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ARTIFICIAL INTELLIGENCE IN THE FUNCTION OF CONTENT CREATION IN DIGITAL MARKETING

Abstract: The rapid advancement of techniques and technologies leads to the emergence of innovative solutions that facilitate, enhance, and shorten the time required for work. Companies are searching for innovative strategies that will help them more easily contend with growing competition and reach target desired consumers more precisely. Opportunities for business development increase through the use of artificial intelligence in digital marketing strategies. Considering that digital marketing requires the existence of marketing content, the success of a company's online communication largely depends on the quality of its content. Artificial intelligence transforms marketing by enabling companies to connect with the right audience in real-time through personalized product recommendations and dynamic content creation. The aim of this work is to present the benefits of artificial intelligence in the function of content creation in digital marketing. Secondary data, including the results of previous research, relevant industry reports, expert articles, and relevant statistical data, have been used in further research.

Keywords: Artificial Intelligence, Content, Digital Marketing, Personalization

1. INTRODUCTION

In recent years, industries have undergone significant transformations driven by rapid technological advancements (Adwan, 2024). In the foreseeable future, Artificial Intelligence (AI) emerges as an essential component integral to global business operations (Alqurashi, Alkhaffaf, Daoud, Al-Gasawneh, & Alghizzawi, 2023). In various professional domains such as journalism, arts, music, and marketing, traditionally associated with human cognitive capabilities, artificial intelligence has progressively assumed more intricate roles. The domain of marketing, like others, has not remained unaffected by this trend, experiencing significant influence and transformation through the integration of AI technologies and methodologies. The marketing industry, in particular, has reached a critical juncture where adaptation to digital advancements has become imperative. Leveraging today's technology, businesses now have the capability to engage with their clients on a more personalized and intimate level, reshaping the dynamics of customer interaction and relationship management (Adwan, 2024).

Artificial Intelligence has experienced a significant transformation in the digital domain due to its rapid evolution and widespread adoption, fundamentally altering the dynamics of business operations and customer interactions. The integration of AI-powered tools and methodologies into contemporary marketing strategies has empowered marketers with innovative, streamlined, and impactful approaches to enhance customer experiences, refine data-driven decision-making processes, and foster growth in highly competitive markets. To optimize their marketing endeavors, identify essential consumer insights, and enhance outcomes without unnecessary complexity, marketers are actively pursuing solutions (Rathore, 2016).

Artificial Intelligence represents a technology that significantly contributes to enhancing the performance of digital marketing. AI's capacity to personalize content presented to customers is a result of its capability to process received

data and provide tailored recommendations. Consequently, digital marketing strategies have become indispensable for businesses to thrive in the online marketplace (Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020).
A pivotal aspect of digital marketing involves the personalization of content, aiming to customize marketing messages and offerings for individual consumers. The increasing significance of content personalization in digital marketing is underscored by its potential implications for consumer purchase intention (Tran, & Nguyen, 2022). Empirical evidence from prior research strongly indicates that artificial intelligence plays a pivotal role in augmenting digital marketing strategies. AI technologies proficiently monitor consumer behavior in the digital landscape, furnishing marketers with valuable insights and facilitating the development of personalized customer databases. These databases encompass diverse information such as browsing history, purchase behavior, and preferences, serving as foundations for the creation of targeted marketing campaigns. The pervasive application of AI technology in numerous online shopping platforms is evident, offering consumers more precise and personalized services (Saadah, Suliyanto, & Rahab, 2023).
This study examines the impact of Artificial Intelligence on content creation within digital marketing. It explores how AI tools streamline content generation processes, enabling personalized and targeted content tailored to individual consumer preferences. Additionally, the research investigates AI's implications for content optimization and ethical considerations in digital marketing practices. Through these inquiries, the study aims to elucidate AI's evolving role in shaping content creation strategies within the digital marketing landscape.

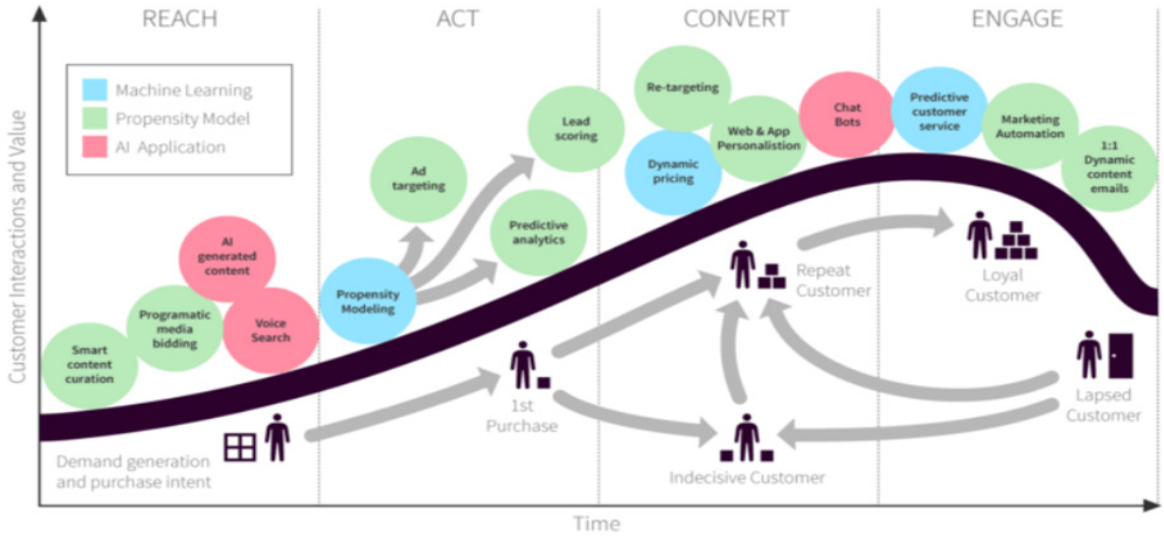
2. ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING: INFLUENCE ON CONTENT STRATEGY

Artificial Intelligence (AI) is defined as both a scientific field and a collection of computational techniques. It draws inspiration from, but frequently deviates considerably from, the mechanisms by which humans employ their nervous systems and physical bodies for perception, learning, reasoning, and action (Pearson, 2019). AI encompasses a branch of computer science dedicated to crafting intelligent systems capable of executing tasks typically associated with human intelligence. These tasks range from learning and problem-solving to language comprehension and logical reasoning (Saadah et al., 2023).
In the contemporary business landscape, digital marketing leverages the Internet and interactive technologies to facilitate communication between businesses and their identified consumer base. It encompasses various strategies including search engine optimization, social media marketing, email marketing, content marketing, and online advertising. The primary objective of digital marketing is to interact with consumers in a more focused and customized manner than traditional marketing approaches. Its significance lies in its capacity to broaden audience reach, generate leads, and facilitate conversions in today's market environment (Saadah et al., 2023).
Content marketing is a strategic approach to marketing that revolves around identifying products tailored to meet customer needs, thereby fostering customer satisfaction and fulfillment. It entails the creation and dissemination of valuable, pertinent, and coherent content to captivate and maintain a distinct audience while encouraging profitable customer engagement. In essence, content marketing aims to capture customer interest and direct it towards the company's products or services. The crucial aspect of content marketing lies in its value. A piece of content qualifies for inclusion in a content marketing campaign if people actively seek it out and desire to consume it, rather than avoiding it. From a broader perspective, content marketing can take various forms, including news, videos, white papers, e-books, infographics, email newsletters, case studies, podcasts, how-to guides, Q&A articles, photos, blogs, and many other formats capable of capturing the interest of the target audience. The objectives of content marketing include enhancing brand awareness and reinforcement, fostering lead conversion and nurturing, facilitating customer conversion, providing effective customer service, encouraging customer upsell, and cultivating a base of passionate subscribers. These objectives are pursued through the design and implementation of content marketing strategies, leveraging the latest technological advancements. Information and communication play pivotal roles in utilizing diverse approaches to enhance and shape the current and future landscape of content marketing (Kose & Sert, 2017).
Artificial Intelligence plays a pivotal role in content development within digital marketing, offering significant advantages for businesses. However, many professionals in the digital marketing field require further expertise and training to fully leverage AI's potential in their strategies. The integration of AI technologies has brought about profound changes in the digital and social media advertising sectors (Nair & Gupta, 2021). AI has the capability to enhance content marketing efforts, enabling marketers to segment their audiences effectively and engage potential clients more efficiently. Through AI, tailored messages can be delivered to different subsets of the target audience. Studies have demonstrated AI's utility in digital marketing, aiding in customer data analysis, content optimization, and targeted demographic outreach (Haleem, Javaid, Asim Qadri, Pratap Singh, & Suman, 2022). AI can significantly assist businesses in digital marketing content creation, offering insights into consumer behavior through social media mining (Chintalapati & Pandey, 2021). In the realm of digital marketing, AI enables the delivery of more engaging content and provides insights into consumer actions and sentiments, facilitating informed decision-making and the development of more effective marketing campaigns (Huang & Rust, 2020). AI is poised to revolutionize digital marketing tactics (Haleem et al., 2022), shaping future marketing strategies and consumer behaviors (Davenport, Guha, Grewal, & Bressgott, 2020). Studies emphasize the benefits of AI adoption in content production for digital marketing, enabling a deeper understanding of the target audience, the creation of more engaging content, and the refinement of overall

customer outreach strategies. Recent academic and industry interest can be attributed to the proliferation of big data, increased accessibility to processing power, and advancements in AI strategies and technologies (Vlačić, Corbo, e Silva, & Dabić, 2021).

3. UTILIZING ARTIFICIAL INTELLIGENCE THROUGHOUT THE CUSTOMER JOURNEY

Consumers express their opinions through various channels such as blogs, tweets, "likes," videos, searches, comments, and conversations. Picture 1 illustrates customer interaction and value over time, highlighting the roles of machine learning, propensity modeling, and AI application at different stages. Successful customer experience serves as a competitive driver for growth, while unsuccessful experiences pose the greatest risk (Jain, & Aggarwal, 2020).



Picture 1: Customer Journey
Source: Jain, & Aggarwal, 2020

Machine Learning involves analyzing historical data derived from diverse business interactions with audiences and their feedback. This data aids in identifying the key factors contributing to the success of communication strategies, encompassing targeting, offers, messaging, and frequency. Machine Learning algorithms generate insights through predictive analytics, and it's up to marketers to act upon these insights or establish specific directives for AI to follow. Propensity modeling involves estimating the likelihood of subjects engaging in specific behaviors, such as purchasing a product, by considering independent covariates and confounding variables. This likelihood is represented by a probability known as the propensity score (Jain, & Aggarwal, 2020).
The customer lifecycle consists of four major stages called “RACE”, described as follows (Jain, & Aggarwal, 2020; Pearson, 2019):

1. **Reach**
   Reach involves employing strategies like content marketing, SEO, and other 'earned media' techniques to bring visitors to your website and initiate them on the buyer's journey. AI and propensity models can attract more visitors and enhance the visitor experience. AI can ensure that programmatic ads avoid appearing on suspicious websites and/or remove them from the list of sites where the advertiser prefers not to be displayed. As advertising becomes increasingly automated, more ads can be generated with fewer personnel. AI should be integrated into this programmatic advertising process. Artificial intelligence technologies feature algorithms that analyze visitor behavior, enabling real-time campaign optimizations toward an audience more likely to convert. Marketers often find it challenging to identify when customers develop a need, as it typically occurs at the category level rather than the brand level. One key marketing strategy involves presenting potential offerings to meet customer needs and integrating the brand into customer's consideration sets. Marketers aim to increase brand visibility and establish critical reasons for consideration.
2. **Act**
   Brands need to attract visitors and make them aware of their products and services. Machine learning algorithms can analyze extensive historical data to determine the most effective advertisements for individuals and various stages of the purchasing process. Leveraging such insights allows ads to be displayed to individuals with the most suitable content at optimal times. Employing machine learning to continually optimize numerous variables enables businesses to place their advertisements more effectively compared to traditional methods. Nevertheless, human input remains essential for creative aspects. Once customers express

their brand preferences, marketers strive to instill confidence in the offerings and convince customers that they are making the best choices. AI aids in achieving these objectives through predictive analysis, lead scoring, learning from consumer behavior, and providing real-time insights. Emotional AI can also be employed to gauge public sentiment about the brand.

3. **Convert**
   After customers assess the value of their preferred brand and determine their willingness to spend, marketers transition from the decision-making process to the action phase. They strengthen the brand's value relative to its competitors, and AI can transform the consumer purchase process. Marketers implement intelligent purchasing systems and may adjust pricing dynamically to find the optimal pricing point. AI models can assist in suggesting the ideal combination of budgets across advertising portfolios. They can also predict the overall elasticity between advertising expenses and revenue, as well as propose the best budget distribution across portfolios. Additionally, AI can recommend the most efficient media blend, adjust advertising timing in real-time for optimal pricing, and evaluate bids hourly to enhance pacing during peak seasonal periods. By identifying the point of diminishing returns, AI ensures that budgets are allocated optimally.
4. **Engage**
   During this stage, consumers evaluate their interest and satisfaction with a particular brand and decide whether to repurchase from that brand. Post-purchase services play a crucial role, and marketers leverage AI-enabled chatbots to enhance customer service. Marketers can identify their most valuable or loyal customers through segmentation and focus on customer relationship management campaigns accordingly.

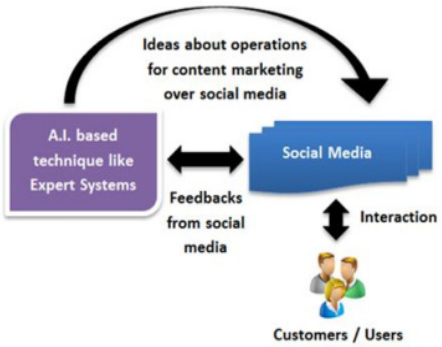
The strategic integration of AI, machine learning, and propensity modeling across the customer lifecycle, exemplified by the "RACE" framework, is instrumental in enhancing digital marketing strategies. This approach enables marketers to optimize interactions, drive conversions, and foster sustained engagement, providing a competitive advantage in the dynamic digital landscape.

4. ARTIFICIAL INTELLIGENCE IN CONTENT CREATION

In the realm of digital marketing, every business striving to attract potential customers and become their preferred choice must consistently deliver top-quality content and actively work on its development. Failing to prepare content development channels for the future today will leave businesses vulnerable to their competitors over time. It's impossible to resist the rapid advancements in technology, so it's crucial to keep pace with transformations to avoid falling behind. Marketing professionals play a vital role in integrating artificial intelligence into the enterprise's digital development, content creation, and strategy (YEĞİN, 2020).

Content marketing encompasses several stages, including preparation, implementation, and revision. The integration of artificial intelligence techniques such as estimation, optimization, expert support, adaptive guidance for customers/users, and error correction throughout the marketing process can significantly enhance each stage (YEĞİN, 2020).

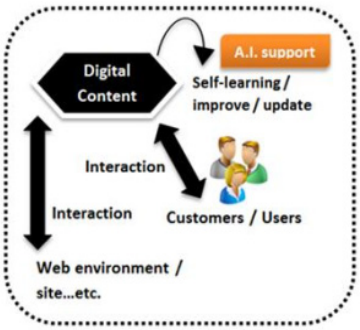
A closer examination of the content marketing process unveils opportunities to diversify solutions through artificial intelligence. It is crucial to tailor content marketing processes with AI technology to cater to the specific needs and interests of consumers. Given the diversity in content marketing environments and approaches, there exists potential to design numerous combinations of intelligent content marketing processes (YEĞİN, 2020).



Picture 2: Model of "Intelligent Evaluation of Social Media"
Source: Kose, & Sert, 2017

Social media platforms offer a robust environment for companies and brands to effectively engage with customers. Leveraging this potential, businesses can enhance their marketing strategies by harnessing the power of social media to create impactful digital content. The integration of artificial intelligence can further optimize marketing initiatives on social platforms. Through AI-driven analysis of social media feedback, companies can refine their strategies and tailor operations accordingly. These evaluations may employ expert systems or sophisticated optimization algorithms to gain

insights into various aspects, such as brand pages and shared advertisements. Picture 2 illustrates a concise overview of this model (Kose, & Sert, 2017).



Picture 3: Model of "Self-learning digital content"
Source: Kose, & Sert, 2017

Another aspect of intelligent learning management systems, as shown in Picture 3, involves the implementation of self-learning digital content mechanisms. These systems evolve and adapt by considering key factors related to user interactions. Thus, digital content systems can refine their content to be more engaging and relevant to suit various online conditions (Vadlamudi, & Hargrove, 2021). For instance, if digital content receives minimal feedback from users, it may undergo modifications to enhance its appeal. Conversely, content experiencing a surge in popularity might adapt to better suit diverse web environments (Kose, & Sert, 2017). Employing multiple AI techniques, such as a combination of artificial neural networks and machine learning methodologies, further enhances the sophistication of these frameworks (Paruchuri, 2021).

4.1. AI tools

Generative AI tools represent a form of artificial intelligence capable of generating new content like text, images, audio, and even code by discerning patterns from their training data. The growing significance of these AI models is evident across diverse industries, offering the prospect of fostering collaboration and dynamic co-creation between human professionals and AI systems (Dang, Mecke, Lehmann, Goller, & Bushek, 2022).
Generative AI models stand out for their unique ability to autonomously produce fresh content, setting them apart from other AI models primarily focused on classifying or predicting based on existing data. Unlike their counterparts, generative models can create new data that closely resembles their training datasets. For example, research conducted by Gozalo-Brizuela & Garrido-Merchan (2023) showcases how models like ChatGPT or Stable Diffusion have been effectively used to perform tasks like answering questions or generating artistic images. These models exhibit the versatility to convert text into various formats including images, 3D images, videos, audio, code, and even scientific documents.
Artificial intelligence tools that generate automated content rely on Natural Language Generation (NLG) methodologies. NLG systems can transform data into precise, intelligent, and well-crafted automated content. While NLG shares similarities with natural language processing (NLP), it is distinct in its role of generating content rather than converting it. With the assistance of artificial intelligence, content creators can automate content generation for various tasks, ranging from simple to complex. Many prominent brands utilize AI-powered bots to produce automated content, enabling them to swiftly cover the latest news and updates while maintaining publishing consistency (Ahmed, & Ganapathy, 2021).
AI recommendation engines predict user preferences using algorithms like collaborative and content-based filtering. Collaborative filtering analyzes user relationships to suggest similar content, while content-based filtering matches content attributes to recommend relevant items. Hybrid systems combine both approaches for robust results, as seen in platforms like Netflix. These systems optimize accuracy by blending collaborative and content-based signals. They provide highly tailored suggestions by forming comprehensive user and content profiles. Continued advances in machine learning will enhance recommendation systems further (Ip, 2023).
The list below outlines the names, functions, and advantages of several beneficial AI tools, particularly highlighting their advantageous applications within a company setting (Valeur, & Liekis, 2023; Gozalo-Brizuela & Garrido-Merchan, 2023):

- ChatGPT is an AI chatbot employing natural language processing to generate conversational dialogue resembling human interaction, enhancing operational efficiency and conserving company resources.
- Stable Diffusion is a text-to-image generative AI model known for its ability to generate photo-realistic images from any given text input. It enables the creation of visually compelling images based on textual descriptions, offering a valuable tool for content creation and visual storytelling.
- Adobe Podcast AI is an artificial intelligence tool designed to analyze podcast audio, providing transcripts, captions, keywords, summaries, and other valuable insights, thereby aiding in content creation efforts.

- DALL·E is an AI tool used for creating digital images based on natural language descriptions, thus assisting in image creation processes and mitigating the risk of plagiarism.
- Jasper.ai is an AI tool designed to produce high-quality copy for emails, ads, websites, listings, blogs, and various other content formats, aiding in email, advertising, and content generation processes, among others.
- Surferseo is a tool that analyzes company pages against the top-ranking pages and offers SEO recommendations, assisting with SEO optimization efforts.
- Zapier AI facilitates the connection of AI by Zapier with thousands of popular apps, enabling automation of tasks and time-saving measures.
- make.com enables companies to visually design, construct, and automate workflows, aiding in task execution and workflow automation.
- Nifty facilitates the organization, planning, and prioritization of work, assisting in efficient work planning within the company.
- Motion.ai assists in managing schedules, recurring tasks, and meetings, aiding in effective time management.
- Grammarly offers grammar and spell checking, plagiarism detection, and writing suggestions for clarity, conciseness, vocabulary, style, and tone, enhancing the writing process.
- AutoGPT assists in evaluating its performance, refining past experiences, and leveraging its history to produce more accurate outcomes, thereby aiding in text generation and coding tasks.
- copy.ai facilitates the creation of texts, copywriting, or articles in a natural writing style, assisting with various aspects of content generation and more.

Generative AI tools revolutionize content creation by autonomously generating diverse media formats, fostering collaboration between humans and AI systems. Through natural language generation and recommendation engines, these tools streamline content creation processes and optimize operational efficiency across industries.

4.2. Artificial Intelligence vs. Humans: Analysis in Content Creation

The comparison between humans and artificial intelligence in content creation has recently garnered significant attention. AI has demonstrated its capability in producing outstanding artistic pieces, as well as proving its effectiveness in content marketing. Research has revealed that the quality, satisfaction, and readability of materials depend on the content source (human vs. AI) and the medium of information transmission (text, audio, video) (Correia, Liu, & Xu, 2020). Despite AI's potential in content production, Anantrasirichai and Bull (2021) found that AI-generated results surpassed those produced by humans. Thus, the advantages of AI in content creation vary depending on the type and context of the content being generated. Additionally, content produced by AI may be of slightly lower exceptional quality compared to human-generated content. Aizenberg and van den Hoven (2020) concluded that while AI systems can aid in generating significant evidence and efficient decisions, they can also provide people with illogical and biased decisions, potentially compromising human rights.

Conversely, although there have been calls for AI to be more ethical and socially conscious, advocates have offered few concrete solutions beyond emphasizing the need for openness, explanations, and fairness. The comparison between AI and humans in terms of imagination and moral weight raises significant questions. Gillespie's study emphasizes the importance of content control (Gillespie, 2020), and Ragot's findings suggest that people prefer artworks created by humans over those generated by AI (Ragot, Martin, & Cojean, 2020). Despite recent advancements, human resources remain limited, and activities requiring high levels of human involvement cannot be entirely mechanized (Cetinic & She, 2022).

Recent research indicates that celebrities using AI to enhance their market presence will attract a larger audience in the digital age. This is due to AI's ability to respond quickly to information and efficiently classify customers. Nevertheless, the inference drawn from this is that AI still requires further development before completely replacing humans in the workforce (Vrontis et al., 2021).

5. CONCLUSION

The integration of artificial intelligence into content creation processes within digital marketing represents a pivotal juncture in the evolution of the industry. Technological advancements have continuously reshaped marketing endeavors, facilitating deeper integration of AI tools and technologies. For marketers, this evolving landscape offers unprecedented opportunities to engage with consumers in more seamless and instantaneous ways, fostering greater connectivity and interaction.

One of the most significant contributions of AI to digital marketing lies in its ability to enhance personalization and customer experiences. AI-driven algorithms analyze vast amounts of customer data to uncover insights, preferences, and behavioral patterns, enabling marketers to tailor content and offerings to individual needs. Through automation of repetitive tasks and optimization of content delivery, AI streamlines workflows and frees up valuable time for marketers to focus on strategic initiatives and creative endeavors. This paradigm shift enables marketers to deliver more relevant

and engaging personalized content to their target audiences, thereby enhancing customer satisfaction and driving higher levels of engagement.

The emergence of generative AI tools marks a transformative advancement in artificial intelligence, particularly in the realm of content creation. These tools leverage sophisticated algorithms and pattern recognition techniques to generate diverse content forms such as text, images, audio, and code. By analyzing patterns in training data, generative AI tools can create content that is both contextually relevant and engaging, opening up new avenues for creativity and innovation in digital marketing.

However, the integration of AI in content creation also presents challenges and considerations that must be carefully addressed. Data integrity, algorithmic biases, and ethical dilemmas are among the key concerns that marketers must navigate when utilizing AI-powered content creation tools. Ensuring transparency, ethical use of data, and ongoing evaluation are essential to uphold standards and foster trust with audiences.

Despite these challenges, the potential of AI in digital marketing is vast and far-reaching. As AI technologies continue to evolve, future research should focus on exploring the long-term implications of AI integration across various industries, examining the ethical considerations surrounding AI-driven content creation, and investigating its impact on job roles and workforce dynamics. Additionally, efforts should be made to evaluate the effectiveness of AI-generated content in engaging diverse audiences and to develop frameworks for assessing the quality and authenticity of AI-generated content.

In conclusion, the future of AI in content creation holds immense promise and potential for revolutionizing the way content is generated, curated, and delivered in digital marketing. As AI technologies advance and mature, marketers have the opportunity to leverage these tools to streamline workflows, enhance personalization, and drive greater engagement with audiences worldwide. By embracing AI-driven content creation strategies and addressing associated challenges, marketers can position themselves for success in an increasingly competitive and dynamic digital landscape.

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