

The 8M'S of "Artificial Intelligence" Marketing

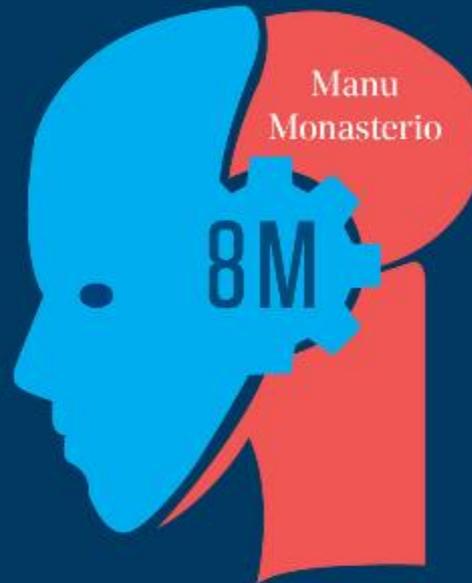
Created by Manu Monasterio

1. M2m

2. Man to machine

3. Managing Smart Data

4. M-GloCal



5. Making smart products

6. Marketing dynamic prices

7. Multi e-channels

8. Machine generated communication

“They, **the robots**, put with certainty the data and we, **the humans**, lead the Smart Machines with our creativity, strategic vision & hearts”



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*ESADE Professor
Manu Monasterio*

*8M's
of "Artificial Intelligence"
Marketing
lectures at*

*ESADE Executive Master in
Marketing & Sales*

february 2021



<https://esademarketingclub.com/new-index>

Marketing **HUB**

THE Marketing **HUB**

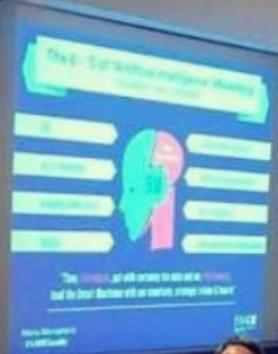
JOIN THE COMPETITION AND EXPAND YOUR HORIZONS!

The biggest event of the year is back! And this year we've taken it to a whole different level - you simply can't miss it!

Join us for a two-day fierce marketing competition with students from all ESADE degrees. Enjoy talks on the future of marketing (with ESADE Professor Manu Monasterio, creator of the 8M's of Artificial Intelligence Marketing, considered by his 8M's the "Father of Artificial Intelligence Marketing"). Along with this enlightening presentation we will be able to participate in workshops on enriching topics such as Digital Transformation process and Negotiation Skills.

Case competition between teams to creatively solve real life struggles that our sponsor companies are facing, the entire EMC team its

Manu Monasterio
8M's of Artificial Intelligence
Marketing
lecture at ESADE Master in
International Business Management





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Manu Monasterio´s 8M´s of Artificial Intelligence Marketing

During the ESADE Professor Manu Monasterio 8M´s of Artificial Intelligence Marketing lectures at ESADE Executive Master in Marketing & Sales, we will answer together to the question:

Are you ready to introduce one " Robot" in your life ?

& we will see how to create " wow unique experiences" for your customers, to help set yourself apart from the competition when it comes to making strategical marketing decisions, through the joint work of us (humans) and robots, adding the contribution of Smart Machines that provide up to 90% of the existing data about the client.

¿Why use the 8M´s of Artificial Intelligence Marketing?

Because with the evolution of Smart Machines (or robots), and the value that they provide when it comes to strategic decisions, a re-work and re-think in traditional marketing has become inevitable. Moreover, the famous 4Ps (Product, Price, Place & Promotion) were created by McCarthy 60 years ago, before the existence of Internet, algorithms, and Smart Machines.

It is time to adapt the traditional vision of Marketing (4Ps), to the actual context and state of the Economy of Algorithms, to make the most of the actual situation and continue to move forward with excellence, thorough Manu Monasterio´s 8M´s of Artificial Intelligence Marketing.



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Manu Monasterio´s 8M´s of Artificial Intelligence Marketing

Using the 8M´s of Artificial Intelligence Marketing nowadays Chief Intelligence Marketing Officers can manage up to 90% of data as opposed to 4% to 5% with the traditional marketing perspective 4P´s. This is key to helps us create “Wow unique experiences” related to creating Smart Products that satisfy customer needs. Manu Monasterio´s 8Ms are considered by HDBR (Harvard Deusto Business Review) to be a winner up-to-date success example of the use of Artificial Intelligence Marketing in the world of Marketing.

Are you ready to introduce this revolutionary concept to your life?

*AI generally refers
to making computers act
like people.*

*Manu Monasterio
8M's
of Artificial Intelligence Marketing:*

*“ the **more** you know , the
better you decide ”*

Let me ask you :

*She
comes from Germany, Russia,
USA....?*



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*Are you ready to introduce one
“ Robot ”
in your life ?*

Nadia;

*“the more questions
& Interactions
I have,
the smarter I become”*

*“EI:
Emotional Intelligence”*

Artificial Intelligence is not being brought in to replace people, but to work with them and help them work together better.

Your "Smart Machine" Marketing Assistant ?

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Being the base

*The 4P's were created by Mc Carthy in 1960
(so 59 years ago, when there was not
Internet, Robots & Algorithms)*

*That's why with the advance of Smart
Machines and their nowadays clear added
value to our daily
Marketing Management job ,the
traditional Marketing Mix (4 P's) needs
some "re-work" & "re-think".*

*That is exactly the role of Manu
Monasterio's 8M's of Artificial Intelligence
Marketing*



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*“ China
8M’s Unique Experience”*

*Weilin Li.
Baidu Global Marketing Manager
 (“ the chinese Google”)*

&

*Manu Monasterio
President Think Tank 8M’s of Artificial
Intelligence Marketing at the Club de
Marketing de Barcelona*

*Barcelona
Mobile World Congress
2019*

*Weilin Li, Baidu Global Marketing Manager
& Manu Monasterio 8M's of Artificial Intelligence Marketing
lecture at ESADE*



Weilin Li.
Baidu Global Marketing Manager

&

Manu Monasterio
8M's of Artificial Intelligence Marketing
lecture at ESADE



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Manu Monasterio´s 8M´s of Artificial Intelligence Marketing

During the ESADE Professor Manu Monasterio 8M´s of Artificial Intelligence Marketing lectures at ESADE Executive Master in Marketing & Sales, we will also see together :

- 1. How to incorporate " Robots" into the nowadays Fashion & Luxury , Cosmetics , Sport, Food & beverage ... Corporations marketing departments as efficient new marketers colleagues , in order to create together " Wow" unique experiences for your target in the today's algorithm economy.*
- 2. The role of humanoids or smart machines in the nowadays marketing management (being able humanoids like Sofia -symbol of the 8M´s of Artificial Intelligence Marketing - to speak 129 languages and provide excellent multicultural handling of up to 3 billion data in 1 minute) So, a clear-cut challenge that must be led and managed by marketing managers at the Fashion & Luxury , Sports , Cosmetics Industry ...as part of their digital transformation process.*
- 3. The essentials to enable marketing managers to work hand in hand with " Robots" as a great colleague in order to achieve your marketing goals.*



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Manu Monasterio's 8M's of Artificial Intelligence Marketing

Everything ,

Based on ESADE Manu Monasterio more than 25 years' experience in Artificial Intelligence Marketing Management in large companies including LaLiga; Real Madrid, FC Barcelona, Loewe, Louis Vuitton Group, Association of Fashion designers of Spain, Carolina Herrera New York, Desigual, Pronovias, Bodegas Riojanas, Damm and the Port of Barcelona..., among other companies .

*On the basis of today's top trend in marketing management: **Manu Monasterio's 8 M's of Artificial Intelligence Marketing**, and their obvious added value for marketing by creating unique experiences for customers based on products and/or services in today's algorithm economy .*

*"Artificial Intelligence will **Not** replace marketing managers "but" Marketing managers experts in Artificial Intelligence **Yes**; are already replacing those who are not "*



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*"Artificial Intelligence will **Not** replace marketing managers
"but"*

Marketing managers experts in Artificial Intelligence

***Yes;**
could replace those who are not "*



*AI-Pocalypse?
for sure "No"*



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Manu Monasterio's 8M's of Artificial Intelligence Marketing

Examples will be given of how Manu Monasterio's 8 M's of artificial intelligence marketing have been successfully applied by Hong Kong handson Robotics (Sophia), China TV, KFC China & Baidu Face Recognition Experience , Chinese Schools brain scanning headbands. Qatar Football World Cup 2022, Japan Dinousar Robots Hotel , Beijing Airport Face Coding , Apple (Iphone 11) , L'Oreal (Kerastase) , China face recognition social ranking, LaLiga, Amazon go, Rolls Royce. Uber, BMW, Adidas Nemeziz Cold Blooded boots (with Messi). Dolce Gabbana, Budweiser & Ikea. ... among other examples.

The " Chief Intelligence Marketing Officer "; CIMO position is waiting for you dear ESADE Executive Master in Marketing & Sales students !!



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Manu Monasterio's 8M's of Artificial Intelligence Marketing

8M's of Artificial Intelligence Marketing lectures Objectives.

To understand in detail the top tendency in Marketing Management, with which Glocal brands in the fashion various industries such as fashion, tourism, recreation, sports, etc. are creating winning experiences around their products and/or services that “ensure” the needs and satisfaction of their objects in a national and international level. In this way they reinforce their position as top brands distinguished by their excellence their particular industry.

To provide knowledge and tools useful to implement new roles that are in current demand, such as the Chief Executive Marketing Officer (CIMO), or Marketing Manager specializing in Artificial Intelligence, for brands that wish to implement these roles to create “Wow Unique Experiences” for their clients that set them apart from the competition.



Let's be "GloCal"
(Brand Globally & Market Locally)

8AI's
of Artificial Intelligence Marketing
Creation of "Unique Experience" for the chinese
target.

*Being nowadays China the number 1 market in the world in more than 18 industries
(Food & beverage, fashion, sports, tourism, industrial robotics, artificial intelligence, automotive, cosmetics ... among others)*



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Manu Monasterio's 8M's of Artificial Intelligence Marketing

8M's of Artificial Intelligence Marketing lectures

Who will find this information useful?

People with marketing knowledge who are interested in learning an up-to-date approach that involves the most current and impactful trend in the topic: the 8Ms of Artificial Intelligence Marketing.

Marketing students who wish to advance professionally using these concepts to set themselves apart.

Marketing professionals who wish to understand the changes and challenges that artificial intelligence is bringing to their marketing strategies.



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Manu Monasterio's 8M's of Artificial Intelligence Marketing.

8M's. The concept

They “ the robots ” provide with certainty the data (smart data that represent more than 90% of the existing information about the target market and customer) and we , the humans, lead the smart machines in the nowadays strategic marketing decision process with our creativity, strategic vision and hearts.

Thereby , creating wow unique experiences all around our products or services in the today's algorithm economy generating undeniable benefits in branding, sales and loyalty management.

8M's. The opportunity

Artificial intelligence will not replace marketing managers, but marketing managers who are experts in artificial intelligence are already replacing those who are not.

8M's. The benefit

Creation of unique experiences based on products or services that are certain to meet the needs of the target consumer in domestic and/or international markets with the clear benefits in branding, sales and loyalty management.



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1st M. “ **M**achine to Machine”

The 8M's of Artificial Intelligence Marketing confirm with the 1st M; “Machine to Machine; M2M” a fact and that is that today, 2021, we live surrounded by Smart Machines or Robots (Siri from iPhone , Alexa from Amazon , Ok Google , Instagram , FaceBook , Rumba in home cleaning , drones , autonomous vehicles , smart supermarkets like Amazon Go,) that add value to our quality of life as humans through an impressive capacity in the management of data that via algorithms exchange between them (what we know as “ Big Data ”; where they are up to 90% of existing data on our target or target customer.)

Therefore, we should not be afraid of Robots or Smart Machines because they are not on the planet as shown in the Hollywood movie I Robot to exterminate the human being. But on the contrary, to support us (with AI Marketing Management perspective) in our strategic marketing decision making with excellence and the respective creation of Wow Unique Experiences for our target by building from up to 90% of the customer data provided to humans (specifically to the Chief Intelligence Marketing Officer; CIMO or Marketing Director expert in Artificial Intelligence) the Smart Machines or Robots. And that, as we will see below in the 2nd M; “ Man to Machine ” are managed following the variables indicated by the human to arrive with it to the very valuable “ Smart Data ”, axis of the winning value propositions 8M's of Artificial Intelligence Marketing.



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1st M. “ **M**achine to Machine”

All this, as we can see in Manu Monasterio's definition of the 8M's concept of Artificial Intelligence Marketing. They, the Robots, put with certainty the data (up to 90% of the existing data on our target or target customer. With the capacity to manage up to 11 trillions of data per second and speaking up to 129 languages). And we humans lead the Smart Machines in making strategic marketing decisions with our creativity, strategic vision and soul. With therefore a very clear benefit contribution in Branding, Sales and Loyalty Management in today's economy of algorithms.

We will contemplate in this context, among others, the 8M's successful example: Apple iPhone 12 Pro Max. (with its characteristic A14 bionic chip and the impressive capacity to handle 11 trillions of data per second).

1st M.
"M2M"



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*Manu Monasterio's 8M's
Instagrammer "Robot" LilMiquela example*



Meet #TeamGalaxy: Lil Miquela

1.813.788 visualizaciones • 16 jul. 2019

👍 1849 💬 92 ➦ COMPARTIR ≡ GUARDAR ...



lilmiquela

Seguir

974 publicaciones

2.9m seguidores

1,895 seguidos

Miquela

#BlackLivesMatter

Change-seeking robot with the drip 💧💖

Join my Discord 🗨️👉👈

miquelamusic.me/LiveChat

Samsung partnership with Lil Miquela, "instagrammer holográfica" with more than 2.9 million followers in her campaigns



GET REAL



VOTE



FITS



WORDS



#BLM



MUSIC



COVERS

PUBLICACIONES

REELS

IGTV

ETIQUETADAS



Samsung partnersip con Lil Miquela, "instagrammer holográfica" con más 2,9 millones de followers

<https://youtu.be/i4rwIQ7IA1U>



lilmiquela  • [Seguir](#) 



gabe_gou Quería ser igual a você

19 h Responder



gabe_gou 

19 h Responder



alexferroig When you're a robot and you tired of having skin

16 h Responder



friksakes this makes me rly nervous

11 h Responder



appealingmbb Meeee

27 min Responder



76.059 Me gusta

1 DE ENERO



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2nd. “ **Man to Machine**”

It is we, the Chief Executive Marketing Officers; CIMO (or Marketing Managers with expertise in Artificial Intelligence) who lead the strategic decision making of AI Marketing characteristic of the 8M's of Artificial Intelligence Marketing. Directing us, the humans, to the Smart Machines, with the objective of moving from the management of billions of data (or Big Data) to the Smart Data (3rd M; Managing Smart Data) or definition of the personalized value proposition for our target.

All this is the result of the analysis made by the Robots of the variables that the Chief Executive Marketing Officers indicate to them in, for instance, benchmark or analysis of the competition, positioning in prices that most apply, choice of channel and the most suitable key messages in communication, analysis of the socio-cultural environment ... among other variables.

Being the result of the joint work between humans and robots, the generation of positioning proposals suggested by the Smart Machines to which the Chief Executive Marketing Officer adds his creativity, strategic vision and soul to reach the “Unique Selling Proposition” (essence of Smart Data) axis in turn of the Wow Unique Experience with which to differentiate in the mind of our target from the competition.

We will rethink, in this context, among others, about the successful example of 8M's: L'Oreal Kerastase in which an optimal level of satisfaction is reached in the recommendation of hair cosmetics for the L'Oreal target, resulting from the joint work between humans and Robots or Smart Machines; “Man to Machine” 2nd M of Artificial Intelligence Marketing.

2nd **M.**
"Man to Machine

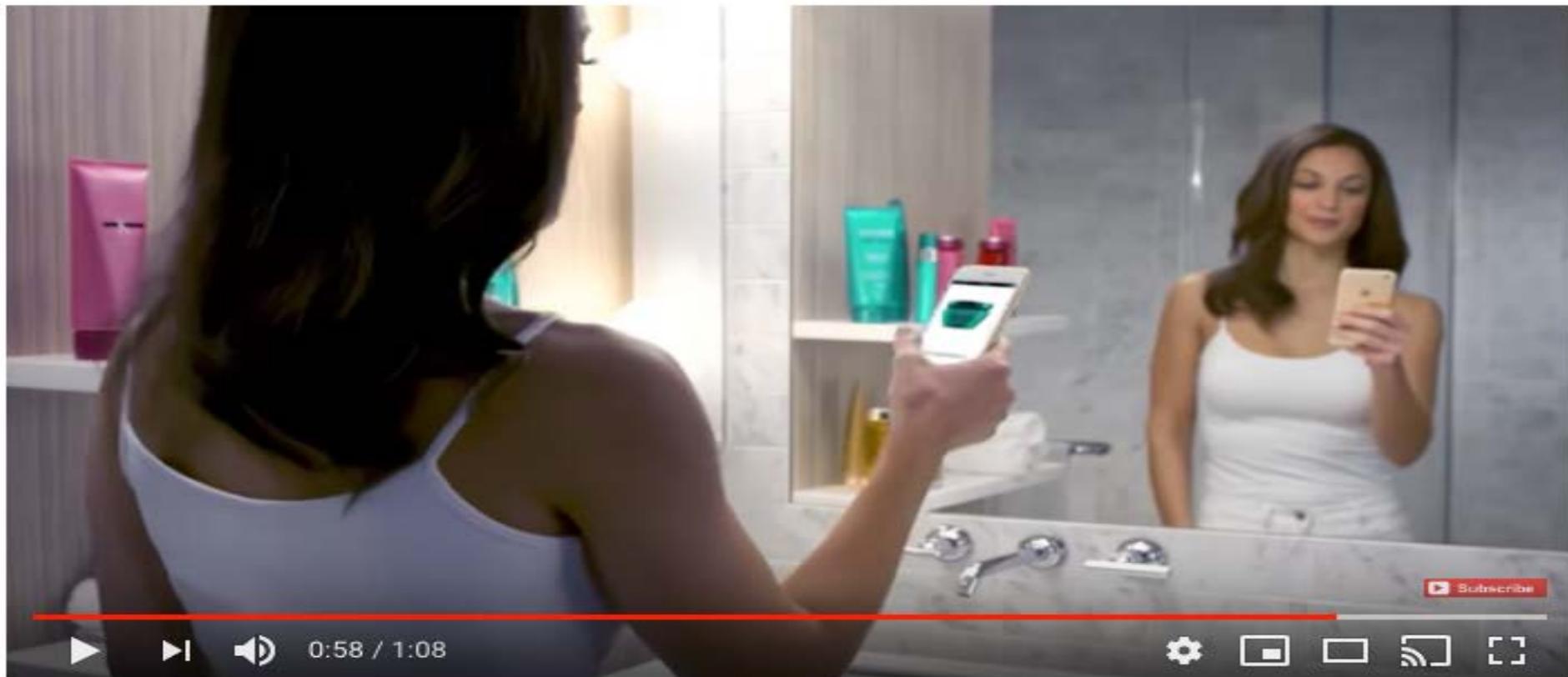


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*Manu Monasterio's 8M's
L'Oreal (Kerastase) example*



Introducing the World's First Smart Hairbrush



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3rd M; “ **Managing Smart Data** “

The qualitative leap between McCarthy’s 4P’s of Marketing Mix (created 62 years ago, in 1960, when there were neither Robots nor algorithms nor of course Artificial Intelligence) and the 8M’s of Artificial Intelligence Marketing of Manu Monasterio (re-Think & re-Work of the 4P’s and therefore considered by Harvard Deusto Business Review as an example of success in the application of Artificial Intelligence to strategic decision making in Marketing) is decisive in terms of the generation of excellence with the creation of “Smart Data”.

Since, as is well known, the traditional approach in Marketing (4P’s) works on an average of only 4% or 5% of the existing data on the market and target customer when we talk about large companies. And it goes down to 1% or 2% when the profile is an SME (small or medium-sized company) and even more when the target customer is international with, therefore, the obvious cultural and language barriers.

This contrasts with (as we have seen in the 1st and 2nd M of Artificial Intelligence Marketing) the clear benefit to the Chief Intelligence Marketing Officer of having in his hands up to 90% of the data on the national and or international target market and customer.



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3rd M; “ **M**anaging Smart Data “

Building on this foundation, in the 3rd M of Artificial Intelligence Marketing, Smart Machines provide the Chief Intelligence Marketing Officer with accurate and valuable information (smart data) about the characteristics of the product or service that is certain to meet the needs of the target customer. Therefore, the “trial and error” scenario when working in Marketing Management in an intuitive and voluntary way with only 1% or 2% to at most 5% of the existing data on the market and target customer characteristic with a 4P’s perspective is a thing of the past when compared to the 8M’s of Artificial Intelligence Marketing.

We will reflect in this context, among others, on the successful example of 8M’s: LaLiga in e-Sports.



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*3rd M.
"Managing Smart Data"*

*Manu Monasterio's 8M's
LaLiga example*



<https://www.youtube.com/watch?v=gcYaKJI7JYI>



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4th M; “ **M**-GloCal “

The next step leads us to develop GloCal value propositions (following the maxim Let's be GloCal ; Brand Globally & Market Locally) created on the basis of 90% accurate information about the market and target customers for our objective.

Resulting from the joint creation of Smart Data (3rd M; Managing Smart Data) between us humans; Chief Intelligence Marketing Officers and Robots (2nd M; Man to Machine) from the Big Data or generic data in the hands of Smart Machines (1st M; Machine to Machine. M2M) and the characteristic exchange of Data between them.

“Wow Unique Experiences” with their respective Unique Selling Propositions that we deliver anytime and anywhere to the Millennials, Centennials and Baby Boomers target through their current star media; their Smartphones or Mobile Phones.

That is why the 4th M is M-GloCal. M for Mobile phone and GloCal for delivering value propositions with Global excellence and in a Local personalized way.



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4th M; “ **M**-GloCal “

Who of you would accept to be 1 whole year without Smartphone? That is, without access to internet, WhatsApp's, Instagram, LinkedIn and calls. If not 1 year , 11 months , 10 months? The most common answer among my students of the 8M's of Artificial Intelligence Marketing in, for example, ESADE; Executive Master in Marketing and Sales is: “1 day, and specifically, 7 hours while I sleep”. The smartphone or mobile phone has become today for Millennials, Centennials and most Baby Boomers their “eleventh finger”.

We will see in this context, among others, the successful example of 8M's: Amazon.go ; and its Brand Experiences Centers with its own characteristic Artificial Intelligence (AI) “Just Walk out technology”.

3th , 4th & 5th M.
“ **M**anaging Smart Data” , “**M**-GloCal”
& “ **M**aking Smart Products”



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*Manu Monasterio's 8M's of Artificial
Intelligence Marketing
" Amazon Go " example*

amazon go



*Amazon Go ; the world's most advanced
shopping technology*





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5th M; “ **M**aking Smart Products “

The qualitative leap of the 8M's of Artificial Intelligence Marketing with respect to the 4P's of the Marketing Mix is also tremendous in the creation of "Smart Products", which certainly meet the needs of the customer of AI Driven Brandnames because, as we have seen in the 1st, 2nd and 3rd M, work from up to 90% of the available data on the target or target customer.

Suggested differential factors, or Unique Selling Proposition (USP) of the Smart Products by the Robots, resulting from the analysis performed by the Smart Machines of the key factors indicated by the human (or Chief Intelligence Marketing Officer - CIMO- in the 2nd M; Man to Machine). Thus, AI Marketing (8M's) moves with excellence from Big Data (or generic data in the hands of machines; 1st M; Machine to Machine) to Smart Data or data specific to the characteristics of the Smart Product that certainly meets the needs of the target of AI Driven Brandnames. (3rd M; Managing Smart Data) .

To this winning suggestion of the Smart Machines about the essence of the Smart Product, the Marketing Director expert in Artificial Intelligence 8M's adds his creativity, strategic vision and soul characteristic of humans thus reaching the essence of the value proposition of the smart product (or 5th M; Making Smart Products). That in a context of multichannel marketing strategy is delivered in a personalized way to the millennial customer at any time and place, via its star medium or eleventh finger; its Mobile Smart Phones (4th M; M-GloCal).



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We will reflect in this context, among others, on the successful examples of 8M's in "Making Smart Products" (5th M); Michael Kors Smart Watches, Spot "the robot dog" in the purest Black Mirror style, the unmistakable "Smarth Phone", iPhone 12 Pro Max, the wow unique Amazon Air Prime experience in e-Logistics through its army of "Drones", or the L'Oreal Kerastase first worldwide "Smart brush" ... among others.

They are "Smart Products" that, as we will see below, are unequivocally located in the Short List of favorite brands of the AI Driven Brandnames target. Without forgetting also the complement in excellence in AI Marketing management (8M's) provided by the 6th M ("Marketing Dynamic Prices" or optimal positioning in prices based on the law of supply and demand among other variables that we will see analyzed by the Robots), 7th M ("multi e-Channels" or enrichment of the experience in the channel via holograms, virtual reality and drones as icons of Artificial Intelligence). And 8th M (Machine Generated Communication or suggestion made by algorithms after the analysis of the Key Words that best communicate the benefit of the product analyzed in thousands of advertising campaigns of the competition).

5th **M.**
“**M**aking Smart Products”



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*Manu Monasterio's 8M's
Iphone 12 Pro Max example*

A screenshot of the Apple website's iPhone 12 Pro product page. The top navigation bar includes links for Mac, iPad, iPhone, Watch, TV, Music, and Soporte, along with search and shopping icons. The main heading reads "iPhone 12 Pro" with sub-links for "Descripción", "Especificaciones", and a blue "Comprar" button. The central text says "iPhone 12 Pro" followed by the large headline "Un salto al mañana." Below this is a high-quality image of the iPhone 12 Pro, showing its triple-camera system and metallic finish.

5th M.
"Making Smart Products"



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Manu Monasterio's 8M's example
Michael Kors Smart Watch

https://www.michaelkors.es/reloj-inteligente-lexington-gen-5-en-tres-tonos/_/R-MKT5080

ES €

MICHAEL KORS



MUJER HOMBRE COLLECTION BOLSOS CALZADO ACCESORIOS RELOJES REGALOS

CATEGORÍA

MUJER

HOMBRE

RELOJES INTELIGENTES

VER TODOS LOS RELOJES

TENDENCIAS

Novedades

Grabados

RESTRINGIR POR

COLOR

RELOJES INTELIGENTES

Ordenar por DESTACADOS

11 Productos Ver 2 4



MICHAEL KORS ACCESS

Reloj inteligente Sofie Gen 4 en tono dos tonos con incrustaciones

419,00 €



MICHAEL KORS ACCESS

Reloj inteligente Sofie Gen 4 en tono plateado

369,00 €



MICHAEL KORS ACCESS

Reloj inteligente Sofie Gen 4 en tono dorado rosa

369,00 €



MICHAEL KORS ACCESS

Reloj inteligente Sofie Gen 4 en tono dorado rosa con incrustaciones

419,00 €



5th **M.**
“**M**aking Smart Products”



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*Manu Monasterio's 8M's example
Singapur Spot "Robot Dog" de Boston
Dynamics*



<https://youtu.be/IEjkrW79Fcg>

<https://www.bostondynamics.com/spot>

*Chinese Schools brain scanning headbands
(red , yellow & blue)*



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<https://youtu.be/f90wzKYbZqI>



China using dystopian brain-scanning headbands in schools - TomoNews

*“ Worldwide” Schools brain scanning
headbands
In order to see “ how focus the student is “
(red , yellow & blue)*



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<https://youtu.be/f90wzKYbZqI>



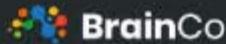


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“Worldwide” Schools brain scanning headbands in order to see “ how focus the student is “(red , yellow & blue)

BrainCo grew out of the Harvard Innovation Lab developing cognitive training technology products and apply their expertise in machine learning, design, and neuroscience to create innovative cognitive-based applications.



[Products](#) [BrainCo Dexus Prosthetic Hand](#) [Partnerships](#) [Blog](#) [About Us](#) 



Focus for Success

BrainCo helps improve focus and attention at school and at work.



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*“Worldwide” Schools brain scanning headbands in order to see
how focus the student is “
(red , yellow & blue)*

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FocusEDU

The FocusEDU platform enables schools to bring real-time engagement metrics as well as neurofeedback-based focus and relaxation training into their classrooms.

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6th M. “ **M**arketing Dynamic Prices”

Price is no longer a simple label. In real time, machines can combine the various factors that have traditionally conditioned pricing, including stock available in the warehouse, demand at the selling point, level of sales of the product by the competition, and the impact of marketing campaigns. Through its artificial intelligence system, Uber bases the price of its service on a personalized calculation of numerous factors, ranging from the time and place of travel to what each person is willing to pay.

Companies are typically trying to define and target specific customers or segments, and if there are thousands or millions of customers, AI is needed to get to that level of detail. Companies also want to customize the experience of the customer, and that also requires machine learning or some other form of AI. AI can also help to deliver value across omnichannel customer relationships, and to ensure effective communications at all customer touchpoints. Finally, AI can help companies make decisions with similar criteria across the digital and analog marketing worlds.



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6th M. “ **M**arketing Dynamic Prices”

Dynamic prices that Smart Machines calculate, in essence, based on demand and the ability to issue supply by AI Driven Brandnames, which includes the level of stock available in the warehouse, the demand for the products at the point of sale, the level of sales of the product and stock available in question by the competition. Or the translation into desire to buy due to the impact of advertising campaigns. Multiple variables, among which we can also include the predisposition to purchase of customers who enter the point of sale by facial scanner; a tool that allows us to recognize the identity of each person and therefore the comments they make about the brand and its products on social networks.



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6th M. “ **M**arketing Dynamic Prices”

Therefore with the 6th M of Artificial Intelligence Marketing, when talking about “Marketing Dynamic Prices” we refer to the clear qualitative leap with AI Marketing (8M’s) in Marketing optimization of prices based on supply and demand (associated with seasonality, weather, because if for example it rains, there is greater propensity to buy online, e-commerce) using Artificial Intelligence and Machine Learning as a technique (with the necessary training process of the algorithm or Smart Machine with the pricing expert of the company).

Being, by sectors, the profile of companies that use with excellence the dynamic prices (6a M; Marketing Dynamic Prices) Airlines like Swiss Air, retailers like Decathlon, Cosmetics like L’Oreal, consumer electronics like HP, Panasonic, e-Commerce like Amazon, eBay, Tourism like Iberostar hotels (that for example before events like the Barcelona Mobile World Congress vary the prices of hotels and flight) & logistics and transportation like Uber.



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6th M. “ **M**arketing Dynamic Prices”

Being the Economic Benefit of the use of “ Artificial Intelligence Dynamic Prices” for AI driven Brandnames :

- *Average benefit for companies using “ AI Dynamic Prices” is 9.7%.*
- *Increased competitiveness*
- *Customer more satisfied with his purchase as he feels able to moderate the price; “I got a super offer”, therefore with less returns.*

It is necessary that the AI Dynamic Price is aligned with the excellence in perception of “perceived quality” of the brand (Branding) and associated to it with the wow unique Experience in the channel both online (website) and offline (Brand Experience Centers) in order to reach the will to buy .



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6th M. “ **M**arketing Dynamic Prices”

Operational Benefit:

Automation. Prices are updated with the impressive speed and data management capacity of Robots that no human is able to match as the Smarts Machines do it automatically following mathematical models that the pricing expert and manager supervises.

Statistical confidence due to the data efficiency of the Smart Machines.

To locate the customer in an unequivocal and individualized way regarding the price variable. Smart Machines bring mathematical reasoning to the definition of dynamic prices.

And humans bring to the definition of dynamic prices the creativity, the strategic vision and the soul in the nuances up to the definition of the most empathic price.

We will reflect in this context, among others, on the successful example 8M's in “ Marketing Dynamic Prices ” ; Uber dynamic pricing.



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6th M. “ **M**arketing Dynamic Prices”

Operational Benefit:

Automation. Prices are updated with the impressive speed and data management capacity of Robots that no human is able to match as the Smarts Machines do it automatically following mathematical models that the pricing expert and manager supervises.

Statistical confidence due to the data efficiency of the Smart Machines.

To locate the customer in an unequivocal and individualized way regarding the price variable. Smart Machines bring mathematical reasoning to the definition of dynamic prices.

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We will reflect in this context, among others, on the successful example 8M's in “ Marketing Dynamic Prices ” ; Uber dynamic pricing.



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6th M. “ **M**arketing Dynamic Prices”

How do Uber dynamic prices work?

Faced with an increase in the number of requests for Uber trips for which there is not a sufficient number of vehicles due to bad weather, for example, or peak traffic hours in large cities due to the departure of workers from offices ... etc prices go up.

Faced with this scenario, Uber passengers have to pay more or wait as the Uber app informs them after the calculation made by the algorithm. Some users prefer to pay more, but others decide to wait a few minutes to see if prices go down again.

6th M.
"Marketing Dynamic Prices"



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Manu Monasterio's 8M's
Uber example

UBER Elevate

Summit 2018

Whitepaper





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7th M; “ **M**uti e-Channels “

For AI Driven brandnames, channel management no longer revolves around “just” the points of sale, but rather the “Brand Experience Centres” where a lot of value is added to the Wow Unique Experience of their customers through iconic elements of Artificial Intelligence such as holograms, virtual reality and drones.

Therefore, with the 8M’s of Artificial Intelligence Marketing we no longer talk about “Just” Place, or channel management, or point of sale (characteristic approach of the 4P’s or traditional vision of marketing) in which brands physically place their products in, for example, shops so they can be purchased by their customers, but (with 8M’s perspective) the channel vision is expanded with excellence in the context of a multichannel marketing strategy (online & offline) in which drones, virtual reality and holographic experiences stand out as part of the unique experience that the customer has with AI Driven Brandnames in their Brand Experience Centres.



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7th M; “ **M**ulti e-Channels “

We will reflect in this context, among others, on 8M's successful example: BMW Holographic Unique Experience in which the prestigious German automotive player differentiates itself from its competitors (Mercedes Benz, Audi...) in the "quality" of the experience of its target at the time of purchase in the channel through a unique holographic and virtual reality experience. BMW Holographic Unique Experience allows its target Millennials to walk (having been converted into holograms) inside the engine of the BMW car they want to buy in hologram form and therefore in a much larger size than the real one. Therefore, it is much more persuasive for the customer to walk through the interior of the car as a hologram when considering buying it, seeing each of the parts of the car, such as the aforementioned engine, in an enlarged size, than the classic spoken argumentation of the traditional car salesman in the dealerships.

7th **M.**
“Multi e-Channels”

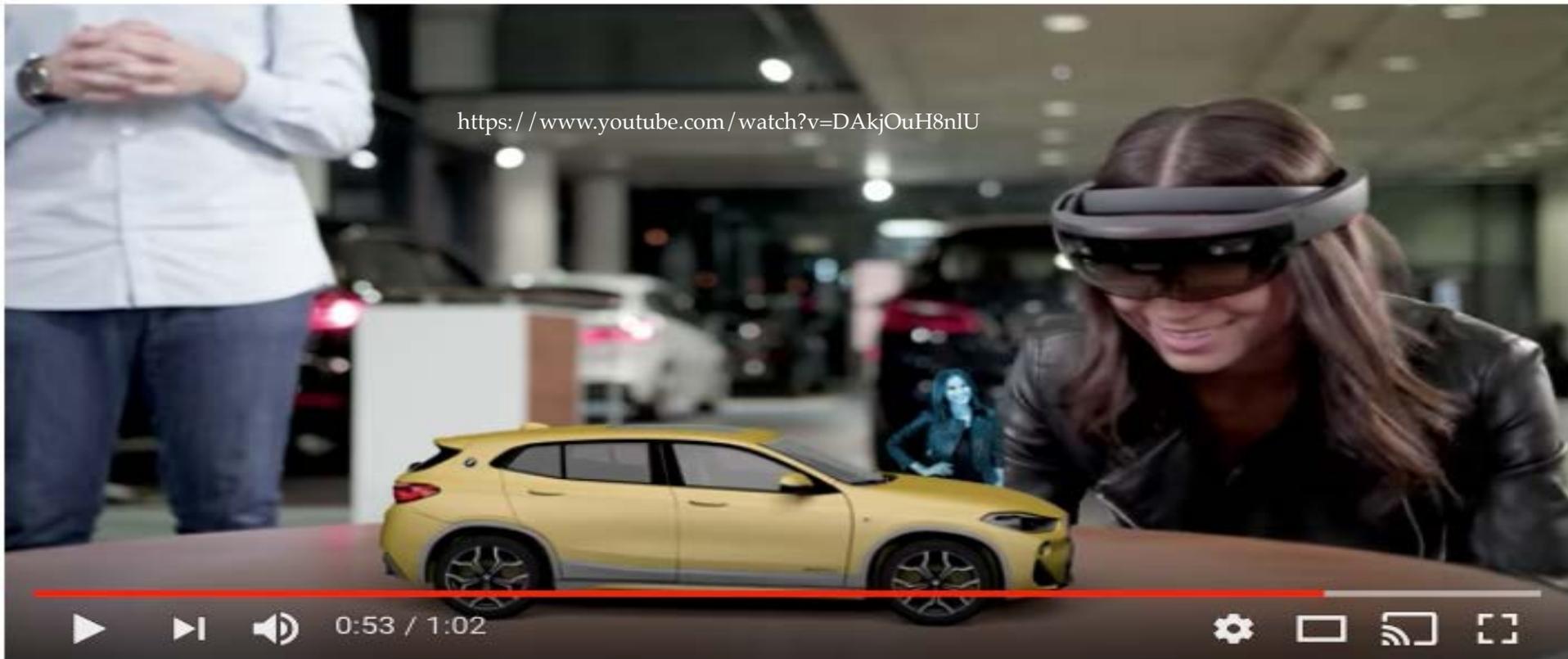


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*Manu Monasterio's 8M's
BMW example*

<https://www.youtube.com/watch?v=DAkjOuH8nIU>



Japan's Robot Hotel "Wow" experience

<https://youtu.be/xmt6OCBeS94>
(Henna hotel)



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Japanese Hotel Run Almost Entirely By Robots

Are you ready to introduce one *“Robot”*
in your life ?

Adidas Nemeziz Cold Blooded boots



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*Dolce & Gabbana “drones” experience
Milano Fashion Week
2018- 2019*



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<https://www.youtube.com/watch?v=DvohbJKNsXGI>





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*8th M; “ **M**achine Generated Communication “*

If today's Marketing Managers, in 2021, know 4% or 5% of the information (data) of their target or target customer about their characteristics and needs in the best case, (large companies and or multinationals), and the creative directors of the advertising agencies working for these multinationals obtain the data to generate their creative added value from the Marketing Direction and their "just" 4% or 5% of the client's data, it is obvious to conclude that the data on which the creative directions of the advertising agencies work is also in the best case of 2% or 3%. On this basis, what kind of Advertising Unique Experience can the creative departments of advertising agencies generate with 2% or 3% of the data obtained from the Marketing departments?

Who has the other 97% or 98% of the customer data? The answer is clear, Smart Machines or Robots. And this is precisely the value of the 8th M of Artificial Intelligence Marketing; "Machine Generated Communication". The analysis that the Smart Machines make of the advertising campaigns of the competition to detect the Key Words that are most applicable to include in the positioning proposals and/or slogans of the brands in their advertising campaigns.



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*8th M; “ **M**achine Generated Communication “*

And associated with this, as we can see below among the many benefits of the use of artificial intelligence in Marketing Management; AI Marketing (8M's of Artificial Intelligence Marketing) we can highlight:

- 1. Recommend highly targeted content to users in real-time.*
- 2. Adapt audience targeting based on behavior and lookalike analysis.*
- 3. Measure return on investment (ROI) by channel, & campaign.*
- 4. Discover insights into top-performing content and campaigns.*
- 5. Create data-driven content.*
- 6. Predict winning creative (e.g. digital ads, landing pages ...) before launch without testing.*
- 7. Forecast campaign results based on predictive analysis.*
- 8. Deliver individualized content experiences across channels.*
- 9. Choose keywords and topic clusters for content optimization.*
- 10. Optimize website content for search engines.*
- 11. Analyze existing online content for gaps and opportunities.*
- 12. Determine offers that will motivate individuals to action.*
- 13. Present individualized experiences on the web and/or in-app.*
- 14. Predict content performance before deployment.*
- 15. Score leads based on conversion probabilities.*



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8th M; “ **M**achine Generated Communication “

And associated with this, as we can see below among the many benefits of the use of artificial intelligence in Marketing Management; AI Marketing (8M's of Artificial Intelligence Marketing) we can highlight:

- 16. Send email newsletters with personalized content.*
- 17. Create performance report narratives based on marketing data.*
- 18. Adjust digital ad spend in real-time based on performance.*
- 19. Customize email nurturing workflows and content.*
- 20. Curate content from multiple sources.*
- 21. Construct buyer personas based on needs, goals, intent and behavior.*
- 22. Identify companies and contacts to target in sales and account-based marketing campaigns.*
- 23. Design websites, landing pages and calls-to-action.*
- 24. Predict revenue potential for accounts at different stages of the buyer journey.*
- 25. Receive real-time alerts based on unusual changes or trends in your marketing data.*
- 26. Draft social media updates with copy, hashtags, links and images.*
- 27. Map buyer journey stages based on historical lead and conversion data.*
- 28. Analyze and edit content for grammar, sentiment, tone and style.*
- 29. Identify real-time social media and news trends for promotional opportunities.*
- 30. Define topics and titles for content marketing editorial calendars.*



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8th M; “ **M**achine Generated Communication “

And associated with this, as we can see below among the many benefits of the use of artificial intelligence in Marketing Management; AI Marketing (8M's of Artificial Intelligence Marketing) we can highlight:

31. *Optimize email send time at an individual recipient level.*
32. *Write email subject lines.*
33. *Develop digital advertising copy.*
34. *Prescribe strategies and tactics to achieve goals.*
35. *Schedule social shares for optimal impressions and engagement.*
36. *Determine which teams, channels and campaigns get credit for conversions.*
37. *Determine campaign goals based on historical data and forecasted performance.*
38. *Tag website images with keywords and categories.*
39. *Engage users in conversations through bots that learn and evolve.*
40. *Write creative briefs and blog post drafts.*
41. *Gain insights into competitors' digital ad spend, creative and strategies.*
42. *Build media and influencer databases based on interests, audiences and intent.*
43. *Monitor and evaluate brand mentions from media and influencers.*



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8th M; “ **M**achine Generated Communication “

And associated with this, as we can see below among the many benefits of the use of artificial intelligence in Marketing Management; AI Marketing (8M's of Artificial Intelligence Marketing) we can highlight:

44. *Predict customer churn.*
45. *Formulate pricing strategies to maximize profitability.*
46. *Transcribe audio (calls, meetings, podcasts, webinars) into text.*
47. *Allocate and adjust marketing budgets.*
48. *Find and merge duplicate contacts in your CRM.*

We will reflect in this context, among others, on the 8M's success story: IKEA.

8th M.
Machine Generated Communication



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Manu Monasterio's 8M's
IKEA & Budweiser example

**Say hej to
IKEA Place.**

IKEA Place is our new app
that lets you virtually "place"
IKEA products in your space.





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<https://www.btmontreal.ca/videos/what-is-the-future-of-artificial-intelligence-ikea-wants-your-opinion>



<https://www.theguardian.com/technology/video/2018/nov/09/worlds-first-ai-presenter-unveiled-in-china-video>



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<https://www.youtube.com/watch?v=bmqd9nYH5Fw>



“ Not only do Good but do better “ dear ESADE students (new generation of leaders devoted to create a better future) because “ it is not just about doing things right , it is about doing the right things “.

Let´s do Good (McCarthy´s 4P´s), let´s do Better (Manu Monasterio´s 8M´s)



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A screenshot of a YouTube video player. The video content shows a small, white, humanoid robot with large eyes and blue accents, holding a tablet. The background is a blurred indoor setting with bright lights. The video player interface includes the 'esade' channel logo, the title 'Esade - Do Good. Do Better.', a clock icon for 'Ver más tarde', and a share icon for 'Compartir'. At the bottom, there are playback controls: a play button, a volume icon, a progress bar showing '0:51 / 1:12', a settings gear, the 'YouTube' logo, and a full-screen icon. A URL is visible in the bottom right corner: https://www.youtube.com/watch?v=lg9_Bg6aBiY. The text 'MÁS VÍDEOS' is visible on the left side of the video frame.



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ESADE Professor
Manu Monasterio

Presentation



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Manu Monasterio more than 25 years of experience in Artificial Intelligence Marketing (the 8M's) to China & from China , working with leading companies as:

Coca Cola, Carolina Herrera New York, Armani, Michael Kors New York, Nike, Desigual, Loewe ; Louis Vuitton Group, Spanish Fashion Association, LaLiga; Real Madrid, FC Barcelona. NBA, Codorniu, Corporación Mondragón, Argal, Bodegas Riojanas, Ron Barceló, Grupo Matarromera, Santiveri, Farggi, Moritz, Damm, Pronovias, Puerto de Barcelona ... among others.

& trough his corporation " Achinar " where he is the CEO & Founder



<http://www.linkedin.com/pub/manu-sánchez-monasterio/47/734/107>



LaLiga
PLAYBIG
1^{er} Jornadas Estratégicas 25 - 26 Jul 2017

Manu Monasterio 8M's of "Artificial Intelligence" Marketing Job with LaLiga (Fc Barcelona, Real Madrid...).



*Manu S.Monasterio
Work with Fc Barcelona in China*



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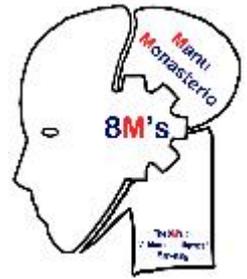


Manu Monasterio 8M's of Artificial Intelligence Marketing Conferences , lectures & articles at the Top National & International Marketing Scenarios as:

(ESADE, Harvard Deusto Business Review, Harvard Business School Digital Initiative, "Grupo de Harvard" ,Peking University, Expansión, Cinco Días, Berkeley University, Tecnológico de Monterrey, Club de Marketing de Barcelona, Internet Global Congress, Fudan University, ICEX, ACC10, Casa Asia. Universidad de Deusto, Cámara de Comercio de Barcelona ,CEOE, Fomento del Trabajo Nacional, Confederación Empresarial de Madrid, European Commission Enterprise Europe Network ... among others).

Everything in an " Intercultural excellence" environment where Manu Monasterio feels comfortable speaking or having idiomatic winks in 11 languages:

Chinese, english, spanish, french, italian, japanish , brazilian, catalan,, farsi & arabic & deutsch



 [Back to home](#)

The 8 Ms of artificial intelligence marketing

09/2018



The 8M'S of "Artificial Intelligence" Marketing

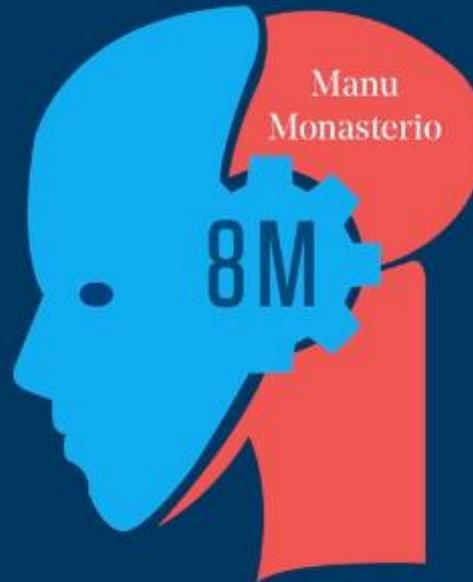
Created by Manu Monasterio

1. M2m

2. Man to machine

3. Managing Smart Data

4. M-GloCal



5. Making smart products

6. Marketing dynamic prices

7. Multi e-channels

8. Machine generated communication

"They, **the robots**, put with certainty the data and we, **the humans**, lead the Smart Machines with our creativity, strategic vision & hearts"

Foment del Treball Nacional

The 8M's of "Artificial Intelligence" Marketing
Created by Manu Monasterio

- 1. New Markets
- 2. Making smart products
- 3. Marketing dynamic prices
- 4. Multi e-channels
- 5. Machine generated communication
- 6. Big Data
- 7. Managing Smart Data
- 8. Mass to machine

"They, the robots, put with certainty the data and we, the subjects, feed the Smart Machines with our creativity, strategic vision & hearts"

Manu Monasterio
ESADE faculty

ESADE
Leading in Business



Foment del Treball Nacional

*Manu Monasterio
8M's of Artificial Intelligence Marketing
lecture at Foment del Treball*



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13-15 NOV 2018 - BARCELONA | GRAN VIA VENUE

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EXPO WORLD CONGRESS

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TOPICS ▾



Side Events - Agora

[Back to Agenda](#)

The 8M's of "Artificial Intelligence" Marketing - Created By Manu Monasterio

📅 Wednesday, 15

🕒 12:30 - 13:00

📍 Gran Via, Hall 2, Smart City Plaza - Agora

The 8M's of "Artificial Intelligence" Marketing Manu Monasterio President of "China Marketing Center" Club de Marketing Barcelona. 1. M2M. 2. Man to Machine. 3. Managing Smart Data. 4. M- GloCal. 5. Making Smart Products. 6. Marketing DynaMic Prices. 7. Multi e-channels. 8. Machine generated Communication. Artificial Intelligence will not replace marketing managers, but marketing managers who use Artificial Intelligence will replace the ones who won't They, the robots, give us the "Smart Data". Us, the humans, manage it through our creativity, strategical vision & heart. Talking about the "Smart Data" as what it is in the Top Smart Cities; a "Social Enabler"

Keywords:

Society Data AndTech

Access

Access to all visitors (open session)



13 - 15 Nov 2018. BARCELONA | Gran Via Venue

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#SCEWC18

Manu Monasterio
8M's of Artificial Intelligence Marketing
lecture at
Barcelona Smart City Expo World Congress

The 8M'S of "Artificial Intelligence" Marketing
Created by Manu Monasterio

1. M2m
2. Man to machine
3. Managing Smart Data
4. M-Social
5. Making smart products
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8. Machine generated communication

"They, the robots, put with certainty the data and we, the humans, lead the Smart Machines with our creativity, strategic, vision & hearts"

Manu Monasterio
ESADE Faculty

ESADE
Leading in Business





*Manu Monasterio
8M's of Artificial Intelligence Marketing
lecture at Barcelona World Marketing Festival*

8M's del Artificial Intelligence Marketing

La Inteligencia Artificial no sustituirá a los Directivos de Marketing. Pero los Directivos de Marketing expertos en Inteligencia Artificial sí están sustituyendo ya a los que no lo son.

Curso · 19 de Abril al 30 de Mayo · 6 créditos ECTS · Castellano

Coordinador **Manu Monasterio**

Descripción

A lo largo de este curso 8M's del Artificial Intelligence Marketing, pondremos en tus manos las claves para crear experiencias únicas para tus clientes; diferenciándote con claridad de tu competencia en la toma de decisiones estratégicas de marketing, a través del trabajo conjunto entre nosotros, los humanos, y los robots con la relevante aportación de las Smart Machines de hasta el 90% de los datos existentes sobre el cliente.

¿Por qué las 8M's del Artificial Intelligence Marketing?



Vista previa del curso

6 semanas

6 créditos ECTS

Inscríbete

Pedir más información

Manu Monasterio
*8M's of Artificial Intelligence Marketing
lectures at Universidad Central de Catalunya*



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Manu Monasterio is the Creator of the 8M's of "Artificial Intelligence" Marketing (Top Trend in Marketing Management in the nowadays Algorithms Economy) based on his work & or cooperation with; "Grupo de Harvard" Executive Committee Member, Harvard Deusto Business Review Partner, Harvard Business School Digital Initiative Member.

8M's of "Artificial Intelligence" Marketing Professor at ESADE, Universidad Autónoma de Barcelona (UAB) , Georgetown University , London Business School & Beijing University.



ESADE Professor Manu Monasterio

8M's
of "Artificial Intelligence" Marketing
lectures at

ESADE Bachelor of Business Administration (BBA)
ESADE Executive Master in Marketing & Sales
& ESADE Master in International
Management





Marketing Hub 2019

Friday Oct. 11th

Workshops

[10:00 - 11:00]

- Negotiating Dynamics by Irene Benavent
- Storytelling and Entrepreneurship by David Espluga
- Negotiation Skills by Beatriz Irún



Talk 8Ms of Artificial Intelligence Marketing

[11:30 - 14:00]

- Talk by ESADE Professor Manu Monasterio



Company Case

[15:00 - 19:30]

Presentations & Awards

[19:30 - 20:00]



Includes: Welcome Breakfast + Pizza Lunch

Scan to sign up:



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ESADE Professor *Manu Monasterio*

The 8M's of Artificial Intelligence Marketing lecture.

*ESADE Master of Science in Business Analytics;
MIBA
Artificial Intelligence II*





Universidad de Barcelona Professor Mamu Monasterio

*8M's of Artificial Intelligence Marketing lectures at
Master en Comercio y Finanzas Internacionales Universidad de Barcelona (UB)
at*

Manu Monasterio's 8M's
del Artificial Intelligence Marketing
Master Class

Universitat de Barcelona (UB) | 16 y 17 de mayo 2019

UNIVERSITAT DE BARCELONA

The 8M'S of "Artificial Intelligence" Marketing Created by Manu Monasterio

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2. Man to machine
3. Managing Smart
4. M-GtoC
5. Making smart products
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7. Multi e-channels
8. Machine generated communication

"...tainty the data and we, *(the humans,*
creativity, strategic vision & hearts"

Manu Monasterio

ESADE





Universitat Autònoma de Barcelona Professor Manu Monasterio

*SM's of Artificial Intelligence Marketing lectures at
Master en e-Tourisme y Digital Marketing
Universitat Autònoma de Barcelona (UAB)*



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Manu Monasterio is also CEOE & Foment del Treball Nacional (Top Business Associations in Europe; Spain) Partner in Internationalization.

European Union SME Beijing Centre Marketing to China Strategist.

Fundación Consejo España China Economy Committee Member.

SinaWeibo & Baidu ("the chinese FaceBook , Twitter & Google") Partner in China & Spain.





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ESADE Professor
Manu Monasterio

Presentation

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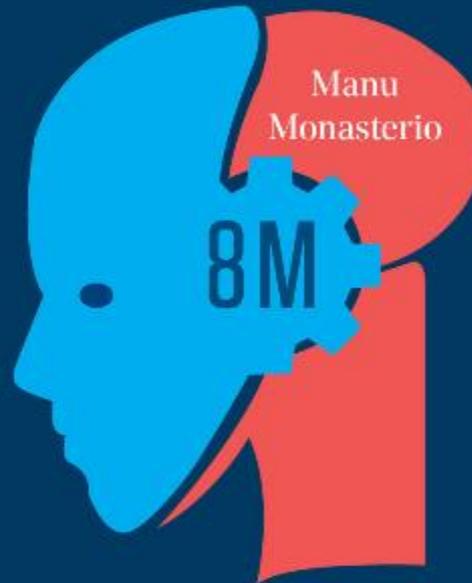
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