FUTURE OF ARTIFICIAL INTELLIGENCE IN MARKETING

Dr. S. Revathi

Assistant Professor,
Post Graduate and Research Department of Commerce
Ethiraj College for Women (Autonomous)
Chennai 600 008

ABSTRACT

The future of AI in marketing depends on new technology, decision making, personalization, ethical challenges and automation. By 2025, AI is not only considered a competitive advantage but also for survival in the digital marketing world it will become essential. Now, even for daily work, 88% of marketers are now dependent on AI. Moreover, conventional search engines like Google are to be slowly replaced by artificial intelligence platforms like chatGPT. This article explores the understanding of emerging technologies in AI marketing, expected AI marketing trends, top AI marketing tools and ethical consideration in AI marketing.

KEYWORDS: Artificial Intelligence, AI tools, Personalization, Ethical Consideration

INTRODUCTION

Many companies have already started to incorporate AI into their business marketing strategy. This will change every aspect of marketing from searching the content, customer engagement and brand protection. AI in Marketing uses machine learning for better customer service and experience, in order to provide personalized service in real time. AI is very much beneficial to the company on a bigger scale because most of the repetitive tasks will be automated which in turn helps the leaders in the company to focus more on planning and creating messages.

NEED FOR AI IN MARKETING:

For the past 10 years the business has witnessed a major shift from traditional marketing to digital marketing. Marketing professionals have long ago been discussing the importance and need for cross-channel, personalization and customer engagement. The need for real time services to customers is also another major demand in marketing. All these requirements have paved the way for AI in marketing. Artificial Intelligence in the future will make the marketing
automation towards personalized experience of the customers.

OBJECTIVE OF THE STUDY:

This article explores the understanding of emerging technologies in AI marketing, expected AI marketing trends, top AI marketing tools and ethical consideration in AI marketing.

EMERGING TECHNOLOGIES IN AI MARKETING:

1. PREDICTIVE CUSTOMER INSIGHTS:

Deep learning has revolutionized predictive analytics by enabling brands to analyze vast amounts of customer data in real-time, with the help of Salesforce and Adobe, businesses can now build highly sophisticated models that predict customer behavior with unprecedented accuracy.

2. GENERATIVE AI FOR BRANDED CONTENT:

Generative AI is already making huge strides in content creation, and by 2025, it's likely to be an even bigger game-changer for marketing. The key here is how these tools, like GPT-4 and Synthesia, are able to not just generate content quickly but also adapt it in a way that feels tailored and cohesive across various channels.

A brand could need 50 blog posts on various topics every month. Instead of hiring multiple writers or spending hours crafting each post, GPT-4 can deliver drafts in minutes, which marketers can fine-tune and publish faster than ever. This is an example how generative AI is transforming content creation in marketing:

3. AI-PROGRAMMATIC ADVERTISMENT:

Programmatic advertising is definitely one of the areas where AI is having a huge impact, and it's only going to get more advanced as the years go by. With the rise of AI-driven ad exchanges and real-time bidding (RTB), advertisers and publishers are able to not just automate but optimize ad placements in ways that were previously unimaginable.

 The following were the examples how AI systems are transforming

- AI has made real-time bidding more efficient and precise by allowing the system to instantly evaluate multiple factors such as user behavior, context, ad performance data, and historical trends to determine the ideal ad placement and price
- AI is enhancing the automation of ad placements by analyzing patterns from huge datasets in real time. It can predict which combinations of creatives, targeting criteria, and placements will perform best for each audience segment.
- One of the standout features of AI in programmatic advertising is its ability to create hyper-targeted audience segments. Through machine learning algorithms, AI can process vast amounts of data, from behavioral patterns to contextual signals, to identify which users are most likely to convert.

4. **SENTIMENT ANALYSIS WITH EMOTIONAL DEPTH:**

Sentiment analysis has come a long way, and with AI advancements, especially with models and tools like Clarabridge and Brandwatch. In the new era, understanding of human emotions is essential. By 2025, sentiment analysis is a tool for measuring basic reactions (positive, negative, neutral) which is in various channels like social media, review and customer service interactions.

5. AI-POWERED HYPER-PERSONALIZATION:

Hyper-personalization goes beyond traditional personalization (like using someone's name in an email). It leverages real-time data, behavioral insights, and AI to tailor content, product recommendations, and messaging across multiple channels — at the individual level.

6. AUGMENTED REALITY(AR) POWERED BY AI:

Augmented Reality allows customers to interact with virtual elements imposed on the real world via smart phones or Augmented Reality glasses. When combined with AI, it can deliver intelligent, dynamic and personalized experiences, enabling brands to engage consumers in highly interactive ways.

7. AGENTIC AI: THE RISE OF AUTONOMOUS COLLABORATION:

Agentic AI refers to AI systems that can autonomously manage and execute tasks traditionally performed by humans, like campaign planning, content creation, and optimization. With advancements in machine learning and natural language processing, these AI agents are becoming capable of independent decision-making across multiple touch points and managing campaigns end-to-end without direct human intervention.

8. AI VISIBILITY OPTIMIZATION FOR SEARCH (GENERATIVE ENGINE OPTIMIZATION OR GEO)

Generative Engine Optimization (GEO) refers to the process of optimizing digital content for AI-powered generative engines like ChatGPT, Claude, or other AI tools that provide users with summarized content, answers or recommendations based on natural language processing.

Unlike traditional search engines, which return pages of links based on queries, generative AI engines generate concise, personalized answers or suggestions directly from the data they've learned.

9. AI POWERED VOICE SEARCH AND SYNTHETIC VOICES:

AI-powered voice search allows consumers to search for information, products, or services using their voice, through voice assistants like Alexa, Google Assistant, Siri, or voicebots. Meanwhile, synthetic voices are AI-generated, life-like voices that brands can use in everything from ads to customer support to create a more human-like and personalized experience.

With advancements in AI voice tech, brands can now create custom, brand-aligned voices that speak to consumers just like a real person, but with the added benefit of scalability and consistency.

10. AI POWERED VIDEO EDITING AND CONTENT REPURPOSING:

AI-powered tools now help marketers automatically edit long-form video content, breaking it down into shorter, engaging clips that are optimized for social media platforms like YouTube Shorts, TikTok, and Instagram Reels. These tools use machine learning algorithms to identify the most important moments in videos, add subtitles and even adjust visuals to suit each platform's unique requirements.

EXPECTED AI-MARKETING TRENDS:

1. AI AUTOMATION BECOMES STANDARD:

One key trend in modern business operations is the increasing use of artificial intelligence to automate routine tasks. Whether it's handling customer FAQs through intelligent chatbots or optimizing inventory planning with predictive algorithms, more workflows are becoming fully autonomous. This shift not only enhances efficiency and accuracy but also frees up human teams to focus on higher-level, strategic work that requires creativity, critical thinking, and emotional intelligence.

More broadly, AI is delivering clear productivity gains across marketing functions. A striking 83% of marketers report increased efficiency, with nearly half saving between 1–5 hours each week thanks to automation. Even more compelling, 84% say AI helps accelerate the delivery of high-quality content. Once, what was seen as a novelty has now become a foundational element of modern marketing operations, reshaping how teams work, scale, and compete.

2. PERSONALIZATION EVOLVES INTO HYPER-RELEVANCE:

AI is pushing beyond generic personalization into a new frontier: predictive anticipation. Instead of simply tailoring messages based on past behavior, advanced platforms like Jasper.ai are now able to generate deeply personalized content that adapts in real time and the future will only sharpen this capability.

Currently, we are entering an era where AI doesn't just respond, it anticipates. This includes dynamically fine-tuned visual and narrative content, adjusted continuously based on user interactions, preferences and campaign performance. Companies like Adobe are already advancing in this space, using AI to deliver content that's not only personalized, but contextually and emotionally aligned with the consumer journey. 91% of consumers say they're more likely to shop with brands that offer personalized experiences. Brands leveraging AI-powered personalization engines have seen a 35% increase in purchase frequency and a 21% boost in average order value.

3. AI-POWERED DECISION-MAKING GOES MAINSTREAM:

AI is no longer confined to backend analytics; it's actively shaping strategic decision-making across departments. Tools like Click Up AI enable teams to visualize data more intuitively, generate automated reports, and surface insights in real time. At present, AI-driven strategy planning, forecasting, and optimization have become the new standard.

The impact is substantial. AI-enhanced analytics have been shown to improve decision-making speed by 78%, while predictive analytics boost forecasting accuracy by 47%.

In 2025, data-backed decision-making isn't just a competitive advantage, it's the default. Teams that fail to embrace AI risk falling behind not just in speed, but in strategic precision.

4. ETHICS AND AI GOVERNANCE RISE IN PRIORITY:

The ethics and governance of AI are becoming critical priorities for brands as AI continues to scale and shape the marketing landscape. While AI offers remarkable potential in terms of efficiency, personalization and innovation, it also brings about significant challenges, especially in areas like privacy, bias and transparency.

127 countries have passed AI-related laws and 40% of marketers naming data privacy as a top concern, compliance and ethical governance are becoming non-negotiable for businesses aiming to build trust with their audiences and avoid potential legal pitfalls.

5. AI INTEGRATIONS WILL SIGNIFICANTLY IMPACT THE WORKFORCE:

The integration of AI into the workforce is reshaping how we approach marketing, innovation, and job roles in general. While AI promises to significantly improve efficiency, speed and data analysis, it's also raising concerns about job displacement and the evolving nature of work. As AI tools become more ingrained in marketing, hybrid roles are emerging where humans and AI collaborate to co-create, test, and iterate on campaigns and strategies faster than ever before.

59.8% of marketers have a fear of job loss. McKinsey predicts that in 2030, 30% of work hours could be automated. But, 97 million new roles may be turned up for training in order to work with AI.

6. REAL-TIME FEEDBACK LOOPS WITH AI:

The ability to receive real-time feedback on campaign performance is a game changer for marketers. Traditionally, marketers had to wait days or even weeks to analyze campaign data, assess performance and implement changes. Now, AI-powered platforms enable real-time optimization, allowing marketers to make data-driven decisions on the spot. This leads to faster, better performance and more agile marketing strategies.

7. AI IN THE SUPERMARKET:

FairPrice's partnership with Google Cloud to integrate agentic AI into its retail chain is a significant move that signals the future of retail shopping in Singapore. The collaboration brings AI assistants directly into the shopping experience, transforming physical stores into intelligent spaces powered by cutting-edge technologies like Vertex AI, Gemini API, and Imagen 4.

This marks a transition from traditional dashboard-driven AI used primarily for online marketing or back-end operations to a more immersive and interactive retail experience where AI directly enhances the consumer journey.

TOP AI TOOLS IN MARKETING:

Krater AI offers a comprehensive suite of tools that are perfect for general productivity and creative tasks. The platform is designed to cater to a broad range of content creation needs, combining writing, chatting, coding, image generation, and transcription into one easy-to-use interface.

Synthesia is a video creation platform that enables users to produce AI-generated videos using avatars. It is particularly useful for businesses that need to create explainer videos, tutorials, or localized content at scale without requiring expensive video production equipment or teams.

Copy.ai specializes in short-form content generation, such as product descriptions, ad copy, headlines, and social media posts. It's an excellent tool for businesses that need to create high-converting copy quickly.

WPP Open takes a more creative and ideation-focused approach by offering generative AI tools that provide creative prompts and inspiration. Tools like "Shower Thoughts" or other ideation aids align perfectly with the generative AI ideation trend, helping teams spark fresh ideas.

MARKETING AUTOMATION AND WORKFLOW MANAGEMENT:
HUBSPOT WITH CHATSPOT AI:
HubSpot is already a well-established CRM platform, and with the integration of ChatSpot AI, it becomes even more personalized. The AI helps automate responses, manage customer data and deliver more tailored email marketing campaign.

CLICKUP AI:
ClickUp AI is well-known for its project management features, and the addition of AI enhances its utility in planning and reporting.

OMNEYKY:
Omneky specializes in AI-driven ad campaign management, optimizing omni channel campaigns autonomously.

DATA ANALYTICS AND DECISION INTELLIGENCE:
The **Google Marketing Platform** is an all-in-one suite that brings together media buying, reporting, and attribution. It offers AI-powered insights to help you understand performance across channels and audiences.

Salesforce Einstein is Salesforce's AI engine that provides predictive analytics and deep data insights for sales and marketing teams.

Peec AI focuses on optimizing content for better visibility, especially with regard to search engine optimization (SEO) and geo-targeting. Its AI-powered strategies help tailor content for better discoverability by AI engines, particularly in relation to geographic targeting (GEO).

PERSONALIZATION AND UX OPTIMIZATION:
DYNAMIC YIELD which enables hyper-personalization across web, mobile apps, and email by dynamically tailoring content, product recommendations, and experiences for each user.

PERSADO uses AI to generate emotionally resonant messaging, optimizing language and tone in real time to maximize conversions and engagement.

LOCALIZATION AND TRANSLATION:
MACHINETRANSLATION.COM which Provides AI-driven localization for global campaigns with integrated post-editing support to ensure accuracy and cultural relevance.

CHATGPT is particularly effective for translating press releases with tone and context in mind. Its conversational model refines phrasing for specific audiences or publication styles.

CLAUDE (BY ANTHROPIC) which is a strong multilingual translation alternative. Excels at maintaining formality, clarity and logical flow, especially useful when adapting B2B content or technical PRs across APAC regions.

ETHICAL CONSIDERATIONS IN AI MARKETING:

AI has changed the marketing landscape, but at the same time risk is also involved. Ethical practice is very much needed to trust AI and also to survive in the competition.

1. DATA PRIVACY IS THE TOP CONCERN:

For personalized campaigns AI is dependent on huge customer datasets. If the data collected by the company is not transparent, in case they are violating the rules and regulations of General Data Protection Regulation in that case customer trust will be lost.

2. BIAS IN AI IS A REAL RISK:

Algorithms sometimes without intention may favour or exclude some groups, which may lead to biased targeting. So regular audits and diverse training data are important to keep marketing inclusive.

3. TRANSPERENCY BUILDS CONFIDENCE:

Most of the AI models similar to "Black Boxes" find it very difficult to understand how it makes decisions. Marketers should know clearly how AI influences the content, ads and experiences of the customers which is considered as trust worthy.

4. AI WILL RESHAPE JOBS:

Traditional roles were replaced by automation which also improves efficiency. The marketers have started to refine and collaborate with AI rather than to compete against it.

CONCLUSION:

At present, Marketing is all about the harmonious blend of AI's analytical power with the human touch. By incorporating AI, companies can access deeper insights, automate tasks and deliver highly personalized experiences. But it's the human element that keeps it meaningful, emotional intelligence, creativity and the ability to pivot with a strategic vision.

AI can optimize everything from customer segmentation to dynamic pricing and predictive analytics can forecast customer behaviors in turn helping brands stay one step ahead. The challenge and opportunity, though, lies in finding the right balance between automation and personal interaction and

also ethical consideration while using the AI in marketing. People still want to connect with brands on a human level and too much reliance on AI could risk losing that authenticity.

REFERENCES

1. https://professional.dce.harvard.edu/blog/ai-will-shape-the-future-of-marketing/
2. https://huble.com/blog/ai-in-marketing
3. https://www.contentgrip.com/future-ai-marketing/
4. https://www.sas.com/en_in/insights/articles/marketing/ai-marketing-what-does-the-future-hold.html
5. https://www.gartner.com/en/marketing/topics/ai-in-marketing
6. https://www.forbes.com/councils/forbesbusinesscouncil/2024/05/31/marketing-20-embracing-the-ai-powered-future/
7. https://sageuniversity.edu.in/blogs/unveiling-future-transformative-role-of-artificial-intelligence-in-marketing
8. https://www.sciencedirect.com/science/article/pii/S2666603022000136
9. https://www.forbes.com/councils/forbesagencycouncil/2024/11/14/the-future-of-marketing-smarter-strategies-with-ai/
10. https://owdt.com/article/the-future-of-marketing-in-the-era-of-ai/
11. https://docs.google.com/document/d/1izjvvRRHl6BHzwBm6eX-Q9RCIvbaL11w9zdfspauPTU/edit?tab=t.0
12. https://ide.mit.edu/wp-content/uploads/2019/10/Davenport2019_Article_HowArtificialIntelligenceWillC.pdf?x93667
13. https://hbr.org/2021/07/how-to-design-an-ai-marketing-strategy