Innovative Content Production in Marketing Communication Through AI

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Abstract: The integration of artificial intelligence (AI) into marketing communications has changed the way businesses communicate with their customers. The present paper explores the potential of AI-driven systems to automate content creation, highlighting the role of AI in increasing customer engagement and strategic decision making. AI offers significant benefits by leveraging customer data to predict their behaviour, optimize marketing strategies, and personalize content. By systematically creating and evaluating content, AI enables marketers to customize messages to specific audiences, increasing the effectiveness of campaigns. The research employs a mixed methods approach that combines qualitative and quantitative analyses to assess the potential use of AI in content marketing. The qualitative aspect involves a thorough review of existing literature, identifying key trends and relationships in the use of AI for marketing communications. On the other hand, the quantitative aspect of the study involves a process of experimental validation using Python and APIs such as OpenAI and Graph APIs to automate content creation and measure its effectiveness. The findings confirm that AI can be utilized to personalize content using the input data in the form of brand-voice, target group, and the evaluation of current communication. The iterative process allows for continuous improvement of quality and relevance of content, which is important in the dynamic environment of marketing communications. The study highlights the importance of accurately defining the target audience and brand-voice, as the effectiveness of AI depends heavily on the accuracy of the input data. However, the study also acknowledges limitations such as the potential inconsistency of the content generated through AI and the challenges associated with maintaining a coherent brand-voice. Future research should focus on developing advanced machine learning methods to better understand context and improve the alignment of content with brand values and customer expectations. In conclusion, the integration of AI into marketing communications offers a powerful tool for businesses to optimize content creation, increase customer engagement, and achieve strategic goals in an increasingly competitive digital environment. AI's ability to create, evaluate and refine content in real-time provides a significant advantage and ensures that marketing communications remain adaptive and effective.

Keywords: Artificial Intelligence in marketing, AI-driven content creation, Personalization in marketing, Automated content optimization, Brand-voice integration

1. Introduction

The integration of artificial intelligence (AI) into marketing communications has revolutionized the way businesses communicate with their customers. By leveraging customer data, AI enables the prediction of future purchases and improves the overall customer journey (Brobbey et al., 2021). AI as a transformational technology offers the potential for partial automation of marketing communications that aligns and integrates the organization, thereby improving organizational performance (Allen et al., 2023). In addition to the above, AI solutions play a key role in marketing decision-making at different stages of the marketing process, offering valuable insights and improving strategic planning (Ljepava, 2022).

1.1 Target Group

According to authors Chaisatitkul et al. (2024), the target group plays a key role in generative AI content creation, such as ChatGPT and Dall-E. The research clarified that the focus group had a positive response to AI-generated stories and storyboards, finding them impartial and effective. The favourable perception substantiates the importance of integrating target audience feedback into the methodology of developing and evaluating AI tools in marketing. On the other hand, according to the authors of Ramos (2023), the correct specification of the target audience in the generation is paramount because AI depends on how well the target audience is defined and understood. Adequate segmentation of the target group allows AI to customize marketing outputs and ultimately improve the impact of campaigns. The authors agree that in the absence of a comprehensive understanding of the target group, AI would not be able to effectively personalize the customer experience and increase marketing effectiveness. Davenport et al. (2020) add to the complexity, stating that the target group is overall a key component of the effective application of artificial intelligence (AI) in marketing. AI can significantly increase the predictive capabilities and customization of marketing methodologies, but only if the target audience is accurately defined and researched. In the absence of a comprehensive understanding of the intended demographic, AI would be unable to produce relevant outputs and its marketing decisions would lack sufficient effectiveness.

1.2 Brand-Voice

The beginning of AI data-driven decision-making dates back to 1992 (Nagamachi et al., 2018). The fusion of AI and brand-voice is currently the future of social media marketing. AI tools, exemplified by Chat GPT, can significantly speed up the content generation process; however, it requires careful review and working with specialists to ensure that the content produced is aligned with the brand's core values. Maintaining the right brand-voice while using AI is critical for formulating effective marketing strategies (Murár et al., 2024). Defining the brand-voice is essential when developing content created with AI. The brand persona is an essential element that helps to ensure that the AI creates content that is consistent with the brand and its principles, preventing it from being vague and non-specific. The study highlights that in the absence of a well-defined brand-voice, AI-generated outputs can exhibit inconsistency, thus undermining brand communication and potentially leading to confusion among the intended audience (Hariri, 2023).

1.3 Content Production with AI

In the context of predictive content creation, AI capabilities extend to a real-time content management systems that can be instrumental in promoting and improving marketing communication strategies (Gupta et al., 2020). In addition, AI and machine learning-based prediction models, particularly deep neural network architectures, have shown potential in predicting and mitigating adverse crisis situations in business entities. Likewise, the defined models provide information to predict user behaviour on social networks, thus assisting business entities in targeting the intended group of users (Ronaghi et al., 2022). The application of AI in marketing communications is consistent with the broader spectrum of AI capabilities including prediction, recommendation, classification, recognition, natural language processing, and autonomous systems processing (Ballesteros, 2019). Creating personalized content is critical to establishing trust and customer engagement. It requires the right combination of strategy, creativity, and technology to engage users through generated content. The aforementioned capabilities are currently offered by AI (Dwivedi et al., 2021). The use of AI and machine learning for content generation can significantly increase the accuracy and personalization of recommendations as well as satisfaction of the target audience. The combination of ratings, metadata, and visuals such as book covers has been shown to improve the effectiveness of prediction patterns. This methodology optimizes the content generation process and increases user satisfaction, which is particularly important in the digital realm and online book transactions. It is clear from the findings of the source analyses that the customization of content is key to building reliability and customer engagement. An appropriate combination of tactics, ingenuity, and technology is essential to acquire high-quality customer perspectives and create content that meets customer requirements and inclinations (Lee et al., 2023). Prior to the full commercial deployment of sophisticated generative AI, the available options for content generation were limited. One example of this is SoMin.ai platform, which was able to generate potential targeting improvements based on exploring users' personality traits, which could potentially increase the effectiveness of marketing campaigns (Farseev et al., 2021). The sum of the findings is the recognition that current innovative AI technology could potentially target generative content creation in network marketing communications. Moreover, previous findings define that the generated outputs can effectively correspond with different user personality profiles and thus increase user interest and engagement. This underscores the versatility and adaptability of AI in addressing various marketing challenges and opportunities. In conclusion, the integration of AI into marketing communications has tremendous potential for predictive content creation, customer engagement and strategic decision making. By leveraging the predictive analytics and deep learning capabilities of AI, businesses can gain a competitive advantage in understanding consumer behaviour, optimizing marketing strategies, and responding effectively to dynamic conditions of the market. AI has greatly influenced the creation and management of content in marketing, proving its pivotal role in modern marketing communications. With the increasing amount of content across media, there is an increased need for its personalization, which is effectively resolved with the help of AI. It also enables the creation of content recommendation systems that improve the accuracy and relevance of marketing messages (Chintalapati & Pandey, 2022). AI enables marketers to quickly generate high-quality content, improving personalization and relevance while saving resources. Through the use of AI, marketers are able to personalize live customer encounters, increasing the likelihood of engagement and transformation, especially increasing the effectiveness of digital marketing methodologies. Incorporating AI into marketing communications facilitates sophisticated data exploration and focused communication, leading to improved customer engagement and more intentional decision making (Abdelmoneim & Feast, 2024). According to Senyapar (2024), AI's content creation capabilities enable the generation of consistent and compelling content in line with brand’s tone and goals, which speeds up the content production process. Incorporating AI into content production allows marketers to pinpoint relevant content for their audience and create a

personalized and captivating encounter without laborious manual content management. Personalizing marketing communications with AI increases customer engagement and satisfaction by delivering customized content and communications that are aligned with individual inclinations and activities. AI is revolutionizing content marketing by facilitating the generation of narrowly targeted content, leading to increased interaction and conversion rates. By exploring a vast data set, AI offers actionable analysis of effective content, enabling continuous improvement of marketing strategies and content creation. Examples of reputable companies showcase the effective application of AI-driven tactics to improve consumer interaction and create loyalty to the brand (Vasundhara et al., 2024).

2. Methods

The methods used are of mixed research design. The aim of this paper is to assess the structure of an AI-based system for automated training in the field of marketing communications with respect to social media. The theoretical framework was composed of mainly qualitative methodologies such as induction, deduction, and contribution analysis. The analysis of contributions involved a systematic review and evaluation of the existing literature to outline key concepts, emerging trends, and interrelationships related to the application of AI in marketing communications. The analysis was conducted in a systematic manner that involved careful selection of relevant sources, their critical evaluation and synthesis of the findings. Scholarly sources including peer-reviewed articles, academic publications, monographs, research papers and statistical databases were used as secondary sources. These materials provided the necessary theoretical structure and background for understanding and interpreting the phenomena and issues under study.

Based on the theoretical background, the following research question and hypotheses emerged:

RQ: *How can the use of AI in content marketing support the process of content creation and evaluation on social networks? (Huang & Rust, 2021)*

> ***H1:*** *The use of AI in marketing communications can provide a systematic approach to content creation, allowing content to be better tailored to the target audience based on data analysis and feedback. (Bashang & Puttanna, 2023)*
>
> ***H2:*** *The systematic deployment of AI in social content creation enables automated content generation based on predefined criteria and data from the target audience. (Gao et al., 2023)*
>
> ***H3:*** *Integrating AI into the process of evaluating and optimizing social content will ensure continuous improvement of content quality and relevance in line with current trends and needs of the target audience. (Haleem et al., 2022)*

The practical part includes quantitative approaches. In the context of the empirical research, a business entity from the e-commerce segment was selected for the analysis, with particular emphasis on the sale of book publications. The business provided the basic data required to conduct the experiment, which included comprehensive knowledge regarding the target demographic, the defined brand-voice, and access to the Facebook profile via an application programming interface (API). The data regarding the target group included both demographic and psychographic attributes, which were used for accurate segmentation. The brand-voice was defined in accordance with established criteria and the company's core values, ensuring consistency and authenticity of all communication outputs produced by the AI. Providing access to Facebook's social networking service via an API facilitated the automated collection of performance data on published posts.

Experimental testing of the model was conducted by using the Python programming language. Furthermore, APIs (Graph API, OpenAI API) have been used. The following section presents the results of the investigation.

3. Results

Based on the theoretical underpinnings and previous research the following diagram was defined to show a sophisticated and iterative process that clarifies the research question of the possibility of using AI in content marketing, and whether it has the potential to support the process of content creation and evaluation on social networks. The diagram begins by examining data derived from social networks and completes the cycle by evaluating the effectiveness of the content produced by leveraging AI. Each stage of the process is linked to the next, creating a cycle of continuous improvement of marketing outputs.

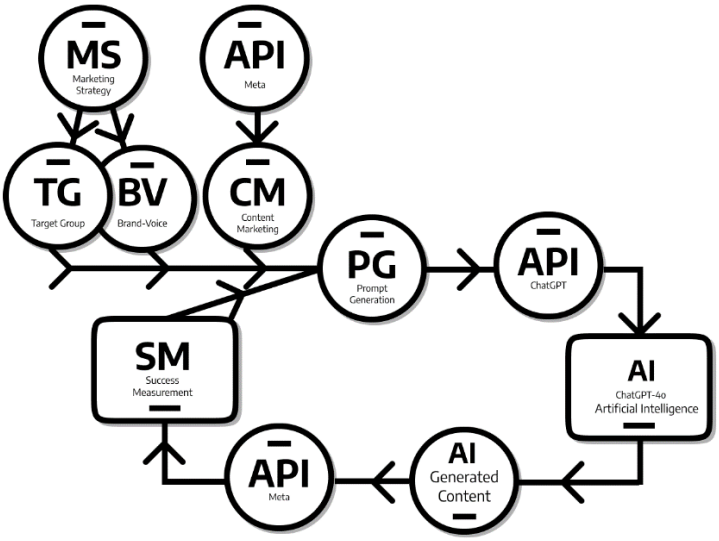

Figure 1: Diagram of the content generation process using artificial intelligence

The description of the individual parts is given in the following section, the defined diagram starts in the upper left part with the label target group (TG). The definition of the target group in this case is realized through the use of information obtained from the administration of social platforms, or from the documents of the currently selected strategic marketing plan. The result is the formulation of the most detailed description of the target group. For further processing, demographic data, such as age, gender, and geographic information, psychographic insights including interests, values, and lifestyle preferences, and behavioural patterns such, as purchasing tendencies and engagement with online material, need to be included in the formulation. Accurately defining the target demographic plays a key role in effectively modifying and creating content, thereby increasing the likelihood of successful conversions and active engagement. The following section discusses the theoretical underpinnings of brand-voice (BV). Brand-voice is addressed to the business and plays a key role in maintaining consistency in communication. The process involves defining tone, whether formal or informal style, including informative, entertaining, or inspirational, and values such as reliability, innovation, and sustainability. A coherent brand-voice fosters trust among the target audience and ensures that all content is easily identifiable and consistent with the core brand identity. The next part is the analysis of social media data in the context of content marketing (CM). The above step involves retrieving and reviewing data from social platforms through an API that can store the aforementioned available data. Said data include details of the posts that have achieved the highest number of reactions such as engagement, shares, and comments. The primary goal of this section is to understand what content and structure is getting the most response from the audience. By analysing the above stored data, it is possible to define the key elements of successful posts, preferred topics, and ideal time publications. The given section reflects H1 hypothesis, which can be positively supported on the basis of definition and experimental confirmation. The results suggest that a systematic and iterative approach allows for better customizing of content to the target audience based on data analysis and feedback. Contributions are part of conte nt marketing, which at its core involves the creation and dissemination of valuable, relevant, and coherent content, with the aim of engaging and retaining a specific target audience. Data analysis can yield the frequency and success rates of content types, such as text, images, videos, and other social media posts. The output is a textual form of the defined strategy, including what content is relevant. It is adapted to different platforms and channels to best align with the target audience's preferences. The next part is the generation of the prompt (PG), which is defined based on the data collected and the set objective. From the results of the data analysis and the set objectives, a prompt is formulated which acts as a proposition for content production through the use of AI. Prompts, by their nature, should be carefully designed to include precise and as detailed as possible instructions for the AI system. The next part, that is directly related to the prompts created and then sent to the AI, is defined by the description of the API that is used to communicate with the AI (e.g., ChatGPT). The defined prompt is sent through the Application Programming Interface (API) to establish communication with the AI. The API acts as a conduit to facilitate data transfer and verify that the AI has generated all the necessary data to create the content. The next section is devoted to content generation based on the input. After it is sent through the API, the AI generates the result in the form of content. For this reason, the next part of the diagram is named as AI generated content. AI such as ChatGPT has the ability to generate a variety of

content formats on social media. The output results in shareable content. The content material produced is then stored on specified social networks, for example Facebook, Meta's Instagram, using an API that also provides feedback and analytics regarding the effectiveness of the material. Data that can be analysed include metrics such as engagement rates (e.g. likes, comments, shares). The output of the above analysis provides valuable perspectives to refine the AI assignment in post-processing. Comprehensively, the above section in the diagram is presented as a success measurement (SM). The iterative process facilitates continuous improvement and refinement of content creation through AI by leveraging the analytical information and feedback obtained. Incorporating social networking and AI application programming interface (API) into the content generation and evaluation process ensures efficiency and relevance. Continuous updating in the form of a constant strategy and adapting content in line with prevailing trends and target group preferences are key elements of thriving marketing campaigns.

3.1 Experimental Validation

The process of developing and programming a system for content generation and evaluation using AI was as follows. According to the diagram, the process was followed chronologically. The first part focused on the analysis of the target audience. In the first step, relevant data sources such as social networks and internal marketing materials of the business entity were identified. From these sources, a baseline was extracted in the form of demographic and psychographic data of the target group. Subsequently, the brand-voice of the business entity was also defined. In accordance with internal materials and in collaboration with the marketing manager, a brand-voice was defined that encompassed the tone, style, and core values of the business entity. Afterwards, using the Python programming language, an interface was prepared in cooperation with the social network API. Specifically, the Graph API from Meta was used and connected to the business entity's profile. A script was developed to systematically collect data from the profile. The Python programming language was used to perform a thorough analysis. The metrics tracked were regarding engagement, the most effective types of posts, and the time preferences of the target audience. The summarized information was then used to generate a prompt. Next, prompt templates were defined, which were derived from the authors' previous analyses and predetermined parameters adapted to different content generation contexts. The textual content of the status was experimentally selected. An automated framework in Python was prepared to produce specific prompts dependent on the current target audience data, brand-voice and specifications of the content. The system used predefined templates and guidelines to formulate the prompts, which were then passed to the AI through an API (OpenAI API). The results show that the systematic deployment of AI enables automated content generation based on predefined criteria and data of the target group. The results provide sufficient evidence to support H2 hypothesis. Scripts were created to transmit the prompts and record back the generated texts. After receiving the responses from the AI, the texts were processed to comply with the established criteria for content that can be posted to social networks. All editing was done automatically. After the AI system created the content, it was then published to the Facebook platform using Meta's Graph APIs, which were integrated into the script. After the content was uploaded to the social network, the effect was then measured after 24 hours in the form of storing data metrics, including engagement. The engagement was evaluated via a specific number of reactions, such as likes and comments, which were used to get feedback on the performance of the content. Subsequently, the data were saved and the methodology of generating the creation commands could be improved again to enhance the overall system. As a result, according to the experiment, the model was validated. Based on the findings, it can be concluded that AI integration ensures continuous improvement of content quality and relevance in line with the current trends and needs of the target audience. The results of the investigation provide sufficient evidence to support H3 hypothesis.

4. Discussion

One premise of the investigation was the finding of authors Utku and Selcuk (2016). They defined content marketing as one of the most notable methodologies currently within corporate marketing practices in connection with AI. Consequently, the results of the present study support the stated research question and hypotheses that the integration of artificial intelligence (AI) into marketing communications provides significant benefits for the creation and evaluation of content on social networks. The analysis confirms that AI can provide a systematic and iterative approach to content creation, thereby enabling better tailoring of content to the target audience based on data analysis and feedback, which is also confirmed by Huang and Rust (2021). Gao et al. (2023) confirm that the implementation of AI in the content creation process allows for automated generation that aligns with the set criteria and data from the target group. The findings are in line with the conclusions of authors such as Allen and et al. (2023) who highlight the transformative potential of AI in marketing communications. Subsequently, the results of the experiment supported H2 hypothesis, which presumed that

systematic deployment of AI enables automated content generation based on predetermined criteria and data from the target group. Authors Ramos et al. (2023) add that the effectiveness of marketing campaigns can be increased in addition to the possibility of automation. They also add the need for precise definition of the target audience for successful implementation of AI in marketing. H3 hypothesis, which focuses on the continuous improvement of content quality and relevance through AI integration, was also supported. Analysis of the results shows that using AI to continuously optimize content based on retrospective data leads to improved marketing outcomes, which is consistent with the findings of Ronaghi et al. (2022) on the predictive capabilities of AI in crisis management and content creation. Despite these findings, some limitations should be noted. One is the relationship of the effectiveness of AI to the quality of the input data and the accuracy of defining the target group. As Chaisatitkul et al. (2024) state, AI can only produce content that positively resonates with audiences if the target audience is well defined, and their needs are accurately understood. The need for a comprehensive understanding of the target audience has also been highlighted in the work of Davenport et al. (2020), who warn of the risk of ineffective content personalization when demographics are insufficiently researched. Another limitation is the potential inconsistency in the content produced, especially when it comes to maintaining brand-voice. Murár et al. (2023) and Hariri (2023) point out that if the brand-voice is not clearly defined, AI may generate content that is not fully aligned with core values of the brand. In that context, it is crucial that future AI research and development include mechanisms to systematically verify the quality and relevance of the generated content. As Utku and Selcuk (2016) state, the future of marketing is likely to depend on AI's ability to not only generate content, but also to evaluate its effectiveness and optimize it in real time. This includes the need for advanced machine learning and natural language processing methods to enable AI to better understand context and adapt content to align with brand goals and customer expectations. Nevertheless, further research efforts are needed, for example, in the inclusion of additional variables on inputs and other parts of digital marketing, as well as technical improvements. This will ensure that AI is able to not only generate but also continuously improve content in line with the dynamic needs of the market and the expectations of target audiences.

5. Conclusion

The objectives of the study were met. This paper provides an assessment of the structure of an AI-based system for automated training in marketing communications with regards to social media. Research has proven that AI integration into marketing communications is possible and has the potential to influence future content creation in marketing communications. AI currently enables businesses to better understand their customers' needs and preferences and adapt their marketing strategies. Additionally, the dynamic approach that results from the use of AI, which involves real-time adjustments to content based on immediate customer feedback, ensures that marketing communications remain flexible and responsive to changing market conditions. The integration of AI in content marketing brings significant benefits to businesses. It enables better prediction, personalization, and optimization of marketing campaigns, ensuring greater efficiency and competitiveness in the digital era.

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