


Chapter 7


Blockchain in Marketing and Communications

Devara S. Srinivas

 <https://orcid.org/0000-0002-9617-3576>

GITAM University, India

Srinu Madem

 <https://orcid.org/0000-0003-1840-409X>


Vignan's Institute of Information Technology, India

Vijaya Kittu Manda

 <https://orcid.org/0000-0002-1680-8210>

PBMEIT, India

Theodore Tarnanidis

 <https://orcid.org/0000-0002-4836-3906>

International Hellenic University, Greece

ABSTRACT

Blockchain technology can make a transformative impact on marketing and communications strategies. The technology has several applications, including tamper-proof influencer metrics, tokenized loyalty programs, and transparency in the community. A comprehensive analysis of recent academic literature and thematic content analysis helps identify theories connected to the topic and a practical implementation gap. Smart contracts enable verifiable transactions between stakeholders, while immutable ledger technology enhances brand credibility through authenticated communications. The chapter provides a structured implementation framework for marketing professionals, addressing technical integration requirements, resource allocation considerations, and anticipated return on investment. Generative AI offers new tools for content creation, while blockchain ensures its provenance and integrity.

DOI: 10.4018/979-8-3373-2502-6.ch007

Challenges and future research directions are discussed. This work contributes to blockchain technology's theoretical understanding and practical application within an evolving Web3 paradigm.

INTRODUCTION TO BLOCKCHAIN IN COMMUNICATIONS

Corporations and enterprises have been using technology interventions for various forms of communication since time immemorial (Kanchev, 2022). Corporations are continuously adopting innovative technologies to digitize their communication processes. Within corporate ecosystems, technologies are helping marketing and communication (MarCom) processes transform organizational communication. Blockchain and related technologies are disruptive. Generative AI (GenAI) enhances blockchain communication by creating dynamic, personalized content verified on-chain for authenticity. Together, they introduce a new era of decentralization, verifiability, and stakeholder-driven engagement. Enhanced interaction and engagement with stakeholders are reported from companies that are successful in doing so (Shchetinina et al., 2023). For example, GenAI can automate stakeholder messaging while blockchain ensures its origin and integrity in real time. However, the need for newer technologies is constantly arising because of complexities in the communication process. The need is much more present in firms moving from Industry 4.0 to the Industry 5.0 era (Caiado et al., 2024). Giants like Amazon, Apple, and Microsoft are using technologies like Artificial Intelligence and Machine Learning (AI&ML), Virtual and Augmented Reality (V/AR), Chatbots (Baabdullah et al., 2022), Video conferencing and live streaming (Xu et al., 2024), and Cloud computing (Van Der Vlist et al., 2024), amongst others, for interactive and immersive communication experiences with both internal and external stakeholders. These firms now integrate GenAI to generate campaign copy, optimized by blockchain-verified performance data. The COVID-19 pandemic exemplifies how technology and media tools can significantly change institutional communications strategies. These tools help health organizations reach the public and provide the best possible health interventions during emergencies (Yuan & Huang, 2023).

Overview of Blockchain in Communication

Blockchain in communication refers to applying technology in digital messaging and networking systems. The technology can potentially change how communications happen in the future. This field has gained considerable interest from researchers and practitioners in recent times. It brought revolutionary concepts such as decen-

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