


Chapter 9

Generative AI in Marketing

OpenAI's ChatGPT Enhancing Customer Conversation and Content

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ABSTRACT

This chapter discusses the transformation of marketing strategies through generative AI with a focus on OpenAI's ChatGPT technology. Traditional marketing tools become inadequate when consumer preferences move toward personalized and real-time engagement. Through CRM integration alongside prompt engineering and retrieval-augmented generation, ChatGPT delivers scalable content creation while boosting customer engagement throughout their entire journey from initial awareness to final action. The chapter presents both the "Prompt-to-Publish" framework and new marketer roles including prompt engineers and AI editors. The chapter provides guidance for responsible AI use while addressing ethical concerns involving data privacy, misinformation, and algorithmic bias. The chapter investigates upcoming advancements through multimodal AI systems and self-operating marketing agents. The chapter provides marketers actionable strategies alongside theoretical knowledge to ethically and effectively utilize generative AI while remaining adaptable to the fast-changing digital environment.

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BACKGROUND

This chapter examines the impact of fast-developing artificial intelligence (AI) systems on today's marketing practices. During the last ten years marketers have implemented automation tools along with predictive analytics and customer relationship management systems to enhance operational efficiency and customer engagement (Aldoseri et al., 2024; Al Naqbi et al., 2024). The development of generative AI technologies such as OpenAI's ChatGPT stands as a pivotal advancement that facilitates intelligent conversations resembling human interaction which surpasses the capabilities of former systems (Dwivedi et al., 2023; Bansal et al., 2024). Traditional content creation required significant time investment for manual work which failed to meet modern standards for real-time personalized experiences. Previous rule-based chatbots failed to provide conversational flexibility alongside contextual understanding according to McTear (2022) and Nirala et al. (2022). Generative AI resolves these shortcomings by providing dynamic messaging capabilities alongside intelligent customer service solutions and scalable adaptive storytelling (Fui-Hoon Nah et al., 2023; Bengesi et al., 2024). Modern audiences demand quick communication that both matches their personal behaviours and reflects their values according to Gao & Liu (2023) and Paul et al. (2023). Advanced natural language processing enables ChatGPT to produce precise responses that understand context effectively (Ray, 2023; Bansal et al., 2024). The system supports internal marketing operations by making brainstorming more efficient while reducing repetitive writing tasks and optimizing campaign testing procedures and it further strengthens team collaboration capabilities (Al Naqbi et al., 2024; Shahin et al., 2024). These efficiency gains enable marketing professionals to dedicate more time to strategic planning while enhancing both personalized customer experiences and campaign success rates (Aldoseri et al., 2024; Wahid et al., 2023). Generative AI powers innovation in platform content delivery while fostering human-centred marketing approaches that emphasize empathy as shown by Chen et al., 2024 and Ooi et al., 2025. The advantages from these technologies bring forth ethical dilemmas and operational hazards. The critical challenges of data privacy as well as algorithmic bias together with misinformation and content authenticity remain paramount (Sison et al., 2024; Gao et al., 2023). AI content that lacks proper monitoring risks misleading users and damaging the credibility of the brand. To address these risks organizations should implement ethical frameworks that promote transparency along with accountability and responsible governance (Wulf & Seizov, 2024; Sigala et al., 2024). Content quality and legal compliance rely on human oversight to maintain contextual accuracy (Ekin, 2023; Xie et al., 2023). Continuous auditing processes maintain adherence between generative outputs and both brand standards and regulatory changes according to research by Ozmen Garibay et al. (2023) and Wang et

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