



THE IMPACT OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING

Author: Swati

School of Business, Galgotias University
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ABSTRACT

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Author: Swati (30-12-1999)

Title: The Impact of Artificial Intelligence on Digital Marketing

Keywords: Artificial Intelligence (AI) Machine learning
(ML) Searchengine optimization (SEO)

Research question How does AI affect digital marketing?

Purpose: This study seeks to evaluate how companies utilize AI to enhance performance by investigating the impact of AI on digital marketing.

Method: The study utilizes a qualitative, inductive approach and involves semi-structured interviews as well as template analysis for data analysis.

• **INTRODUCTION**

The lack of knowledge about AI among business leaders in the US was highlighted in 2017. AI refers to a system's ability to learn from external inputs and adapt to achieve performance goals, and has great potential in marketing, with the potential to increase global GDP by 14% by 2030. The use of AI in marketing has led to improved revenue growth and personalized customer experiences. Companies must integrate AI into their marketing strategies to remain competitive. The industrial advancement of digital marketing is due to big data and the search for intelligent applications, and AI plays a key role in creating new business opportunities. Given its prevalence in business, this study focuses on the practical applications of automation and AI in digital marketing.

• **RESEARCH OBJECTIVES**

- i. The study examines the impact of AI on digital marketing and how it enhances companies' performance.
- ii. It contributes to existing theories on AI in digital marketing by exploring its current uses in the industry.
- iii. The study analyzes AI's influence on digital marketing and how companies are utilizing this technology to improve their marketing strategies.

• **LITERATURE REVIEW**

The article discusses several topics related to technology and marketing, including Artificial Intelligence, Machine Learning, Deep Learning, Digital Marketing, Search Engine Optimization, and Social Media Marketing. AI is the field of study that involves developing machines that can perform tasks that typically require human intelligence, while Machine Learning enables computers to adapt autonomously to new situations. Deep Learning is a subtype of AI used for tasks such as real-time web ads, speech-to-text conversion, autonomous driving, and more. Digital marketing refers to the process of promoting products and services through digital channels, while Search Engine Optimization is the practice of optimizing a website to increase organic web traffic and achieve higher rankings in search engine results pages. Lastly, Social Media Marketing is a transformational tool that has resulted in significant changes in the business world.

• **RESEARCH METHODOLOGY**

a. Approach

The research methodology of this paper involves a qualitative approach, which focuses on one-to-one semi-structured interviews as the primary data collection method

b. Data collection

This thesis is based on an inductive research approach that is exploratory in nature, as there is limited information available on the application of AI in digital marketing. Qualitative interviews are used to investigate the effects

of AI on digital marketing, with two different categories of experts being interviewed: AI specialists and marketing professionals. The study aims to explore the knowledge value of one discipline absorbed into another, and therefore, the interviewees are chosen based on their expertise in AI and marketing.

c. Primary data

In this study, primary data were mainly obtained by conducting semi-structured interviews with six participants, including three AI experts and three marketing professionals. The authors prepared topics for discussion in advance of the interviews, which allowed for structured questions while also giving participants flexibility in their responses. Audio recordings of the interviews were taken, and due to the Covid-19 pandemic, the interviews were conducted online. The interview questions were designed to cover the theories related to the impact of AI on digital marketing.

d. Secondary data

The authors of the thesis have reviewed existing literature to make it relevant and up-to-date. They define literature as data that can be transferred across time and place, examined for purposes other than their original intention, and backed up by tangible evidence.

• FINDINGS

This section provides a more collaborative and detailed account of the research data findings.

a. Analysis of the Interview with Marketers

This template analysis provides a framework for analyzing the interview data with marketers, highlighting their backgrounds, knowledge, and experiences in digital marketing and artificial intelligence. It also identifies the potential impact of AI on marketers' responsibilities and the decisions that could be aided by AI development, including targeting and marketing campaigns, AI technologies being implemented, reaching marketing goals, and skills for implementing marketing automation.

b. Analysis of the Interview with AI experts

The interview analysis with AI experts covered their views on the relationship between artificial intelligence and digital marketing, including the benefits of using AI in inbound marketing, content marketing, and target marketing ads. It also discussed the skills and experiences necessary for marketing automation and the aspects of digital marketing that can benefit from AI and machine learning. The experts highlighted the long-term benefits of AI for marketing firms, consumers, and communities, emphasizing the importance of understanding how advertisements connect to data collection and formulating the right rules to control data gathered through AI.

• CONCLUSION

In conclusion, this study emphasizes the potential of digital marketing, particularly the use of artificial intelligence

and market automation, to improve marketing outcomes and drive positive business performance. While there are concerns about losing control over campaigns, it is essential to embrace AI skills and integrate them into marketing systems to remain competitive in the future. Technological advances will play a vital role in shaping the future of marketing, and marketers need to understand how AI technology can be used to sell products and achieve marketing goals. With careful monitoring, digital marketing is changing for the better, and the use of AI technology is becoming a competitive imperative

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