

**ANALYZING THE MAJOR IMPACTS OF DEPLOYING AI TECHNOLOGY IN  
BUSINESS MARKETING STRATEGY**

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**Abstract**

Artificial Intelligence (AI) is one of the modern digital technologies extensively used in many applications due to its innovativeness and intelligence. Specifically, it gained significant attention in many industrial sectors such as e-commerce, online-retailing, transportation, clothing-textile, financial, etc. The main purpose of this work is to analyze the major impacts of deploying AI technology in the organizations' marketing strategy. Typically, the AI can restructure the existing business operations and strategies for improving the organization growth and development. Also, it provides an intelligent business solution to the marketing team for enhancing customer satisfaction and profit earning. Moreover, it offers various help assistance to the marketing team for analyzing and understanding the actual requirements of the customers. Then, it enables the reliable and trusted communication between the organization and customers for fulfilling their needs. In addition to that, this work investigates the different types of AI applications used for organization development and growth. During evaluation, the statistical analysis report of AI based marketing strategies deployed in the different types of organizational industries are analyzed and validated. Based on this analysis, it is observed that the deployment of AI technology is one of the suitable options for improving the marketing strategies and growth of organizations.

**Summary Statement of Contribution**

The study evaluated the impacts of deploying AI technology in business marketing strategy to give a perspective to the correlation between consumer and technology which can be used wisely by the marketing team and academically can be further studied. It also helps to understand how digital technology will evolve in future to achieve the optimization by using the AI significantly. It will help understand the consumer better and hence the logical use of the technology.

**Keywords** — Artificial Intelligence (AI), Digital Marketing, Business Strategies, Organizations Productivity, Customer Satisfaction, and Behavior Analysis.

**I. INTRODUCTION**

In ancient times, the Artificial Intelligence (AI) [1, 2] is extensively used in many industrial organizations for improving the profit growth and business development. The AI is a kind of intelligence model that integrates the digital technology with the business operations for improving the marketing strategies, functioning of sales, and finance. Also, it provides an intelligent and unique solutions to support the growth of organizations with high gain outcomes [3]. Moreover, it is a software architecture model mainly developed for system automation and operations. The machine learning, and deep learning are the categories of AI technology, which provides an intelligent and error free business solutions with reduced cost and time complexity [4, 5]. Hence, most of the medium-scaled and large-scaled industrial sectors use the AI technology for increasingly their growth of business by restricting the existing system. The main purpose of deploying AI technology [6] is to automate and manage the technological disruptions for enhancing the growth and productivity of organization. The different types AI technologies [7, 8] used for improving the business management of marketing strategies of an organization are as follows:

- Machine learning
- Deep learning
- Big data

Typically, marketing is defined as the process of activity that enables content creation,

communication, delivery, and exchange of information, which also creates the values for customers [9]. It includes the categories of business marketing, global marketing, customer marketing, and non-profit marketing [10]. In which, the seller & customer centric marketing strategy is represented in Table 1.

Table 1. Marketing evolution strategy

| <i>Seller-centric</i> | <i>Customer-centric</i> | <i>Target</i>             |
|-----------------------|-------------------------|---------------------------|
| Product               | Solution                | Customer satisfaction     |
| Area                  | Accessible              | Convenient                |
| Upgrade               | Information             | Communication             |
| Cost                  | Value                   | Prices of product/service |

In the digital marketing industry, the AI has been increasingly used for improving the business operations [11, 12] and planning with reduced cost consumption. Recently, most of the organizations adopt the AI technology for increasing their marketing strategies by advertising the products, chatbots customer service, and social media sentiment analysis. According to the statistics reports [13, 14], it is analyzed that nearly 60% of marketers are currently using AI technology, and its growth is drastically increased year-by-year [15, 16]. The major objectives of this research work are as follows:

- To analyze the major impacts and effects of deploying AI technologies for improving the marketing strategies and business operations in the industrial sectors.
- To investigate the different types of AI applications used for organization development and growth.
- To study the statistical analysis report of AI based marketing strategies deployed in the different types of organizational industries.
- To discuss about the benefits, applications, and challenges that are associated to the employment of AI technology in the business applications.

The remaining portions of this paper are segregated into the following sections: Section II reviews the existing works related to the incorporation and deployment of AI technologies for developing the business marketing solutions. Section III discusses about the major impacts of deploying AI technologies for business practices and marketing management. Also, it describes the applications, and benefits of using AI technology in the organizational industries. Section IV presents the analytical results associated to the incorporation of AI mechanisms in the industrial systems. Finally, the overall paper is summarized with obtainments and future scope in Section V.

## **II. RELATED WORKS**

This section reviews the conventional works related to the deployment of AI technologies based marketing strategies in organizational sectors.

*Arunkumar, et al* [17] deployed an AI technology to enhance the business growth and development by analyzing the behavior of customer. Here, the major impacts of using AI technology has been discussed with the product features, maintenance, delivery, and operations. In addition to that, this work suggested some possible solutions for satisfying the customers according to their business requirements. *Thiraviyam* [18] deploys the AI technology for improving the marketing strategies and planning of the organizational sectors. Moreover, the AI could entirely restructure the business policies that was more helpful for the management team to clearly understand the customers and streamline operations. The AI was a kind of method that offers many number of ways for processing both structured and unstructured data. In recent times, most of industrial sectors facing the difficulties to organize their customer data, whereas the AI is considered as the most suitable option for properly maintaining the customer information and data. In addition to that, the AI supports the different types of marketing strategies, which includes the followings:

- Content marketing
- Mobile marketing

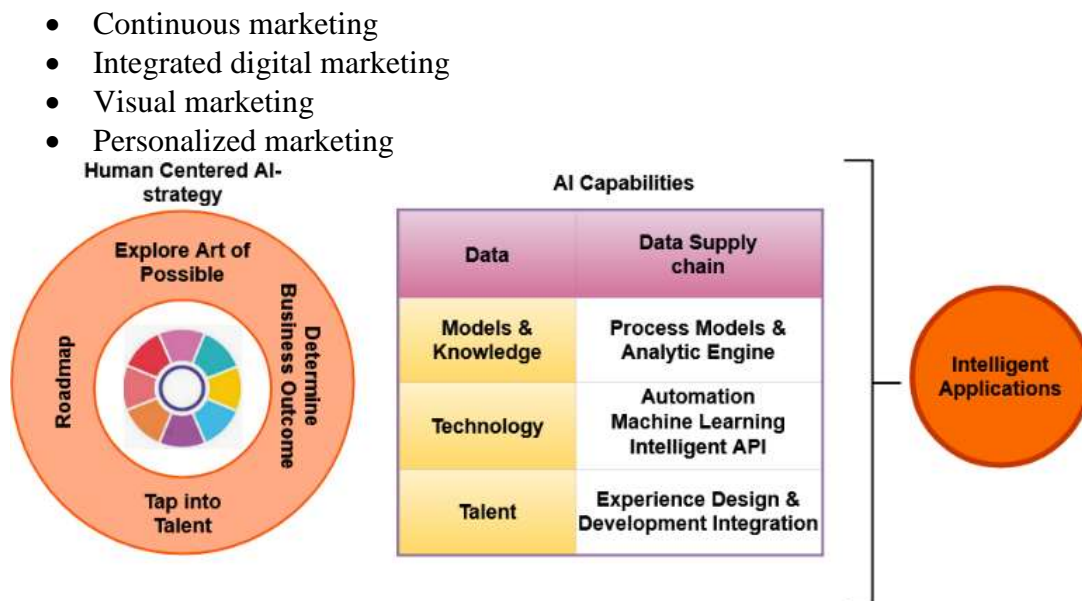


Fig 1. AI strategy with its capabilities

Fig 1 depicts the architecture model of human-centered AI strategy with its capabilities, where the intelligent applications are produced based on the data of models, technology, and talent. *Mustak, et al* [19] investigated about the major impacts of using AI technology for ensuring the better customer relationship with the organization. Also, it discussed about the key benefits of using AI technology in industrial sectors, which includes the followings: novel business solutions, customer requirements satisfaction, ensured market performance, strategic planning, and efficient brand management. Moreover, the different types of analytical methods have been investigated in this work, which comprises the models of co-citation clusters, landmark publications, density virtualization, journal co-citation, and mapping keywords. *Dimitrieska, et al* [20] employed an AI technology for predicting the customer behavior by tracking and analyzing their purchasing reports. Recently, most of industrial sectors could highly prefer the business intelligence solutions for improving their profit growth and organization development. Here, two different types of AI techniques such as big data and machine learning models have been utilized for making the powerful decision making. *Nair, et al* [21] utilized an AI technology for improving the digital and social marketing strategies. Also, this paper provides some useful guidelines about the deployment of AI models to the marketers in the field of social media. *Weber and Schütte* [22] intended to utilize an AI technology for improving the productivity and growth on online retailing industries. Here, the AI based machine learning methodology was used to improve the business strategies in the following ways:

1. Goods collection
2. Service providing
3. Products/services dealing with customers
4. Transportation
5. Financial management
6. Good quality of products

*Ping, et al* [23] objects to provide the better service to the customers by using an AI technology, where the other factors such as reduced cost consumption, better availability, and efficiency were also considered. The scope of this work was to provide complete and satisfied customer services with ensured organization productivity. Also, it examined the major characteristics of AI-technology in e-commerce applications. In addition to that, the utilization of various channels such as phone call, letter, email, face to face conversation, and social media were illustrated. In paper [24], a theory based AI technology was utilized to establish the reliable and valid communication with the customers. Here, the chatbots and augmented based reality technologies were utilized to improve the quality of service. Moreover, it was indicated that the AI technology simplifies the business operations of e-services with better convenience and customer support, where the computed based systems could acts as an interface

between the participants. Similarly, a theoretical AI technology has been utilized in work [25] for ensuring the better online marketing, and omnichannel relationship between the management and customers. *Nichifor, et al* [26] deployed a Technology Acceptance Model (TAM) based AI technology for enhancing the business growth of online retailing industries. Here, an empirical analysis was conducted to investigate the major effects of deploying AI technology in the business strategies. It also discussed about the applications of AI for enhancing the product recommendation, product availability, adapted assistance and cost. In work [27], an AI based conceptualized model was developed to enable an automated customer services. Here, various factors associated to the customer reactance, user experience, trouble of choice, satisfaction, and testing efficiency have been considered.

*Vaio, et al* [28] investigated about the effects of deploying AI technology in business models and practices. The main purpose of this work was to ensure the sustainable business development by using an emerging AI technology. Moreover, this work stated that the AI technology could gained a positive feedback in various industrial sectors due to its intelligent business solutions and products. *Han, et al* [29] intended to refine the marketing strategies by modernizing the business applications with the help of AI technology. The main purpose of this work was to determine that how the AI could provide most feasible solutions for increasing the innovativeness of business models. Here, it was indicated that the efficiency and profit earnings of the organization were highly depends on the reliable and valid relationship between the organization and customers. *Deb, et al* [30] suggested the different types of AI tools for building the better relationship with the customers, which comprises the following assistances: voice recognition, product recommendation, chatbots, and email management.

According to the recent reviews, it is analyzed that the deployment of AI technology in business marketing applications is still remains one of the challenging and crucial tasks. Also, the conventional works faced some of the challenges related to the following factors:

- It requires some additional software requirements for adopting the AI technology.
- Increased cost consumption.
- It is more difficult to ensure the security of protected data and privacy of individual.
- Highly time consuming process.
- It highly requires the maintenance activities.

Therefore, a smart AI based marketing strategy is highly demanded for improving the business operations of the industrial sectors.

### **III. RESEARCH METHODOLOGY**

This section presents the detailed description about the major impacts of using AI technology in business marketing systems, where the architecture model, applications, and advantages of using AI technology are also discussed. The main contribution of this work is to analyze the effects and challenges of adopting AI technology in the organizational sectors. Typically, the AI is a kind of digital technology that is extensively applied in many application systems due to its following unique characteristics:

- Innovative business solutions
- Intelligent products/services
- Ensured customer satisfaction
- Organization growth and development
- High profit gain
- Automated business practices and operations

Hence, most of the industries can adopt AI technology in recent days for improving their marketing strategies to obtain an increased customer satisfaction and profit growth. Moreover, it reorganizes the structure of industries with digital solutions and business planning. Also, it offers an effective decision making support during complex situations, and it establishes the reliable and trusted communication between the customers and organization. Among other factors, it efficiently analyzes the demands and requirements of the customers for providing the good quality of services to them. Due to these reasons, it gained a significant attention and positive feedbacks in many business organizational sectors. The

typical AI adoption framework in business marketing is represented in Fig 1, which includes the modules of AI technology uses, solution areas, enterprise functions, and outcomes.

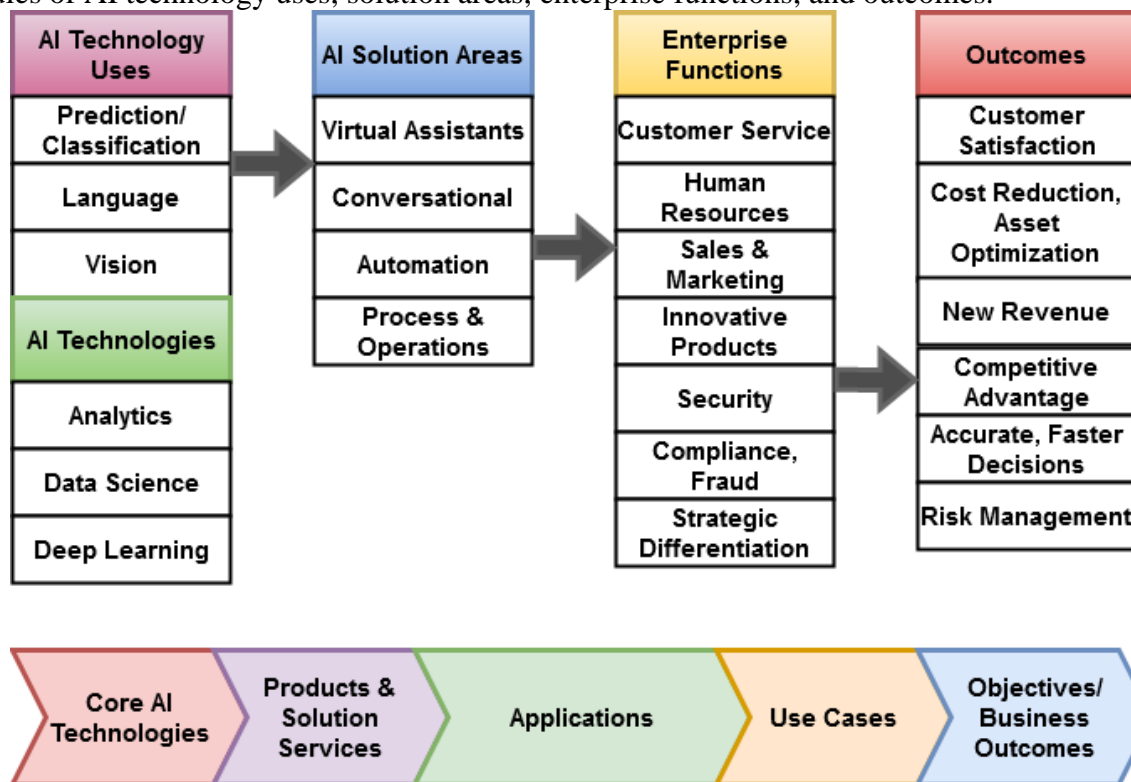


Fig 2. AI adoption framework in business marketing

In addition to that, it updates the existing marketing strategies of the organization with the following factors:

- It establishes an advanced business model for increasing the customer support.
- It supports to brand the quality products with affordable cost and services.
- It uses different marketing strategies for advertising and selling the products.
- It efficiently analyzing the customer requirements and demands based on the target domain.
- It highly improves both business and finance models.

Fig 3 depicts the different types of management team using AI technologies in the industrial organizations. Then, it supports the marketing and business management team for making business processes as more effective. Moreover, the different types of industries adopting AI technology are listed in Table 1.



Fig 3. Management team using AI technology  
Table 1. Scope of using AI in various industries

| Organizational sectors | Scope of using AI |
|------------------------|-------------------|
|------------------------|-------------------|



|                             |  |
|-----------------------------|--|
| Sales                       | Here, it is mainly used to enable an efficient chatting between the customers and sales team by automating the business strategies and operations. |
| Business process management | It offers the proficient and customized support to the management team for increasing the customer support and satisfaction.                       |
| Online sectors              | The AI technology is highly used in online industries for predicting the results according to the customer specifications and requirements.        |
| Emotional support           | It helps to analyze the customer feedbacks about the quality of products/services using logical questions, and social media.                       |

#### *A. Applications AI in Marketing*

The AI can efficiently reorganize the marketing strategies of the organizational sectors, which is highly useful for the marketers to attract the customers with the following applications:

1. Smart content creation
2. Voice search assistance
3. Media buying
4. Propensity marketing
5. Lead score
6. Web personalization
7. Dynamic pricing
8. Chatbots

*Smart Content Creation* – A unique content creation is one of the most essential and simplest way to get the customer attraction. Also, it is more helpful for e-commerce sites to recommend the products or items to the customers with their specifications and benefits. Content curation is used to promote the level of engagement and authority of marketing with high-quality contents obtained from other sources. Moreover, it can be automated by using the AI models, which are also used to provide answers to the customer queries. The most extensively used content creation tools are Articoolo, Word AI, Wordsmith, and TubeBuddy.

*Voice Search* – This is also one of the other important application of AI technology, and it plays an essential role in the digital tech organizations like Google, Amazon, apple, and etc. In recent days, there are various smarter voice assistants are used to enhance the interaction with the customers. Voice Persona is a kind of AI based technology that is more convenient and personalized, hence it is highly easy for the customers to search the desired products.

*Media Buying* - It is a kind of programmatic automated technology that provides an advertising space to media buying. It includes the strategies of real-time bidding, private marketplace, demand-side platform, sell-side platform, programmatic direct, and ad exchanger. The key benefits of using this technology are increased speed of processing, efficiency, and reduces the human intervention.

*Propensity Analysis* – It is used to govern the tendency of customers, and also it provides the analytical data to predict the customer behavior. Recently, the propensity analysis is increasingly utilized in the organizations for improving the digital marketing strategies, which includes the followings:

- It helps to understand the customers by improving the knowledge skills.
- It minimized frequent email sharing
- Increased lead score

Normally, the customers are get irritated, if they receive too many emails frequently, hence it affects the relationship with them. At this point, the predictive analysis can be used to predict the optimal frequency for enabling the reliable conversation. Fig 4 presents the strategic planning architecture model using AI for delivering business value.

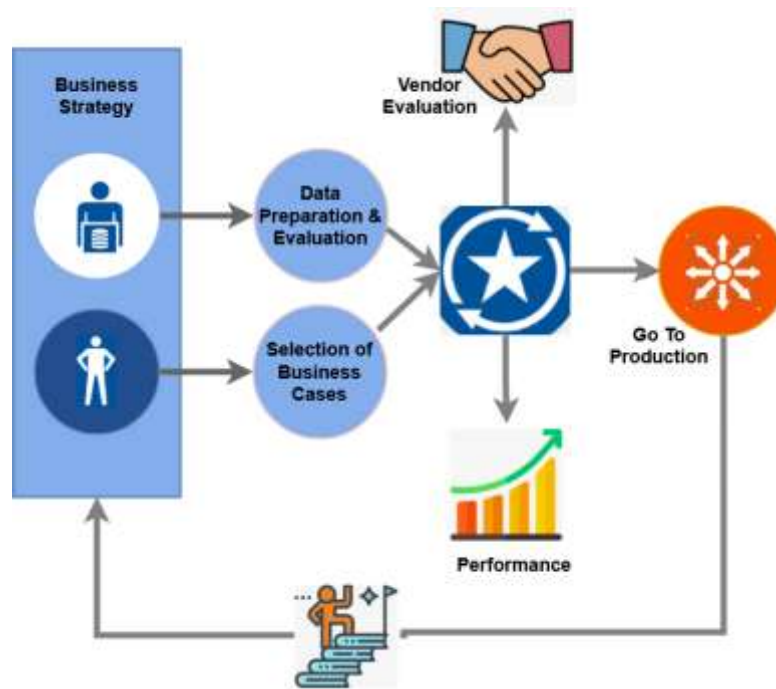


Fig 4. Strategic planning using AI for delivering business value

**Lead Score** - It is a numerical score value used to grade the leads according to the cumulative points and customer engagement. Normally, it is used to minimize the marketing costs by organizing the leads with respect to the marketing funnel. Also, it is estimated based on the type of information submitted to the website, and level of customer engagement with the information. Specifically, the three different types of lead score methodologies are used in the organizational sectors, which includes online behavior model, demographic model, and engagement model.

**Dynamic Pricing** – Discounts can impact the bottom line of business, regardless of how essential they are. For instance, consider that how you would make less money if you made no sales but twice as many sales with a two-thirds reduced margin. However special offers or discounts are important, you don't want these clients who might have paid more to pay less only to ensure sales. By using an AI technology, the dynamic pricing could be easy, because the organization can directly announce the special offers to the customers by analyzing their requirements and specification. It also helps to obtain an increased profit growth and business development. In the e-commerce sectors, the customer data can be analyzed by using the AI technologies, and it enables an efficient dynamic pricing management.

**Web Personalization** – The predictive analysis helps the management team to predict the most relevant contents that actually required by the customers. Moreover, the content personalization can be done by using the emails and images, which helps to ensure the valid conversation with the customers. During this process, the customer behavior analysis, personas creation, content mapping, and experience personalization are performed using the AI technology.

**Chatbots** – It is a kind of application program used to establish the reliable communication with the customers by analyzing their needs, and specifications. Also, it is considered as an efficient and right way for improving the communications. The AI technology is mainly used in the industrial organizations for the following purposes:

Table 1. AT techniques in marketing

| Category | Purposes  | AI Techniques  |
|----------|---|--|
| 1.       | It helps to understand the actual requirements and sentiments of the customers. | 1.Digital innovation.<br>2.Sentiment analysis.<br>3.Advanced marketing.<br>4.Customer content analysis.<br>5.Big data processing for organization data handling. |

|    |   |   |
|----|---|---|
| 2. | Brand management and development.   | 1. Customer data analysis using data mining models.<br>2. Marketing segmentation and strategies.<br>3. Organization management.                           |
| 3. | It helps to enable the better relationship with the customers.  | 1. Improved network performance.<br>2. Content analysis.<br>3. Marketing strategies.<br>4. Response.  |
| 4. | Customer trust and loyalty estimation.  | 1. Customer data handling.<br>2. Trust and quality services.<br>3. Big data adoption.<br>4. Product development.  |
| 5. | Analysis of customer satisfaction.  | 1. Forecasting strategies.<br>2. Quality products and services.<br>3. Network growth and development.   |
| 6. | It offers some intelligent business solutions for solving the complex situations and, organization development. | 1. Business model and development.<br>2. Innovative management solutions.<br>3. Novel marketing strategies.<br>4. Service support and performance growth. |
| 7. | It creates an industrial opportunities for business growth and development.                                     | 1. Supply chain management.<br>2. Process development.<br>3. Big data maintenance and automation.   |

#### IV. RESULTS AND DISCUSSION

This section validates the performance and effectiveness of deploying AI technology in different industrial sectors. Fig 5 depicts the different types of salient features that the AI technology supports in the organizational environment, which includes the features of forecasting, digital innovation, trust, customer satisfaction, business modeling, marketing, IoT, innovation, content creation, and big data handling. Among other factors, the AI could be increasingly used in the marketing sectors for branding the product with innovative ideas, and distinct qualities.

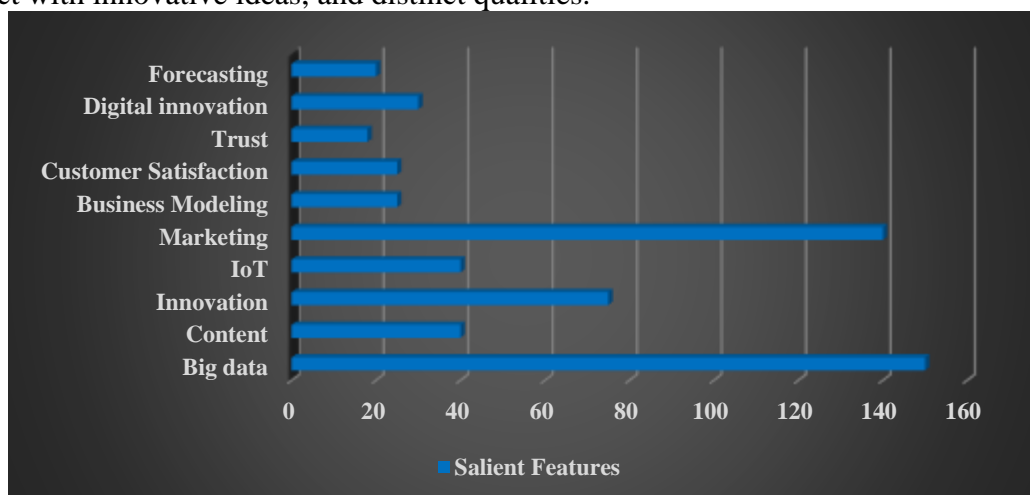


Fig 5. Salient features of AI

Fig 6 shows the difficult tactics and challenges associated to the deployment of AI technology in organization industries. It includes the followings: email campaigns, social media marketing, automation campaigns, search engine optimization, advertising, content marketing, data & AI driven marketing. According to this evaluation, it is observed that the AI driven marketing strategies having an increased difficult tactics. Due to its emergent solutions and automated decision making support, most of industrial sectors object to incorporate the AI technology with their existing business practices.



Moreover, Fig 7 validates the fastest marketing strategies that are recently used in the organizational industries, where the currently used technologies, plan to use technologies, and anticipated growth are included. Based on this analysis, it is analyzed that the AI based marketing strategies are increasingly used to improve the business growth and development, when compared to the other technologies. Also it gained a significant positive impact in most of industrial sectors due to its intelligence and automated decision making capability.

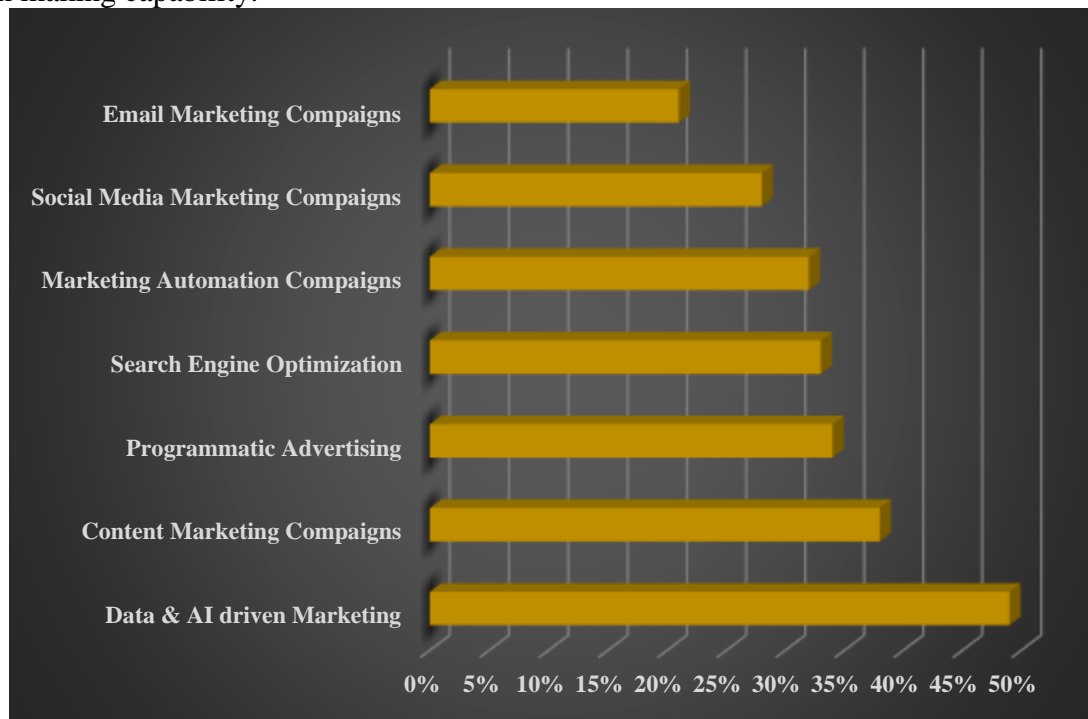


Fig 6. Difficult tactics in deploying AI marketing

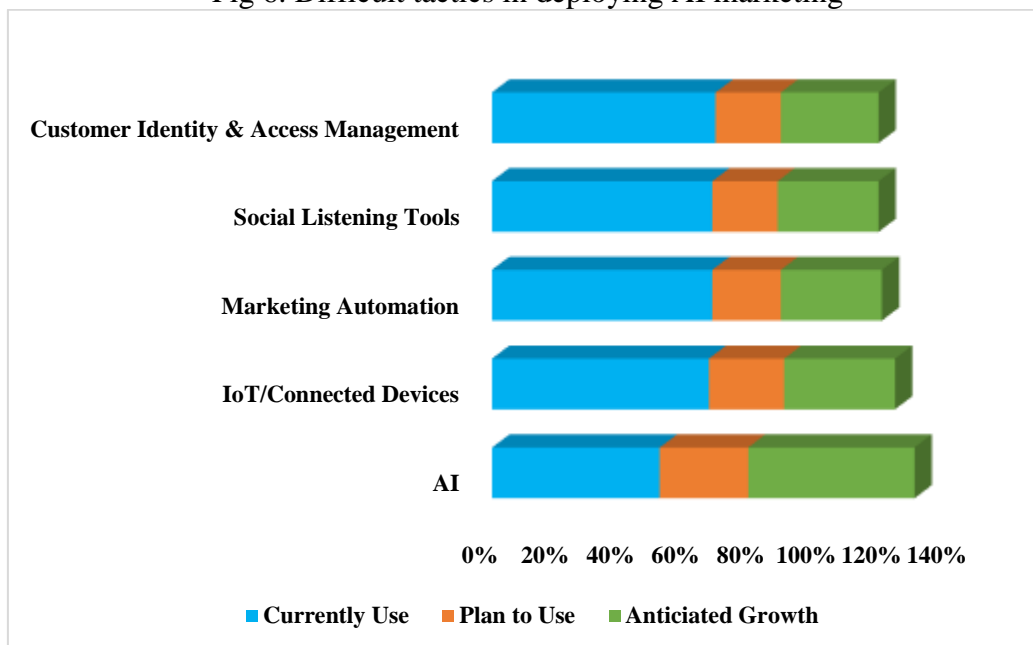


Fig 7. Fastest growing marketing strategies

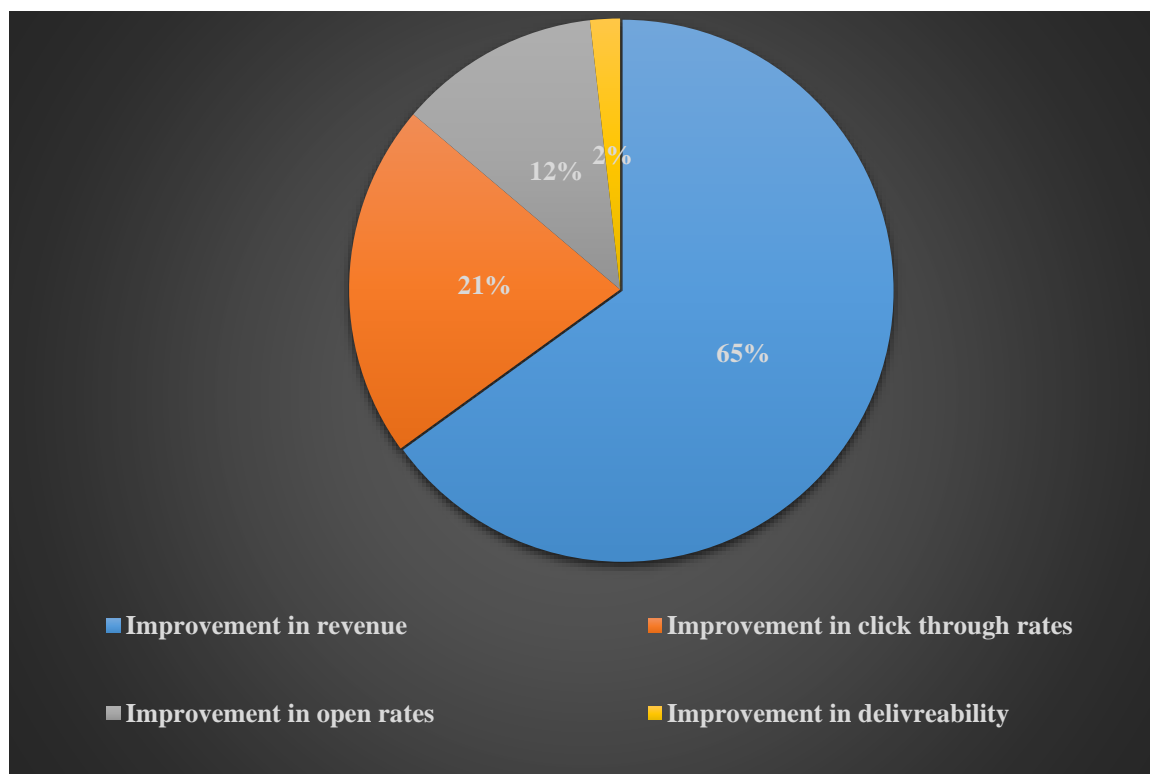


Fig 8. Positive impacts of using AI in marketing

Fig 8 represents the positive impacts of using AI technologies for improving the business strategies, which includes the following improvement in revenue, improvement in click through rate, improvement in open rate, and deliverability. Consequently, Fig 9 presents the use case analysis of the deployment of AI technology, where the study is performed for the recent years of 2020 and 2021. In this evaluation, various benefits associated to the deployment of AI technology are examined, and the results indicate that the AI could efficiently support the business team for improving the growth and development of organizations. Also, it helps to satisfy the customers by accurately analyzing their requirements and demands with better interaction.

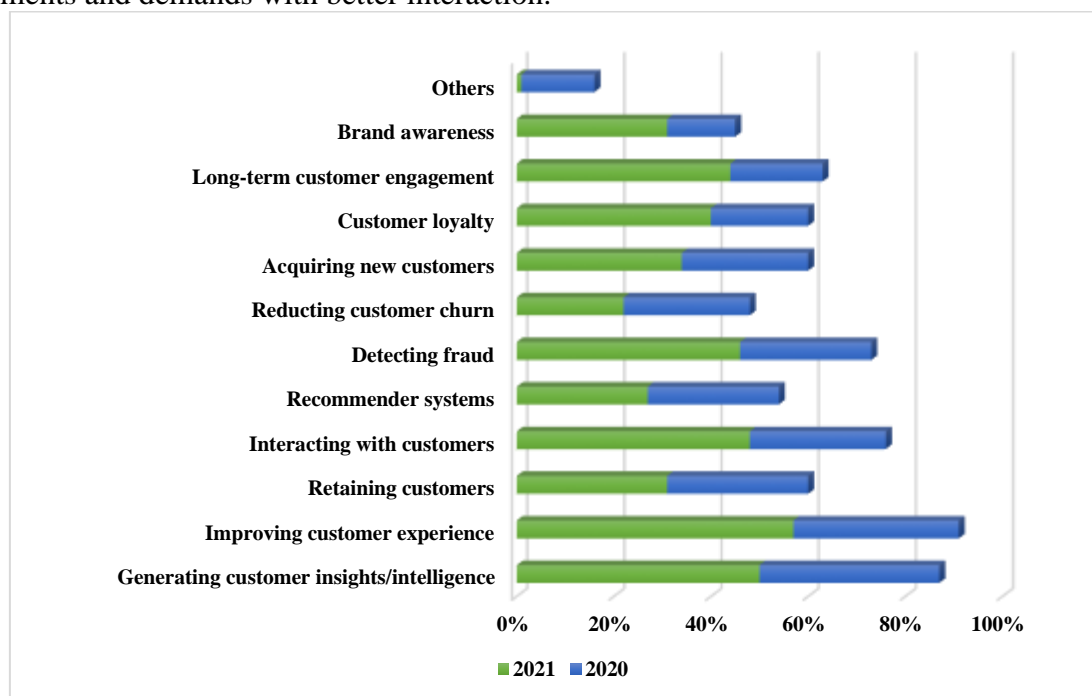


Fig 9. Use case analysis of AI

Fig 10 presents the comparative analysis between the AI-adopted and un-adopted organizations based on the factors of high efficiency/productivity, cost savings, innovative products, decision making, and better customer support. From the evaluation, it is analyzed that the AI-adopted organization could efficiently satisfy all the requirements by providing an intelligent solutions and good quality of services. Moreover, Fig 11 validates the deployment of AI technology in different organizations of various countries, which includes Asia-Pacific, Europe, and North-America. The results indicate that the deployment of AI is gradually increased in Asia and Europe countries.

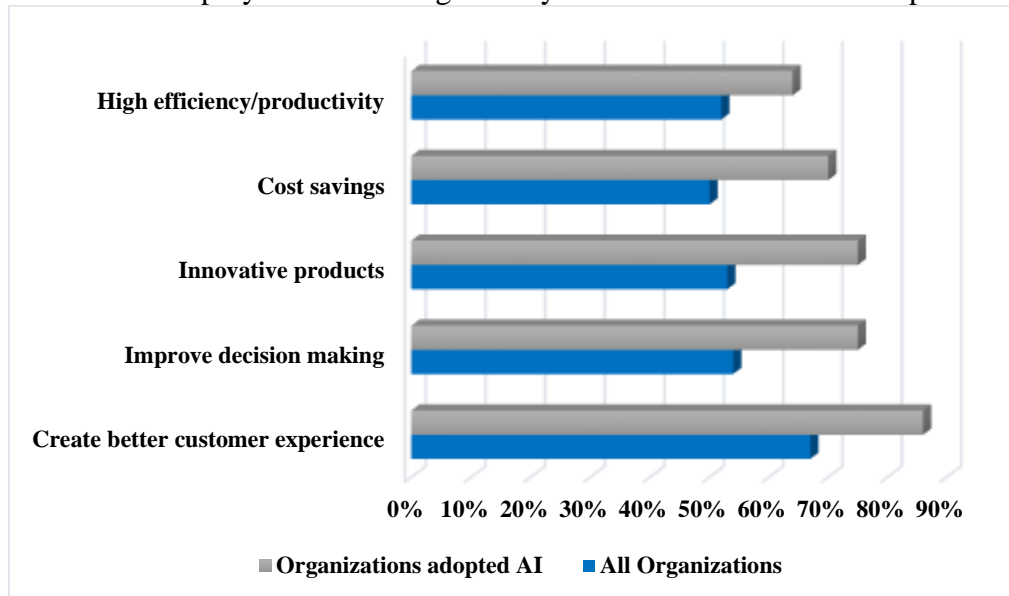


Fig 10. Comparative analysis between the organizations based on the adoption of AI technology

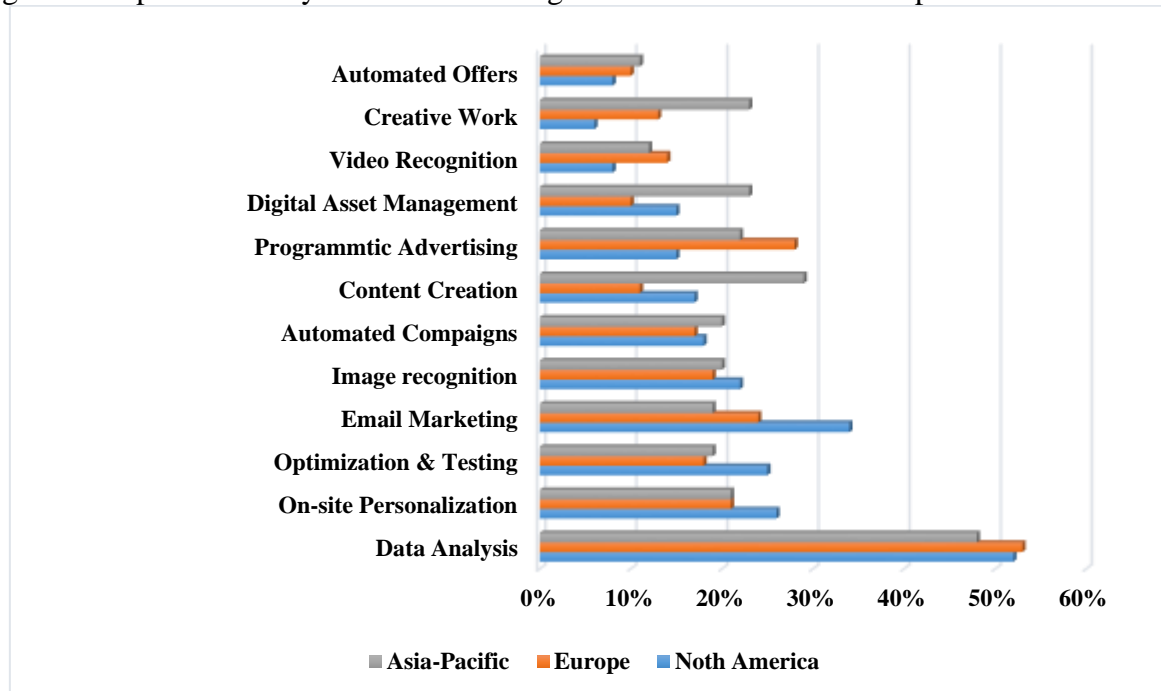


Fig 11. Organizations in different countries currently using AI

## V. CONCLUSION

This paper aims to analyze the major impacts of deploying AI technology in business marketing. Recently, most of the organizations adopt the AI technology for increasing their marketing strategies by advertising the products, chatbots customer service, and social media sentiment analysis. Typically, the AI is a kind of digital technology that is extensively applied in many application systems due to its automated decision making capability and intelligent business solutions. The scope of this work was to provide complete and satisfied customer services with ensured organization productivity. Here, an

empirical analysis was conducted to investigate the major effects of deploying AI technology in the business strategies. Typically, the efficiency and profit earnings of the organization were highly depends on the reliable and valid relationship between the organization and customers. Recently, most of the industries can adopt AI technology in recent days for improving their marketing strategies to obtain an increased customer satisfaction and profit growth. Also, it supports the marketing and business management team for making business processes as more effective. Then, it reorganize the marketing strategies of the organizational sectors, which is highly useful for the marketers to attract the customers. Moreover, this work stated that the AI technology could gained a positive feedback in various industrial sectors due to its intelligent business solutions and products.

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