JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue
JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)
An International Scholarly Open Access, Peer-reviewed, Refereed Journal

A STUDY ON AI & FUTURE TREND'S IN MARKETING

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Abstract : AI is a disruptive technology in 20th century which has done with many evolutions. It provides solutions to many complex problems by making our works much more-easier. AI teaches us many things such as Machine learning, Deep learning, decision making and it is revolutionizing the way businesses approach market strategies. The main theme of this paper is to assess how, why, AI stands as an initiative in the development of future trends in marketing. With AI, marketers can optimize targeting, automate repetitive tasks, and make data driven decisions. The future of marketing tools exciting with AI driving innovation and transforming the way business connect with their customers.

***IndexTerms* - AI, Deep learning, Decision making, future trend's, Marketing.**

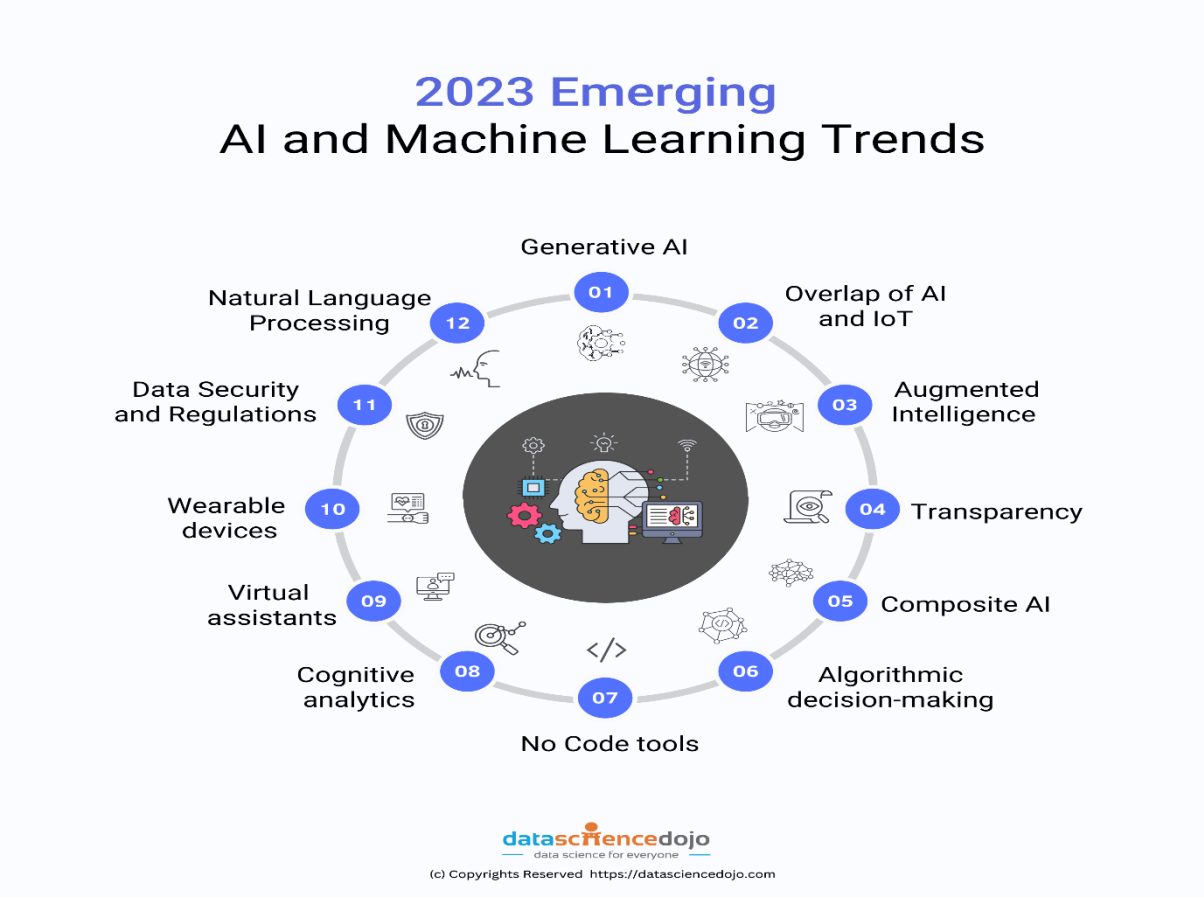
I. OBJECTIVE

- Explore the current state of AI adoption in the marking industries.
- Assess the role of AI in improving marketing campaign effectiveness and customer engagement.
- Evaluating the ethical considerations and challenges associated with the use of AI in marketing.
- Identify the future trends and potential advancements in AI that will shape the marketing landscape.
- Investigate the potential risks and limitations of AI in marketing and propose strategies to mitigate them

II. INTRODUCTION

Artificial Intelligence offers incredible opportunities for businesses to enhance their strategies to connect with in the ever evolving of marketing, (AI) has emerged as a game-changer, customers on a deeper level. By assessing vast amount of data, AI algorithms can uncover valuable insights about customer behaviour, preferences, and trends. This enables the marketers to create more targeted and personalized- campaigns that resonate with their audience.

One of the most prominent applications of AI in marketing is through chatbots that is Human Interaction with AI(HIA). These virtual assistants can engage with customers with real-time, providing instant support and guidance. They can answer inquiries, recommend transactions, all while delivering a seamless customer experience. It is already integrated in our daily life most of us are interacting with AI multiple times. It is also providing a personalized experience like advertisement, music, movies along with social media, Netflix and all the other things.



Artificial Intelligence is shaping business marketing with many strategies like now a days agencies can easily access the data, analyse the trends, enhance the quality of their brand. It's already automating manual with repetitive tasks. Soon it will argument human decisions. Along the way, it will add more to global GDP by 2030. That growth will be more enough to create many good jobs, while it will also change how current jobs are being done

III. LITERATURE REVIEW

In recent years, there has been a surge of research and scholarly articles exploring the intersection of AI in marketing. These studies have shed light on various ways AI is transforming the marketing landscape and shaping future trends. It showcases the growing significance of AI in marketing and highlights the potential future in this field. It provides valuable insights into the various applications of AI, its impact on customer experience, the ethical considerations that need to be mentioned. Following are the some of the views listed below:

- 61% of marketers say AI is the most important aspect of their data strategy.
- 80% of business and tech leaders say AI already boosts productivity. Current AI technology can boost business productivity by up-to 40%.
- 83% of early AI adopters have already achieved substantial (30%) or moderate (53%) economic benefits.
- 97% of mobile users are using AI-powered voice assistants.

IV. RESEARCH METHODOLOGY

As we approach 2024, it's crucial for marketers, entrepreneurs, and business leaders to stay abreast of the latest trends in AI marketing. Here are six AI marketing trends that are set to define the landscape in 2024:

1. **AI in Digital Marketing:** The integration of AI in digital marketing strategies has been a game-changer. From personalized content recommendations to predictive analytics, AI is enhancing the user experience and driving conversions. In 2024, expect to see even more sophisticated AI-driven campaigns that cater to individual user preferences and behaviours.

2. AI-Powered Ads: The future of advertising lies in AI-powered ads. These ads use machine learning algorithms to analyse user data and deliver personalized ad content. The year 2023 saw a surge in AI-powered ads, and this trend is only set to grow in 2024.

3. AI Marketing Automation: Automation in marketing isn't new, but with AI, it's reaching new heights. AI-driven marketing automation tools can analyse vast amounts of data in real-time, allowing businesses to engage with their audience more effectively at the right moments.

4. Consumer Behaviour Analysis with AI: Understanding consumer behaviour is paramount for any business. With AI, businesses can delve deeper into consumer trends, preferences, and buying habits. This data-driven approach will enable brands to tailor their marketing strategies more effectively.

5. AI-Driven Content Creation: Content remains king in the digital world. With AI, content creation is becoming more streamlined and tailored. Tools powered by AI can generate content that resonates with the target audience, ensuring higher engagement and conversion rates.

6. The Future of AI in Marketing: As we look beyond 2024, the role of AI in marketing will continue to grow. From virtual assistants to chatbots, the possibilities are endless. Brands that embrace AI will undoubtedly have a competitive edge in the market.

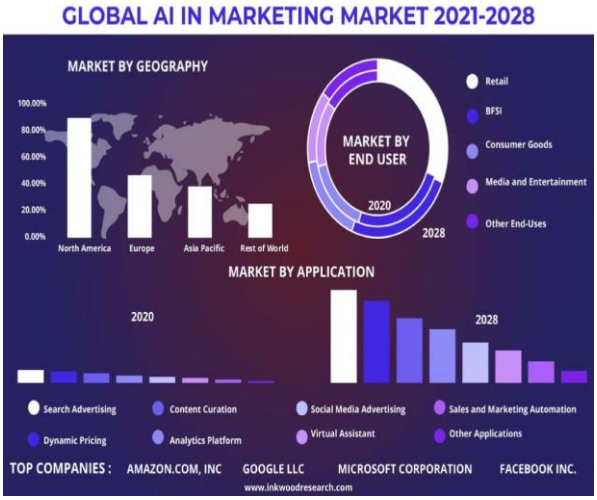
AI tools that are used in digital marketing:

- **Acquisio-Turing** – PPC bid and budget management software
- **Brame-work** – keyword analysis, blog builder and AI content generator
- **Cortex** – optimizes social media content
- **Crayon** – tracking and analysis
- **Drift** – chatbot and customer engagement AI
- **HubSpot** – inbound lead generation, CRM
- **Google Cloud AI** – Data labelling, prediction, data science and machine learning platform
- **Conversica** – AI assistance to engage customers in authentic conversations
- **Pattern89** – predictive marketing AI for Facebook, Instagram and Google ads.

V. RESULTS AND DISCUSSION

When it comes to AI and future trends in marketing, there are some exciting developments happening. AI is being used to analyse customer data and provide personalized recommendations, making marketing campaigns more targeted and effective. Additionally, AI-powered chatbots are becoming more prevalent, providing instant customer support, enhancing the overall customer experience. It's like having a virtual marketing assistant that helps businesses make smarter decisions and connect with customers in more meaningful way. The future holds even more possibilities for AI in marketing, such as predictive analytics and voice recognition technology. It's an exciting time to be interested in AI and its impact on the marketing industry!

VI. FIGURES AND TABLES



VII. Acknowledgment

To wrap up our discussion on AI and future trends in marketing, it's safe to say that AI is transforming the marketing landscape in exciting ways. With the power of AI, businesses can analyse vast amounts of customer data, by providing exceptional customer experiences. AI-powered chatbots are enhancing customer support, while predictive analytics and voice recognition technology hold promise for the future. The future of AI in marketing is full of endless possibilities. As AI continues to evolve, we can expect to see even more advancements in areas such as personalized advertising, targeted messaging and data-driven decision-making. AI will help businesses gain deeper insights into customer preferences, behaviours, enabling them to create more engaging and relevant marketing campaigns, as technology continues to advance, AI will undoubtedly play a significant role in shaping the future of marketing. It's an exciting time to be at the forefront of these innovative technologies at this field.

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