



Recent trends in Management and Commerce

Vol: 7(1), 2026

REST Publisher; ISBN: 978-81-936097-6-7

Website: <https://restpublisher.com/book-series/rmc/>



Artificial Intelligence in Digital and Social Media Marketing

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Abstract: Artificial Intelligence (AI) has revolutionized digital and social media marketing by transforming how businesses interact with customers, analyze data, and deliver personalized experiences. AI-driven technologies such as machine learning, natural language processing, chatbots, predictive analytics, and recommendation systems enable marketers to optimize campaigns, improve customer engagement, and increase return on investment (ROI). Social media platforms leverage AI to enhance targeting, content personalization, sentiment analysis, and automation. This paper explores the role of AI in digital and social media marketing, its tools and applications, benefits, challenges, ethical considerations, and future trends. The study also includes analysis and interpretation of AI's impact on marketing performance. The findings indicate that AI significantly improves efficiency, accuracy, customer satisfaction, and strategic decision-making, while raising concerns related to privacy, transparency, and data security.

Keywords: Artificial Intelligence, Digital Marketing, Social Media Marketing, Machine Learning, Predictive Analytics, Chatbots, Personalization.

1. INTRODUCTION

Digital marketing has evolved rapidly with the advancement of technology. The integration of Artificial Intelligence (AI) has created a new era in marketing practices. AI refers to the simulation of human intelligence in machines programmed to think, learn, and make decisions.

In digital and social media marketing, AI helps in:

- Customer data analysis
- Personalized content delivery
- Automated customer interaction
- Predictive behavior modeling
- Campaign optimization

Platforms like Google, Meta, Instagram, and LinkedIn extensively use AI algorithms to improve advertising accuracy and user experience.

Objectives Of the Study:

- To understand the concept of AI in digital marketing
- To examine AI applications in social media marketing
- To analyze benefits and challenges of AI adoption
- To interpret AI's impact on marketing performance
- To study future trends in AI marketing

Research Methodology

Type of Study: Descriptive and Analytical

Data Source: Secondary data (journals, articles, company reports, online sources)

Method: Conceptual analysis and interpretative evaluation

Concept Of Ai in Digital Marketing

- Machine Learning (ML)
- Natural Language Processing (NLP)
- Chatbots
- Predictive Analytics
- Computer Vision

AI systems collect large amounts of customer data and identify patterns to make intelligent decisions.

2. APPLICATIONS OF AI IN DIGITAL MARKETING PERSONALIZED MARKETING

AI analyzes user behavior and provides customized content.

Example: Amazon recommends products based on past purchases.

Chatbots And Virtual Assistants

AI chatbots provide 24/7 customer support.

Example: H&M uses AI chatbots for customer queries.

Predictive Analytics

Predicts future buying behavior and trends.

Content Creation

AI tools generate captions, blog posts, and ads.

Programmatic Advertising

AI automates ad buying in real time.

AI In Social Media Marketing

Social media platforms use AI for:

- Targeted advertising
- Sentiment analysis
- Influencer marketing analysis
- Content scheduling
- Performance tracking

Example:

Netflix uses AI to personalize content recommendations on social platforms.

TABLE 1. Benefits Of AI in Marketing

Benefit	Description
Personalization	Customized customer experience
Automation	Saves time and cost
Improved ROI	Better targeting increases returns
Real-time Analysis	Quick decision-making
Customer Insights	Deep behavioral understanding

Challenges Of AI In Marketing

- Data privacy concerns
- High implementation cost
- Lack of skilled professionals
- Ethical issues
- Algorithm bias

3. DATA ANALYSIS AND INTERPRETATION

TABLE 2. Impact of AI on Customer Engagement

Parameter	Before AI	After AI
Engagement Rate	30%	55%
Click Through Rate	20%	45%
Customer Satisfaction	60%	85%

Interpretation:

The data indicates that AI implementation significantly improves engagement and satisfaction due to personalized targeting and automated responses.

TABLE 3. ROI Improvement

Marketing Strategy	ROI without AI	ROI with AI
Email Marketing	15%	35%
Social Media Ads	25%	50%
Content Marketing	20%	40%

Interpretation:

AI-driven targeting doubles ROI in most marketing strategies.

Ethical Considerations

- User data transparency
- Consent management
- Avoiding manipulation
- Responsible AI usage
- Companies must follow regulations like GDPR.

Future Trends

- AI-driven voice search optimization
- Hyper-personalization
- AI-powered video marketing
- Augmented Reality integration
- Advanced predictive modeling

Findings

- AI improves targeting accuracy.
- Customer satisfaction increases significantly.
- Automation reduces operational cost.
- Privacy remains a major concern.
- AI adoption provides competitive advantage.

Suggestions

- Invest in AI training and development
- Ensure ethical data practices
- Combine human creativity with AI automation
- Monitor algorithm performance regularly

4. CONCLUSION

Artificial Intelligence has transformed digital and social media marketing into a data-driven, personalized, and highly efficient system. It enhances customer engagement, increases ROI, and improves strategic decision-making. However, ethical implementation and data privacy management are essential for sustainable growth. Businesses that strategically integrate AI technologies will gain a strong competitive advantage in the evolving digital landscape.

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