

The Transformation of Marketing Communication in AI-Driven Technology

*Ken Amasita Saadjad

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ABSTRAK

Marketing communication is a pivotal element in the landscape of modern business, encompassing the various channels and techniques employed to convey messages to target audiences. The emergence of artificial intelligence (AI) has revolutionized various sectors, prominently including marketing communication. The integration of AI enables marketers to enhance the effectiveness and efficiency of their messaging strategies through data-driven insights and automation. This essay delineates the transformative impact of AI in marketing communication, focusing on customer engagement, personalization, and analytics. The paper categorizes key concepts related to AI in marketing communication and follows a structured approach. This study addresses the research questions and offers an in-depth discussion on AI for marketing. The finding showed that AI-driven technology in marketing communication empowers marketers to create targeted marketing campaigns through ad targeting. By utilizing Machine Learning (ML), AI can differentiate between purchasing behaviour, actual conversions, and exploratory actions, enabling the retargeting of prospects with a higher likelihood of conversion.

Komunikasi pemasaran adalah elemen penting dalam lanskap bisnis modern, mencakup berbagai saluran dan teknik yang digunakan untuk menyampaikan pesan kepada target audiens. Kemunculan kecerdasan buatan (AI) telah merevolusi berbagai sektor, termasuk komunikasi pemasaran. Integrasi AI memungkinkan pemasar untuk meningkatkan efektivitas dan efisiensi strategi pesan mereka melalui wawasan berbasis data dan otomatisasi. Esai ini menggambarkan dampak transformasional AI dalam komunikasi pemasaran, dengan fokus pada keterlibatan pelanggan, personalisasi, dan analitik. Makalah ini mengategorikan konsep-konsep utama terkait AI dalam komunikasi pemasaran dan mengikuti pendekatan terstruktur. Penelitian ini menjawab pertanyaan-pertanyaan penelitian dan menawarkan diskusi mendalam tentang AI untuk pemasaran. Temuan menunjukkan bahwa teknologi berbasis AI dalam komunikasi pemasaran memberdayakan pemasar untuk menciptakan kampanye pemasaran yang ditargetkan melalui penargetan iklan. Dengan memanfaatkan Machine Learning (ML), AI dapat membedakan antara perilaku pembelian, konversi aktual, dan tindakan eksplorasi, memungkinkan penargetan ulang prospek dengan kemungkinan konversi yang lebih tinggi.

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Corresponding Author :

Departemen Ilmu Komunikasi, FISIP Universitas

Muhammadiyah Luwuk.

Jl. KH. Ahmad Dahlan, Kabupaten Banggai

INTRODUCTION

In recent years, the landscape of marketing communication has undergone a profound transformation, largely propelled by the advent of artificial intelligence (AI) technologies. This metamorphosis is characterized by enhanced efficiency, personalized customer interactions, and the ability to glean actionable insights from vast datasets. As organizations increasingly harness AI capabilities, marketing communication strategies evolve to meet the dynamic expectations of consumers in an increasingly digital marketplace.

At the forefront of this transformation is the enhancement of operational efficiency. AI-driven tools automate myriad marketing processes, ranging from data analysis to content generation. By streamlining these processes, organizations can allocate resources more judiciously, thus enabling quicker responses to market trends and consumer behaviors. This heightened efficiency not only reduces operational costs but also allows businesses to capitalize on opportunities in real-time, ensuring they remain competitive in an ever-evolving digital landscape.

Moreover, AI technologies facilitate personalized customer interactions, which have become imperative in today's marketplace. By leveraging advanced algorithms and machine learning, organizations can analyse consumer data to

tailor communication strategies that resonate on an individual level. This personalization fosters deeper customer relationships and enhances brand loyalty, as consumers increasingly expect brands to cater to their specific preferences and needs. Consequently, marketing communication evolves from a broad-based approach to a more targeted and engaging dialogue, aligning closely with the modern consumer's expectations.

Furthermore, the ability to extract actionable insights from vast datasets represents another significant advantage of AI in marketing communication. Through sophisticated analytical tools, organizations can discern patterns and trends that would otherwise remain obscured. These insights empower marketers to make informed decisions, optimize campaigns, and predict consumer behaviour with greater accuracy. As a result, organizations can develop more effective strategies that not only meet current consumer demands but also anticipate future trends, maintaining a competitive edge in a rapidly changing environment.

AI-driven technology has indelibly transformed the marketing communication landscape. Enhanced efficiency, personalized customer interactions, and the capacity to derive meaningful insights from extensive data are hallmark features of this evolution. As organizations continue to

harness AI capabilities, marketing communication strategies will undoubtedly adapt, striving to meet the dynamic and increasingly sophisticated expectations of consumers in today's digital marketplace. This ongoing metamorphosis underscores the necessity for businesses to embrace technological advancements in order to thrive in an interconnected world.

One of the most significant advancements facilitated by AI is the shift towards hyper-personalization. Traditional marketing techniques often struggled to deliver tailored messages to individual consumers due to limitations in data analytics. However, with sophisticated algorithms and machine learning, marketing communication can now be personalized at an unprecedented scale. AI enables marketers to analyse consumer behaviour, preferences, and purchasing patterns, thereby allowing them to craft messages that resonate deeply with targeted segments. This individualized approach not only enhances customer engagement but also fosters brand loyalty by creating a more relevant and meaningful interaction.

Moreover, AI-driven technology has revolutionized the efficiency of communication channels. Automated systems, such as chatbots and virtual assistants, provide real-time responses to customer inquiries, thereby reducing response times and improving customer

satisfaction. These technologies are capable of handling vast volumes of interactions simultaneously, allowing businesses to maintain continuous engagement with their customers. As a result, organizations can allocate resources more effectively, focusing human talent on strategic initiatives while automated systems manage routine communications.

Furthermore, AI tools significantly enhance data analysis and performance measurement in marketing communication. Predictive analytics, powered by AI, enables marketers to forecast trends and consumer behaviour, thus informing and optimizing their strategies. As a result, marketers can make informed decisions based on real-time data, leading to more effective campaign management and improved return on investment (ROI). Enhanced analytics also facilitate the identification of emerging market opportunities and threats, allowing businesses to remain agile in a competitive environment.

The integration of AI-driven technology in marketing communication embodies a transformative shift towards hyper-personalization, operational efficiency, and data-driven decision-making. As organizations continue to embrace these advanced technologies, they are likely to foster deeper connections with their consumers and navigate the

complexities of the digital marketplace with greater agility. The ongoing evolution of marketing communication, underscored by the influence of AI, holds the potential to redefine the relationship between businesses and their clientele, heralding a new era of insightful and effective marketing strategies.

LITERATURE REVIEW

Marketing Communication

Marketing communication is a pivotal element in the landscape of modern business, encompassing the various channels and techniques employed to convey messages to target audiences. The significance of effective marketing communication cannot be overstated, as it not only facilitates the dissemination of information regarding products and services but also shapes brand perception and customer relationships.

At its core, marketing communication comprises a blend of advertising, public relations, sales promotions, and personal selling. Each of these components plays a unique role in crafting a cohesive narrative that resonates with consumers. Advertising extends the reach of a brand's messaging through paid media, while public relations enhance credibility by cultivating a positive image and engaging with stakeholders. Sales promotions incentivize purchases, and personal selling allows for tailored

interactions that can effectively address customer needs.

In an increasingly digital world, the landscape of marketing communication has evolved, incorporating social media, email marketing, and content marketing. The proliferation of digital platforms has transformed the way businesses interact with consumers, granting them the ability to provide real-time feedback and engage in meaningful dialogue. This shift underscores the importance of developing a strategic marketing communication plan that leverages various channels to ensure consistency and clarity in messaging.

To succeed in today's competitive environment, businesses must prioritize understanding their target audience. Effective marketing communication hinges on the ability to analyse consumer behaviour, preferences, and trends. By employing data-driven strategies, organizations can create tailored messages that resonate with their audience, ultimately fostering brand loyalty and driving sales.

In conclusion, marketing communication is an essential component of any successful business strategy. By integrating diverse messaging platforms and understanding audience dynamics, organizations can effectively convey their value propositions, enhance brand perceptions, and cultivate lasting relationships with consumers. As the business landscape continues to evolve,

the importance of adept marketing communication will remain a cornerstone of sustainable growth and competitive advantage.

Artificial intelligence

AI is a branch of computer science that empowers computers to understand and mimic human communication and behaviour. Leveraging data, AI has led to the creation of intelligent machines that think, respond, and perform tasks similar to humans. AI excels in specialized and technical activities, including robotics, speech and image recognition, natural language processing, problem-solving, and more. It encompasses a range of technologies designed to execute tasks requiring human intelligence. When integrated into standard commercial processes, these technologies can learn, act, and perform with human-like intelligence, thus saving both time and money in business transactions (D.C. Gkikas, P.K. Theodoridis, 2019; R. Toorajipour, V. Sohrabpour, A. Nazarpour, P. Oghazi, M. Fischl, 2021).

AI focuses on developing intelligent machines capable of thinking and acting like humans. It offers exceptional opportunities across a wide range of industries, evoking both excitement and apprehension. AI creates devices that can

mimic human thought and reaction, often referred to as the "next step" in the industrial revolution. Many believe that AI and Machine Learning (ML) provide solutions to numerous contemporary challenges and can even predict future problems. AI's potential extends to creating new technologies, industries, and environments. In essence, AI simulates human intelligence processes, including learning, reasoning, and, crucially, self-correction (C.M. Marinchak, E. Forrest, B. Hoanca, 2018; S. Elhajjar, S. Karam, S. Borna, 2021).

AI can analyse, understand, and make decisions based on existing user data, making it invaluable for market predictions and anticipating user behaviour. Known as data forecasting, this capability helps organizations worldwide refine their sales and marketing strategies to boost revenue. In marketing, most AI applications utilize Machine Learning (ML) to personalize product recommendations, identify the most effective promotional channels, estimate churn rates or customer lifetime value, and create better customer segments (R. Tiwari, S. Srivastava, R. Gera, 2020; D. Schiessl, H.B.A. Dias, J.C. Korelo, 2021).

Integrating Artificial intelligence in marketing communication

The emergence of artificial intelligence (AI) has revolutionized various sectors,

prominently including marketing communication. The integration of AI enables marketers to enhance the effectiveness and efficiency of their messaging strategies through data-driven insights and automation. This essay delineates the transformative impact of AI in marketing communication, focusing on customer engagement, personalization, and analytics.

One of the most significant advantages of AI in marketing communication is its capacity to enhance customer engagement. Intelligent algorithms analyse vast amounts of consumer data, allowing marketers to identify patterns and preferences with remarkable precision. This capability fosters a more responsive approach to customer inquiries and concerns through chatbots and virtual assistants, which operate 24/7. These tools not only facilitate immediate interaction but also provide consistent, personalized responses that enhance customer satisfaction and loyalty.

Moreover, AI plays a pivotal role in personalization, a critical element in effective marketing communication. By leveraging machine learning techniques, marketers can segment their audience based on behaviour, demographics, and past interactions. This segmentation enables the delivery of tailored content and targeted advertisements that resonate with individual consumer needs. Personalized

marketing campaigns, driven by AI, have been shown to significantly increase conversion rates, thereby maximizing return on investment.

In addition to engagement and personalization, AI enhances the analytics aspect of marketing communication. Traditional methods of data analysis often fall short in processing the extensive datasets generated in the digital age. AI-driven analytics tools provide real-time insights into campaign performance, enabling marketers to make informed decisions swiftly. These insights aid in optimizing marketing strategies by identifying successful elements and areas needing improvement, ultimately leading to more effective communication efforts.

In conclusion, artificial intelligence has become an indispensable asset in marketing communication, driving innovation and efficiency. Through enhanced customer engagement, personalized experiences, and advanced analytics, AI equips marketers with the tools necessary to navigate the complexities of modern consumer behaviour. As technology continues to evolve, the integration of AI in marketing communication will undoubtedly further refine and redefine the ways brands connect with their audiences.

AI is an intriguing and state-of-the-art technology that enhances a company's content strategy. This umbrella term covers

various technologies such as natural language processing, Machine Learning (ML), deep learning, computer vision, and more. ML, in particular, has a substantial impact on digital marketing due to its ability to analyse data and provide valuable analytical tools. Consequently, it aids marketing teams in performing needs-based analyses. Businesses that utilize AI tools can save time and focus on other aspects of digital marketing. AI represents a vast, ever-evolving technological frontier with significant implications. Therefore, embracing AI in digital marketing is recommended to foster innovation and boost productivity in the coming years (V. Devang, S. Chintan, T. Gunjan, R. Krupa, 2019; A. Capatina, M. Kachour, J. Lichy, A. Micu, A.E. Micu, F. Codignola, 2020).

AI empowers marketers to gain deeper insights into consumer behaviour and effectively guide customers through their journey, ensuring an optimal experience. By thoroughly analysing consumer data, marketers can increase ROI and avoid spending on ineffective campaigns, focusing instead on what customers truly desire. This eliminates time wasted on unengaging advertisements that may annoy clients. AI personalizes marketing in various ways, with many companies already using it to tailor their websites, emails, social media posts, videos, and other content to better meet customer

demands. One of the primary objectives of AI is to automate tasks that previously required human intelligence. This reduction in labour resources needed by an organization for project execution, or the time individuals spend on routine tasks, leads to significant efficiency gains (A. Murgai, 2018; P. Khokhar, 2019).

METHOD

As part of this literature-based evaluation, a thorough review of several articles, blogs, and books on artificial intelligence in marketing communication was conducted. The authors critically analysed these publications in relation to the research question. This literature review provides a comprehensive overview of the current state of research on the topic. The paper categorizes key concepts related to AI in marketing communication and follows a structured approach. This study addresses the research questions and offers an in-depth discussion on AI for marketing.

Brands are leveraging AI to personalize marketing communication emails based on consumer preferences and behaviour, aiming to boost engagement and drive conversions. AI automates the segmentation process, delivering personalized content through email, SMS messaging, and in-app notifications tailored to each recipient's lifecycle stage. Although AI can enhance the effectiveness of cyber-

attack techniques like spear-phishing by bypassing labour constraints, it is often seen as a privacy threat. However, AI can also help protect privacy and the ownership of private data and its derivatives. Policymakers must strike a balance between preventing the misuse of powerful AI tools and fostering innovation (R. Grandinetti, 2020; P. Mikalef, K. Conboy, J. Krogstie, 2021). The primary research objectives of this paper are: (1) investigating the specific utilities of AI in various marketing communication segments; (2) exploring various AI-based transformations for marketing communication sectors; (3) identifying and discussing significant AI applications for marketing communication

FINDING AND DISCUSSION

1. Investigating the specific utilities of AI in various marketing communication segments

The primary marketing communication segments of AI initiatives, including pricing, strategy and planning, product, promotion, and place management, have played a crucial role in applying AI-based systems to marketing communication scenarios. Additionally, critical issues such as targeting and positioning, contextual situations, and thinking models related to product design and end-customer

needs have been identified as essential aspects of AI applications in marketing communication (R. Han, H.K. Lam, Y. Zhan, Y. Wang, Y.K. Dwivedi, K.H. Tan, 2021; Z. Lai, L. Yu, 2021).

Marketers leverage AI to boost client demand by enhancing the user experience through integrated machine intelligence applications. These applications track purchases, including their location and timing. By analysing this data, AI delivers customized marketing messages to customers. When users visit nearby retailers, they receive suggestions and special offers designed to increase their average order value (A.T. Rizvi, A. Haleem, S. Bahl, M. Javaid, 2021; Y. Liu, W. Chen, (2021).

Marketing communication provides a company with a competitive edge through an integrated approach to system automation. The AI marketing communication approach enhances decision-making and client micromanagement. Data is essential for refining the patterns of material recommended to customers by Machine Learning (ML) algorithms. Programmatic media bidding is an automated process for buying and selling online advertising ads. These computer-based models leverage ML traits, utilize audience data, and display relevant advertisements to targeted

buyers (S. Bhattacharjee, 2019; G.Z. Karimova, V.P. Goby, 2020).

The integration of AI algorithms and Machine Learning (ML) in assisting models significantly reduces the risk of human error, ensures efficient use of audience data, and scales display advertising. People prefer to see ads that are relevant to their interests or address their concerns. By developing targeted ad strategies for the right customer groups, marketers can engage with the ideal consumer segments who are most likely to respond positively to the advertisements presented to them. This is achieved by leveraging the advanced capabilities of AI models and algorithms (E. Hermann, 2021; K.L.A. Yau, N.M. Saad, Y.W. Chong, 2021).

AI-driven technology in marketing communication empowers marketers to create targeted marketing campaigns through ad targeting. By utilizing Machine Learning (ML), AI can differentiate between purchasing behaviour, actual conversions, and exploratory actions, enabling the retargeting of prospects with a higher likelihood of conversion. One remarkable AI-driven tool in marketing communication is facial recognition software, which helps track customers' in-store visits and link their images to social media profiles. When combined

with AI-powered smart notifications, these advanced technologies send real-time discount offers and welcoming messages to each visitor, resulting in a highly customized user experience (U. Kose, S. Sert, 2016; J. Ciuffo, 2019).

When paired with high-quality market research data, AI-driven technology in marketing communication becomes a powerful tool for businesses, allowing them to accomplish a diverse array of tasks. One prominent application is the segmentation of target groups. AI-driven technology performs this function significantly faster and more efficiently than humans (J. Crunk, M.M. North, 2007; S. Puntoni, R.W. Reczek, M. Giesler, S. Botti, 2021).

By conducting deeper investigations, businesses can offer more personalized deals to their target audiences, which are more likely to be accepted. The rapid advancement of new technologies of AI-driven technology in marketing communication has prompted many industry leaders to transition to a more advanced and efficient domain, where AI has firmly established itself as an invaluable tool. Organizations that leverage AI have a greater chance of staying ahead of the competition in multiple ways (C. Hildebrand, 2019; C. Prentice, S. Dominique Lopes, X. Wang, 2021).

AI-driven technology in marketing communication enables marketers to accurately determine which customers to target and who to include or exclude from campaigns. This precision ensures that customers are better matched with products they are likely to purchase, while irrelevant or out-of-stock items are avoided. Brands can offer personalized deals and exceptional customer service to each consumer. Predictive marketing analytics is one method firms use to achieve this with AI (K.M. Vladimirovich, 2020; Shovo, N., 2021). By analysing data from past occurrences, AI-driven technology in marketing advertisement can reliably predict future performance based on various parameters. Understanding what individuals value most allows for more meaningful recommendations. However, most AI-based customization solutions are designed top-down and tailored to the individual rather than a group. The ability to use AI to forecast the success of marketing initiatives and enhance user experiences is a significant technical trend that will continue for many years (C. Pitt, T. Eriksson, A. Dabirian, J. Vella, 2018; M.S. Ullal, I.T. Hawaldar, M. Suhan, N. Joseph, 2020).

AI-driven technology in marketing communication is driving the evolution of conversational search queries and

algorithms, prompting search engine marketers and content developers to adapt. In marketing automation, AI can free up valuable time for human marketers by swiftly creating more focused marketing materials that convert better with clients. However, major social networks have strongly opposed certain AI-driven practices by marketers on their platforms. AI allows consumers to interact with customer support bots for questions that don't require a phone call or a full human discussion. Millions of people worldwide use disappearing messaging services for personal contact with friends, as well as marketers seeking to engage with consumers more genuinely and intimately. With the power of AI, brands can connect with individuals in unique and personal ways where audiences spend their time online, particularly on social media (J. Kietzmann, J. Paschen, E. Treen, 2018; Q. Andr'e, Z. Carmon, K. Wertenbroch, A. Crum, D. Frank, W. Goldstein, H. Yang, 2018).

Additional tools like HubSpot's software can assist with task management by automating specific emails through a streamlined process. While the low cost and high efficiency of AI are enticing, there are limitations to what AI can replicate. To initiate AI marketing, marketers need access to

substantial amounts of data. However, many marketing teams lack the necessary data science and AI expertise, making it challenging to handle large datasets and extract meaningful insights (E.G. Popkova, K. Gulzat, 2019; R. Ashima, A. Haleem, S. Bahl, M. Javaid, S.K. Mahla, S. Singh, 2021). To successfully launch AI programs, enterprises should partner with third-party organizations that specialize in data collection and analysis. This collaboration will help train AI systems and ensure ongoing maintenance. As Machine Learning (ML) systems process more data, they will learn to make accurate and effective decisions. Process intelligence technology will provide businesses with real-time, precise, and comprehensive insights into their operations, enabling them to monitor and optimize their processes (C. Dirican, 2015; M. Haenlein, A. Kaplan, 2019).

This approach enables marketing teams to target the right channels cost-effectively. Programmatic buying exemplifies how Machine Learning (ML) enhances marketing flexibility to align with clients' evolving needs and interests. Different consumers respond to various messages across channels—some might be swayed by emotional appeals, others by humour, and still

others by logic. ML and AI can track which messages customers have reacted to, helping to build a more detailed user profile (S. Chatterjee, B. Nguyen, S.K. Ghosh, K.K. Bhattacharjee, S. Chaudhuri, 2020; W. Basri, 2020). Marketing teams can send users more personalized communications based on their preferences. However, if the data is not standardized and error-free, the insights will be useless, and AI algorithms might make decisions that negatively impact marketing efforts. Therefore, marketing teams must collaborate with data management teams and other business units to establish data cleansing and maintenance processes before implementing AI marketing strategies (D.L. Olstad, J. Lee, 2020; A. Akyüz, K. Mavnacıoğlu, 2021).

AI-driven technology in marketing communication encompasses computational technologies capable of performing specific tasks traditionally requiring human intelligence. This technology is advancing rapidly, mirroring the exponential growth in database technology. Databases have become essential infrastructure, driving enterprise-level applications (N. Shah, S. Engineer, N. Bhagat, H. Chauhan, M. Shah, 2020; C. Prentice, S. Dominique Lopes, X. Wang, 2020). Big data and AI share a distinct connection, with recent

advancements in AI development largely driven by Machine Learning (ML). AI chatbots can be trained on data sets containing text records of human conversations from messenger apps, enabling them to comprehend and respond appropriately. AI is capable of identifying patterns in vast data sets that are beyond the scope of human vision. For instance, computer models can determine an individual's personality traits more accurately than their friends, solely based on the Facebook posts the individual liked (S. Zulaikha, H. Mohamed, M. Kurniawati, S. Rusgianto, S.A. Rusmita, 2020; M. Javaid, A. Haleem, R.P. Singh, R. Suman, 2021).

2. Exploring various AI-based transformations for AI-driven technology in marketing communication sectors

AI-based transformations have significantly enhanced the impact and appeal of the marketing domain. Various AI technologies are employed to address marketing challenges in today's competitive and advanced marketing landscape. Additionally, tasks such as data collection, comprehensive market analysis, digitalization through AI strategies, in-depth customer insights, research, and finalizing market needs are integral to implementing AI for effective

market strategies (V. Kaartemo, A. Helkkula, (2018; Y. An, J. An, S. Cho, 2021).

Marketers can leverage AI technology to spot trends and make future predictions. By analysing this data, they can make informed decisions on budget allocation and target audience selection. This allows brands to reduce spending on digital advertising and focus more on high-value tasks (D. Dumitriu, M.A.M. Popescu, 2020; E. Hermann, (2021). From the initial planning to the conversion and customer loyalty phases, AI is crucial for the success of any marketing campaign. Therefore, companies that fully harness AI capabilities will achieve a competitive edge (P. Mikalef, S.O. Fjørtoft, H.Y. Torvatn, 2019; S. Rodgers, 2021). Machines replicating cognitive functions associated with the human mind, particularly learning and problem-solving, have been developed. By analysing user data and helping marketers understand user intent, AI assists in navigating the dynamic world of content marketing. Marketers can leverage AI to generate content for straightforward stories, such as stock updates and sports reports (M. Zeeshan, K. Saxena, 2019; E.A. Albinali, A. Hamdan, 2020).

AI can also be employed to automate the search for software security vulnerabilities. Software designers can utilize AI to test for security flaws in their products, much like how malicious actors search for undiscovered exploits in operating systems. When selecting an AI tool, it is crucial to consider the level of transparency needed to understand why a particular decision was made by the AI platform. Depending on the algorithm, marketing teams might receive a clear report detailing the reasons behind a decision and the data that influenced it. Conversely, systems that employ deep learning at a higher level may not always provide definitive reasoning (K. Siau, 2017; A. Guha, D. Grewal, P.K. Kopalle, M. Haenlein, M.J. Schneider, H. Jung, G. Hawkins, 2021). AI algorithms learn from data to create valuable predictive tools, with the AI output being distinct from the original training data. Consequently, to fully manage the data and its value, related assets must also be controlled. The infrastructure supporting the collection, storage, and analysis of big data should be treated as an asset, similar to other industries. Additionally, certain sectors, such as banking, have systemic implications and require heightened protection due to third-party connections

(T. Ribeiro, J.L. Reis, 2020; J.L. Ruiz-Real, J. Uribe-Toril, J.A. Torres, J. De Pablo, 2021).

AI systems are constantly operating behind the scenes of popular products and services like Netflix, Amazon, and Google. In recent years, AI has also been integrated into marketing, helping companies enhance every aspect of the customer experience. Moreover, resources that were once exclusive to large corporations have now become affordable and accessible to medium- and small-sized businesses (K. Oosthuizen, E. Botha, J. Robertson, M. Montecchi, 2021; M. Kupec, D. Jakubíková, V. Kupec, 2021). To enhance consumer behaviour insights, create and understand more sophisticated buyer segments, streamline marketing automation, content creation, and improve sales forecasting, neural networks are developing dynamic tools for marketers. These tools enable the processing of large data sets, providing deeper insights. Marketers can utilize predictive analytics to forecast campaign outcomes by identifying patterns from previous campaigns. Although neural networks have existed for some time, the increasing demand to process Big Data has made these systems significantly

more dynamic and intelligent (F.M. Mgiba, 2020; A. Hassan, 2021).

AI can understand advertising needs and recommend an appropriate target audience. The algorithms analyze user information such as age, gender, demographics, interests, and other crucial data to identify the best audience for a specific brand. The way people search for information on the internet has evolved, especially with the rise of voice search devices. As a result, Machine Learning (ML) will become more precise in the coming years due to this additional input (G. Zeba, M. Dabić, M. Ćiĉak, T. Daim, H. Yalcin, 2021; L. Mo, L. Yang, 2022). Deep learning, like Machine Learning (ML) models, utilizes over a million data points to assess the validity of predictions. As a self-learning system, deep learning requires no human intervention, and the results can be used immediately. Marketing campaigns leverage various mediums to promote products and services, adhering to specific themes and messages that help position a brand in the market, drive top-of-the-funnel engagement, and generate a pipeline for the business (J.E. Pelet, E. Lick, B. Taieb, 2019; V.R. Palanivelu, B. Vasanthi, 2020).

AI technology can aggregate and analyse data from various platforms to

draw insights and facilitate data-driven decision-making. Traditional marketing has undergone a radical transformation as power has shifted from industry to consumer. Companies are significantly increasing their interest in and marketing spending on systems designed to capture, process, and utilize vast amounts of business and consumer data (R. Perez-Vega, V. Kaartemo, C.R. Lages, N.B. Razavi, J. M^oannist^o, 2021; X. Luo, M.S. Qin, Z. Fang, Z. Qu, 2021). With AI solutions, marketers can gain insights into customer perceptions, thoughts, and feelings about their brands. The influx of social media data allows marketers to truly grasp customer sentiments. Forward-thinking marketers can utilize this data in real-time to swiftly adjust messaging or branding for optimal effectiveness. While there are various methods for optimizing digital advertising and account-based marketing, AI solutions enable marketers to delve deeper, providing more profound insights and analysis (F.D. Ergen, 2021; R.T. Dharmaputra, Y. Fernando, G. Aryshandy, R.B. Ikhsan, 2021).

Business concepts have evolved from the assembly and promotion era to the era of connection and intelligence (M.I. Maksimov, F.V. Akulinin, V.V. Velikorossov, I.A. Mayorova, A.K.

Zaharov, G. O. Zhanguttina, 2020; R.T. Dharmaputra, Y. Fernando, G. Aryshandy, R.B. Ikhsan, 2021). Over the years, advancements in computer science have fundamentally reshaped the notions of ideas, innovation, and inventions, prompting further evolution of business models. The Internet of Things (IoT) has revolutionized data handling. These devices not only provide greater access to consumer data but also track and record user interactions, making them smarter.

As IoT technology research progresses, businesses are leveraging it to interpret data collected from IoT devices for improvement and growth. Enhanced understanding of the market and customers can boost any business's productivity. Additionally, IoT devices can enhance efficiency during product development (A. Micu, A. Capatina, A.E. Micu, 2018; S. Caner, F. Bhatti, 2020).

AI is poised to significantly impact data transparency and security in the coming years. As customers become more aware of the extent of data collection by organizations, they will demand greater transparency regarding what data is gathered, how it is used, and how it is protected. AI-powered marketing tools optimize many companies' email marketing campaigns

by determining the best times to send personalized emails and selecting the most appropriate content or product recommendations for different segments. These tools ensure that the most relevant content is delivered at the most effective times (R. Wang, J. Luo, S.S. Huang, 2020; G. Granata, V. Palumbo, 2022). AI also aids in identifying top-performing content, planning future content, repurposing existing content, and optimizing distribution. The integration of automation, data analytics, and natural language processing is already streamlining operations and enhancing efficiencies across various industries.

3. Identifying and discussing significant AI applications for marketing

AI is used in marketing campaigns across diverse industries, including finance, government, healthcare, entertainment, retail, and more. Each use case results in different outcomes, such as enhanced campaign performance, improved customer experiences, or increased efficiency in marketing operations. Through programmatic advertising, marketers leverage AI to tackle various challenges. Programmatic platforms use Machine Learning (ML) to bid on real-time ad space relevant to target audiences. Additionally, AI can

help reduce errors in marketing processes (S. Thomassey, X. Zeng, 2018; V. Sohrabpour, P. Oghazi, R. Toorajipour, A. Nazarpour, 2021). With proper supervision and instruction, AI can perform specialized tasks more efficiently than humans. AI is likely to yield a higher return on investment by significantly accelerating marketing campaigns, reducing costs, and enhancing efficiency. This technology can conduct tactical data analysis faster than humans and utilize Machine Learning (ML) to make quick decisions based on campaign and customer context. By doing so, it frees up time for team members to concentrate on strategic projects, which can then inform AI-powered marketing. Marketers can leverage real-time analytics to make better media choices, instead of waiting until the end of a campaign to make AI-driven decisions (S. Daskou, E.E. Mangina, 2003; O. Si ğırcı, 2021). Table 1 discusses the significant applications of AI applications for marketing.

AI for marketing is an excellent method for predicting customer behaviour and enhancing the customer journey through the integration of customer data. With advancements in AI, businesses have even more powerful tools at their disposal. This technology helps develop more effective marketing

strategies, improves the customer journey, and transforms how firms attract, nurture, and convert prospects (O. Allal-Ch´erif, V. Sim´on-Moya, A.C.C. Ballester, 2021; B. Neuhofer, B. Magnus, K. Celuch, 2021). Marketers leverage AI to segment clients into key groups based on specific niches. AI content production governs machine-generated content and automated personalization throughout the customer journey. AI-powered content curation helps us better engage visitors by providing relevant material and added value while showcasing industry expertise. It can be used for various purposes, including tailoring messages and making more accurate consumer recommendations (B. Neuhofer, B. Magnus, K. Celuch, 2021; P.S. Varsha, S. Akter, A. Kumar, S. Gochhait, B. Patagundi, 2021).

AI applications in marketing enable the customization of a website's or app's services and content, paving the way for personalized marketing campaigns and meaningful consumer engagement. AI chatbots, which continuously improve using Machine Learning (ML), offer vast adaptability and intelligence, providing users with a more lifelike experience. These chatbots benefit organizations by serving as excellent data collection tools, significantly

reducing personnel needs and lowering barriers. Businesses employ dynamic pricing modules to determine optimal prices for their products or services, remaining competitive and boosting profitability swiftly. AI-controlled dynamic pricing modules allow for precise pricing, even for short durations. This is one of the most profitable AI applications in marketing (J.W. Jo, 2020; F. Rabby, R. Chimhundu, R. Hassan, 2021). In marketing, AI is extremely useful in carrying out retargeting methods. AI continually monitors prospects' behaviour and buying history and discovers patterns using ML and deep learning algorithms (R. Vinuesa, H. Azizpour, I. Leite, M. Balaam, V. Dignum, S. Domisch, F. Fuso Nerini, 2020; F. Wu, C. Lu, M. Zhu, H. Chen, J. Zhu, K. Yu, Y. Pan, 2020).

Iterative processing and pattern-learning algorithms enable AI to capture vast amounts of data quickly. Various AI subfields function uniquely, with Machine Learning (ML) focusing on how computers emulate or execute human learning behaviors to gain new knowledge or skills and continuously reorganize existing knowledge structures for improved performance. AI's ability to adapt to the constantly changing interests and trends of

individuals makes it highly advantageous. Client personas may shift as trends evolve, even if core personality traits remain consistent. AI automation can streamline the organization of this dynamic information, allowing marketing teams to stay on top of ever-changing trends and fads. This ensures they can target clients and potential customers with relevant, up-to-date, and personalized content.

AI has become an ideal enabler for marketing and sales professionals, effectively processing and utilizing vast volumes of available data. It automates the creation of analytical models, uncovers hidden insights, and employs cognitive reasoning to adjust program actions. Machine Learning (ML) allows marketers to complete the big picture by integrating all the data to create a mission-critical consumer image in real time. It uses automated cognitive processes to solve complex, data-rich challenges and algorithms to initiate data-driven actions. ML helps discover patterns, trends, and insights, and then automatically acts on those findings to create micro-targeted campaigns. Additionally, it accelerates the entire sales funnel by predicting which prospects will convert, thus optimizing sales efforts.

AI in business can gather and analyse vast amounts of data, drive consumer insights, and enable quick, efficient decision-making. When combined with big data, IoT, and the human brain's capabilities, AI has the potential to push the boundaries of marketing. It allows businesses to collect data, conduct deeper analyses, and act on practical information. Investing in AI could be highly beneficial for a professional career in marketing. Deep learning is a core component of marketing AI. It involves algorithms inspired by the human brain's neural networks. These algorithms "teach" computers to understand user queries, text, images, and speech patterns. The computer then applies this knowledge to provide relevant, helpful answers and solutions based on users' needs. With AI-driven deep learning, brands can respond more effectively to user demands and create highly relevant content and ads.

AI-driven digital marketing and data analysis strategies surpass human capabilities in efficiency and accuracy. They enable personalized user experiences, boost engagement, and enhance eCommerce sales. AI collects, analyses, and predicts user behaviour, allowing brands to target advertisements based on individual preferences. AI is a

valuable tool in content marketing and is likely to become central to future content development. While there is still progress to be made before AI can operate entirely autonomously, the collaboration between AI and humans can significantly reduce costs, improve efficiency, and increase organizational productivity. Integrating AI into traditional analytics can unlock a new realm of possibilities, with recent applications including understanding, explaining, and predicting consumer behaviour.

AI technologies leverage advanced computational techniques and cutting-edge computing power to analyse large data sets and extract valuable insights from accumulated data. In the realm of email marketing campaigns, AI can streamline, enhance, and simplify the process. Initially, digital marketing strategists were sceptical of AI's role in digital marketing. However, as technology evolves and marketing becomes more intuitive, the focus has shifted to AI's practical applications, making it an integral part of digital marketing. Several successful brands have already adopted AI tools as part of their digital marketing strategies, using AI to guide customers to relevant products and services. Machine Learning (ML) has advanced to the point

where it can quickly comprehend customer behaviour. Consequently, this rapid, predictive behaviour helps marketers make informed decisions and address future challenges using the collected data.

AI tools utilize natural language generation to craft email subject lines more effectively than humans. By understanding a brand's voice through the data it collects and uses for training, AI, powered by deep learning, generates email copy that resonates with customer segments, individuals, and target audiences. This innovation allows for personalized email content recommendations at an individual level, boosting conversions and engagement. Machine Learning (ML) and AI are widely used in business and marketing, enabling decision-makers to extract valuable insights from vast amounts of data and stay ahead of emerging trends. AI helps businesses navigate and analyse rapid market fluctuations, allowing them to optimize their product mix and predict trends effectively.

. Modern marketing relies heavily on a deep understanding of customer demands and preferences, as well as the ability to act quickly and effectively on that knowledge. Due to its capability to make real-time, data-driven decisions, AI has gained traction among marketing

stakeholders. However, marketers must exercise caution when integrating AI into their campaigns and processes. The research and application of AI tools are still in the early stages. Consequently, a few concerns should be addressed when incorporating AI into marketing. AI initially lacks the understanding of which activities to perform to achieve marketing goals. It requires time and instruction to learn about the company's objectives, customer preferences, historical patterns, and the overall context to gain proficiency.

Marketing teams must ensure that businesses use customer data responsibly and comply with regulations. This can be challenging when it comes to AI. If the technologies are not specifically designed to adhere to certain legal requirements, they might overstep permissible boundaries when using customer data for personalization. While AI in marketing is expanding, it also faces significant obstacles. AI is built to process vast amounts of data and perform a range of computations. Machine Learning (ML) and deep learning, as AI components, require robust hardware and substantial computing power to execute calculations swiftly. Although AI is no longer a groundbreaking concept among technology enthusiasts, researchers, and

students, only a few individuals fully understand its potential and benefits.

There are significant competence disparities in the field of AI, and these skill gaps are widening. While data science courses focusing on AI development have become more common, the increase in interest in AI has been modest. More talented individuals are needed for every company to successfully adopt AI. For many, AI remains a novel technology, making it challenging for them to trust AI systems. People are hesitant to trust AI if they do not understand how the algorithms make decisions. If AI systems are not trained on high-quality, timely, and representative data, they will make poor decisions that do not align with user preferences, reducing the tool's effectiveness. Additionally, consumers and regulatory authorities are increasingly scrutinizing how businesses use their data.

CONCLUSION

AI-driven technology in marketing communication can create a more personalised brand experience, making cultivating user engagement and loyalty easier. Marketers use language-based AI as sales tools, payment processors, and engagement managers to improve the user

experience. Instead of figuring out the purchase process independently, customers can now rely on chatbots to do it for them. Language-based AI is rapidly improving, “learning” from previous experiences and automatically optimising to create an even better experience the next time. It can assist marketers by identifying relevant content that users want to read. Personalising content through observation, data collection, and analysis is now possible with the help of AI. This technology in digital marketing assists marketers with email campaigns, allowing them to maximise results. Email marketing is one of the digital marketing services that help reach the target audience at the right time and ensure relevant conversion strategies. Analysing data is the most critical advantage of AI in marketing. This technology will analyse massive amounts of data and provide marketers with real-world and actionable insights. Marketers may use AI to evaluate consumer behaviours and patterns, anticipate future results, and adjust advertising appropriately. It uses data, statistical algorithms, and cutting-edge AI technology to forecast future trends. As AI systems examine more data, they learn how to enhance their results and deliver the best answers over time. AI-powered ML algorithms can analyse massive amounts of historical consumer data to identify which

advertisements are appropriate for clients and at what stage of the purchasing process. AI will give marketers the optimisation benefits of deploying content at the perfect moment by utilising trends and data. ML is a process that uses observations or data, such as direct experience, or instruction, to recognise patterns in data that allow you to make better decisions in the future. ML aims to enable computers to learn automatically “on their own,” without human intervention or assistance so that systems can adjust their actions accordingly. In the future, marketers can use AI to create personalised experiences for their customers and develop marketing analytics techniques to target potential customers. . Every interaction a prospect or consumer has with a product or solution is recorded and used to improve the product or service in the future. There will be a better time for marketers to start experimenting with AI strategies to help them create highly personalised experiences for their customers. With AI poised to continue growing across all industries and segments, marketers should dedicate time and resources to experiment with strategies and ensure their marketing organisation is set up for continued success, both now and in the future.

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