Adaptation of AI in Social Media Marketing; A New Frontier of Advertisement

Dr. Joychen Manuel[1], Ms. Rinta George[2]

[1] Associate Professor, St Berchmans College, Changanacherry, Kottayam, Kerala

[2] Assistant Professor, Mangalam College of Engineering, Kottayam

Abstract

In coming years, significant expansion is expected by marketers in artificial intelligence (AI). AI offers marketers new ways to maximize customer value and develop lifetime value models, making them more pertinent. In order to gain a competitive advantage in this ever-changing economic climate, organizations need to change their digital marketing tactics. AI tools aid in social media management as they track trends, monitor discussions, and locate influential figures of interest. Social listening automation assists marketers in knowing sentiment and modifying tactics accordingly. AI analyzes and processes vast amounts of data efficiently, making it easier for marketers to make informed decisions. It aids in learning the customer's behavior, tracking campaign efficiency, and data-driven decision-making. Future marketing strategies seem to be shaped in the direction of being influenced by artificial intelligence (AI) in terms of business models, sales procedures, and customer service features, as well as customer's behavior. A business model that has been employed by online shops in the past typically involves customers ordering, after which the online shop delivers the goods. With AI, online shops can probably anticipate what customers will need; assuming that these expectations are very high in accuracy; retailers can shift to a shipping-then-shopping business model. This research looks at the concept of AI transformative role and how it assists companies to prosper in today's market. Also talks about how marketeers can employ AI to take advantage of advanced reasoning, comprehension, and interaction to enhance their buyer relationships with more naturalized and individualized types of engagement.

Keywords:

Artificial Intelligence, Social media marketing, Campaign performance, Advertisement, Customer behaviour.

Introduction

Artificial Intelligence (AI) is the mimicry of human intelligence in machines that are designed to reason and learn like humans. It involves a broad set of technologies and methods that allow machines to accomplish tasks that otherwise need human intelligence. Such tasks include decision-making, visual perception, speech recognition, language translation, and problem-solving. The context of this study lies in the revolutionary tide of technological innovation that has captured industries across the world. Over the past few years, AI has moved from a science fiction idea to a real and intrinsic aspect of corporate life. Marketing, as a leader in engaging

customers and generating revenue, has undergone a revolution with the integration of AI technologies. AI has a large impact in revolutionizing social media marketing through improved efficiency, content personalization, and general campaign performance. In conclusion, this research paper provides the foundation for an in-depth exploration of the shift in social media marketing and the role played by AI to help businesses gain a competitive advantage. Organizations can successfully navigate the digital landscape, enhance customer experiences, and facilitate sustainable growth in today's marketplace by leveraging technology and adopting innovative approaches.

Objectives of the Study

1. To study the impact of Artificial intelligence on social media marketing.
2. To find out the strategies for the effective use of AI technologies in business through Social media.

Literature Review

Kumar &Reinartz (2016) – Published in the *Journal of Marketing*, the article *Creating enduring customer value* focuses on how firms can strategically build and sustain long-term customer value in competitive markets. The authors argue that customer value creation must extend beyond transactions to encompass lifetime value models, relationship building, and engagement strategies. They highlight that integrating digital tools, customer analytics, and dynamic segmentation enhances the ability to deliver personalized experiences. The article recommends marketers adopt customer-centric approaches, leverage technology to strengthen engagement, and focus on value-based strategies that ensure loyalty and long-term profitability.

Chen, Chiang & Storey (2012) – Published in *MIS Quarterly*, the article *Business intelligence and analytics: From big data to big impact* explores how the exponential growth of big data has transformed business decision-making. The authors emphasize that advanced analytics and business intelligence tools allow firms to derive actionable insights from large datasets, thereby creating competitive advantages. They highlight the importance of integrating structured and unstructured data, improving analytical capabilities, and aligning analytics with strategic goals. The study recommends organizations invest in analytical infrastructure, cultivate data-driven cultures, and enhance managerial decision-making through data-based insights.

Liu (2012) – Published by *Morgan & Claypool*, the work *Sentiment analysis and opinion mining* provides a comprehensive overview of techniques used to extract subjective information from textual data. The author emphasizes the growing importance of opinion mining in areas such as consumer reviews, social media interactions, and brand reputation management. The study highlights the use of natural language processing, machine learning, and lexicon-based approaches to analyze sentiments at document, sentence, and aspect levels. Liu recommends that organizations employ sentiment analysis to better understand consumer perceptions, monitor brand image, and design more effective marketing strategies that align with customer attitudes.

Research Methodology

The research design includes a case study and literature review. A qualitative method is employed to gather and analyse existing information and experience regarding the evolution of digital marketing and its impact.

Data Collection

Secondary Sources: The academic literature review on the evolution of digital marketing is comprehensive. Employing the right keywords and filters, one searches relevant academic databases, journals, books, and conference proceedings. For ensuring that recent technical advancements are included, the literature review considers studies published within the past five years.

Case Studies: Real-life case studies are collected using different sources, including academic journals, industry reports, and business magazines. Case studies are selected as per their relevance to the research objective and ability to provide meaningful insights into the successful execution of digital marketing transformation techniques.

Description of the Study

Social media platforms like Facebook, Instagram, Twitter, and LinkedIn are crucial tools for communication and marketing internationally. Artificial Intelligence (AI) is the major force driving their growing influence, primarily through personalization. Through the analysis of user profiles, actions, and engagement patterns, AI personalizes content to present more appropriate and enjoyable experiences that enrich user-brand connections.

Personalized targeting is one of the main benefit of AI. AI-driven analytics enable marketers to accurately fragment audiences and target them with personalized messages at the right moment, leading to greater engagement, better conversion rates, and better returns on investment (ROI).

AI chatbots have also changed social media customer support. These computer programs converse in natural language, provide immediate responses, and learn over time, providing 24/7 support while minimizing the need for human agents.

AI also aids in content creation by generating updates, posts, and product descriptions as well as curating content of interest to users. This engages audiences and fosters brand loyalty.

Advertising campaigns are optimized through AI's ability to scan user data, identify responsive audiences, and adjust targeting or budgets in real time. Finally, AI-driven analytics provide valuable insights into campaign performance and audience behavior, enabling data-informed decisions and continuous improvement.Overall, AI has transformed social media marketing by enhancing personalization, efficiency, and effectiveness across customer engagement, advertising, and content strategies.

Findings and Recommendations

The conclusions of this research paper are based on a thorough review of the literature. The analysis found five significant impact of AI on social media marketing namely Personalization and Targeting, Chat bots and Customer Service, Influencer Marketing, Content Creation, Social Media Advertising, Data Analytics and Performance Optimization and Predictive Analytics and Forecasting.

Future development and innovation in the use of AI in social media seem likely. We anticipate seeing increasingly more sophisticated AI models with even higher levels of prediction accuracy and personalization. Artificial intelligence (AI) in conjunction with cutting-edge technology like virtual reality (VR) and augmented reality (AR) has the potential to completely transform social media by providing consumers with immersive and interactive settings.

Additionally, the adoption of AI technology is anticipated to spread from giant corporations to small and medium-sized businesses as it becomes more affordable and accessible, democratizing the advantages of AI-driven social media marketing.

Conclusion

Without a doubt, artificial intelligence has transformed social media marketing by providing companies with a wealth of new options and insights. AI technologies are changing how brands interact with their audience and produce significant outcomes. Examples of these changes include personalization, targeting, chatbots, and content creation.

Companies can enhance users' experiences, handle their social media campaigns, and sustain their competitive advantage in the fast-evolving digital arena through artificial intelligence (AI). The key to unlocking the full potential of social media marketing in the future will be embracing AI's expanding capabilities. Predictive analytics and AI-powered personalization are not just fads in the world of digital marketing but are an integral part of the evolving social media landscape. Social media, based on AI, has a gigantic future waiting for it that will suit marketers as well as users.

References

1. Asur, S., &Huberman, B. A. (2010). Predicting the future with social media. *2010 IEEE/WIC/ACM International Conference on Web Intelligence and Intelligent Agent Technology*, 492–499. IEEE. https://doi.org/10.1109/WI-IAT.2010.63

2. Bakshy, E., Hofman, J. M., Mason, W. A., & Watts, D. J. (2011). Everyone's an influencer: Quantifying influence on Twitter. *Proceedings of the Fourth ACM International Conference on Web Search and Data Mining (WSDM)*, 65–74. ACM. https://doi.org/10.1145/1935826.1935845

3. Chen, H., Chiang, R. H. L., & Storey, V. C. (2012). Business intelligence and analytics: From big data to big impact. *MIS Quarterly, 36*(4), 1165–1188. https://doi.org/10.2307/41703503

4. Davenport, T. H. (2013). Analytics 3.0. *Harvard Business Review, 91*(12), 64–72. https://hbr.org/2013/12/analytics-30

5. Erevelles, S., Fukawa, N., & Swayne, L. (2016). Big data consumer analytics and the transformation of marketing. *Journal of Business Research, 69*(2), 897–904. https://doi.org/10.1016/j.jbusres.2015.07.001

6. Kaplan, A. M., &Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons, 53*(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

7. Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons, 54*(3), 241–251. https://doi.org/10.1016/j.bushor.2011.01.005

8. Kumar, V., &Reinartz, W. (2016). Creating enduring customer value. *Journal of Marketing, 80*(6), 36–68. https://doi.org/10.1509/jm.15.0414

9. Liu, B. (2012). *Sentiment analysis and opinion mining*. Morgan & Claypool. https://doi.org/10.2200/S00416ED1V01Y201204HLT016

10. Luo, X., Zhang, J., &Duan, W. (2013). Social media and firm equity value. *Information Systems Research, 24*(1), 146–163. https://doi.org/10.1287/isre.1120.0462

11. Tirunillai, S., &Tellis, G. J. (2012). Does chatter really matter? Dynamics of user-generated content and stock performance. *Marketing Science, 31*(2), 198–215. https://doi.org/10.1287/mksc.1110.0682

12. Zhang, W., Yuan, S., & Wang, J. (2014). Real-time bidding based display advertising: Mechanisms and algorithms. *Foundations and Trends® in Information Retrieval, 11*(3–4), 227–435. https://doi.org/10.1561/1500000038