

# Chapter 2

## The Influence of Artificial Intelligence Algorithms on Digital Marketing

**Barbara Coelho Neves**

*Federal University of Bahia, Brazil*

**Ricardo Coutinho Mello**

 <https://orcid.org/0000-0002-3265-6595>

*Federal University of Bahia, Brazil*

**Rodrigo Ladeira**

 <https://orcid.org/0000-0001-8243-7270>

*Federal University of Bahia, Brazil*

### ABSTRACT

*This chapter explores the integration of Artificial Intelligence (AI) within agile marketing frameworks, emphasizing the strategic role of technology in enhancing marketing agility. The discussion begins by outlining the foundational principles of agile marketing, which prioritize flexibility, customer-centricity, and rapid adaptability in response to evolving market demands. Case studies and practical examples illustrate how AI technologies can enable more dynamic decision-making processes, foster enhanced team collaboration, and drive the rapid iteration of marketing strategies. The chapter concludes with a forward-looking analysis of emerging AI trends that may further revolutionize agile marketing, offering insights into future research directions and practical implementations.*

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## INTRODUCTION

Artificial intelligence (AI) is transforming many industries and marketing is no exception. AI has brought to light relevant discussions about how its models and applications can be applied in marketing, bringing insights and experiences from renowned professionals in the field. In this chapter, we will explore the main points of a broader study that seeks to describe the main opportunities and challenges of marketing involving artificial intelligence algorithms in social media, including the intersection between creativity and technology, the importance of critical thinking, and the tools and algorithms of interest to the success of digital marketing professionals.

AI is everywhere. We hear a lot about the potential of artificial intelligence and how businesses and marketers have an incredible opportunity for growth by leveraging AI. We will examine the three forces: data, algorithms, and networks that enable AI in marketing and see how these forces combine to create AI-powered moments of personalized engagement. The potential of AI in marketing is powerful.

This chapter was prepared based on the following guiding question: How has the progression of AI influenced the development of automated marketing models? Thus, the general objective was to discuss the influence of AI on automated marketing models.

The advances that have occurred in recent years in AI come into play and have the potential to change the landscape of the marketing field structurally. Therefore, this text defends understanding how social media algorithms work before investing heavily in paid media.

This chapter also discusses the differences between social media and social networks and the main algorithms of the leading social media platforms.

## DISCUSSION

What is artificial intelligence? To know this, we first need to understand the Turing Test. The Turing Test was first proposed by Alan Turing, one of the pioneers of AI, and he suggested something called the “Imitation Game” (Santana et al., 2021). In this game, human being answers questions come from another room. The participant should not be able to distinguish whether these responses coming from the other room are from a machine or a real person.

The term AI was first introduced in 1956 at an academic conference, but the idea of a machine that could “think” for itself had been around for some time. There has been a lot of progress in what AI systems can do and their incorporation into the world around us. The areas in which AI has progressed the most since its inception

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