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The Change of Digital Marketing with Artificial Intelligence

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Abstract

With the rapid advancement of digital technologies, businesses' marketing strategies have significantly changed. Traditional marketing methods have given way to digital marketing, which is now necessary in the modern business world. Digital marketing technology is built upon algorithms that encode sequences of instructions given by humans to machines. However, with Artificial Intelligence (AI), devices can define their algorithms and devise new pathways. This transformation can reshape digital marketing, making it more innovative and productive, unleashing its unlimited potential. This article examines the impact of artificial intelligence on digital marketing, emphasizes its importance, and provides insights into how businesses can utilize transition strategies from digital marketing to artificial intelligence to gain a competitive advantage. Additionally, it offers a different perspective on artificial intelligence for academics in digital marketing and contributes to the existing literature. AI is a significant factor in transforming digital marketing and shaping future marketing trends. AI technologies in extensive data analysis, personalized content creation, improving customer experience, and automating sales processes offer marketers a competitive advantage. AI-based marketing systems are predicted to advance, making marketing strategies more efficient, effective, and personalized. AI will intelligently automate data-driven and repetitive tasks for marketers in the future. Accordingly, digital marketing costs will decrease, and the ability to make large-scale forecasts will improve, which accelerating revenue growth. Marketers must adapt to these trends and explore new opportunities by utilizing AI.

Keywords: Artificial Intelligence Marketing, Digital Marketing, Customer Segmentation, Automation in Marketing