

# Chapter 10

## The Authenticity of AI Influencers in Marketing

Çağla Öztürk Güzel  
İstanbul Bilgi University, Turkey

### ABSTRACT

*Artificial Intelligence (AI) influencers, also known as virtual influencers, are revolutionizing marketing communication by leveraging AI technologies like machine learning and natural language processing. These digital personas simulate human characteristics and behaviors, allowing them to create content, interact with followers, and promote brands consistently and without the unpredictability associated with human influencers. AI influencers have the advantage of scalability and 24/7 engagement, reaching diverse audiences across multiple platforms. They offer cost-efficiency in the long run despite the initial investment and maintenance costs. However, they also present challenges related to authenticity, transparency, and ethical considerations. The use of AI influencers raises questions about the genuineness of their interactions, the potential for perpetuating biases, and the need for clear disclosure of their artificial nature.*

### MARKETING COMMUNICATION

Marketing communication is a crucial aspect of a brand's strategy, encompassing all the activities and messages used to engage and build relationships with consumers. Effective marketing communication helps brands to create awareness, generate interest, and foster loyalty among their target audiences (Keller, 2016).

One of the primary objectives of marketing communication is to build brand awareness and recognition. According to Keller (2009), “Brand awareness is a necessary condition for brand equity, but not sufficient”. This means that before

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consumers can form any associations or preferences for a brand, they first need to be aware of its existence. Marketing communication strategies, such as advertising, public relations, and social media marketing, play a pivotal role in introducing the brand to potential customers and making it memorable. Consistent and repetitive marketing messages are essential for establishing strong brand recall and recognition (Percy & Elliot, 2012).

Effective marketing communication also helps in creating and communicating the value of a brand to its target audience. A strong brand value proposition is crucial for differentiating the brand from competitors (Aaker, 2014). Marketing communication tools such as content marketing, storytelling, and influencer partnerships enable brands to convey their unique selling propositions (USPs) and build a compelling brand narrative. Efforts in marketing communication that emphasize delivering clear and consistent messages about the brand's value can significantly improve consumer perceptions and foster brand loyalty (Kotler & Keller, 2016).

Interactive marketing communication channels, such as social media, email marketing, and customer service interactions, provide brands with opportunities to engage directly with consumers, understand their needs, and respond to their feedback. This two-way communication fosters trust and loyalty. In other words, effective communication serves as the cornerstone for building trust and fostering relationships in marketing. (Grönroos, 2004).

Marketing communication also plays a vital role in enhancing brand loyalty and advocacy. Loyal customers are not only repeat buyers but also act as brand advocates, spreading positive word-of-mouth. A study by Reichheld and Scheffer (2000) shows that “companies that communicate effectively with their customers can increase loyalty and reduce customer churn rates”. Loyalty programs, personalized communication, and consistent engagement through various marketing channels help in nurturing and retaining loyal customers. Marketing communication efforts that highlight customer appreciation and offer personalized experiences can greatly enhance brand loyalty and encourage brand advocacy. (Baldinger & Rubinson, 1996)

In a rapidly changing market environment, marketing communication enables brands to adapt and stay relevant. Given the dynamic nature of the market, brands must continuously communicate their relevance and adapt their messages to evolving consumer preferences. Marketing communication allows brands to stay agile by quickly responding to market trends, consumer behavior shifts, and competitive actions. Real-time marketing, data-driven campaigns, and adaptive content strategies ensure that brands remain top-of-mind and relevant to their target audience.

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