

MGT 6565-02 Digital Marketing Assignment 15.0

Incorporating AI into the Marketing Workflow

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PureLesera currently creates their ad campaigns manually. It takes hours to create and launch an ad campaign. If an employee is not present, they will be unable to launch their ad campaign. To avoid delays, they should consider using AI in a strategic way as a supportive tool to help create ad campaigns. This will allow them to constantly remain up-to-date and increase efficiency.

I have crafted 3 display campaigns with the help of **Google Gemini**. I used the tool to support me in the creation of such ad campaigns. Relying solely on AI can lead to poor campaigns as AI is not perfect. I have attached the process I went under to create our new ad campaigns. This process can act as a rubric for further employees and be used for future reference.

1. **Generate Value Propositions**

Value propositions are an extremely important part of any campaign. I will use AI here to help me determine the value propositions I will promote in each ad. I will ask it 10 different value propositions for a select product and then select the 2 best ones based on my own knowledge, expertise and intuition.

a. **Product 1:** natural sleep aids

(i) Proposition 1: "**Sleep deep. Wake ready.**" Experience the restorative power of deep sleep without the chemical grogginess. Start your day with natural energy, not a struggle to get out of bed.

(ii) Proposition 2: "**Optimized recovery starts with optimized sleep.**" Maximize your nightly regeneration. Enhance muscle recovery and cognitive repair with sleep support designed for peak performance.

b. **Product 2:** natural adhd supplements

(i) Proposition 1: "**Calm body. Alert mind.**" Soothe the physical restlessness that makes sitting still impossible, while simultaneously sharpening mental acuity. The perfect balance of relaxation and attention.

(ii) Proposition 2: "**All of the focus. None of the friction.**" Achieve mental clarity without the jitters, heart palpitations, or afternoon crash. Smooth, sustainable energy that lasts as long as your day does.

c. **Product 3:** artichoke extract

(i) Proposition 1: "**Your liver works hard. Give it a raise.**" Support your body's primary filter. Boost bile production to help flush out toxins and keep your liver functioning at its peak.

(ii) Proposition 2: "**Daily defense for your body's engine.**" Protect and regenerate your liver cells from the stress of modern living, processed foods, and environmental toxins with the power of Cynarin.

2. **Image Generation**

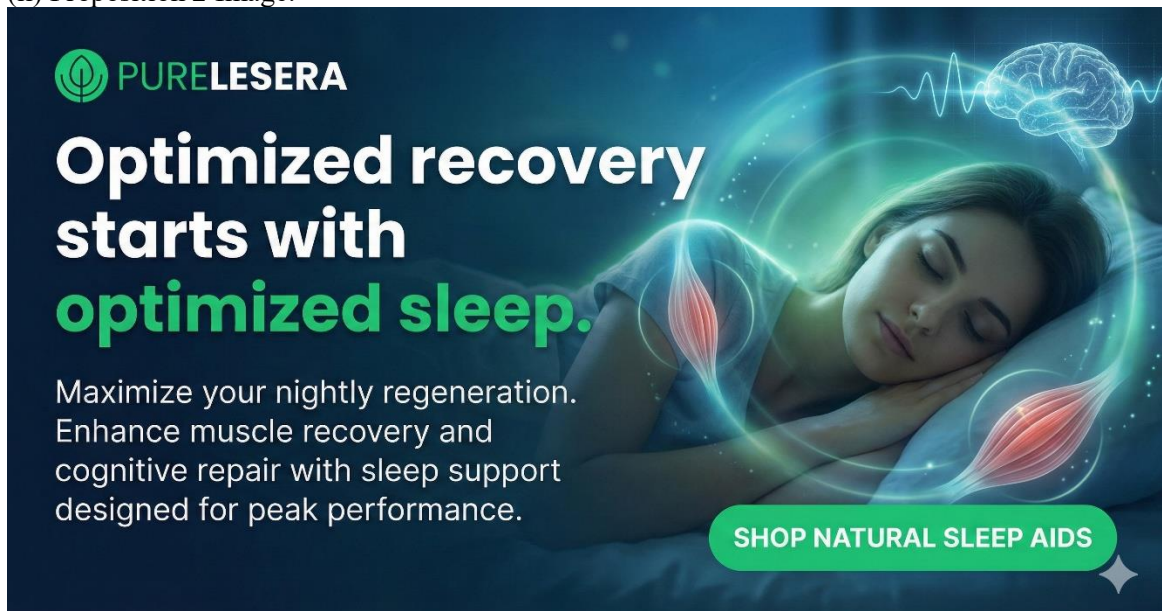
Since I am going for a display ad campaign here, I will now proceed to generate ad mock-ups with the help of Gemini. I will ask the AI to create 5 possible images for each of my selected value propositions and then select one of them.

a. **Product 1:** natural sleep aids

(i) Proposition 1 Image:

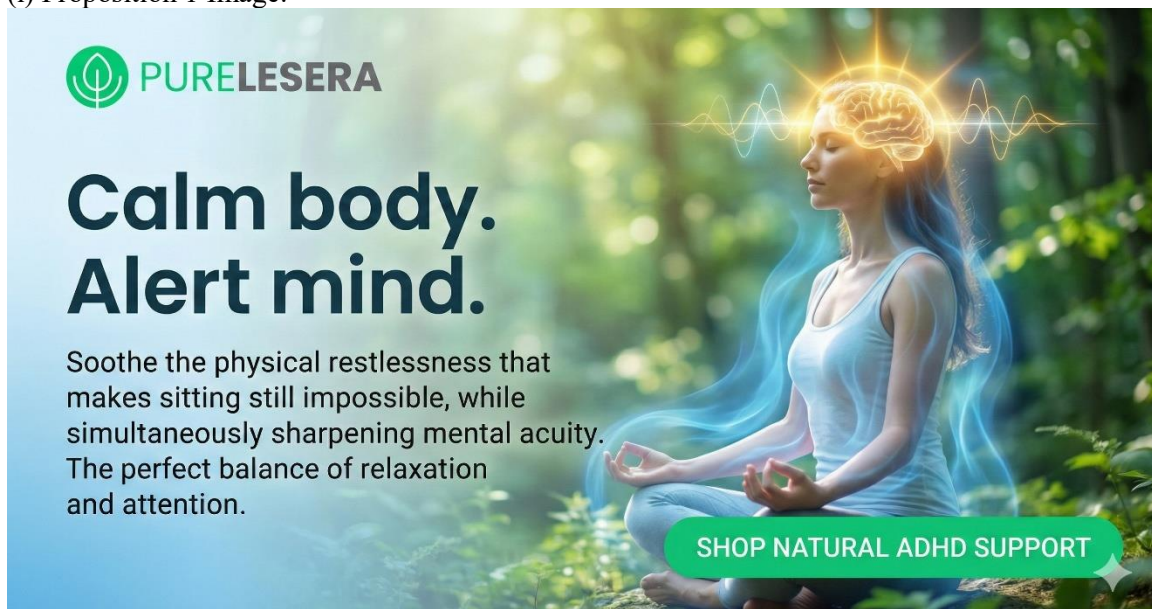


(ii) Proposition 2 Image:

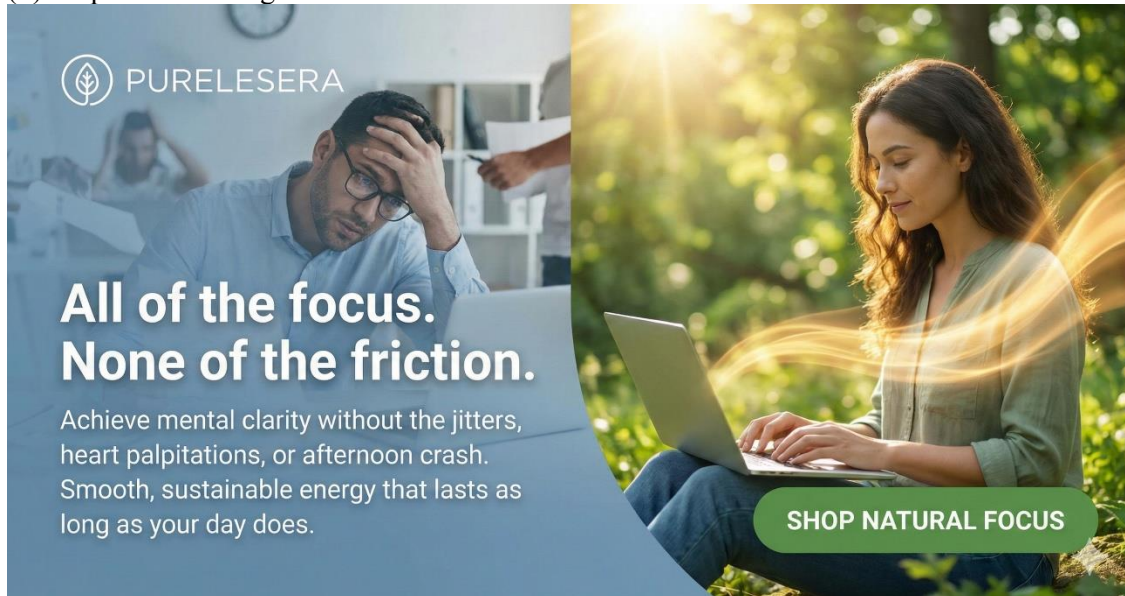


b. Product 2: natural adhd supplements

(i) Proposition 1 Image:



(ii) Proposition 2 Image:



PURELESERA

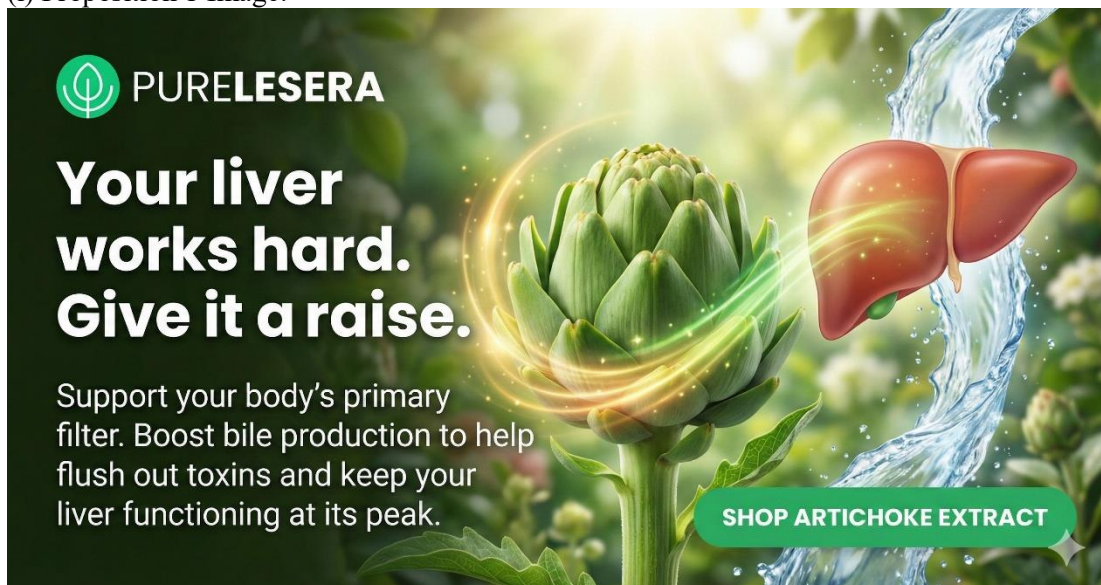
**All of the focus.
None of the friction.**

Achieve mental clarity without the jitters, heart palpitations, or afternoon crash. Smooth, sustainable energy that lasts as long as your day does.

[SHOP NATURAL FOCUS](#)

c. **Product 3:** artichoke extract

(i) Proposition 1 Image:



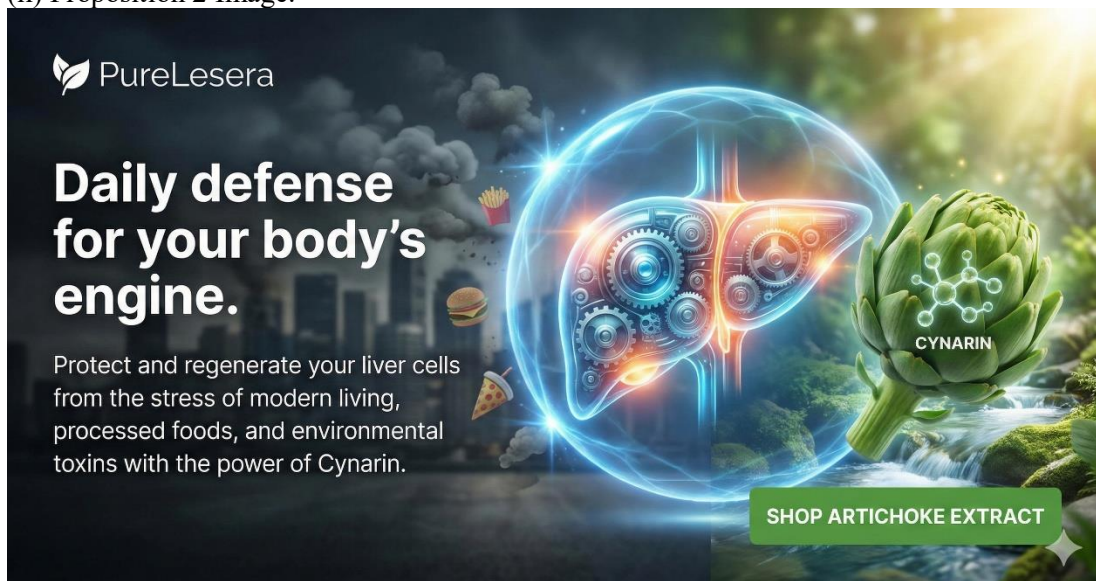
PURELESERA

**Your liver works hard.
Give it a raise.**

Support your body's primary filter. Boost bile production to help flush out toxins and keep your liver functioning at its peak.

[SHOP ARTICHOKE EXTRACT](#)

(ii) Proposition 2 Image:



PureLesera

Daily defense for your body's engine.

Protect and regenerate your liver cells from the stress of modern living, processed foods, and environmental toxins with the power of Cynarin.

[SHOP ARTICHOKE EXTRACT](#)

3. Target Market

Now, the final step in a display ad campaign is to select our target market. I will ask Gemini to determine best targeting settings for one ad from each product category. I will evaluate the target market once generated.

Product 1, Value Proposition 1:

AI Generated Target Segment:

1. Audience Segments

- **Custom Intent Segments:**
 - *Keywords:* "natural sleep remedies," "melatonin alternatives," "herbal sleep aid," "insomnia supplements without side effects"
 - *URLs:* ZzzQuil.com, Olly.com, Healthline.com (sleep pages)
- **In-Market Segments:**
 - Health & Wellness > Over-the-Counter Medications > Sleep Aids
 - Beauty & Personal Care > Natural & Organic Products
- **Affinity Segments:**
 - Health & Wellness Buffs
 - Green Living Enthusiasts
 - Yoga & Meditation Practitioners
- **Life Events:**
 - Recently Moved
 - New Parents

2. Demographics

- **Age:** 25–64
- **Gender:** All
- **Household Income:** Top 10% to 50%

3. Content Targeting

- **Topics:**
 - Health > Conditions & Concerns > Sleep Disorders
 - Health > Nutrition > Vitamins & Supplements
 - Health > Alternative & Natural Medicine
- **Display Keywords:**
 - "insomnia relief," "deep sleep tips," "natural circadian rhythm," "holistic sleep," "wake up refreshed"

4. Technical Settings

- **Devices:** Mobile and Tablet
- **Ad Schedule:** 8:00 PM – 2:00 AM (+15% to +20% bid adjustment)
- **Location:** United States

Evaluation: The audience segments, demographics and content targeting settings are good. However, I'd change the ad schedule in technical settings slightly. 8:00 PM – 4:00 AM would allow us to capture more people and is still at a period of time people are willing to try to sleep and therefore look for solutions.

Product 2, Value Proposition 1:

AI Generated Target Segment:

Campaign Settings

- **Goal:** Sales or Website Traffic
- **Location:** United States (or target shipping regions)
- **Language:** English
- **Bidding Strategy:** Maximize Conversions (primary) or Maximize Clicks

Demographics

- **Age:** 25–54
- **Gender:** All
- **Household Income:** Top 10% – 50%

Audience Segments

- **In-Market Audiences:**
 - Vitamins & Supplements
 - Health & Fitness Services
- **Affinity Audiences:**
 - Health & Fitness Buffs
 - Green Living Enthusiasts
 - Wellness & Lifestyle
- **Custom Segments:**
 - People searching for terms like "natural nootropics," "brain fog cure," or "productivity hacks."

Evaluation: Here, I would change the campaign settings to Sales & our bidding strategy to focus on ‘maximise conversions’. I would also change the demographics. ADHD is a condition suffered by many young adults. I’d change the age range to 18-45. The remainder of the AI generated settings seem fine.

Product 3, Value Proposition 2:

AI Generated Target Segment:

Campaign Settings

- **Goal:** Sales or Website Traffic
- **Location:** United States (or target shipping regions)
- **Language:** English
- **Bidding Strategy:** Maximize Conversions (primary) or Maximize Clicks

Demographics

- **Age:** 30–65+
- **Gender:** All
- **Household Income:** Top 10% – 50%

Audience Segments

- **In-Market Audiences:**

- Vitamins & Supplements
- Health & Fitness Services
- Alternative & Holistic Medicine

- **Affinity Audiences:**

- Health & Fitness Buffs
- Green Living Enthusiasts
- Wellness & Lifestyle

- **Custom Segments:**

- People searching for "liver detox," "cleanse supplements," "gut health," or "artichoke extract benefits."

Evaluation: I will clarify the campaign settings to focus on sales and our bidding strategy to maximise conversions. The remainder of the target settings seem fine.