


Chapter 2

The Integration of AI Into the Marketing Department

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ABSTRACT

This chapter will examine the revolutionary role of Artificial Intelligence (AI) in today's marketing and more specifically digital department. It will explore how AI can be used to improve financial results, decrease human errors, and improve customer experience through data analysis. The chapter will also discuss the difficulties that may be provoked by using AI, such as the need for qualified staff, privacy issues, and high implementation costs. Additionally, it will evaluate how AI will affect the digital marketing landscape. The chapter will conclude by discussing possible future AI trends, including augmentation reality and automation enhancements, and how these advancements may influence the marketing department.

INTRODUCTION

Introduction of Artificial Intelligence

In this age of digitalization, the convergence of contemporary technologies has set off a disruptive wave of digitalization that is affecting many industries. Industry 4.0, or i4.0, was defined as a technological revolution for businesses to advance their technology and change other aspects. Artificial intelligence (AI) and other technologies are all categorized under this umbrella. More specifically AI is the

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ability of a computer system or device, through the use of an Artificial Neural Network (ANN) system installed within to think and learn in a manner that is as close to that of a human as possible to enhance human capabilities by automating tasks and to solve complex problems arising from both business environments and life.

Artificial Intelligence in marketing can also be examined through several theoretical lenses, such as the Technology Acceptance Model (TAM), which explains how perceived usefulness and ease of use affect AI adoption by marketers (Ma et al., 2024). Another valuable framework is the Diffusion of Innovation Theory, which provides insight into how new technologies like AI are gradually adopted across organizations (Abdalla et al., 2024). Including these perspectives offers a deeper understanding of the strategic drivers and barriers in AI integration.

Introduction of the Marketing Department

The marketing department operates in a dynamic and uncertain environment as demand, customer behavior, technological advances, and other external factors constantly evolve. This creates uncertainty in the department and it makes it hard to predict new trends and needs due to the extensive data analyses required. In order to overcome these difficulties, Marketing recognizes the capabilities that AI can offer for collecting and analyzing data to use them in the decision-making process (Burgess, 2018). The growing field of artificial intelligence applications in marketing has included in-depth analyses of consumer purchasing patterns (Chatterjee et al., 2020) and the development of client demands through data analysis. According to (Williams, 2023) by utilizing AI, marketers can acquire more profound insights into their target audience and enhance their ability to categorize and guide customers to the next phase of their journey, ensuring optimal customer experience.

Why Artificial Intelligence is Important in the Marketing Department

Artificial Intelligence is very crucial in marketing as it enables companies to make data-driven decisions. Customer insights can be easily collected with the use of AI tools by analyzing vast amounts of data in order to provide a full customer profile to businesses. In that way, companies can have a better understanding of customer behavior, preferences, and needs. Additionally, marketers can better understand their customers future behavior by using AI technology to find patterns in data. AI can also be used for the making of personalized content, marketing marketing messages, recommendations, and for the automation of tasks, such as scheduling social media posts. By using AI tools, marketing departments will have the opportunity to make

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