

Chapter 3

Role of AI Tools in Evaluating Brand Performance

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ABSTRACT

The way organizations monitor and control brand performance has been significantly changed by the digital environment. Even though they are useful, traditional measurements frequently miss real-time changes in the market. AI-powered solutions are becoming essential resources in order to tackle this, providing a more precise and up-to-date view of brand health. This chapter explores how artificial intelligence (AI) is transforming brand performance evaluation. It does so by examining important metrics, analytics techniques, and particular AI solutions that are revolutionizing the market. Artificial intelligence (AI) enables organizations to make data-driven decisions with previously unheard-of speed and precision, from assessing brand awareness and consumer loyalty to forecasting future trends. In today's quickly changing digital landscape, marketers, analysts, and company executives can obtain a competitive advantage by comprehending how AI tools can improve brand performance evaluation.

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INTRODUCTION

With the rapidly growing adoption of artificial intelligence and digital communication, the relationship between the organization and its public has highly influenced academic and corporate sectors. There has been an emerging trend in using AI-assisted tools in social media and brand marketing. As such, it has changed how institutions and organizations can reach their audiences even closer and personalize their content according to the needed demands. This chapter looks into the transformative ability of AI in the context of social media within digital marketing and its strategic role in enhancing customer engagement, interaction, and, in general, brand relationships.

The four research papers that form the core of this analysis delve into the multifaceted uses of AI in digital marketing and brand strategy. Results Conclusion This chapter aims to explain how AI-driven tools, including machine learning and NLP, assist in the assessment of social media engagement effectiveness alignment support of business strategy (Iansiti et al.; K. R., 2020), facilitate brand innovation (Kumar et al., 2021); and further customer relationship strengthening through AI-driven marketing efforts (Cheng and Jiang, 2022). Thus, by synthesizing these perspectives, it will try to achieve this chapter's purpose of providing a wholesome understanding of how AI works to enable KPIs that are both non-financial and financial for social media marketing while underlining the crucial significance of responsible use of ethical AI in managing customer interaction as well as expectations.

Doing so, the chapter contributes to the literature on AI in marketing by providing insights into how AI-driven tools can improve both business and academic communications, optimal marketing strategies, and more robust, individualized customer-brand relationships. Furthermore, the chapter provides directions for future research into the strategic use and ethical use of AI in digital communication, considering a balance between technological innovation and transparency in handling customer data.

The pace at which digital transformation occurs in marketing has been rapid, and the undeniable fact is that one of the significant drivers of such change has been the growth of AI. These systems that power AI have become indispensable tools for analyzing large datasets, identifying patterns in behaviors, and further developing insights into customer preferences and behaviors. As it has been put into words by Paul Roetzer, marketing, in itself, is human-centered by nature, but, at the same time, AI has a fundamental impact on changing it all by bringing efficiencies, personalization, and predictive capabilities into each level of digital communication (Marketing Artificial Intelligence Institute). As noticed in this light by Tamara Biljman, AI also changes social media as it enhances efficiency and personalization factors

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