THE IMPACT OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING IN THE MEDIA SECTOR

Dr Deepali Dinesh Shahdadpuri, Dr Mushariq T Khan

Adhyapak Sahayak (Assistant Professor)
Head, Department of English
C P Patel & F H Shah Commerce College, Anand (Autonomous)
deepalis1996@gmail.com

Assistant Professor
Department of English
C P Patel & F H Shah Commerce College, Anand (Autonomous)
mushariqkhan@gmail.com

Abstract

The paper entitled, "The Impact of Artificial Intelligence on Digital Marketing in the Media Sector", elaborates the significant aspects of artificial intelligence and its impact on digital marketing, especially in the media sector. As artificial intelligence (AI) has become a powerful tool in various sectors, media sector is no exception. Being an important aspect of the media sector, digital marketing is experiencing a major change due to the integration of new AI technologies. From content creation to personalization, digital marketing through generative AI tools has improved marketing effectiveness to engage with audiences and customers. "Digital marketing encompasses a vast array of strategies, including Search Engine Optimization (SEO), social media marketing, content marketing, email campaigns, and more." (TOI, 2023). With this view, this paper explores the impact of artificial intelligence on content creation, personalization, optimization, ad targeting and data driven marketing strategies with selected illustrations from India's major media sectors.

Keywords: Artificial Intelligence, Digital Marketing, Media

INTRODUCTION

Coined by John McCarthy in 1956, "Artificial Intelligence" refers to the simulation of human intelligence with the help of computing systems. 'Artificial' comes from a Latin term artificialis which means 'made by art' and the word 'intelligence' comes from the Latin term intelligentsia which means 'understanding', thus making it as a powerful and game changer tool for online marketing, content creating, generative advertisements and data optimization.

Over the past decade, digital marketing has experienced major changes, especially with the technological advancements in the field of artificial intelligence (AI). The term 'digital' comes from digitus, which means a finger, however, in terms of technology; it means binary (0 and 1 digits). The term digital marketing was emerged in the late 20th Century when the internet became one of the powerful and dominant forces for online marketing and advertising. Digital marketing has enabled content creation, enhanced personalization, problem solving and optimization ranging from images to codes to data analytics. AI is not only proficient in generating outputs but also opens the doors in the field of business, e-commerce, education, media and marketing. Thus, by analyzing loads of data, completing automated tasks, AI has reshaped industries across the globe by proving itself as one of the powerful tools in the 21st Century.

"Three key areas where AI plays a crucial role in content distribution are personalized content recommendations, audience targeting, and the use of virtual assistants." (Shah A., 2024). The major objective of this research paper is to examine the impact of artificial intelligence (AI) in the media sector through numerous applications that are used in digital marketing.

The research paper on "The Impact of Artificial Intelligence on Digital Marketing in the Media Sector" is a qualitative research to explore the assimilation of AI in the media sector. Thus, the primary data for this paper includes research papers, newspaper articles, and scholarly articles for comprehensive information. Thus, this research includes extensive literature review to examine the significant impact of artificial intelligence on digital marketing through some illustrations that are drawn from day-to-day experiences.

In Indian context where digital communication and media consumption is developing, artificial intelligence plays a pivotal role in helping media sectors such as creating and delivering the content along with enhancing

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the audiences' engagement with personalized experiences and recommendations. Mass communication plays a very crucial role in media sector from passing on the information to the public to influencing ones believes, culture, background and societal changes. Media refers to various platforms and technology that is used to create and distribute information among its customers through different channels like televisions, radios, news, podcasts, social media posts, etc. Thus, the mentioned literature review along with illustrations explores a detailed analysis of the relevant studies in the field of AI, digital marketing and the media sector.

DIGITAL MARKETING THROUGH AI IN THE MEDIA SECTOR

Artificial Intelligence (AI) made its way into the digital marketing in the 1990s, (Kale, Samar. 2024). The previous versions were mainly used for data analysis, tracking consumer behavior for businesses and improving ads. Companies like Amazon created recommendation systems to offer personalized experiences to its buyers leading to create a foundation in the advancements of AI technology for digital marketing today. From personalized recommendation to now, as user friendly interfaces, 24*7 assistance, filtered options and easy search tabs, "AI enables marketers to enhance customer relationships and drive superior business outcomes," (Kale, Samar. 2024).

Researchers like Jackson (2022) and Kasneci (2023) explored how language models like ChatGPT-3 helps to create content for writing articles. Though the content is smooth and easy to generate, it still faces issues with coherence (Cao, 2023). Kumar (2022) mentions that AI has evolved as a tool that systematizes routine tasks for marketing strategies that helps in problem-solving, decision-making as well as it optimizes marketing efforts. It helps to analyze the large amount of consumers' data. It also detects consumers' behaviors and patterns for marketing and better company-consumer engagement. (Chaffey. 2021).
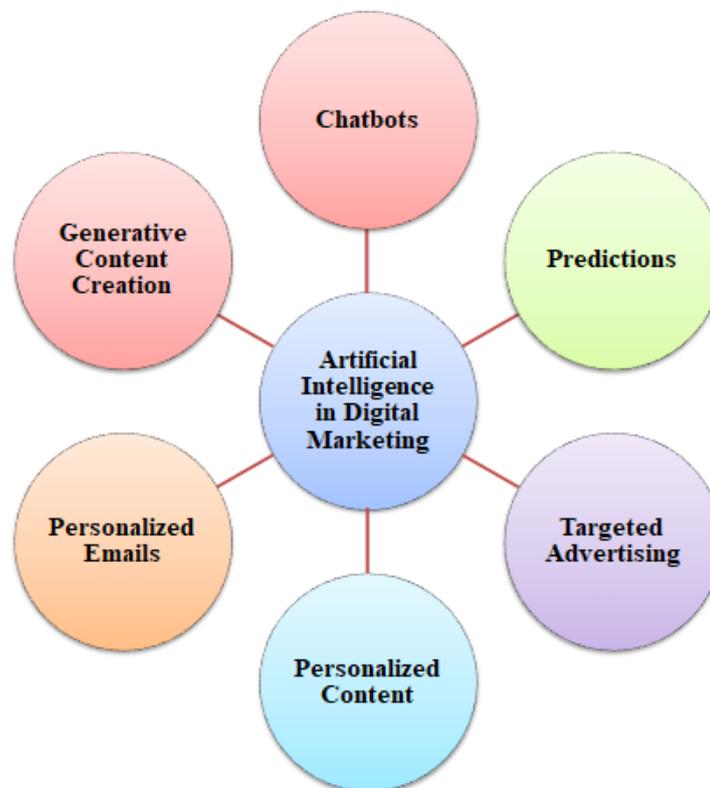
Generative AI tools, specially that can generate contents and automated writing assistants are being used by media companies to create blogs, articles, social media posts, reels, vlogs, even video scipts, etc. (Vikram. 2021). Along with content creation, AI also provides personalization too. AI generated personalized marketing allows businesses and companies to deliver the relevant content to individually to the consumers as per their previous search results, and recommendations. It also includes demographics, purchasing history and online customers' behavior to create personalized experiences (Shankar. 2020).

These automated systems use massive collected data such as customers' browsing history, queries, interactions and searched content. Thus, it is valuable for both users and consumers. With the help of analyzed data, AI can

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also identify target audiences for effective advertisements. Media companies are able to reach their target audiences accurately. For example, Netflix and Amazon Prime Videos use advanced machine learning algorithms to give personalized content. For example, if a user watches a particular genre or show, they will recommend other similar titles of shows and genres that they enjoy. It also provides content-based filtering based on languages, genres, actors and keywords.

Netflix's "Because you watched" section itself shows how recommendation engine plays a pivotal role in customers' engagement. Similarly, Amazon Prime Video also provides customized homepage based on the watched history of its users. Thus, by keeping its users engaged by providing the high relevant content, they are less likely to unsubscribe from the platforms or move to other platforms.

The data that has been analyzed are done in real time, precisely, to help media sectors to reduced expenditures on ads, (Reddy. 2022). As a result, media sectors can improve the overall effectiveness of the ad campaigns and get higher returns on investments. It also enhances user experiences by providing chatbots and virtual assistants to resolves the queries in real-time by offering consumer support. Additionally, quizzes, polls, spin games, lucky draws, powered by an artificial intelligence make users to participate actively. Amazon's daily quizzes, spin the wheel games, similarly in FlipKart as well, for its consumers to win products for free provides an engaging environment to its buyers. It motivates them to return to the platform regularly.

CONCLUSION

Artificial Intelligence (AI) is reshaping digital marketing in the media sector through enhancing content creation, personalizing recommendations and problem-solving through virtual assistants thus enabling media industries to reach its consumers more effectively and efficiently. As it continues to embrace the AI as a game changer tool, the future of digital marketing seems very promising in shaping the landscape of digital communication.

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