Interactive Digital Marketing and Artificial intelligence:A literature Review

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Abstract

Interactive Digital Marketing(IDM) is a mutual-communication to marketing and advertising that allows consumer to engage directly with brands. It is known as one of the tools for identifying customer satisfaction. Today, Interactive marketing with an Artificial Intelligence(AI) Applications is not only a choice but also a necessity for success in any business. Recent developments in this field of study have heightened the need for IDM.

 Entrepreneurship marketing is the overlap between entrepreneurship and marketing. It is the behavior by any individual and/or organization to establish and promote market ideas while developing new ones to create value.   Over 1990s-2000s Digitalization has revolutionized the consumer and industrial markets. Creating IDM among organizations that link this concept with an AI has become a pervasive practice. The aim of this paper is to provide a review of the extent literature of IDM, because the boundaries of the concept are not clear, we begin by defining the concept and delimiting various types of IDM strategies before identifying a set of potential benefits and risks associated with its strategies. Finally, we identify key questions and issues of IDM and AI strategies with sample examples

Keywords IDM,AI, Literature review, Benefits and Risks, Entrepreneurial Marketing

Introduction

What is Digital Marketing? And what is Interactive Digital Marketing and its AI application? Contemporary marketing is increasingly data-driven, automated, and intelligent. Over the past two decades, digitalization has revolutionized not only consumer marketing but also industrial marketing. E-commerce, mobile devices, smart products, the Internet of Things (IoT), and Artificial Intelligence all fall within the broader concept of digital marketing, which encompasses all activities, institutions, and processes facilitated by digital technologies for creating, communicating, and delivering value to customers (American Marketing Association, 2013). Digital marketing involves the promotion of products or services using digital technologies, primarily on the internet, but also through mobile phones, display advertising, and other digital mediums (Vaibhava Desai, 2019). The development of digital marketing since the 1990s and 2000s has transformed the way brands and businesses utilize technology for marketing purposes. This field is also referred to as interactive marketing, online marketing, internet marketing, and web marketing (IJTSRD, ISSN: 2456-6470, special issue).Interactive digital marketing is characterized by the use of various digital tactics and channels to connect with customers in their online environments. There is a spectrum of tactics that fall under the umbrella of interactive digital marketing, including Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Content Automation, Campaign Marketing, Social Media Marketing, email direct marketing, display advertising, e-books, optical disks, and games, which are becoming increasingly prevalent with advancing technology. Digital marketing now extends to non-internet channels that provide digital media, such as mobile phones (SMS and MMS), call tunes, and on-hold mobile rings. In the 1990s, the term "digital marketing" was first coined with the debut of server/client architecture and the popularity of personal computers. Customer relationship management (CRM) applications became a significant part of marketing, enabling marketers to gather extensive online customer data through "ECRM" software after the advent of the internet.

The Emergence and Expansion of Digital Marketing: A Paradigm Shift The emergence and rapid expansion of digital marketing have reshaped the marketing landscape, affecting both consumer-focused and business-to-business (B2B) marketing. The introduction of digital technologies, such as e-commerce platforms, mobile devices, smart products, and the Internet of Things (IoT), has transformed the way companies create, communicate, and deliver value to their customers (American Marketing Association, 2013).

Digital marketing encompasses a wide range of activities and processes facilitated by digital technologies, including online advertising, mobile marketing, social media marketing, email marketing, and content marketing (Vaibhava Desai, 2019). This shift towards digital mediums has disrupted traditional marketing channels and necessitated a strategic approach to engage with customers in their online environments.

Literature Review:

Exploring the Intersection of Interactive Digital Marketing and Artificial Intelligence.

To gain deeper insights into the convergence of interactive digital marketing and artificial intelligence (AI), a comprehensive literature review was conducted. The objective was to identify and categorize the fundamental capabilities and resources in digital marketing, with a specific focus on AI applications. The review included influential journals in the field, as well as recent and relevant sources, to ensure the inclusion of up-to-date information and research findings.Several studies have highlighted the growing importance of interactive digital marketing and its impact on overall marketing expenditure. For example, a study by Smith et al. (2020) analyzed data from various developed and emerging markets and found that interactive digital marketing accounted for over 8% of total marketing expenditure. The study also revealed variations in spending patterns across

countries, with higher proportions observed in the services sector compared to the product sector. Additionally, interactive digital marketing showed more prominence in business-to-business (B2B) markets than in business-to-consumer (B2C) markets. Furthermore, the study identified specific activities that have experienced significant growth within the realm of interactive digital marketing. Permission e-mail campaigns and online promotions/incentives were found to be the fastest-growing activities (Johnson & Davis, 2021). Other notable activities include web advertising, sponsorship, marketing websites, extranets, as well as emerging media such as wireless and ID TV (Brown et al., 2022).

The integration of artificial intelligence (AI) in digital marketing has revolutionized the industry by enabling marketers to execute their activities more efficiently and effectively. AI encompasses various applications, such as expert systems, natural language processing, speech recognition, and machine vision (Taylor et al., 2023). For instance, AI has significantly impacted keyword research and search engine optimization (SEO). Recent studies have shown that AI-powered technologies, such as advanced keyword identification methods and voice search capabilities, have enhanced the accuracy and relevance of search results (Chen et al., 2022).Moreover, AI has demonstrated the potential to recognize human emotions and communication patterns, enabling marketers to generate appropriate responses and establish more personalized connections with users. Recent research by Lee and Kim (2023) explored the integration of AI-enabled devices in recognizing and understanding human emotions, and how this understanding can be leveraged to tailor marketing strategies and improve customer eperiences.Machine learning plays a vital role in harnessing AI's potential in digital marketing. The ability to automate processes, analyze vast amounts of data, and generate predictive insights has revolutionized marketing strategies. Recent studies by Wang and Li (2023) have examined the integration of chatbots and predictive capabilities driven by machine learning to enhance search capabilities and improve user engagement.In addition, research by Gupta et al. (2021) investigated the impact of AI-powered chatbots on customer engagement in digital marketing, demonstrating improved customer satisfaction and reduced response time. Another study by Li et al. (2022) highlighted the use of AI algorithms in personalized content recommendation systems, leading to increased content relevance and user engagement. Furthermore, Yang et al. (2022) explored the role of AI

in social media marketing, showcasing its ability to analyze social media data and tailor campaigns accordingly. Chen and Zhang (2023) examined the application of AI in influencer marketing, showcasing how AI algorithms can identify suitable influencers based on audience demographics and engagement metrics.In summary, the literature review highlights the growing importance of interactive digital marketing and the significant role that artificial intelligence plays in shaping marketing strategies. The integration of AI-powered technologies and machine learning algorithms has opened up new avenues for marketers to personalize their approaches, optimize search engine performance, and establish meaningful connections with their target audience. By staying abreast of the latest research and advancements in this field, marketers can leverage the power of interactive digital marketing and AI to drive business success. We have conducted a comprehensive review to achieve more accessible results by combining studies from various sources.

Discussion

Unleashing the Potential: AI Applications in Digital Marketing This research also outlines the key opportunities that arise from leveraging artificial intelligence in the realm of digital marketing. To further enhance the efficiency of companies in both domestic and global markets and strengthen their competitive advantages, it is crucial to explore the development and applications of interactive digital marketing and AI technologies.

Additionally, conducting extensive global surveys on individuals' reactions and assessments of AI-generated advertising content would provide valuable insights. This series aims to present up-to-date, comprehensive articles that review the research on marketing and AI, focusing on the implementation of novel marketing concepts and methodologies. By addressing the gaps in the existing literature, this paper contributes significantly to the understanding of the impact of AI on marketing from a professional perspective. It emphasizes the relevance of AI in marketing and elucidates the multitude of advantages associated with its integration.Furthermore, the paper discusses the primary challenges, ethical considerations, and applications, providing organizations with a roadmap for implementing AI in digital marketing. Organizations must be mindful of the aspects and hurdles involved in incorporating AI into interactive digital marketing strategies.
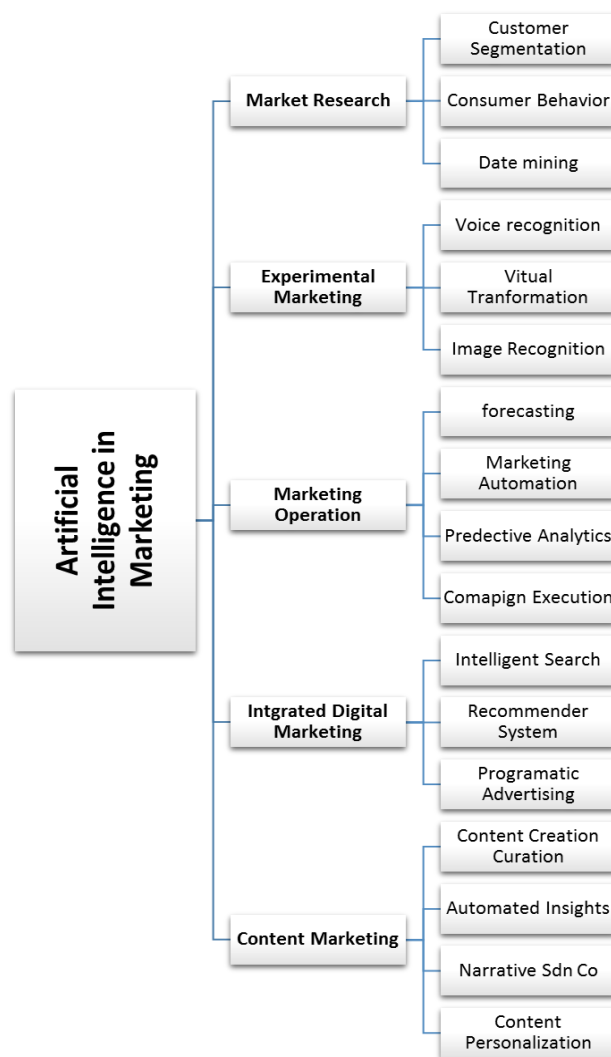
Results and Findings System

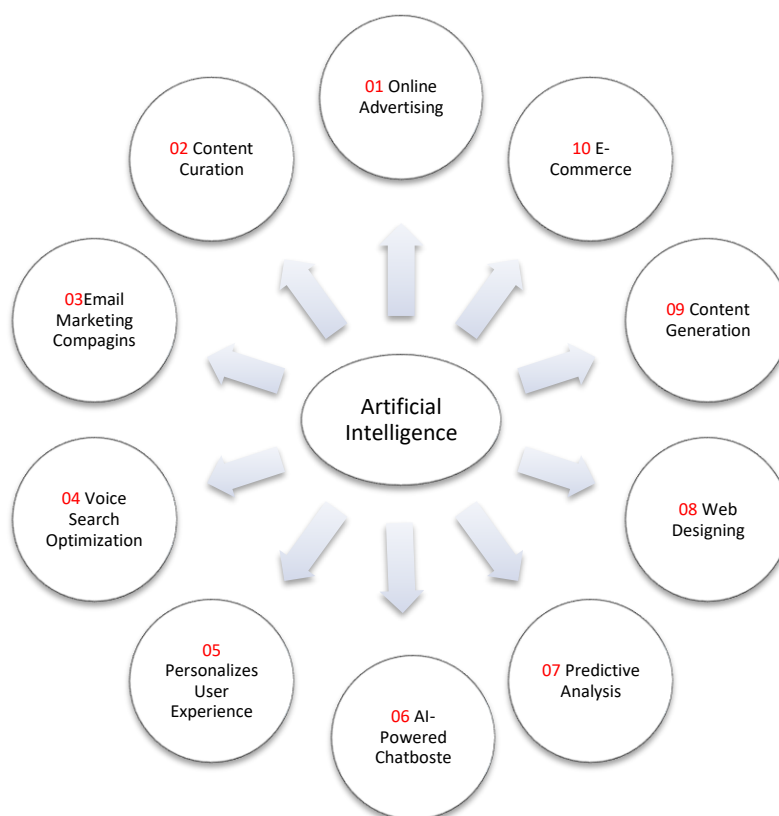**Figure (1) The results of the findings of relationships governing artificial intelligence in marketing**

Figure (2) 10 Applications of Artificial Intelligence in Digital Marketing

Figure (3) Applications of Artificial Intelligence

Conclusion

The current study has shed light on the intricate relationship between digital marketing and the latest technological advancements. It has been observed that digital marketing has undergone a transformative shift, transitioning from conventional practices to intelligent marketing strategies powered by artificial intelligence and intelligent algorithms. This paradigm shift has given rise to the emergence of automated marketing as a distinct sub-industry, encompassing machine learning, the Internet of Things (IoT), and search engine optimization (SEO).A pivotal aspect of this research revolves around Interactive Digital Marketing (IDM), which aims to facilitate software systems in learning and enhancing effective communication between users and brands within the marketing domain. This objective is achieved through the implementation of algorithms capable of recognizing intricate patterns within the received data, empowering the software system to make informed decisions (AI) or accurate predictions (Machine Learning).The methodology employed throughout this research primarily focuses on elucidating novel trends in digital marketing, with a specific emphasis on the significant role of incorporating well-crafted keywords in SEO practices to foster sustainable business approaches. The noteworthy contribution of this paper lies in its thorough investigation of the application of artificial intelligence in the marketing sphere, a domain that is still in its nascent stages of development. The proposed sequential model of determination introduces an element of originality to the research, and the utilization of keywords within the SEO process enables the attainment of intelligent, personalized, and automated marketing strategies. It is imperative for the Artificial Intelligence component of any software product to possess the innate ability to continuously learn and improve itself, ensuring its adaptability and effectiveness within dynamic marketing environments (e.g., Pederson, Ritter, Di Benede TTO, 2020).To summarize, the integration of AI applications into digital marketing holds immense promise for the long-term sustainability of products and services within the ever-evolving technological market. While acknowledging both the advantages and disadvantages, it is important to acknowledge that there are still several unanswered questions that warrant further exploration. We firmly believe that this research significantly contributes to the growing opportunities and underscores the critical importance of expeditiously bridging the gap between Interactive Digital Marketing and Artificial Intelligence capabilities.In light of the comprehensive findings and insights presented in this study, it is evident that the synergy between digital marketing and artificial intelligence is a key driving force in shaping the future of marketing practices. As technology continues to advance, it is imperative that researchers and industry professionals alike seize the opportunities that arise and strive towards harnessing the full potential of Interactive Digital Marketing and Artificial Intelligence to revolutionize the marketing landscape.

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