


# Chapter 4

## Enhancing Brand Engagement Through AI-Driven Storytelling and Dynamic Content Creation in Digital Marketing

**P. S. Venkateswaran**


 <https://orcid.org/0000-0001-8958-103X>

*PSNA College of Engineering and Technology, Dindigul, India*

**S. Jeyakumar**

*PSNA College of Engineering and Technology, Dindigul, India*

**S. Devi Kamatchi**

 <https://orcid.org/0009-0009-9464-5216>

*PSNA College of Engineering and Technology, Dindigul, India*

**S. Manimaran**

*PSNA College of Engineering and Technology, Dindigul, India*

### **ABSTRACT**

*This study examines the impact of artificial intelligence technologies in digital marketing storytelling to enhance brand engagement through personalized, dynamic content creation strategies. A descriptive research design was used along with purposive sampling to select 376 respondents from digital marketing consumers. The*

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*study analysed AI-driven storytelling frameworks to understand their application in creating adaptive marketing strategies across various digital media. AI-driven storytelling improves brand engagement by delivering personalized methods that adapt to individual consumer preferences. The technology enables real-time content optimization, resulting in higher engagement rates, improved customer retention, and enhanced brand loyalty. The effectiveness of AI-driven storytelling depends heavily on data quality, algorithm sophistication, and the balance between automation and human creativity.*

## **1. INTRODUCTION**

In today's digital economy, consumers are always connected to social media; therefore, brands can no longer talk and need to really engage. Increasingly, the audience is seeking experiences that are personal, authentic, and meaningful. Traditional marketing methods no longer meet the requirements for long-term, supportive interaction between the brand and the consumer. To address these shifting trends, organizations are now using artificial intelligence (AI) to transform how they tell brand stories. At the same time, GAI and dynamic content creation tools emerging from this technological trend have opened new possibilities for brand storytelling and real-time user personalization (Vidrih & Mayahi, 2023).

For as long as there have been brands, storytelling has been an effective means of communicating a brand's human face and fostering an emotional relationship with consumers in ways that would otherwise not be possible. Advances in AI technology have sped this process. Marketers can instantly generate text, video, or other multimedia content using tools like ChatGPT, DALL · E, and Adobe Firefly. Jasper AI enables marketing copy to align with audience preferences (Joshi et al., 2025). By these means, we are now able to deliver creative content on a scale as wide as it is sophisticated, from any device, through custom-made unified messaging.

Generative AI differs from past AI systems in that it can generate context-aware content. Formerly, AI mainly focused on data analysis and automation. Utilizing large databases and deep learning models, GAI can fabricate articles. It can also create scripts for commercials, music, and dialogue records (Nalbant & Aydin, 2025). For example, this capability has ushered in a new era of narrative branding where the content, continuously adapted to interests, behaviors, and user responses, can operate within itself.

As far as a marketing subject is concerned, the emphasis has shifted little by little over time from mass-media broadcast to very specialized interaction, according to Spinney, for example, the two main drivers of GAI adoption in digital marketing, plus, extended innovation of content communication and a new impetus for this delivered

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