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ARTIFICIAL INTELLIGENCE AND MARKETING INTERSECTION POST-COVID-19: A CONCEPTUAL FRAMEWORK

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ABSTRACT

As a result of mass digitization during the pandemic, businesses were able to automate business processes, giving people and brands a deeper connection. A proactive strategy, however, is the next step for organizations to implement AI during crisis situations by going one step further. In spite of this, most organizations still do not adequately address this growing problem. After Covid outbreaks, consumer behavior is unlikely to return to pre-pandemic levels. Consumers will increasingly buy goods and services online, and more people will work remotely. In the post-Covid-19 world, as economies slowly begin to open up again, artificial intelligence (AI) will be extremely valuable as companies begin to adapt to the new environment. Similar to other global crises, several major trends that were already underway before Covid are likely to accelerate as a result of the pandemic. Companies must continue to invest in artificial intelligence initiatives during the recovery phase. A conceptual framework for marketing and user engagement is presented in this paper that uses artificial intelligence and automation in ways that are user-centric, integrating traditional marketing practices into an overarching framework that can be implemented by structured artificial intelligence. Embedded technologies, artificial intelligence, and automation have had a significant impact on the four Ps of marketing and will continue to do so.

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Introduction.

In the wake of COVID-19, digital marketing has been exploding, and marketers are exploring how they can use artificial intelligence to enhance their marketing campaigns and make their campaigns more effective. Using innovative technological solutions, it has become possible to meet fundamental human needs such as nutrition, physical security, and psychological connections through the use of effective technological solutions, which has resulted in a spike in the adoption of new technologies in recent years as a result. A number of areas have greatly benefited from technology initiatives, including knowledge sharing, business processes, product distribution, and marketing (Tiwari, 2008). In the past few years, reverting to the old ways of handling work and purchasing patterns has become even less likely than it ever was, and that is an obvious fact. The role of technology has been crucial in the battle against COVID-19. Innovative applications have enabled infectious diseases to be tracked, healthcare providers to be empowered, and humanity as a whole to be connected in ways that were previously unimaginable. There has been a great deal of evidence that data and real-time information exchange have played a significant role in limiting the magnitude of the pandemic in various studies. As a result of artificial intelligence (AI) that has been developed over the past few years, the way in which customers interact with marketing campaigns has been revolutionized. In spite of the fact that there have

been a considerable number of studies exploring the application of artificial intelligence to interactive marketing, personalization and core concepts driving AI for marketing as one of the major concepts remain underexplored, both in research and in practice associated with AI marketing. As a result of new technologies emerging in the future, that include Artificial Intelligence (AI), many factors will be affecting the way in which insight and analytics will be shared and created by marketers as a result of the way in which it is created (Tiwari 2022). It was during the pandemic that mass digitization made it easier for businesses to automate business processes, giving people and brands a deeper connection than ever before. However, the next step that organizations can take is to develop a proactive strategy with the aim of going one step further and implementing AI in the event of a crisis. Even so, the majority of organizations are still not adequately addressing this issue despite the fact that it is growing. It is inevitable that businesses will need to find ways to stand out from the crowd as competition continues to grow. In order to achieve this, one of the ways to do it is through the use of artificial intelligence to customize the user experience. This can be achieved in a number of ways, including using data to deliver targeted content and ads to a specific audience or tailoring the user journey to their preferences based on the data collected. The concept of personalized marketing is not limited to personalized messaging in different channels, but there are also other forms of personalized marketing including chat conversations, social commerce on social media platforms, and social shopping with other users as well, all of which can be achieved through artificial intelligence.

AI & Marketing : The Intersection.

It has become inevitable that artificial intelligence will be deployed in marketing, and its use will continue to evolve. The use of artificial intelligence in marketing has emerged as a fast-growing trend that guarantees any company an edge against its competitors. As a result of continuous research and innovation led by tech giants in recent years, the adoption of advanced technologies in marketing has been facilitated over the past few years.

Currently, marketing and artificial intelligence are being used in the world of business as a means to communicate with businesses and guide them on the way to achieving their goals (Tiwari, 2022). In order to develop a conceptual framework that encompasses artificial intelligence and marketing, the author conducted semi-structured interviews with 260 professionals from 35 different corporations in order to develop a conceptual framework. As a result of this study, the authors discovered that four core concepts can be used to develop a conceptual framework that can be used by other researchers. There is no doubt that these four core concepts are by no means exhaustive, but they are rather selective as they are chosen by the authors, and thus are not exhaustive in any way.

Conceptual Framework (Selective top four core concepts).

As you can see in the following list, there are four core concepts that the author has selected and taken note of. Detailed descriptions of these are presented in the subsequent parts of this paper in the respective headers. As a result of combining analytics and insights with traditional marketing interfaces, assisted by artificial intelligence, one can make better decisions, and consumers can make connections with brands faster and more efficiently than ever before. In the world of marketing, using social interactive experiences allows marketers to use artificial intelligence and technology to bring people together, as well as leveraging technology to provide a more personalized experience. A mapping of economic trends (micro and macro) can be done using artificial intelligence in order to make intelligent decisions faster, based on economic trends that might affect marketing efforts in the future. The use of artificial intelligence is beneficial to marketing efforts that require speed. A significant advantage of customisation is the ability to target customers at appropriate points in their lifecycle, so that customer engagement can be improved through better targeting using artificial intelligence. Marketing could also make use of artificial intelligence so as to identify at-risk clients and to target them with information that will assist them in reengaging with the brand in the event that they become disengaged. In this study, questionnaires were distributed to two hundred respondents from whom one hundred eighty responses were recorded. In order to obtain quantitative secondary data, we used a modified questionnaire that consists of items on a five-point Likert scale and was distributed to a sample of people that was selected for the study.

Insights and analytics in relation to Artificial Intelligence.

It is a method of utilizing the power of Artificial Intelligence technologies to collect data, and customer insights, anticipate customers' next moves and automate marketing decisions that will have a significant impact on their marketing efforts through the use of artificial intelligence. Through the use of artificial intelligence, businesses will be able to take advantage of this technology. When it comes to marketing, it is usually the case that AI is used when the need for speed is of the utmost importance. Without a doubt, artificial intelligence has the potential to have a significant impact on how quickly insights can be gained and analysed as well as how quickly they can be used. As a result of artificial intelligence, marketers have the ability to better understand their customers' behaviour, their actions, and their indications in real-time in order to serve them better. AI, data, insights, and analytics, all of which can be fully automated by AI, is allowing marketing leaders to design a strategy that is tailored to fit the needs of the right person in a time-efficient and effective manner as a result of the combination of AI, data, insights, and analytics.

A vast amount of data is collected by companies, which is now able to be analysed by artificial intelligence due to the vast amount of data that companies collect. There was a time when this information was not well structured, and it was not as easy to understand at a glance as it is today. By utilizing the use of artificial intelligence as a marketer, you can be able to extract what you need to know about your customers' sentiments or their behaviours based on what they say about what you do and how you do it. Among the many substantial benefits that AI and Machine Learning bring to the table, there is one that stands out. By giving marketers a competitive edge by giving them real-time predictions based on real-time data, they are able to give them a step up on their competitors, allowing them to stay one step ahead.

Personalization through Artificial Intelligence (AI).

The creation of more outstanding content for the purpose of personalization and relevance consumes a great deal of marketing resources, so the use of artificial intelligence in marketing can help in saving some of these resources. Through the use of smart technologies and artificial intelligence techniques, marketing processes are being optimized to an even greater extent so that customers can receive real-time personalized messages that are tailored to their specific needs as a result of using intelligent technologies. The power of AI lies in the use of the data from the above-mentioned sources to create high-quality ads, content that is relevant to the customers, and that adds value to the customer's experience when using the data from these sources. Without the aid of Artificial Intelligence, it would be extremely difficult for a company to implement a strategy of personalization of this kind. There is therefore a need for companies to focus on collecting appropriate data and introducing data-driven processes, tools, and workflows, as well as deploying artificial intelligence (AI) in a way that is effective and efficient. Besides the use of personalization in marketing, smart measures of marketing and branding activities can also be conducted with the help of artificial intelligence (AI), together with the use of personalization in marketing. In order to optimize your marketing strategies in sync with AI, you need to understand the effects of both in order to optimize them in the most effective manner possible. By leveraging artificial intelligence, companies can maximize their customer lifecycle by getting insight into each stage of the process.

In order to be able to take a step back and look at the customer lifecycle as a whole, it is valuable to be able to take a step back and be able to examine the entire cycle backed by artificial intelligence as a whole. In order for marketers to identify the number of customers at each stage of the customer lifecycle and see if there are any trends in how people move between the different stages of the customer lifecycle, this information can be utilized. For example, they may reach the point of purchase, but for a variety of reasons fail to make the purchase. When marketers are able to generate an overall perspective that can be derived with the help of artificial intelligence, they will be able to start thinking about how to define metrics that can be used to measure the progress of each stage of the customer lifecycle in order to determine the success of the campaign.

Economic trends and Artificial Intelligence.

A lot of marketers believe that Artificial Intelligence (AI) has a huge impact on their ability to understand global economies, and the trends in global GDP, along with its real-time analysis by artificial intelligence, are drastically changing the world of marketing, making artificial intelligence the biggest

opportunity for marketers in the history of marketing. Whenever there are fluctuations in the economy, an artificial intelligence system is able to reason and calculate, perceive relationships and analogies, classify, generalize, and learn from the experiences of the past. As far as economics and marketing are concerned, AI can store and retrieve information from memory, adapt to new situations, solve planning problems, comprehend complex ideas, and use natural language fluently, all of which demonstrate its exceptional ability to reason, calculate, perceive relationships, and perceive analogies when it comes to economy and marketing. There is no doubt that artificial intelligence will gain a great deal of popularity as an industry in the coming years as it will use natural intelligence in its design, which will allow marketers to analyze economies in real-time in order to target their advertising efforts. It is critical that we gather data from all of the people, economies, processes, and things on our network to identify emerging customer needs, identify trends, and innovate faster than the competition, and then analyze that data using a semantic analysis of patterns in order to identify emerging customer needs, uncover trends, and innovate faster than our competitors. As a matter of fact, it is clear that for marketers, the more data we are able to collect and analyze from economies by using artificial intelligence, the more opportunities it opens up to them..

The Customer Life Cycle and Artificial Intelligence.

Artificial intelligence has had the most profound impact on the 'Insights' and 'Analysis' phases of the consumer journey powered by technology throughout the entire journey of the customer and this has been true throughout all phases of the journey. Over the past few years, marketers have been using artificial intelligence (AI) to segment their prospects and convert their customers' preferences, predict customer dropouts, and gain social insight through marketing analytics solutions that are capable of segmenting and scoring their leads, as well as to gain social insight. The use of artificial intelligence has also become an increasingly important part of the toolkit of marketers in recent years, and brands are increasingly using it to optimize their acquisition across a wide range of channels, such as social media, in order to increase conversion rates in the future. As an example of artificial intelligence being used in marketing, it would be beneficial to be able to customize social media messages. Social media messages are generally self-contained messages, rich in data, and ineffective if they are not personalized, which is why social media messaging is a natural starting point for AI-powered marketing, since they are self-contained, rich in data, and ineffective if they are not personalized.

Conclusions.

With the integration of artificial intelligence and marketing, businesses and marketers will be able to make decisions based on information, numerical ability, resolution, reasoning, and discovery at their fingertips. To provide customers with the best possible experience, it is imperative that a sense of loyalty is built and that purchases are encouraged in order to build a sense of loyalty. As a result of artificial intelligence and personalization technology, the industry has undergone a dramatic change in the last few years, which will continue in the future. Marketers are now able to reach out to their target audiences more effectively thanks to AI's sophisticated set of tools that have been enhanced and enhanced by artificial intelligence. It is predicted that artificial intelligence is going to have a huge impact on the marketing industry in the near future.

AI will have a big impact on marketing in more ways than one in the coming years, and there is no doubt about that. It is no secret that technology is developing at an unprecedented rate, and in the last two years we have seen huge leaps made in the technology we use on a daily basis. Nevertheless, the use of analytical intelligence in relation to marketing is not without its own challenges as well as limitations that may prove to be unwelcome and negatively impact the marketing process in a considerable way. In recent years, artificial intelligence has been recognized for its inherent biases, which have been recognized for some time. However, it should also be noted that there is the essential matter that many customers are uncomfortable with the fact that they will be dealing with robots in the near future. There are a lot of people who believe that artificial intelligence can replace humans in marketing, if done correctly, but any interaction between a human and a non-human for marketing purposes actually becomes a bit of a hurdle that makes it more difficult to establish relationships between the two.

Despite the advances in artificial intelligence, the author wants to underline that they will always be dependent on a human being to make decisions in the background, have creative discussions, and forge a bond with a segment of the customer base. As well, there is the question as to whether AI can

be trusted totally with regards to marketing, which raises doubts about its trustworthiness, as marketing is what actually influences the mind and preferences of the customers, which means that AI cannot be trusted completely with regards to marketing. Despite the apparent benefits of artificial intelligence in marketing, there may also be some inherent drawbacks to the technology that could actually have a detrimental effect on marketing communications. There is a possibility that these factors in a customer's marketing life cycle can go far beyond racial biases, language biases and even geographic ignorance as they relate to the marketing process. It could result in the loss of a customer forever if a phrase is placed in the wrong place in a marketing campaign, and that is a situation that is not something that an artificial intelligence tool is trained to deal with.

According to the author's conclusion, based on the outcome of his research, it can be predicted that despite the challenges and drawbacks, artificial intelligence and marketing will be integrated in the most effective manner possible in the coming years, as a means of achieving maximum results in the future.

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