

Using AI to Create Content Designed for Marketing Communications

Peter Murár and Michal Kubovics

The Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava, Slovakia

peter.murar@ucm.sk

michal.kubovics@ucm.sk

Abstract: Innovation is a key success factor in every industry, including marketing communications. One of the most significant innovations in marketing is use of artificial intelligence (AI). Without a doubt, it has tremendous potential to become an essential content creation tool for marketing communications. In recent years, several AI-based tools have been created that simplify the content creation process in various ways. We are witnessing an enormous increase in these services and a significant increase in their quality. This qualifies them for use to a much greater extent than before. It is obvious that these tools will become key tools for marketers and related professions in the near future. Experience from the past months reveals that AI-based tools can significantly speed up content creation and increase its relevance by using optimal vocabulary, stylistics, or - in the case of image generators - visuals. The presented work analyzes the current state of using AI in marketing communication, through the possibilities and challenges related to it. The aim of this work is to provide a comprehensive overview of the possibilities of using AI in the creation of content. AI can automate some tasks, such as data analysis and information processing, freeing marketers to focus on other important tasks. The advantages of AI in the creation of marketing communication content can be speed and relevance, personalisation but also objectivity. AI in the creation of content may encounter a lack of creativity, lack of emotion and empathy. AI cannot fully understand the context in which the content is to be used, which can lead to the creation of inappropriate or ineffective content. Different types of AI tools usable in marketing communication. AI can assist in various stages of the content creation process, such as generating ideas, creating a story, personalising content. AI can use target group data such as interests, purchasing behavior, demographic information. This article discusses a contribution to research that uses qualitative and quantitative scientific methods to analyse the use of artificial intelligence (AI) in marketing and marketing communications. It highlights the uses of AI in marketing and identifies a list of selected AI tools that are considered advantageous in different areas of marketing. The conclusions of this work should provide important guidance for further research and application of AI in marketing communication, which could significantly contribute to the development of the entire mentioned field.

Keywords: AI, innovations, marketing communication, use of trends

1. Introduction

Success in any industry, especially in marketing communications, depends on innovation. The use of artificial intelligence brings significant benefits and is one of the fastest growing trends in marketing (Nguyen et al., 2021). It definitely has great potential to develop into an important tool for creating marketing communication materials. Recently, several AI-based solutions have been developed that make the content creation process more efficient in various ways (Peyravi et al., 2020). This is evidenced by the significant improvement in the quality of these services and how much better they are now, which allows them to be used significantly more than before. The point is that in the near future these technologies will be essential for marketers and other similar professions. Futurologists around the world talk about other world scenarios in which artificial intelligence appears (Yeğin, 2020).

1.1 Innovations in marketing communication

The importance of innovation in marketing communication results from the fact that consumers are constantly exposed to new communication and advertising media (Arrigo et al., 2021). Brands can benefit from innovation to capture customers' attention and stand out in a crowded market (Kollárová, D., Koliščáková, M., & Trnka, A., 2023). New methods of communication can increase the interest and engagement of clients, improve their experience and increase the conversion rate (Micheaux & Bosio, 2019; Krajčovič & Darázs, 2021). In addition, innovation can increase the effectiveness of a marketing initiative and help businesses adapt to rapidly changing consumer trends and preferences. Innovation in marketing communication is essential for a successful and competitive brand in today's digital era when marketing rivalry is fierce.

1.2 AI in marketing communication

It is very important to develop and adapt content creation to changing trends in marketing communication. Innovative marketing communications can improve customer experience and increase engagement levels.

Artificial intelligence and personalised content can increase conversion rates and the effectiveness of marketing initiatives. The mentioned details were already explored at the beginning of the potentially accelerating pace of development of artificial intelligence (Kumar et al., 2019). Customers can interact with companies about goods in a fun and engaging environment using virtual and augmented reality, which can increase attention and engagement. In a crowded market, creative ads can stand out and grab customers' attention. For companies that want to successfully communicate with their consumers and increase their competitiveness, innovation in marketing communication is crucial (Piatrov & Jurišová, 2022). The authors conducted a quantitative national study in 2020 with 2,689 European experts, from which it emerged that the understanding was still significantly limited before the mass expansion, but above all, organisations were struggling with different levels of competence with unclear responsibilities, and thus the opinion emerged about the need to educate managers and teams about the possibilities of technology (Zerfass et al., 2020). On the other hand, education is already underway, but it has limits in the form of a limited overview of the use and definition of the current basic predisposition and potential of artificial intelligence tools (Elhajjar et al., 2021). From the point of view of the possibilities of use, an important element from the point of view of education is missing in the research, and that is the choice of the right tool from the point of view of important marketing criteria aimed at the activities of marketers. It is also important to assess the price, which can be reflected in the decision that will affect whether the given company will use the given tool. The facts just mentioned became the basis for further research and expansion of the knowledge base on the mentioned topic. Jarek and Mazurek point out that AI will be applied in all areas of the marketing mix (the so-called 4P). The system is described in more detail in Table 1.

Table 1: Areas of the impact of AI on marketing mix

Product	Price	Promotion (Brand)	Place (Sales & distribution)
New product development Hyper personalisation Automatic recommendations Creating additional value Additional solutions beyond product category	Price management and dynamic price matching to customer profile	Creating a unique experience Personalised communication Creating the wow factor and offering benefits Elimination of the process of learning product categories Positive impact on the customer Minimised disappointment	Convenient shopping The faster and simpler sales process 24/7 customer service (chatbot) Purchase automation Service-free shops Consultant-less customer support New distribution channels Merchandising automation

1.3 AI tools and their advantages and disadvantages

The use of artificial intelligence (AI) tools is becoming increasingly common in the field of marketing (Haleem et al., 2022). These tools can help brands improve the effectiveness of their campaigns, enhance the customer experience, and improve data analytics. In this article, we will look at some of the main advantages and disadvantages of using AI tools in marketing (The Pros and Cons of Ai in Marketing, 2023).

Table 2: Advantages and disadvantages of artificial intelligence

Advantages	Disadvantages
Improved personalisation	High expenses
Improved management of advertising campaigns	Need for specialised skills
Improved data analysis	Risk of wrong decisions
Improved customer experience	Dependence on data

The table clearly shows that AI tools have many benefits, such as improved personalisation and customer experience, improved management of advertising campaigns and data analysis. However, there are also disadvantages, such as high costs, the need for specialised skills and the risk of wrong decisions. From the point of view of high costs, it is a complex development of artificial intelligence. Dependence on data is another drawback that can prevent organisations from using AI tools. Despite this, the sources indicated that the use of AI tools in marketing will continue to increase in the future.

1.4 Approaches to AI typology in marketing practice

There are many approaches to categorising AI tools, one of which can be based on the areas that dominate digital marketing today. The widely applicable use in marketing was defined by the authors, especially in the creation of content material (Stone et al., 2020). In this context, the authors present an apt typology of digital tools and platforms, which includes Search engine marketing, Email marketing, Social media marketing, Content

marketing and Display advertising (Peter & Dalla Vecchia, 2021). This approach enables a view of AI tools from the point of view of their application in individual areas, where, for example, tools for creating PPC ads can be applied in Search engine marketing and tools for writing articles in Content marketing. However, most of these tools can be used in different fields, as the output of the text generators can be an article outline, an article, a PPC ad or a Facebook post. Similarly, AI generated images can be used in Content marketing as well as in Social media marketing. However, from this point of view, this typology appears to be limited for our needs. The approach defined by the authors based on their analysis and which divides AI for marketing into the categories Text processing technologies, Voice processing technologies, Decision-making, Image recognition and processing technology and Autonomous robots and vehicles (Jarek & Mazurek, 2019) appears to be much more practical. . However, due to the rapid increase in the number of available tools after 2021, we decided to approach the problem from a different side - we focus on the activities that marketers perform on a daily basis, and summarised them in the following points:

1. Creating a communication mix
2. Creation of personas
3. Creation and management of PPC campaigns
4. PR copywriting
5. SEO
6. Blogging
7. Copywriting
8. Social media management
9. Email marketing
10. Creation of presentations
11. Market research and analysis
12. Communication with customers

The aim of the paper is to examine the current state of the use of artificial intelligence in the areas of marketing communication, based on theoretical principles and analysis of the possibilities of the digital environment of artificial intelligence tools. The goal includes identifying specific functional tools, defining their application in the strategies of marketing communication creation processes, and experimentally substantiating the functionality of said tools. Based on the theoretical starting points and the research topic, the following research questions and hypotheses were established, which relate to the use of artificial intelligence in the creation of marketing communication.

Research topic:

Use of artificial intelligence in marketing communication.

Research questions:

RQ1: What marketing directions and activities offer the use of artificial intelligence?

RQ2: What concrete tools of artificial intelligence can we use in marketing activities?

RQ3: Are artificial intelligence tools affordable for companies?

Hypotheses:

H1: We assume that tools for text-oriented tasks will be more numerous than narrowly represented specialised tools.

H2: Assumption that tools for creating content for social media are covered better than for strategic concepts.

H3: We assume that there will be a greater number of tools that are cheaper than more expensive tools.

2. Methodology

The research that is contained and specified in more detail in the contribution includes qualitative and quantitative scientific procedures. Qualitative methods are included within the framework of the theoretical starting points, where analysis, synthesis, induction, deduction and comparison are specifically included. In the aforementioned part of qualitative design, the focus is primarily on the analysis of texts from leading scientists and practitioners. Keywords that are an important element when searching for the mentioned materials are specifically "artificial intelligence", "use of artificial intelligence in marketing", "artificial intelligence in

marketing" and "artificial intelligence in marketing communication". Scientific contributions come primarily from scientific journals that are rated with a high quality mark. They also come from conference proceedings, literary and online sources. The verification of the hypotheses and the definition of the results of the research questions took place through the following work procedures and scientific methods. The analysis of the digital environment with artificial intelligence is carried out thanks to a systematic analysis, where individual keywords were gradually searched for in the Google search engine in the form of determining what artificial intelligence should be used for, the criteria themselves were defined on the basis of the theoretical starting points of the areas in which the creation of creative communication is used output with regard to the marketers' workload. Subsequently, suitable artificial intelligence tools were selected and a test was carried out, which artificial intelligence contains which functions from the previous definition.

Table 3: Selected assessment tools:

AdCreative	Jasper.ai
Alli AI	Mails.ai
Automizy	MidJourney
AutoSlide	Momentive
Beautiful.ai	NDigital
Copy.ai	RankIQ
Delve.ai	Rytr
Excelbot.io	SEM Rush
Excel Formula Bot	Shutterstock AI
Frase	SlidesAI
HypeWrite Email Responder	Surfer SEO
Chatbase	VidIQ AI Coach
ChatGPT	WriteSonic

As a result, we define the currently most advantageous or the most relevant artificial intelligence tools that contain the widest possible number of functions and are thus broad-spectrum tools.

3. The results

The following table contains several typical examples that resulted from the extraction of theoretical starting points and subsequent analysis. The table contains categories of marketing directions, activities and tools of artificial intelligence and thus clarifies the first research question. It is precisely thanks to the use of artificial intelligence that the given tasks can be performed potentially more effectively and the implementation of marketing tasks is faster and more trouble-free. In the same way, the tools that resulted from the analysis of the offer of the digital environment are also assigned to the activities.

Table 4: Areas and activities and tools for the use of artificial intelligence

Marketing direction	Activity	Tool
Creating a communication mix	<ul style="list-style-type: none"> Coming up with topics Searching for new approaches to the needs of the target group Scheduling posts for individual platforms 	NDigital Jasper Copy AI
Creation of personas	<ul style="list-style-type: none"> Describing the characteristics of the target group 	Delve.ai Profilepicture.ai
Creation and management of PPC campaigns	<ul style="list-style-type: none"> Creation of advertisement headlines Creating the body of advertisements Creation of banners 	AdCreative Copy AI WriteSonic NDigital
PR copywriting	<ul style="list-style-type: none"> Creation of subtitles Writing PR articles Writing press releases Coming up with CTAs Creating summary materials for the media 	WriteSonic NDigital Jasper.ai ChatGPT

Marketing direction	Activity	Tool
SEO	<ul style="list-style-type: none"> Optimising the content structure of individual pages Creating content according to the created structure Writing HTML labels Inserting keywords into the text Creating internal and external links in published content 	SEM Rush Frase Alli AI Surfer SEO WriteSonic NDigital Rytr
Blogging	<ul style="list-style-type: none"> Creating an article outline Creating subtitles Writing an article Finding suitable images 	Rytr WriteSonic RankIQ
Copywriting	<ul style="list-style-type: none"> Creation of subtitles Writing texts for the required material according to AIDA, BAB, PAS, etc. Finding product benefits Coming up with CTAs Unifying the tone-of-voice of different texts Writing product descriptions of products for the e-shop Inventing product names Brainstorming ideas for YouTube videos Preparation of materials for creating videos and podcasts 	WriteSonic NDigital Jasper.ai ChatGPT VidIQ AI Coach Synthesia Descript Fliki
Social media management	<ul style="list-style-type: none"> Writing posts Inventing hashtags Finding suitable images Creating captions for YouTube videos 	WriteSonic Rytr NDigital Adcreative Copy.ai ChatGPT Shutterstock AI MidJourney
Email marketing	<ul style="list-style-type: none"> Content creation Coming up with CTAs 	Mails.ai Automizy
Creation of presentations	<ul style="list-style-type: none"> Proposal of the outline of the presentation Transformation of continuous text into bullet points Finding suitable images 	SlidesAI AutoSlide Beautiful.ai MidJourney PhotoSonic (súčasť WriteSonic ChatGPT)
Market research and analysis	<ul style="list-style-type: none"> Summarisation of statistical data Verbal interpretation of statistical data Summary of KPIs 	Crawl AI Momentive Remesh SEM Rush Excel Formula Bot
Communication with customers	<ul style="list-style-type: none"> Responding to messages on social media Responding to customer reviews Answering emails from customers and the public 	Chatbase ChatSonic (súčasť WriteSonic) HypeWrite Email Responder Ellie

We obtained the answer to the first research question thanks to the analysis, which is specified in more detail in the previous table. A closer look at the table brings with it the introduction of various marketing directions and activities that can be oriented towards the creation of content with the help of artificial intelligence. The table deals with a wide range of artificial intelligence tools, which include the solution of various marketing tasks, especially when creating content in the areas of social media, email marketing, creating presentations, communicating with customers, market research and analysis, SEO, blogging and copywriting. The starting point for creating a list of applications was a detailed breakdown of marketers' workload, the results of which are captured in Table 1. Based on this analysis, we assigned appropriate tools to each area. We were based both on our own experience and on the other hand from a meta-analysis of approximately 14 professional articles, which aimed to draw attention to the most promising AI tools for marketers. All articles were from the years 2019 - 2023. When creating a list of areas of work content, we tried to focus on activities that the marketing departments of companies usually provide on their own. This is the reason why the list of activities does not include partial SEO activities (link building, keyword research, ...), creating product videos and some other activities that are very often provided by external agencies or freelancers. Therefore, popular tools such as Descript or Synthesia, etc., did not make it to the list. It should also be noted that the development of various AI tools has accelerated sharply in recent months. The speed of the emergence of new AI tools is indicated by the

Google trends graph (Illustration 1), on which a significant increase in the number of searches for the names of selected AI tools can be observed. For this reason, we had to significantly reduce the tools for our survey. That's why we've listed only two of the entire AI image generation tool industry - MidJourney, as a leader in the field, and Shutterstock AI, as a representative of a classic photo bank that understands that image generation can significantly change the stock image market that has been working decades. Of course, this does not exclude the fact that some tested tools (e.g. WriteSonic) do not use the algorithms of one of the image-oriented AI tools such as MidJourney, Dall-E, etc.) directly in their interface. Hypothesis H1 assumes that tools that are intended for solving text-oriented tasks will be represented in greater numbers than tools that are narrowly specialised in a specific field. We confirm the hypothesis; the majority of tools are intended for processing text-oriented tasks.

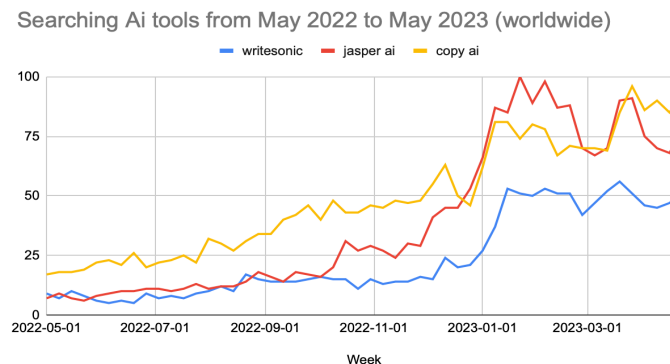


Figure 1: Searching for keywords in Google

Chat GPT as a reference point

As the first very important finding, it appears that Chat GPT forms the basis of many tools, which is why it has been ranked in the first ranks in terms of analysis and evaluation since the beginning of the research. On the other hand, other tools offer significant added value in the form of templates, wizards, some special functions that the marketer would have to access through very complicated prompts.

3.1.1 Quantity (competitiveness)

While compiling the list of test tools, we found that the coverage of individual areas is not uniform. It can be clearly observed that for certain areas of the field there is a very large number of similar tools, while in others AI tools are not yet developing much, or AI works in them in a less visible way. The most numerous is a group of tools focused on copywriting and social media. We compared 5 different tools for these activities, while we did not include many others in the selection. On the other hand, tools e.g. for the creation of presentations or the creation of personas are represented in much smaller numbers.

Specialised vs. broad-based tools

Depending on the degree of specialisation, artificial intelligence tools can be divided into two categories - tools with a wide range of functions and tools narrowly specialised in one area. Typical representatives of broadly focused tools are text generators such as WriteSonic or Copy.ai. These generators often use Chat GPT algorithms, to which they add a graphical superstructure and specialised templates. With a certain degree of simplification, it can be said that what these tools can do, Chat GPT can do - and that's why it received the highest rating. But what makes these tools interesting is the added value they provide to the user. Producing specialised text output with AI at a certain level of quality requires 1) deep subject matter knowledge and 2) advanced knowledge of prompt engineering. The term prompt engineering is the name given to the field that is devoted to formulating instructions to artificial intelligence in order to perform the required task as best as possible. In simple terms, the AI user is expected to be able to set very strict rules according to which the AI should generate the desired output. Broadly targeted text generators benefit from the fact that a large group of marketing outputs are different types of text. Posts on Facebook, Google ads in search, SMS or the outline of an article - these are all texts that can only be generated by one advanced text model, such as e.g. GPT chat. In contrast, specialised tools often use their own UI, which places higher demands on program development. So it stands to reason that specialised tools will be fewer, slower to add, and more expensive than broadly focused text-based AI tools.

Overall, the use of AI tools brings benefits and opportunities to automate processes and increase efficiency in marketing and communication.

The second research question was responsible for the process where, based on Table 1, we created criteria for evaluating individual tools, whenever a tool was able to perform a given activity, which is derived from marketing activities; it was assigned a point in the table. As a result, the points were added up and a summary of points was created at the end. The maximum total rating was 54.

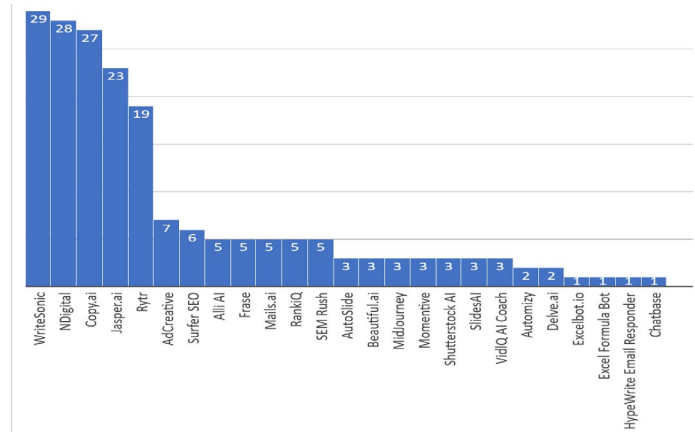


Figure 2: Feature range comparison

As a result, the number of points was the highest for the Chat GPT tool, which is the basis of many services and was thus excluded from the evaluation and included among the research propositions as mentioned above. The first is the WriterSonic tool with a score of 29, followed by NDigital with a score of 28, immediately followed by the copy.ai tool with a score of 27. The main difference is copywriting and PR copywriting, in which the WriterSonic and NDigital tools offer specialised extensions, which are intended for the mentioned type of marketing activity. It is important to note that the score achieved in the comparison table does not imply the quality or poor quality of the tool, but only indicates where the tool is located on the imaginary axis broad-focused - specialised. Most of the narrowly specialised tools offer very high quality in the area they are dedicated to, e.g. in data analysis. Hypothesis H2 assumes that tools for creating content for social media will be more numerous than tools for creating strategic concepts. We confirm the hypothesis even though the quantity is proportionally more balanced and within the framework of the tools, emphasis is placed on copywriting and PR copywriting in most tools. Our research suggests that in the near future, marketing practice will combine some of the broadly focused text-based tools with a few narrowly specialised tools. It should also be noted that the list of activities, as well as the list of functions of the compared tools in the table, is not exhaustive. Many specialised tools have additional functions, which, however, we had to exclude from the comparison to maintain clarity.

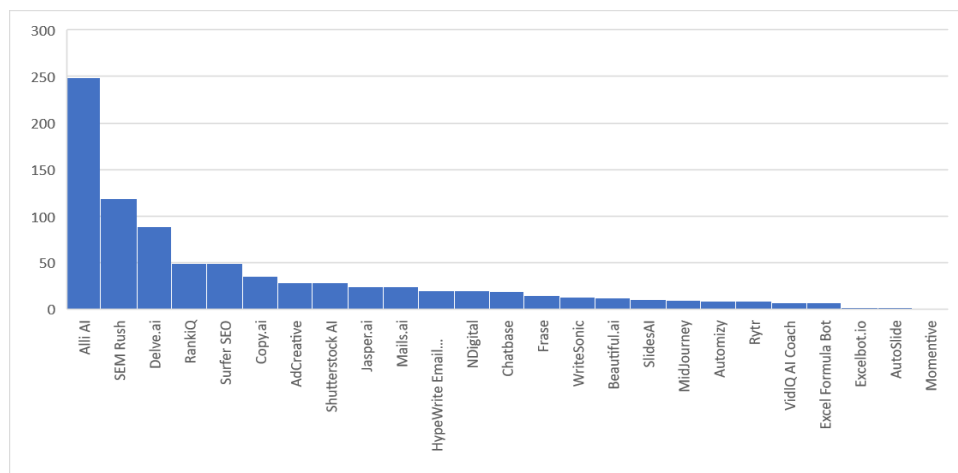


Figure 3: Price comparison (\$/month) of individual tools

The third research question was analysed by looking at the prices of artificial intelligence tools per month. In terms of price, individual tools range from \$2 (AutoSlide) to \$249 (Alli AI). It is important to note that the price is not comparable with the use of tools, or with the functions that the tools can. On the one hand, the analysis found that specialised tools that have fewer functions but focus on a specific task are more expensive than general tools that are broad-spectrum. Hypothesis H3 assumes that cheaper tools will be represented to a greater extent than more expensive tools. We confirm the hypothesis; there are a larger number of cheaper tools. For this reason, it is important to note that the introduction of tools has a potential future, as education in this area is currently increasing, and organisations thus have the possibility of higher efficiency and processing of individual marketing outputs.

4. Discussion and conclusion

As other studies indicate, the potential of using artificial intelligence as an innovation is very high (Vlačić et al., 2021). In the framework of the previous study, the authors outlined the need to study and record the process of change over time. It is for this reason that the study of current possibilities and specific tools is very important to record and continue to record in the future (Malthouse & Copulsky, 2023). We are thus at the beginning of longitudinal research and capture in time. Currently, the tools of artificial intelligence in connection with the creation of marketing communications are at a high pace, and innovations come at regular intervals. On the one hand, we can look at artificial intelligence from the point of view of its output and interpretation, or the perception of consumers or users when creating marketing communication. As defined by Chan, Chan-Olmsted, Kim and Sanabria, at the time of the study, the perception of artificial intelligence was very limited, and it has improved and continues to improve as stated in the study (Chen et al., 2022). The available researched studies do not indicate a similar focus; therefore the contribution is unique in its focus and considerable help in both practical and theoretical terms. The presented contribution focuses on the use of artificial intelligence in marketing communication with regard to the process of creating outputs. Specifically, these are areas of marketing communication in which artificial intelligence tools can be applied, such as in social media, e-mail marketing, copywriting and other areas. The activities of marketers when working in these branches of marketing communication and functional tools from the point of view of artificial intelligence are also identified.

The conclusion of the first research question, what marketing directions and activities offer, the uses of artificial intelligence are specific directions in marketing communication. The results point specifically to directions such as creating a communication mix, creating personas, creating and managing PPC campaigns, PR, SEO, blogging, copywriting, social media management, email marketing, creating presentations, market research and analysis, communication with customers. The conclusion of the second research question, what specific artificial intelligence tools we can use in marketing activities, were collected tools such as NDigital, Jasper, Copy AI, Delve.ai, Profilepicture.ai, AdCreative, WriteSonic, SEM Rush, Frase, Alli AI, Surfer SEO, Rytr, RankIQ, Shutterstock AI, MidJourney, Mails.ai, Automizy, SlidesAI, AutoSlide, Beautiful.ai, PhotoSonic, Crawl AI, Momentive, Remesh, Excel Formula Bot, Chatbase, HypeWrite Email Responder, Ellie. The conclusion of the third research question, whether artificial intelligence tools are affordable for companies, is a positive finding. Availability for businesses from findings ranging from \$2 (e.g. AutoSlide) to \$249 (e.g. Alli AI) per month, it is clear that companies will be able to afford any of the tools that meet either financial or tool-specific criteria. The conclusion confirms the importance of using artificial intelligence tools such as increasing work efficiency. In the article, the ranking of artificial intelligence tools is also arranged according to the individual options that are available for each tool. As interpreted in the answer to the first research question, there are many possibilities for marketing directions, activities and tools. The limit of research and at the same time reflection for companies is precisely the orientation towards the optimisation of artificial intelligence for marketers in the form of extensions for the individual activities they perform. Currently, companies should consider the need for tools that best suit the goals and budget for a given marketing activity. At the same time, it is clear from the results that broad-spectrum focused artificial intelligences within the representation of marketers' activities are more advantageous in terms of price and performance of the given tool. Another limitation may be insufficient analysis of the possible negative consequences of using AI in marketing. One possibility is the potential for personal data breaches and ethical issues associated with consumer manipulation and the ever-changing AI market. Our investigation revealed other questions that would need to be clarified in further investigation. Further research can be focused on the possibilities of effective integration into marketing strategies and organisational structures. It would also be worth investigating the negative consequences and how to minimise them, as well as ethical issues of the use of artificial intelligence, trust and acceptance of information from the point of view of consumers, the specifics of segmentation, personalisation and impacts or impacts on society.

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