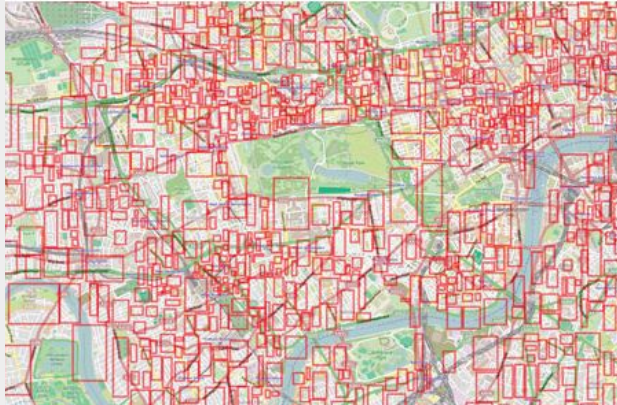


Re-engagement

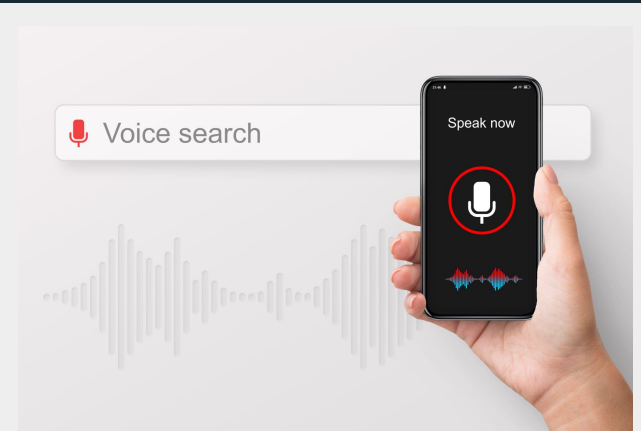


Ai Examples

AirBnB's Pricing Algorithm



Google's Voice Search

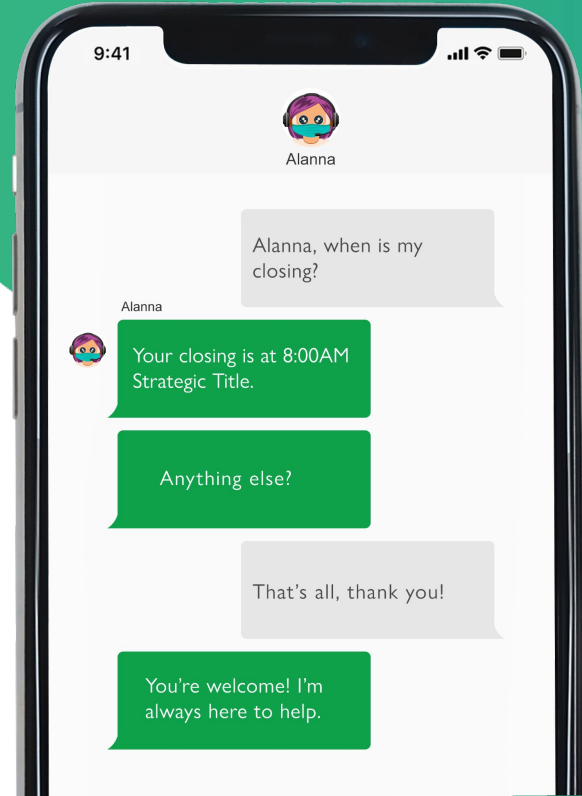


APPLICATIONS IN THE TITLE INDUSTRY

How is the title industry adopting Automation?



How is the **title industry** using AI?



THREE IDEAS TO START (OR PLAN) NOW

1

Start **Collecting** **Data**



2

Identify Opportunities to **Communicate**



3

Know what you
have **to say**



QUESTIONS?

A large, teal-colored abstract shape on the left side of the slide, resembling a stylized 'S' or a curved arrow pointing downwards.

Get in touch with Wayne

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