

Instant Insights: AI-Powered Social Media Strategy

Last updated: 6 March 2019

Social media is a staple of modern marketing; according to the February 2019 CMO Survey, social media marketing spend is set to increase 70% in the next 5 years. To make social media deliver as much impact as possible, we need to inform our strategy with data, analysis, and insights. Where do they fit in? At every staging in modern social strategy.

This framework provides you step-by-step guidance for building social media strategy using artificial intelligence, machine learning, and data science.



For a detailed explanation and walkthrough, [watch this YouTube video](#).