

EXPLORING SYNERGY: A STUDY OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING

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ABSTRACT

Purpose: This study Explores synergy of artificial intelligence in digital marketing trading of products and services with the help of social media, internet using new technology like artificial intelligence tool . Artificial intelligence will help to producer to sell goods in better Way. To know the impact of AI this study is more important.

Design: This paper is about information gathered from literature review using google scholar ,Research gate , journals.

Finding: AI helps to the firm to get quick feedback, suggestions to the company , companies can take various management decision by using AI tools .Many online business uses AI tool. There are many AI tool available like Brand 24,Jasper Ai ,Surfer SEO Market muse helps to the firm to get information regarding sales, competitor ,customer feedback and queries.

Keywords: Artificial Intelligence, Digital Marketing, Management Decision, Social Media.

I. INTRODUCTION

Today we are in the era of rapid improvement of technology using artificial intelligence AI and digital marketing presents vital opportunity for new innovation and growth this synergy enables marketer to AI capable in data analysis customer insights and predictive modelling to create more targeted personalise strategies AI facilitate integration in to digital ,marketing process , how business can retain customer and audience . By examining case study literature review technological advantages and application this study will provide a complete overview of how AI is not only enhancing but also redefining the future of digital marketing.

II. RELATED RESEARCH WORK ON EXPLORING SYNERGY

A study of Artificial intelligence in digital marketing

Table 1: Related publication on Artificial intelligence in digital marketing.

Sl no	Focus /area	contribution	References
01	How Artificial Intelligence is transforming the user Experience in digital marketing	Above study focus on the online marketing business how they make customer experience made better using artificial intelligence tools this study focus on Ai positive and negative impact	S Kaperonis et al,2024
02	Application of Artificial intelligence technology in modern digital marketing technology	This paper focus on the online marketers to implement Ai tool in their business and it studies the impact of AI tool in online business	K Nair ,et al 2021
03	The impact of artificial intelligence AI on digital marketing	Paper focuses on how artificial intelligence will help to take advertising decision , managing decision ,predictive study marketing automation and it	DR L Bhuvaneshwari et,all,2024

		examines the trends and future AI and its tool	
04	Exploring the role of artificial intelligence in digital marketing strategy	This study has done quantitative research using 115 participants and they come to conclusion there is a positive relationship between the artificial intelligence in digital marketing strategies	Javad tauheed ,etal,2024
05	The impact of artificial intelligence on Digital marketing strategies : A study of small and medium sized enterprises in JORDAN	This study focuses on the study of hotel management in Jordan how they use artificial intelligence for customer data , marketing segmentation , customer engagement recommendation it focuses on the digital marketing in the hotel industry ,hospitality .	Mahmoud abdel, et al,2024
06	The role of Artificial intelligence application in supporting Digital Marketing strategy via Social network	The utilization of AI tool in social marketing social networking its utilization in the decision making detailed marketing strategies involved in social marketing are studies	Layla , et ,al,2024
07	The Role of AI in modern Marketing practices : A multi method study of how Ai can be integrated into the strategic and creative process of marketing creation and the perception of Swedish consumers	This study relies on the customer feedback customer response related to AI in Swedish	Alm Jacob ,2024
08	A survey on the use of artificial intelligence AI enabled techniques in digital marketing	This study focuses on the impact of Ai in the modern digital marketing field	SP Paul, et,al ,2024
09	A new artificial intelligence based strategy for digital marketing reinforcement	This study deals with the strategies used in machine learning deep learning used to digital marketing	M boujrad, etal,2024
10	Artificial intelligence in digital Marketing : insights from a comprehensive review	Digital marketing trends are recorded in the minds of every organiser it deals with the marketing strategies	Christos ziakis

III. RESEARCH OBJECTIVE

It analyse various artificial intelligence tool used in business for customer feedback for collection of data. It explores emerging trend and future innovation in Ai for digital marketing.

To analyse how AI tool can provide insights into consumer behaviour their preferences helping marketers to take decisions.

IV. RESEARCH METHODOLOGY

This paper prepared by referring available data and existing literature. In order to conduct this study, data collected from secondary sources. Different sources including websites journals literature review e paper's used this through google scholar website

V. IMPACT OF EXPLORING SYNERGY

Artificial intelligence in digital marketing.

In today's world every business using Artificial intelligence it will impact on various aspects like enhanced customer marketing, improved customer engagement efficient campaigns, enhanced data analysis , higher returns ,better customer insights , advanced content creation and curation, ethical and privacy consideration , competitive advantages future trends and development.

Enhanced customer Targeting and personalizing

AI Algorithms analyses customer data for product recommendations and advertisement it improve customer satisfaction.

Improved customer engagement

Chatbots and virtual assistant will helps to improving response times and customer service quality.

Dynamic content creators will help to put content to social media.

Efficient campaign management and optimization Automated campaigns including ad placements budget allocation it will reduce manual workload.

Predictive analysis and sentimental analysis can be seen in AI including Blog post products description and social media updates ensuring consistency and make relevant to the Ai.

Innovation adaption and future trend and development we can avail with the help of Artificial intelligence.

VI. FINDINGS

From this study we can find that business can improve customer segmenting and it can analyses consumer demand, consumer perception. Consumer interest.

Company can increase their efficiency through campaign social media posting using social media campaign can take strategic decision.

Artificial intelligence can create video, advertising, and its availability, interactive experiences will help to the company to make better business opportunity.

These finding indicate that synergy between AI and digital marketing brings substantial benefits including improved targeting efficiency, customer engagement higher returns and grater advancement and many more innovation can be seen.

VII. SUGGESTIONS

Assess future trends and innovation AI will make important role.

Evaluation of technology will help to make managerial decision.

Investigate how companies are ensuring with data privacy law and regulation when using AI In marketing.

Interview and surveys can be made marketing professionals AI experts and customer to gather insights on the advantages and disadvantages of AI in digital marketing machine learning and deep learning natural language processing chatbots will have specific application in digital marketing.

VIII. CONCLUSION

Exploration AI and digital marketing reveals significant transformative potential enhancing marketing efficiency costumer engagement and overall profit.

By using Ai in digital marketing business proprietor can implement strategies to cover more consumer business can achieve more profits ,it can make research in its particular products finally to conclude AI driven marketing strategy efforts are both effective and responsible.

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