

ARTIFICIAL INTELLIGENCE AND DIGITAL MARKETING: AN OVERVIEW

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ABSTRACT

Artificial intelligence (AI) has come to improve digital marketing. With the help of AI, marketers can produce better products, make delivery faster, attract customers more effectively, and understand customer behavior. The company is using AI in marketing to create a more personalized experience across all channels. It will help marketers to better understand their audience interaction with their brand and better understand how their audience interacts with it and how they can attach to it. To create a balance between using AI and remaining transparent with customers, as more companies are funding AI-based products, customers want more transparency around how these technologies work—and what they mean for privacy. AI can be used in many ways, from improving website navigation to using computer vision to build more targeted ads. With the help of AI, many digital marketing tools are being used by marketers in daily transactions. It can help them in many ways, like social media management, graphic design, content creation, and research. It can also help them to provide better services to their customers. Without any human intervention, AI might be able to give a simple question's answer about a company's products or services. With the help of AI, marketers' lives can be easier in the future by automating much of their present activity and providing information about consumers. In this study, conceptual methodology is used as the basis to collect secondary data and achieve the study objectives.

Keywords: digital marketing, artificial intelligence, impact, tool.

1. INTRODUCTION

In this changing era, AI is playing an important role in digital marketing and also in our daily lives. There is a small example: if you are getting late and you realize that you cannot reach on time, AI helps find out where the jam and accident happened. It is reshaping the digital marketing industry, and jobs are being

affected by this. And internet users are increasing day by day in India, which enhances the possibility of business growth.

In the field of digital marketing, AI has a deep impact by enabling marketers to collect and analyze data to make informed decisions about their marketing campaigns. AI algorithms can be used to

foreshow consumer behavior, materialize advertisements, and optimize website material for search engines. Marketers can also use AI-based tools to automate repetitive activities, such as email marketing, and for strategic thinking and creativity, giving them more free time. AI is also changing the customer experience by giving real-time personalized and predictive recommendations. On the basis of the customer's previous purchases, the product is recommended. AI technologies can automate daily activities such as email marketing and social media marketing to develop marketing strategies. This can also help businesses achieve their marketing goals, and with fewer efforts, more customers are covered.

Digital Marketing: Various digital marketing tactics and methods that include an electrical appliance or online databases to demonstrate, advertise, or sell products or services, along with industries that have used internet channels to make them successful, Websites, social networking site pages, targeted advertisements, and e-mails tend to hold current customers and attract new ones. To determine the critical role of artificial intelligence in digital marketing research, we must first analyze the current state of digital marketing scientific research and compare it to the business sector. Then we'll know how far digital marketing in academia tends to lag

behind the advancements in the business sector.

1.1 DIGITAL MARKETING

Products and services are introduced in the market to demonstrate and advertise through online platforms like search engines, websites, social networking, email, and mobile apps. With the help of an online channel, digital marketing can connect with future customers and encourage them to converse. Digital marketing includes the following types:

SEARCH ENGINE OPTIMIZATION (SEO)

SOCIAL MEDIA MARKETING

E-MAIL MARKETING

CONTENT MARKETING

Before the internet era, companies kept faith in newspaper, television, and radio advertising to upgrade their products. No doubt these options are still accessible at the current time, but the emergence of the internet affects the way businesses communicate with their customers. With the emergence of the internet, digital marketing comes in and creates a link between the business and the client.

1.2 ARTIFICIAL INTELLIGENCE

AI is a part of computer science that aims to build machines with intelligence and copy human-like abilities. In other words, AI is the creation of human intelligence in machine intelligence and programming it

like humans' thinking. AI is the intelligence of software that is like human intelligence. The number and complexity of data are rapidly increasing, and it is not possible for humans to handle it effectively. So, AI has made this easy and quicker because humans cannot sort it swiftly.

2. METHODOLOGY

The study is conceptual and descriptive in nature. For the purpose data have been collected from books, websites and journal. The first part of study describes the impact of AI on digital marketing and subsequently the constructive and destructive aspects of AI in digital marketing.

2.1 OBJECTIVE

This study aims to examine the present state of artificial intelligence in marketing by analyzing its current impact and the future implications it will have. The primary objective is to study of how AI currently influences digital marketing and its future potential impact on as it is constructive or destructive.

To explain the impact of AI on digital marketing.

To describe whether AI is constructive or destructive for digital marketing.

2.2 DATA COLLECTION

Conceptual methodology has been used as the basis to collect secondary data and achieve the study objectives. This

theoretical concept is based on secondary information from books, websites and journal.

3. DISCUSSION

3.1 IMPACT OF AI ON DIGITAL MARKETING

In this paper, our focus is on examining the impact of AI on the digital marketing field. AI has led to a new wave of transformation in digital marketing. There are some effects that are anticipated to reshape the digital marketing field in the coming years. Chatbots are used for instant answers to customers' questions, and they have already been adopted by online businesses to deliver enhanced customer support. Through the chatbot, many customers can be managed in parallel. Google has also developed some AI-powered chatbots, like Google Assistant and Google Chat for Business.

Without ads, brands cannot be promoted. So, ads are necessary for brand promotion. AI can generate and promote online ads. It can generate or improve ad content based on the consumer's interests, preferences, likes, and dislikes. Ads can create and, if necessary, improve. Searching customer history, past purchases, likings, disliking's, etc. can provide a basis for delivering ads. Using all of these benefits will provide a better return to the advertiser.

3.2 WHETHER AI IS CONSTRUCTIVE

OR DESTRUCTIVE FOR DIGITAL MARKETING

In this paper our second object is to describe whether AI is constructive or destructive; some businessmen are in favor of it, and some businessmen are against it. Artificial intelligence (AI) has power-based tools that can enhance and transform digital marketing rather than destroy it. While some are against the idea that AI could take the place of humans, in reality, AI is emerging and still in its early stages. So, it will take time to replace human beings.

There are many benefits to AI in digital marketing. One of the primary benefits of AI in digital marketing is that it processes and analyzes large amounts of data very quickly. Businesses know that customer behavior is complex and can change at any time. So, AI can help identify customer behavior. AI can also help businesses identify patterns and trends among customers based on their past purchase history and social media interactions. This helps businesses understand their target audience, build healthy relationships with them, and improve customer engagement and loyalty.

Other than this, AI can provide customer service by resolving their queries instantly and clearing their doubts. Because of this, the workload of the service team is reduced.

In conclusion, AI is not going to be destructive for digital marketing but rather constructive for it. While AI has the potential to do some marketing tasks automatically, it cannot replace human thinking and creation.

4. FINDINGS

The finding of research paper was that AI technology enable the marketers to make marketing strategies by providing data and identify customer behavior. AI can also help businesses identify patterns and trends among customers and improve customer engagement and loyalty by understanding target audience. Some AI-powered chatbots, like Google Assistant and Google Chat for Business also helps to give instant answers to customers' questions. AI can generate and promote online ads. So, AI is providing base to understand the customers easily.

5. CONCLUSION

AI is transforming digital marketing as AI is providing many opportunities to enhance the business. Now a days, AI is replacing the creativity and thinking of human so it is automating manual task, enhancing productivity and removing manual error. Although AI is playing an important role for digital marketing and it is changing the way of work and making the operations more effective and enhancing productivity. At last, it can be said that it is constructive for digital

marketing and it will make digital marketing even easier in future.

6. REFERENCES

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