

**T.C.**

**BAHCESEHIR UNIVERSITY**

**GRADUATE SCHOOL OF EDUCATION**

**THE DEPARTMENT OF BUSINESS ADMINISTRATION**



**THE APPLICATIONS OF AI IN MARKETING DECISION MAKING AND  
THE REPLACEMENT OF CMO BY AI ALGORITHM**

**MASTER'S THESIS**

**AMENAH FADHIL**

**ISTANBUL, 2024**

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## **ABSTRACT**

### **The Applications of AI in Marketing Decision Making and the Replacement of CMO by AI Algorithm**

Fadhil Amenah

Business and Administration Master's Program

Thesis Advisor: KAZIM SELÇUK TUZCUOĞLU

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This study looks at how Artificial Intelligence (AI) affects marketing decision-making processes and whether AI algorithms could replace Chief Marketing Officers (CMOs). The research begins by breaking out the functions of marketing management, outlining the activities, skills, and developing issues that marketing managers face in today's business environments. The report then looks into the growth of AI and its various applications in the corporate landscape, tracking its historical trajectory and explaining its numerous roles, including its importance in B2B marketing and marketing management. Notably, it examines the introduction of new AI technologies such as ChatGPT and the consequences for marketing tactics. The thesis concludes with a critical study of the practicality, obstacles, and ethical implications surrounding the eventual replacement of CMOs by AI algorithm throwing light on AI's transformational ability to reshape traditional marketing leadership roles. This study intends to provide a complete understanding of the junction of AI and marketing decision-making, as well as significant insights about the future of marketing leadership in an AI-driven world.

Keywords: Artificial Intelligence (AI), Marketing Decision Making, Chief Marketing Officer (CMO)

## ÖZ

### **The Applications of AI in Marketing Decision Making and the Replacement of CMO by AI Algorithm**

Fadhil Amenah

Business and Administration Master's Program

Thesis Advisor: Kazım Selçuk Tuzcuoğlu

Mayıs 2024, 56 sayfa

Bu çalışma, Yapay Zekanın (YZ) pazarlama karar alma süreçlerini nasıl etkilediğini ve YZ algoritmalarının Pazarlama Müdürlerinin (CMO) yerini alıp alamayacağını incelemektedir. Araştırma, pazarlama yönetiminin işlevlerini ayrıştırarak, pazarlama yöneticilerinin günümüz iş ortamlarında karşılaştıkları faaliyetleri, becerileri ve gelişen sorunları ana hatlarıyla ortaya koyarak başlıyor. Rapor daha sonra yapay zekanın büyümesini ve kurumsal ortamdaki çeşitli uygulamalarını inceliyor, tarihsel yörüngesini takip ediyor ve B2B pazarlama ve pazarlama yönetimindeki önemi de dahil olmak üzere sayısız rolünü açıklıyor. Özellikle, ChatGPT gibi yeni YZ teknolojilerinin tanıtımı ve pazarlama taktikleri için sonuçları incelenmektedir. Tez, CMO'ların nihai olarak YZ algoritması ile değiştirilmesini çevreleyen pratiklik, engeller ve etik sonuçların eleştirel bir çalışmasıyla sonuçlanmakta ve YZ'nin geleneksel pazarlama liderliği rollerini yeniden şekillendirme konusundaki dönüşümsel yeteneğine ışık tutmaktadır. Bu çalışma, yapay zeka ve pazarlama karar verme sürecinin kesiştiği noktayı tam olarak anlamının yanı sıra, yapay zeka güdümlü bir dünyada pazarlama liderliğinin geleceği hakkında önemli içgörüler sağlamayı amaçlamaktadır.

Anahtar Kelimeler: Yapay Zeka (YZ), Pazarlama Karar Verme, Pazarlama Direktörü (CMO)



**To My Parents**

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# **Chapter 1**

## **Introduction**

In today's marketing scene, the integration of Artificial Intelligence (AI) has emerged as a transformational force, changing traditional decision-making and organizational leadership paradigms. This introduction serves as a starting point for investigating the various uses of AI in marketing decision-making, as well as the resulting paradigm change surrounding the potential replacement of Chief Marketing Officers (CMOs) by AI algorithms. Against the backdrop of rapid technological innovation and changing customer behavior, this study seeks to clarify the complexities, challenges, and opportunities inherent in the convergence of AI and marketing leadership.

The use of AI technology into marketing decision-making processes represents a watershed moment in organizational strategy and operational effectiveness. From predictive analytics to personalized marketing campaigns, AI provides marketers with new insights into customer behavior, allowing them to optimize marketing activities with unrivaled precision. As businesses negotiate the intricacies of the digital ecosystem, embracing AI's revolutionary ability has become critical for generating innovation, increasing efficiency, and remaining competitive in dynamic marketplaces.

Furthermore, the possibility of AI algorithms replacing CMOs highlights AI's revolutionary potential for changing existing organizational hierarchies and leadership structures. As firms battle with the imperatives of staying current with technical breakthroughs while also demonstrating actual financial returns, incorporating AI into marketing leadership roles offers both opportunities and problems. The rise of AI in executive suites signals a new era of data-driven decision-making, algorithmic governance, and strategic agility, profoundly altering the landscape of marketing leadership.

In light of these revolutionary tendencies, this study seeks to understand the significance of AI in marketing decision-making, as well as the changing role of CMOs in an AI-powered landscape. By combining theoretical insights with empirical facts and

industry perspectives, this study aims to equip stakeholders with the practical insights and foresight they need to navigate the intricacies of the AI-driven marketing landscape and maximize the promise of technological innovation. This study intends to educate marketers to embrace change, drive innovation, and lead with confidence in an AI-defined era by delving into AI applications, organizational dynamics, and strategic imperatives in depth.



## **Chapter 2**

### **Literature Review**

In recent years, the rise of artificial intelligence (AI) has brought about significant changes in the world of marketing management. As marketing becomes increasingly data-driven and technology-dependent, companies are exploring new ways to leverage AI and other advanced technologies to optimize their marketing strategies and operations. This literature review aims to explore the intersection of marketing management and AI, focusing on three key areas: Marketing Management's Functions, AI and Applications in the Business World, and the Replacement of CMO by AI Algorithms. By analyzing the existing literature on these topics, this review aims to provide insights into the current state of the field and identify key trends and areas for future research.

#### **2.1 Marketing Management's Functions**

Marketing management functions broadly encompass assessing, coordinating, planning, and executing procedures aimed at increasing consumer interaction, driving sales, and raising product/service awareness. These functions are responsible for carrying out product, location, promotion, and pricing goals and objectives. (Edith Forsyth, 2022)

the functions of marketing managers include:

- i. Determining marketing objectives – These objectives should be in line with the strategic goals of the firm.
- ii. Planning how to attain the defined goals – Marketing managers perform sales forecasting and develop marketing strategies and programs to assist the firm in meeting its marketing goals.
- iii. Organizing the marketing process — Marketing management comprises staffing and organizing the activities and responsibilities of marketing department employees.
- iv. Coordination and direction of marketing activities — Following the creation of the marketing plan, marketing managers coordinate activities such as the creation of flyers, the design of commercials, and the tracking of sales.

v. Analyzing and evaluating the marketing process – Marketing managers analyze and evaluate the marketing procedure to determine its performance.

Marketing management is a business discipline that focuses on the practical use of marketing methods as well as the administration of a company's marketing resources and activities. A successful marketing management process consists of four major steps: (1) understanding the marketplace and customer needs and wants, (2) designing a customer-driven marketing strategy, (3) constructing a marketing program that delivers superior value and builds profitable relationships, creating customer delight, and (4) capturing value from customers to create profits and customer equity. (G. Polat, U. Donmez, 2010 ,p268).

To understand and groom our firm, we must first understand the primary functions of marketing management.

Certain tasks are carried out by the marketing process as items and services migrate from producer to customer. All of these tasks or jobs are not undertaken by every organization. Nonetheless, it is advised that they be carried out by any organization that wants its marketing systems to perform properly.

i. Selling : The crux of marketing is selling. It entails persuading prospective consumers to finish the purchase of an object. It comprises the transfer of goods ownership to the buyer. Selling is a critical component in achieving the ultimate goal of profit. Personal selling, advertising, publicity, and sales promotion are all used to train salespeople. The volume of a company's profits and profitability are determined by its sales effectiveness and efficiency.

ii. Buying and Assembly : It addresses what to buy, of what quality, how much to buy from whom, when and at what price. People in business buy to improve revenues or reduce costs. Purchasing agents are swayed by quality, service, and pricing. The things that retailers buy for resale are chosen based on the needs and tastes of their clients.

Assembling entails purchasing the essential component pieces and putting them together to create a product. The term 'assembly line' refers to a production

line that only performs assembly functions. The assembly procedure includes the arrival of individual component pieces at the workplace and the distribution of these parts for assembly. An assembly line is a grouping of personnel and equipment in which each person has a specific duty and the work is handed directly from one employee to the next until the product is finished.

iii. Transportation : is the physical process by which items are carried from the places where they are manufactured to the places where they are consumed. It generates local utility. Transportation is critical from the procurement of raw materials through the transportation of completed goods to customers' locations. Railroads, trucks, rivers, pipelines, and airways are the primary modes of transportation.

iv. Storage : It entails keeping products in suitable, i.e., useable or sellable, condition from the time they are manufactured until they are required by customers in the case of finished goods or by the manufacturing department in the case of raw materials and stores. Storing preserves products against deterioration and aids in the carrying over of surplus for future consumption or use in manufacturing.

v. Grading and standardization : Standardization refers to the establishment of specified standards or specifications for products based on the inherent physical properties of any object. This can encompass amount such as weight and size as well as quality such as color, form, appearance, substance, flavor, sweetness, and so on. A standard results in product homogeneity. Grading is the grouping of standardized goods into distinct classes or groups. It entails categorizing things into classes comprised of units with similar size and quality characteristics. Raw materials, agricultural products such as fruits and grains, mining products such as coal, iron, and manganese, and forest products such as timber all require grading.

vi. Financing : is the deployment of resources to meet the financial needs of organizations involved in various marketing operations. The financial role in marketing refers to the services that ensure the credit and money required, as well as the costs of putting merchandise into the hands of the final user. Working

capital and fixed capital require financing, which can be obtained from one of three sources: owned capital, bank loans, and advance & trade credit. In other words, there are three types of finance: short-term, medium-term, and long-term.

vii. Taking Chances : Loss due to unforeseen circumstances is referred to as risk. Risk bearing in marketing refers to the financial risk invested in the ownership of goods held for anticipated demand, including potential losses due to price drops as well as losses due to spoilage, depreciation, obsolescence, fire and floods, or any other loss that may occur over time. They may also be caused by decay, degradation, and accidents, or by price fluctuations caused by changes in supply and demand. The various dangers are commonly referred to as place risk, time risk, physical risk, and so on.

viii. Market Intelligence : The importance of marketing's facilitating function has recently been highlighted. Only timely and accurate market information can provide a solid foundation for marketing decisions. Correct facts and knowledge reduce the aforementioned risks, resulting in cost savings. Even final buyers require market knowledge on item availability, quality standards, pricing, and after-sales support.

## **2.2. New Challenges for Marketing Managers**

Marketing managers, like all other managers, encounter numerous hurdles in their everyday duties. Marketing managers must appraise consumers, forecast the market, and study other elements influencing marketing, such as political, environmental, and economic changes. The marketing spectrum has expanded as a result of technological innovation and growing globalization. Marketing managers have had the challenging task of keeping up with improvements in the promotion and marketing sector as a result of expanding marketing. This analysis attempts to explain the many issues that marketing managers face around the world and suggests a strategy plan that managers can apply to lessen or eliminate some of the challenges' causes.

Inexperienced staff are one of the issues that marketing managers face. Globalization and technical innovation have expanded internet marketing, necessitating

the creation of new roles that did not previously exist. Many businesses have a team of specialists but lack vital personnel who can fill critical positions. For example, a corporation may have a fantastic graphic designer but lack a conversation rate optimization analyst; it may have skilled content writers but lack a technical state-owned enterprise (SOE) that can assist them with on-site optimization. Many marketing executives have struggled due to a lack of such critical personnel. As a result, managers have found it challenging to carry out their marketing strategies (Soberman & Soman, 2012).

Another issue that marketing managers face is the difficulty in interpreting and analyzing marketing report data. This is due to the fact that market terminology evolve year after year as new ideas and methods emerge. As a result, marketing managers are having difficulty grasping the new market linguistics. Because this is the language used in reports, correctly reading them becomes essential. arduous task (Kotler, 2012)

Another issue that marketing managers face, according to Kotler (2012), is a breakdown in communication inside the marketing department. Marketing managers work hard to redesign their websites, create advertisements, and issue press releases in the hopes that their target market would respond in accordance with their marketing strategy. All of this, however, necessitates a thorough reporting system capable of gathering, organizing, and interpreting market data. It will be tough for managers to provide a meaningful report to their company's team if there are no good individuals on the ground to carry out the process. Inadequate reports and a breakdown in communication will make it difficult for the marketing department to sustain their strategies and make significant improvements.

The management team is confused and doubtful since there is a lack of data translation, concrete results, and complete results. The scenario becomes stressful when the marketing department lacks appropriate data and analyzed findings that can help them express their problem-solving tactics or their achievements. Marketing managers may end up using ineffective strategies and submitting inaccurate progress reports.

Another obstacle for marketing managers, according to Soberman and Soman (2012), is the difficulty of targeting content for an international audience. In most cases, identifying and establishing prospective purchasers in a foreign country is tough. International expansion has consequently become a significant problem for marketing executives. Many firms aim to acquire top personnel to help them with their marketing initiatives. It is a significant difficulty for managers to select the proper candidate and evaluate whether he or she has the necessary skills, as this could take a very long period. Many managers also struggle to secure an executive sponsor. Sponsors typically advocate the manager's agenda on his or her behalf.

Other obstacles that marketing managers have include training available workers on new technologies, discovering appropriate technologies that suit their organizations, and a lack of resources in small enterprises (Soberman, & Soman, 2012). The aforementioned issues confronting marketing managers, among others, can be decreased or avoided if organizations have a good strategy plan that includes techniques for dealing with each challenge. Below is an example of a strategic plan that, if implemented by businesses, can significantly minimize the obstacles faced by marketing managers and the firm itself. (S. Kaczmarek, 2023)

The marketing climate is ever-changing. Market theory and practice have developed in recent decades. (M. Rakic, B. Rakic, 2013,p 447-449). Key marketing issues around the turn of the century include:

- i. Holistic marketing : Marketing should be in charge of assessing value, selecting products/markets to invest in, developing resources and capabilities, particularly those connected to branding and those that will defend an organization from competition. Tactical programs and investments are unsuccessful until a clear plan is identified. Integration and holistic marketing are very important. Any organization is paralyzed by function division. The solution is to create programs and policies that promote collaboration and communication over rivalry and isolation. While some centralization is required, development can

be achieved mostly by engaged teams, good information systems, and the capacity to identify skills.

ii. Globalization and marketing on a worldwide scale. Companies, regardless of size or orientation to local or foreign markets, face global competitors and must profit in a global economy. There is no market that is immune to international competition. Companies must plan for growth and survival in a world of global competition.

iii. The concept of "creation" is essential. A number of worldwide markets do not exist by definition; they must be established through marketing activity. For example, no one needs soft drinks, but in some nations, soft drink consumption now exceeds water consumption per capita. Because marketing influenced this shift in behavior, the soft drinks business has expanded globally. Consumers' needs and wishes are increasingly being equated globally.

iv. Digital marketing and digitization. The increasing use of technology is one of the most significant changes in business in general, and marketing in particular. Marketing's digital (r)evolution is a product of ICT advancement. The digital environment, economy, technologies, and the digitalization process in general necessitate changes in marketing, i.e. the digitalization of marketing operations. This does not imply that digital activities completely replace traditional ones. This means that digital activities should be added to the current traditional ones, i.e. a mix of traditional and digital marketing activities must be chosen. The combination of traditional and digital activities is determined by clients (ability and readiness to employ specific digital technologies) and organizational capabilities. ICT allows for the co-creation of distinctive value with customers.

v. Co-creation of unique value with customers, as well as personalized marketing. Classical (conventional) or transactional marketing (characterized by four marketing mix instruments - "4P") is deemed insufficient in

today's hypercompetitive business environment. That is to say, a good product is important, but it is not sufficient for market success. Co-creation of unique value with customers, as well as personalized marketing, are required. The co-creation of unique value with consumers transforms the traditional roles of an organization and its clients. Customers have an active role in the production of values, according to the new concept of co-creation of unique value with customers.

### **2.3. AI and applications in Business World**

While Artificial Intelligence (AI) is not a new concept, it has received a lot of attention in recent years (Ransbotham et al., 2018). AI has been suggested to be a disruptive force for organizations worldwide and across multiple industries (Davenport & Ronanki, 2018,p108–116). Organizations that use AI applications are projected to receive added business value in the form of higher revenue, cost reduction, and improved business efficiency (AlSheibani et al., 2020).

Recently, businesses have been able to anticipate and envision the possibilities that Artificial Intelligence and robotics can bring to the business world's future. Artificial intelligence makes use of self-learning systems through the use of techniques such as data mining, pattern recognition, and natural language processing.(Valeu,2020, p392)

AI has propelled enterprises into a new era in which many processes, including essential business functions, can be simplified.( Krishnamacharyulu M, Rajyalakshmi NC and M. Iqbal, K. Srivastava,2020, p2245)

Artificial intelligence (AI) has become critical to businesses because it enables them to remain competitive, streamline processes, and improve consumer experiences. AI can also improve company decision-making processes by creating data-driven insights, automating repetitive procedures, and revealing hidden trends. ( Jay van Zyl,2023,p1)

So according to (Jay van Zyl,2023, p4) AI is essential to business for several reasons:

1. Greater efficiency: AI-powered tools and technologies may automate mundane operations, streamline workflows, and optimize processes, saving workers time and effort.

2. Data-driven decision making: AI can swiftly handle vast amounts of data, giving useful insights and analysis to assist businesses in making better decisions.

3. Improving customer experience: AI-powered chatbots and virtual assistants can improve consumer interactions by providing personalized experiences and more effectively resolving concerns.

4. Increased competitiveness: Early adopters of AI have the opportunity to acquire a competitive advantage over their competitors by employing innovative tools and technology to optimize operations and improve products and services.

5. Improved targeting and personalization: AI can evaluate consumer data to aid in the tailoring of marketing efforts, the development of targeted advertising campaigns, and the creation of individualized offers for customers, resulting in improved conversions and customer retention.

6. Improved predictive capabilities: AI may assist organizations in forecasting trends and making data-driven predictions, allowing them to anticipate and respond to changes in demand or the market.

7. Improved innovation: AI may assist firms in developing new ideas, products, and services by recommending new approaches to issue solving and optimizing existing ones.

8. Cost reduction: Using AI to automate operations can help firms decrease operating costs, making them more efficient and cost-competitive.

9. Improved risk management: Artificial intelligence can analyze complicated data sets, discover patterns, and uncover potential problems early on, assisting enterprises.

AI is not meant to replace human intelligence, but rather to supplement it. AI appears likely to have a significant impact on all sectors of business. (Matthew N. O. Sadiku, Omobayode I. Fagbohunbe, and Sarhan M. Musa, 2020, p64)

Some of these are detailed further below :

i. Marketing : is one of the most visible domains of AI application. It has the potential to determine the next most effective marketing plan. AI assists in the development and execution of marketing strategy.

ii. Finance: As AI is increasingly being used in financial institutions such as banks and insurance firms, investments in financial AI are expanding. To detect fraudulent behavior, certain institutions employ a variety of AI techniques.

iii. Accounting: AI is altering job definitions across all professions. Accounting is the study of documenting, analyzing, summarizing, and reporting all business transactions.

iv. Business intelligence : can also be defined as a collection of enterprise decision support tools that enable professionals to make better and faster decisions. The goal of business intelligence (BI) is to help businesses make better decisions.

As (Riteesh M Mandi1, Pranathi,2021, p55) mention , Artificial intelligence (AI) can be utilized in the following ways in business:

A. Enhances People Services: For example, using visual support interfaces to provide continuous assistance to customers.

B. Modify Workload: For example, collecting and analyzing sensor data using machine learning algorithms to split tasks, automated router applications, and so on.

C. optimize Asset Performance: For example, employing AI-powered visualization tools to analyze and optimize infrastructure, route planning, and so on.

D. Improves Productivity and Efficiency: Such as using mechanical robots in the course of work and teaching them to execute activities that demand more or less labor.

E. Block Out: This includes strategies such as using inconspicuous inspection techniques to spot patterns that could disrupt your organization, such as

the end of IT. Some AI tools can also assist you in detecting and preventing security breaches.

F. Guess the Character: For example, utilizing Machine Learning algorithms to analyze online patterns such as product supply, credit card fraud detection, or targeting relevant adverts.

### **2.3.1 History of AI**

Artificial intelligence (AI) is a computer science technique that teaches computers to understand and mimic human communication and behavior. AI has produced a new intelligent machine that thinks, responds, and performs tasks in the same way as humans do. AI can perform highly technical and specialized tasks such as robotics, speech and image recognition, natural language processing, problem solving, and so on.

AI is a group of technologies capable of performing tasks that require human intelligence. These technologies, when applied to typical commercial processes, can learn, act, and perform with human-like intelligence. It creates artificial intelligence in robots, saving us time and money in business interactions. .( Abid H., Mohd J., Mohd Asim Q., Ravi Pratap S. , Rajiv S.,2022,p120)

Companies do not fully capitalize on the potential of Artificial Intelligence (AI) or Machine Learning (ML), its most prevalent method. This is especially true in marketing, where its applications go beyond simple segmentation, personalisation, and decision-making. (Gioia V, Peter M. Fischer , Sven R., 2022, p599)

### **2.3.2 Applications Area**

AI is capable of analyzing, comprehending, and making judgments. It is for existing user data and is used to forecast market trends and predict user behavior. It is also known as data forecast, and businesses all over the world utilize it to fine-tune their sales and marketing strategies in order to enhance sales. The majority of AI applications in marketing now use ML, from personalizing product recommendations to assisting in the

discovery of the most effective promotion channels, forecasting churn rate or customer lifetime value, and constructing superior customer groups. ( Abid H., Mohd J., Mohd Asim Q., Ravi Pratap S. , Rajiv S.,2022,p120).

AI is used in marketing initiatives in a variety of areas, including finance, government, healthcare, entertainment, and retail. Each use case produces a distinct result, such as greater campaign performance, improved customer experience, or increased marketing operations efficiency. Marketers are employing AI to address a variety of difficulties through programmatic advertising. ML is used by programmatic platforms to bid on real-time ad space relevant to target audiences.

AI may also help to reduce errors in marketing practices. As long as supervision and instruction are available, AI can perform specialized tasks more effectively than humans. AI is far more likely to result in a higher return on investment because it can significantly speed up the process of marketing campaigns, save costs, and enhance efficiency. This technology can execute tactical data analysis faster than humans and use machine learning to make quick judgments depending on campaign and customer context. It frees up time for team members to focus on strategic projects, which can then be utilized to direct AI-powered marketing. ( Abid H., Mohd J., Mohd Asim Q., Ravi Pratap S. , Rajiv S.,2022,p123).

### **2.3.3 AI in B2B marketing**

Given the assumption that AI will disrupt marketing theory and practice, marketing scholars are becoming increasingly interested in the role and function of AI in business. Firms are drawn to AI for two reasons: technological capabilities and cost savings. Recent research, however, highlight to the difficulties that such adoption would confront. When these two aspects of AI adoption in B2B marketing are taken into account, a good foundation for investigating power dynamics in AI-powered marketing solutions may be identified. Despite the relevance of AI in B2B, existing literature has concentrated on the B2C sector or analyzed its potential, rather than real experiences with AI applications in B2B.( Brendan J., Ana I., Dorothy Ai-wan Yen,2022,p37)

In terms of AI and machine learning usage, industrial marketing is experiencing a surge. Large tech firms such as Google, Amazon, and Microsoft offer applications that are highly effective in harnessing data from customers and other business stakeholders to generate insights for strategic decision-making). These applications suggest that AI is critical to modern industrial marketing, as it controls pricing, buyer behavior, and sales.

While technological improvements that increase marketing efficiencies are not new, AI is unique in that it replaces high-level managerial operations that were previously performed by expert marketers with automated procedures. Most academic effort to far has focused on improving marketing through AI applications, at the expense of comprehending the ramifications for marketers. As a result, the restricted body of work on the perception of value provided by AI marketing solutions represents a once-in-a-lifetime chance to investigate the relationship between human agency and technological potential. (B. Keegan, D. Dennehy, P. Naudé, 2022, p2-3)

AI will continue to play a significant role in account-based marketing in B2B. Predictive analysis is one area where AI is anticipated to have a large impact. AI algorithms will be able to identify prospects most likely to convert and propose steps marketers may take to drive them closer to a purchase decision based on data analysis on target accounts. As a result, businesses can direct their resources toward the most attractive possibilities, boosting their chances of success. Conversational marketing will continue to evolve as AI advances. Chatbots are now used by more than 50% of telecom companies. AI chatbots will become increasingly sophisticated. They will be able to interact with prospects more organically and intuitively, making personalized recommendations and giving help. Businesses will be able to provide a faster and better customer experience, increasing their chances of converting leads to customers. (K. Nagendra, 2023)

The effectiveness of marketing operations is heavily dependent on how successfully the firm does market research. When performing market research, the organization must evaluate industry trends, customers, competitors, and other important stakeholders. For performing market research, data can be acquired from a variety of sources (e.g., internal and external reports, social media, etc.). Analyzing these disparate data sets and extracting knowledge from them necessitates AI expertise. Using AI tools

for market research and marketing decision assistance can assist firms in making better decisions. For example, artificial intelligence (AI) technologies such as natural language processing (NLP) enable marketers to understand their clients' personalities and behavior by analyzing texts. This enables marketers to target customers. Marketers can target clients with customised content as a result of this. It also aids in the understanding of the customers' demands and the design of products and services to satisfy those needs. According to the findings of this study, AI competencies can have an impact on marketing information management competence. Organizations, for example, can leverage their AI capabilities to evaluate various forms of market data and develop visualizations to help executives make decisions. (P. Mikalef, N. Islam, V. Parida, H. Singh, N. Altwaijry, 2023, p3).

#### **2.3.4 The role of AI and ML in marketing management**

AI, and particularly ML, appear to provide limitless prospects in marketing. However, marketing success has always been defined by the creation of human and personal experiences. Artificial intelligence, machine learning, and robotics have been shown to encompass all four Ps of marketing: (1) product (e.g., Google Home or Amazon Echo) and service (e.g., Walmart's autonomous shopping cart Dash); (2) price (e.g., Ebay's auction sniper); (3) place (e.g., Tesla's driverless semi-truck or Softbank Robotics' Pepper); and (4) promotion (e.g., Nike's Chalkbot).

AI and machine learning assist in the analysis of vast volumes of data from diverse media (e.g., textual, visual, vocal) and sources (online, mobile, in-person) in order to gather extensive knowledge. These insights assist marketers in strengthening their decision-making abilities, which is a vital aspect in corporate performance. Using AI and ML in decision-making has been a significant achievement over the previous two decades, and it will continue to disrupt marketers' decision-making. Today's AI technologies are capable of increasing decision quality by supplementing human judgment. (Gioia V, Peter M. Fischer, Sven R., 2022, p606).

AI is an intriguing and cutting-edge technology that can be used to supplement a company's present content strategy. This is a broad phrase that incorporates numerous technologies, including natural language processing, machine learning, deep learning, computer vision, and many more. Because of its ability to analyze data and give analytical tools, machine learning has a big impact on the digital marketing environment. As a result, marketing teams may conduct needs-based evaluations with ease. Businesses that use artificial intelligence tools save time by concentrating on other parts of digital marketing. AI is a massive and ongoing technological progress with far-reaching implications. As a result, it is recommended that AI be used in digital marketing to stimulate innovation and increase productivity in the coming years. (Abid H., Mohd J., Mohd Asim Q., Ravi Pratap S., Rajiv S., 2022, p120)

### **2.3.5 New Tools of AI Like ChatGPT**

ChatGPT, a generative pre-trained transformer, is gaining popularity. The word "Generative," or "G," in the acronym GPT refers to the tool's ability to generate text. Pre-training, also known as "P," is the deployment of a model from one ML project to train another model, similar to how people use prior knowledge to learn new things.

ChatGPT provides a large amount of text to practice on. The neural network is for "Transformer," which analyses the overall relationship between each data series component. It is a free chatbot that can answer almost any inquiry. It was developed by OpenAI and made accessible for public testing. It is already acknowledged as the best AI chatbot ever created. The chatbot has been known to generate computer code.

The first ChatGPT model was trained through supervised finetuning, which involved human AI trainers conversing with both the user and an AI assistant. Trainers have access to sample written recommendations to help them write answers. One of their most recent developments is ChatGPT, a language model designed specifically to grasp and respond to real language. This shows that it can converse with humans in a natural and intuitive manner. The nicest thing about ChatGPT is that it is publicly available via

OpenAI, allowing programmers to incorporate the model into their applications.( Abid H, Mohd J, Ravi P, 2022,p2)

ChatGPT is built on the transformer architecture, which Vaswani et al. developed in 2017. The transformer architecture is a neural network structure that has been found to perform exceptionally well in NLP applications such as machine translation, text classification, and question answering. The transformer design, in compared to standard recurrent neural networks (RNNs), can process a huge amount of context in parallel, making it well suited for text generation.

ChatGPT has a wide range of applications, including customer support, content development, and personal assistants. It can deliver fast responses to customer concerns in customer service, lowering response times and enhancing efficiency. It can be used to generate articles, summaries, and translations in content development.

Google Introduced "Bard" as a Competitor to ChatGPT AI

Google formally introduced Bard, its AI technology, on February 7, 2023, with the intention of competing with Open AI's well-known ChatGPT-3 language model. Google CEO gives this information in a public blog post. He described Bard.

as a conversational AI service capable of explaining complex circumstances in addition to providing high-quality responses.

Google has already made it available to some testers, and the company will make it public after some time.

In a blog post about Bard's potential, Google CEO Eric Schmidt stated that it would act as a "launchpad to answer your inquiries and help understand new things."( Bal Ram, and Pratima Verma, 2023,p258-259).

## 2.4. Replacement of CMO by the AI Algorithms

Artificial intelligence programs are utilized to replace portfolio managers (Javelosa 2017), while social robots such as Pepper are employed to replace human greeters in customer-facing businesses (Choudhury 2016). Some have declared that we are in the fourth industrial revolution, in which technology is blurring the line between the physical, digital, and biological domains (Schwab 2017). Despite being a significant source of innovation, AI also poses a danger to human service professions. Manufacturing job displacement has already occurred, resulting in a shift from manufacturing to service industries (Buera and Kaboski 2012).

The biggest issue for CMOs is their inability to demonstrate financial results. The top business problem for 63.8% of CMOs across all industries is demonstrating the financial effect of their marketing operations on a regular basis according to The CMO Survey (Deloitte, Duke University-Fuqua and the AMA 2019).

CMOs want artificial intelligence to handle five sorts of data difficulties in order to generate better, more measurable results from their marketing sooner and cheaply. Chris Penn of Trust Insights created the 5 Us of Data Framework by combining these elements. Each sort of data gives your CMO a cause to apply artificial intelligence to address a current marketing challenge and improve business performance. Furthermore, by considerably improving and speeding up your marketing analysis with AI, you get results that focus marketing actions to generate measurable outcomes. Even better, they're in language that your C-suite will comprehend! (Heidi Cohen, 2019)

### 5 Reasons Why CMO Needs Artificial Intelligence :

1. Explore Unstructured Data for Major Trends Unstructured data by itself does not deliver useful marketing insights. So, employ AI and data mining to gain insights into large-scale trends.
2. Discover Top Influencers by Analyzing Unknown Data to extract influencers for reputation management to uncover the top influencers (or other target group such as brand names).

3. Determine Competitive Analysis by Analyzing Uncertain Data  
Even if it is able to examine the marketing data at disposal, the results may not provide effective recommendations. Penn refers to this as "ambiguous data"

4. Extract Key Performance Indicators (KPIs) and insights from unfocused data: Use AI to examine unfocused data in order to uncover KPIs and insights. Then, these results can be used to decide where to direct marketing efforts in order to boost results.

5. Incomplete Data : The computer continues to learn from your data as a result of the application of AI. As a result, it may conduct predictive analysis. This provides suggestions for improving the content of marketing.

## **Chapter 3**

### **A research about AI applications in Marketing Field**

#### **3.1 Aim of the research**

The fundamental goal of this study is to extensively evaluate and assess the many applications of Artificial Intelligence (AI) in marketing decision-making. The study will dive into the complexities of using AI technologies to supplement and potentially replace the traditional job of Chief Marketing Officers (CMOs). By investigating the changing environment of AI-driven marketing tactics, the study hopes to expose the intricate dynamics and ramifications of embedding AI algorithms into critical marketing decision-making processes.

The overall goal is to evaluate the effectiveness and efficiency of AI applications in comparison to traditional human-driven methodologies used by CMOs. This inquiry will delve deeply into AI algorithms' ability to collect, process, and interpret large datasets for strategic decision-making, as well as their potential impact on optimizing marketing campaigns, increasing customer engagement, and maximizing return on investment.

Furthermore, the study seeks to identify and assess the obstacles and hurdles that may develop during the integration of AI into marketing decision roles. This involves ethical considerations, transparency, and the ability of AI algorithms to react to changing market conditions. The study will also look into potential synergies between AI technologies and human skills, with the goal of determining how a collaborative approach might lead to the best results in marketing decision-making.

Given the tremendous breakthroughs in AI technology and their rising ubiquity in numerous industries, this study seeks to provide significant insights into the evolving role of AI in marketing, with a particular emphasis on the potential transformation of the CMO job. Through a thorough examination of these factors, the study aims to provide a nuanced knowledge of the potential, constraints, and strategic implications associated with AI integration in creating the future landscape of marketing decision-making.

### **3.2 Method of the research**

This qualitative study utilizes an exploratory research approach to explore into the subjective experiences and perceptions of marketing professionals on the uses of Artificial Intelligence on marketing decision-making and the replacement of CMOs by AI algorithms. The purpose of in-depth interviews is to collect subtle insights while capturing the opinion from the Experiences of participants' perspectives.

A purposive sampling strategy was used to select 16 participants with diverse roles and over 5 years' experience in marketing and technology, ensuring representation across various sectors and job functions. Inclusion criteria focused on individuals actively engaged in leveraging or interacting with AI technologies in their professional roles in marketing.

Semi-structured interviews were chosen as the primary method of data collection. The interviews were conducted individually to allow participants to freely share their thoughts, experiences and perceptions regarding the integration of AI into marketing practices. The 22 interview questions were designed to be flexible and cover all aspects of the research and depend on the participant's opinion, enabling participants to share their unique insights while ensuring the key topics related to artificial intelligence applications and how to cover the impact on the CMO and the marketing decision.

The interviews, which ranged from 45 to 60 minutes in length, were conducted in a conversational style, allowing participants to freely express their thoughts.

### **3.3 Limitation of the research**

While the purpose of this study was to investigate the applications of AI in marketing decision-making and the replacement of Chief Marketing Officers by AI algorithms, it is important to acknowledge a significant limitation resulting from industry professionals' busy schedules." Marketing executives and professionals, including potential CMO candidates, frequently face tight work schedules and time constraints. As a result, recruiting and engaging individuals for in-depth interviews or longer-term

research activities proved difficult. Despite using flexible scheduling and numerous communication means to meet their availability, the level of insights gained may have been influenced by the restricted amount of time participants could devote to the study. The fast-paced nature of the marketing sector, along with the high-level responsibilities of CMOs, highlights the difficulties in obtaining significant time commitments for research. While this limitation may have an impact on the findings' comprehensiveness, it also highlights the real-world limitations of conducting research in dynamic professional contexts. Future research may look into tactics such as using technology for asynchronous involvement or collaborating with industry partners to promote more in-depth inquiries into the convergence of AI, marketing decision-making, and executive responsibilities.

### **3.4 participants for research**

Given that the research is qualitative, we selected participants from important aspects who are considered experts in their field of work and their specializations related to marketing in general and CMO in particular, in order to reach an adequate and appropriate result that sufficiently covers the research questions.

The participants in this research study are a broad and highly specialized collection of professionals, each picked for their strategic responsibilities and experience in important areas of the marketing landscape. The selection includes experienced senior engineers who understand the technological complexities that support modern marketing systems. Strategic human resource general managers that specialize in sales and marketing add a distinct organizational viewpoint to the study, providing insights into workforce dynamics and strategic alignment. Proficient social media marketing specialists, on the other hand, have a thorough awareness of the ever-changing social platforms and their implications for modern marketing techniques.

The presence of creative Chief Marketing Officers (CMOs) provides representation from top-level decision-makers in charge of designing overall marketing strategies. Analytical SEO experts bring a data-driven approach, delving into the complexities of search engine optimization and its impact on marketing performance. The involvement of forward-thinking Chief Operations Managers in charge of organizational

activities provides the study with a broad operational viewpoint.

As the research expands, it seeks results-driven marketing and sales people with experience executing strategic objectives and producing concrete commercial results. Creative affiliate marketers add a fresh viewpoint to partnership-driven marketing campaigns, whilst successful marketing gurus provide extensive knowledge and a larger industry perspective.

This careful selection of participants reflects the goal of gathering a thorough cross-section of the marketing profession, ensuring that the study benefits from a variety of perspectives and experiences. Together, these experts form a key ensemble, with each playing an important part in defining the course of this research and expanding our collective understanding of the changing environment of marketing leadership in the digital age

## Chapter 4

### Findings

#### 4.1 Information about the participants

The research participants were carefully chosen to represent a broad cross-section of the marketing sector, including 16 professionals with a variety of jobs and skills. This diverse group included senior engineers with 10 years work experience, human resource general managers specializing in sales and marketing with also 10 years work experiences, social media marketing specialists with 5 years work experiences , Chief Marketing Officers (CMOs) with 18 years of work experiences, SEO executives with 5 years work experiences, Chief Operations Managers with 8 years work experiences, 2 person in marketing and sales specialists with 5 years work experiences, affiliate marketers with 5 years work experiences, seasoned marketing experts, management commitment with 19 years work experiences and Marketing communications manager with 10 years work experiences. Participants met tough inclusion criteria by demonstrating a minimum of 5 years of hands-on experience in crucial roles within the marketing area.

#### 4.2 The Definition of the Current role of AI in Marketing

**On my question how they would define the current role of AI in marketing, 13 out of 17 participants said “very important” One participant described it even as “Artificial intelligence has already taken its place in the marketing industry. Many agencies are currently using artificial intelligence in their work. I foresee that the use of artificial intelligence will increase much more in the coming years, especially on the agency side.”**

**Another participant underlined the importance with the opinion “ The role of artificial intelligence in marketing companies is no longer optional, but has become a reality and one of the most important daily practices in all marketing activities. It starts**

*from generating ideas, conducting research and studies, presenting ideas, evaluating campaigns, and even assisting in creating marketing campaigns themselves.”.*

**The participant from CMO sector emphasized the role as** “ *Each society's market incorporates its own culture and value judgments. Culture and values are evolving phenomena. I don't believe that artificial intelligence can fully grasp these phenomena.* ”.

#### **4.3 The Potential Benefits that AI Bringing to the Field of Marketing**

**To my question about “Potential Benefits that AI Bringing to the Field of Marketing”** The participants mentioned the benefits in the field of” *improved customer targeting and personalization, predictive analytics, data analysis, and the ability to derive actionable insights from large volumes of data”*

**Another participant mention** “*The inclusion of artificial intelligence in graphic design and other processes is a subset. When we consider marketing as a whole, everything from design, color, campaigns, to the language used in campaigns is planned and localized based on societal values. In this regard, artificial intelligence will assist us primarily in the mathematical aspects of marketing, at least for now”*

**And the other one from CMO field mention** “*AI's powerful data analytics, customization, automation, and predictive analytics are revolutionizing marketing. It allows efficient targeting, speeds up repetitive procedures, and raises consumer involvement and satisfaction. Artificial intelligence (AI)-driven solutions enhance customer service and assistance, while voice search optimization keeps companies prominent in search engine results. In today's changing corporate climate, this integration boosts operational efficiency and gives a competitive advantage.*”

**One participant underlined also the** “*Artificial intelligence can be used very effectively, especially in the analytical side of marketing. This is already something to be expected. But this will not be limited to just that. There is a huge world in the creative field. Artificial intelligence can now do really valuable work, especially in the field of visual production. What I expect in the near future is that new artificial intelligence specifically prepared here will produce brand-specific work.*” **benefit as very important** “*Speeding up processes is the number one factor. Its ability to relieve the workload that*

*may be experienced in the processes and its incredibly broad perspective at the point of strategy development has made many long-term tasks shorter.”*

But in another hand some of participant mention *“Strategy building, copywriting (SEO, creative, social media, comment management etc- all kinds), Research etc. Everything related to marketing works, AI is an important assistant. Saves a crucial amount of time, however, AI can't be the marketing expert, it works as your best assistant. As the person who uses AI, you should know if the output from any AI would be the solution or not. AI can't be your approval mechanism, it can only help you like an assistant.”*

#### **4.4 Examples of successful AI-driven marketing campaigns or strategies**

To my question about “Examples of successful AI-driven marketing campaigns or strategies” the participants mentioned some of examples beside of their opinions, as *“Successful AI-driven marketing campaigns and strategies include customer service chatbots, personalized product suggestions and customer behavior forecasting.*

*Google's Smart Bidding in Google Ads: Google Ads incorporates machine learning through Smart Bidding, which optimizes bidding strategies for ad campaigns. It considers various factors like user behavior, device, location, and time of day to automatically adjust bids for better ad performance and return on investment”*

And others mention that AI important in marketing like *“I can say that it has not gone beyond simple social media sharing for now. At least there is no niche business that caught my attention and that I cannot forget. I do not think there is any obstacle for artificial intelligence to create an end-to-end (what we call 360-degree) communication campaign in the following days.”* Also from SEO participant says *“There is a Data Analytics tool that I prepared as an Agent on Chat GPT. Thanks to this tool, you upload Google Analytics 4 data to the Agent, help you interpret the data and create new strategies in the light of the interpreted data. In this way, I was able to increase user conversions to much higher rates in many projects.”*

But in another hand some participant say *“I don't see a successful campaign in artificial intelligence projects other than their own campaigns, which is probably because it's already in the hands of humans.”* And the other one also refused to assert that there is

a benefit from artificial intelligence in marketing *“There are several examples of AI being applied to marketing to enhance consumer experience, boost engagement, and boost revenue. AI has huge potential in marketing, and we expect to see advanced uses of AI in the future but in my opinion, all these AI-applied marketing examples are improved by humans so we can not say it is successful AI marketing campaigns or strategies.”*

#### **4.5 Challenges that anticipate integrating AI into marketing practices**

To this question many participants said that there are many challenges that artificial intelligence will face towards marketing, and some indicated that they will be simple like one of them said *“Challenges may include the need for specialized technical skills and financial resources required for AI implementation”*, and the other one also said *“AI algorithms heavily rely on the quality and accuracy of data. Inaccurate or biased data can lead to flawed insights and decision-making. Marketers must invest in data quality assurance processes and be vigilant about potential biases in the data”*

But in the other side one of them as CMO said *“As I mentioned in the first and second questions, I don't expect any changes in the short term. We are facing a world with new experiences, and artificial intelligence is currently far from understanding humans. The duty of the CMO and the team is to understand humans first”*, also the other one agree with that it is difficult for artificial intelligence to confront marketing *“I think the biggest expected challenges are related to reality. This depends entirely on the quality of artificial intelligence. As communicators, we want to know our target audience down to their shoe size. We try to predict the feelings and thoughts of our target audience in the smallest and largest of the works we do. Therefore, this information is critical for us. Unfortunately, it is not possible to learn this information from any book. Most of them are obtained through observation and transfer of accumulated experience. I think artificial intelligence will have difficulties at this point and will make them experience difficulties”*

#### **4.6 AI influencing the responsibilities of a Chief Marketing Officer in the future**

To my question about AI influencing of CMO in the future many of participants agree with positive impact like *“AI is expected to have a significant impact on the responsibilities of a Chief Marketing Officer (CMO) in the future. According to many*

*reports, AI technology is one of the top trends that will shape the function of CMOs in 2024 and beyond, Also, AI is expected to play a crucial role in the future of marketing, and CMOs will need to adapt to these changes to stay ahead of the competition.*

- *Correction, correctness or error of the marketing campaign before starting work*

- *Suggesting amendments or deleting incorrect registered information*

- *Proposing a different marketing budget that is far from the financial allocation for financial management and human resources management” and the other one “AI in marketing will enable CMOs to develop alternate attribution models and drive personalized experiences, redefining customer engagement. AI will also allow CMOs to personalize marketing campaigns, automate marketing tasks, and measure the effectiveness of marketing campaigns” also the one from marketing sector mention “AI is likely to significantly influence the role of Chief Marketing Officers (CMOs) in the future. It will empower them to make data-driven decisions, personalize customer experiences at scale, and optimize marketing strategies more efficiently. CMOs will need to understand AI technologies, interpret data insights, and collaborate with AI specialists to leverage its capabilities effectively. Additionally, they will play a crucial role in ensuring ethical AI usage, maintaining brand authenticity, and fostering a culture of innovation within their marketing teams”, one of participants emphasized this topic briefly, but with a conclusive answer to benefit from it and said “I think AI would be one of the main and strong tools wisely used by the CMO and he can not dispense it”.*

#### **4.7 The ways might AI impact decision-making processes within the marketing department**

For this question about The ways might AI impact decision-making processes Many of participants agree with this question and mentioned as “*AI-driven personalization allows for the customization of content, recommendations, and offers based on individual customer preferences. Marketers can make decisions on content creation and delivery that align with the unique needs of each customer.*”, also “*AI is expected to have a significant impact on decision-making processes within the marketing department. Also, the effective use of AI in strategic decision-making will be one of the*

*biggest determinants of future competitiveness. So, AI can help in some parts of marketing but not all of it.” and some participants from SEO sector says “It already helps the decision making process. How do you decide on marketing issues? By creating relevant research & analysis. You build your strategy on data and research. AI already assists all these tasks. So it will keep making marketers' job easier” and “Artificial intelligence can make comments and analyzes in the light of guidance and information it obtains. If you provide detailed information about the process, it will provide you with great ideas. At this point, I.. a positioning in which decision makers would consult rather than the decision maker would be much healthier.” but in another side some of participants say there opinions like “At the moment, it cannot influence. In the field of marketing, constructs are formed through the combination of emotions and mathematics. Mathematical outcomes are related to finance. In order to be influential, it needs to understand humans first. Humans are highly complex beings”*

#### **4.8 AI will play a role in shaping marketing strategies and customer engagement**

**To my question about “Will AI paly role in marketing strategies and customer segmentation ”**

**Some of the participants do not agree with this question and shared there opinions like ”***In the near term, I do not think so.. but globally and regionally it seems promising and accelerating and in a new, advanced and effective formation... which will lead to continuous development of algorithms for marketing operations, sites and campaigns.”*

**And the other one mention a real situation from his company “***Definitely. This is exactly what we do at the agency I currently work for. We install a Chat GPT Agent for each customer. We fill the Agent with the customer's information, SWOT analysis, goals, competitors and keywords. Afterwards, he can offer us great suggestions for strategy development.”* **Also other one agree with that and says “AI is already having a big impact on how marketing plans are made and how customers interact with brands, and this trend is only going to continue. For marketers, AI's capacity to quickly assess enormous amounts of data and produce insightful analysis is important. But by providing individualized information, recommendations, and interactions based on each user's**

*unique interests and habits so may that improve customer engagement. Regular tasks like email marketing and social media posting may be automated to save time and ensure accuracy and consistency. Artificial intelligence (AI)-powered chatbots and virtual assistants offer fast customer service but are not efficient, so also this may enhance user engagement”*

#### **4.9 AI contribute to enhancing customization and targeting in marketing efforts**

**To my question about “ enhancing customization by AI in marketing efforts”**

*The participants mentioned the opinions like ” • Artificial intelligence cannot create the whole, but it can find deficiencies. In this context, with accurate definitions, targeting based on goals, and audience definitions, missing pieces in constructs can be completed.” and the other one agree with the question “AI enhances marketing campaigns by analyzing large amounts of data and providing valuable insights. It can identify customer behavior trends and preferences using machine learning algorithms, enabling marketers to provide personalized experiences like ads and product recommendations.” Also the participant from SEO sector mention “AI is also crucial for client segmentation, allowing marketers to group their target population based on specific standards. AI-driven automated procedures optimize customer experiences by streamlining content distribution across various channels” and the last one says “In the latest update that Meta Company will launch, it seems that the matter is very complicated, but they said (with some friends in marketing) that it seems that the matter will become more accurate in targeting, more realistic and more effective... and thus it will change”*

**4.10 The strategies that may foresee for leveraging AI to analyze and utilize customer data effectively To my question about “The strategies that may foresee for leaving AI to analyze customer data”**

*The participants mentioned the strategies as ” There are several strategies that marketers can use to leverage AI for analyzing and utilizing customer data effectively, including Data analysis, personalized content for consumers based on their preferences and behaviors, Customer service like chatbots can provide 24/7 customer service, which*

*can improve customer satisfaction and reduce costs, Advertising by identity which keywords or phrases are most effective in driving conversions, predict future customer behavior based on past data, and finally Smart integration. So I think AI can help marketers analyze and utilize customer data more effectively, which can lead to better decision-making, improved customer engagement, and increased profitability.”*

**And in another hand one of opinion was like** *“As I mentioned in previous questions, this field is the most beneficial one in the initial stage. Regardless of the success of a campaign, we measure it with mathematics. When starting a campaign, we begin with mathematical analyses. We establish logical problems. It is evident that these problems will benefit us in the creation and conclusion of formulas”.* **Also another one say** *“Personalized artificial intelligence modules for customers make working processes more dynamic. There is absolutely no end to this at the strategic thought and construction stage. The broader your imagination allows you to think, the more effective analysis and efficiency you can achieve”*

#### **4.11 The specific contributions has AI made to improving marketing decision-making processes in professional experience To my question about “The specific contribution AI made to improve marketing decision-making”**

**The participants mentioned there opinions as** *”The specific contributions has AI made to improving marketing decision-making processes in my professional experience were in different aspects of my work, including Data analysis, AI can analyze large amounts of data to identify patterns and insights that can help me to make better decisions. Moreover, in Content creation, AI can help create personalized content based on preferences and behaviors that inside it. Also, Customer service, AI-powered chatbots can provide 24/7 service to my customers, which can improve customer satisfaction and reduce costs within my field. AI is expected to play a crucial role in the future of marketing, and we will need to adapt to these changes to stay ahead of the competition but in the end, it will not contribute to all the aspects of our marketing plan.”* **And the other one do not agree and mentioned to** *“They do not currently have a major impact on the decision-making process. They only reduce the redundancy in the text and numerical part as much as possible.”,* **also other participant say** *“As I mentioned, when positioned as a*

*colleague, he can always offer suggestions from different perspectives. When this is blended with your existing experience, good work comes out. I can say that it has definitely increased my potential and ability to do business”.*

#### **4.12 Challenges or biases should marketing professionals be mindful of when utilizing AI for decision-making, and how do you address them in your professional practice**

**To my question about “Challenges or biases should marketing professionals be mindful of when utilizing AI for decision-making”**

*The participants mentioned the opinions of this question as” One challenge is the potential for AI to produce inaccurate or biased predictions if it is trained with data of disproportionate representation. This can lead to unfairly targeted ads and harm the brand's trust and reputation.” And the other one say “Marketing professionals should be mindful of challenges such as data bias, algorithmic bias, and ethical considerations when utilizing AI for decision-making. In my professional practice, we address these challenges by regularly auditing and refining our AI models to ensure fairness and accuracy, using diverse and representative data sources, and implementing ethical guidelines and protocols for AI usage. Additionally, we prioritize transparency and accountability in our AI-driven processes, fostering open communication and collaboration among team members to mitigate potential biases and ensure ethical decision-making.” and in another hand someone CMO sector mentioned to “I still do not use artificial intelligence integration in decision-making stages. I think its use is also an exaggerated advertising campaign.”*

#### **4.13 The areas within marketing are best suited for AI-driven automation To my question about “The areas within marketing are best suited for AI-driven automation”**

**The participants mentioned the benefits in the field of ”It is not possible to maximize the extent of the ability of artificial intelligence to be used in marketing, as I mentioned previously, most of the procedures are carried out by humans and developed by them, and this is what helps it to assist in the procedures of marketing operations, but**

*it can contribute to some procedures that can help reduce time and effort. and the cost to us are like, Email Marketing, Customer Segmentation, Predictive Analytics, Content Generation, chatbots and Virtual Assistants, Ad Campaign Optimization, and else.”* **And the other one from CMO field mentioned** *“They are very good at text and analytics, a great place to start. They are doing a really good job in this regard. But they still have a lot to learn in the field of communication. They should especially improve their social behavior and persuasion skills. Maybe it will be extreme, but they need to do thinking about thinking. Because at the end of the day, the work we do appeals to people's emotions. We are doing everything we can to mobilize them. This is not yet an easy thing for an artificial intelligence.”*, **also from marketing field say** *“I actively used it in both digital marketing and traditional marketing processes. I can easily say that there is no limit. The limit will be entirely in your mindset”*

#### **4.14 As AI evolves, how do you envision CMOs and marketing teams staying updated with new AI technologies and techniques?**

**To my question about “ How do you envision CMOs and Marketing teams staying updates with new AI technologies”**

**The participants agreed with this question and mentioned many of the advice for how CMOs should staying update with AI technologies as ”***Staying updated with new AI technologies and techniques is crucial for CMOs and marketing teams to harness the full potential of AI in their strategies”* **and another participant mention it as “***In today's world, not staying current is synonymous with falling behind. It is not a preference but a necessity. Sharing technological advancements correctly with both individuals and companies and encouraging their utilization is one of the primary duties for both individuals and companies”*

**Although as CMO participant said** *“To make full use of AI in their campaigns, CMOs and marketing teams must stay updated on coming AI technology and methodologies. They can stay informed in several ways like they have to be In progress with Education and Training, Conferences and Events, Engaging with AI Experts, Online Resources, and blogs and collaborating with AI Providers”*, **also from Marketing field participant mention important opinion as** *“Continuous learning and proactive*

*engagement with industry forums, conferences, and educational resources will be key for CMOs and marketing teams to stay updated on evolving AI technologies. Building a culture of curiosity and fostering collaboration with AI experts can also help integrate new techniques seamlessly.”*

**And the last one said** *“Learning is the key here. We always have to keep up with the developing technology and age. For example, creating a daily newsletter for me from the 10 most important news sites in the industry for Chat GPT and sending them to me daily via e-mail will allow you to stay up to date using artificial intelligence”.*

#### **4.15 The skills or knowledge areas that marketers should develop to effectively collaborate with AI systems To my question about “ what skills area that marketers should develop effectively collaborate with Ai systems”**

**The participants mentioned the skills in the area of marketing that should be develop as ”** *To effectively collaborate with AI systems, marketers should develop a combination of technical and soft skills. Understanding data analytics, machine learning concepts, and basic programming can enhance their technical proficiency. Additionally, cultivating skills in data interpretation, critical thinking, and problem-solving will help marketers extract meaningful insights from AI-driven analyses. Strong communication skills are crucial to bridge the gap between technical teams and non-technical stakeholders, ensuring effective implementation of AI strategies in marketing campaigns. Finally, staying updated on AI trends and maintaining adaptability in the face of evolving technologies will empower marketers to leverage AI tools more efficiently”* **and the other one said** *“First of all, they should put their prejudices aside. They must accept this new normal and discover how they can get the most benefit. My biggest advice would be to use many tools at the same time instead of a single AI. Because a single artificial intelligence can limit our dream world. Therefore, they should use as many tools as possible without prejudice.”.*

#### **4.16 The ways might CMOs need to adapt their leadership styles to integrate AI tools and strategies effectively**

To my question about “In what ways might CMOs need to adapt their leadership styles” The participants mentioned the ways that might CMOs need to adapt their leadership styles as ” •*Firstly, fostering a culture of innovation and curiosity within the marketing team is essential. CMOs should encourage continuous learning about AI technologies and their applications in marketing.*

•*Secondly, embracing a data-driven mindset is crucial. CMOs should emphasize the importance of leveraging AI-driven insights in decision-making processes. This involves promoting a collaborative environment where both human intuition and AI analytics complement each other.*

•*Thirdly, CMOs need to prioritize cross-functional collaboration. Integrating AI tools often requires collaboration with IT, data science, and other departments. Effective communication and collaboration between these teams are essential for successful AI implementation.*

•*Moreover, CMOs should focus on building a team with diverse skill sets, including individuals with expertise in data science and AI. This diversity will enable the marketing team to harness the full potential of AI tools.*

•*Lastly, CMOs should remain adaptable. The field of AI is dynamic, and CMOs need to stay informed about emerging trends and technologies. An adaptive leadership style will help CMOs navigate the evolving landscape of AI tools and strategies effectively.”*

And the other one mentioned it as “*CMOs need to foster a culture of innovation, encourage continuous learning, and instill a data-driven mindset within their teams. Embracing flexibility, promoting collaboration between marketing and tech teams, and being open to experimentation will help integrate AI tools effectively. Adaptive leadership that embraces change is crucial in navigating the evolving landscape of AI in marketing”*

**and the other participant said** “ *Being a pioneer is very important for the team managed here. If you, as a manager, do not show that you receive benefits, 100% of your employees will not be curious and try to work with artificial intelligence. That no one is currently a clear expert in the field of artificial intelligence. You always need to remind your team that you can only learn by doing. Additionally, you can show them how it can be useful. When you show that it is possible to do a routine business process that they always do with artificial intelligence, they will start to wonder what they can do differently this time*”

#### **4.17 The interaction between human creativity and AI-generated content in marketing campaigns** To my question about “ **How do you foresee the interaction between human creativity and AI in Marketing campaigns**”

**The participants mentioned the interaction between human creativity and AI from their point of views as** ” *Human creativity brings a unique touch to marketing campaigns, injecting empathy, authenticity, and a deep understanding of human emotions. AI, on the other hand, can enhance efficiency, provide data-driven insights, and facilitate more targeted and personalized campaigns*” an the other one said “*I can clearly say this for the current year: Artificial intelligence currently only reduces our workload. Although their creative approach often amazes people, they are still nothing more than a meme on social media. For this reason, I would never change content produced by a human being for artificial intelligence content. Because there is a lot for artificial intelligence to learn here. Unfortunately, many virtues such as being able to appeal to emotions, influence the target audience, and persuade are not yet available in artificial intelligence. When they start producing something that serves them, it is time to give artificial intelligence a chance.*” **furthermore** “*As an SEO expert, this point is my current agenda. Especially in the early days of Chat GPT, they were writing really bad content. He had many chronic problems such as repetition and writing short paragraphs. Now, many of these have been overcome. Now we have learned how to write better content. With many improvements such as clear and detailed prompts and a personalized Agent structure for the customer for whom the content will be written, we can now print content at the level of many experts in the sector, sometimes even higher.*” and the last opinion was “ *Human creativity brings unique insight, emotional intelligence, and the ability to understand complex human*

*experiences, while AI-generated content offers data-driven insights, automation, and the ability to process vast amounts of information quickly. Together, they can create more personalized, targeted, and effective marketing campaigns.”*

#### **4.18 How would you recommend measuring the success of AI-driven marketing initiatives? To my question about “How would you recommend measuring the success of AI-driven marketing initiatives”**

*The participants mentioned the measuring of success as ” Measuring the success of AI-driven marketing initiatives involves a combination of quantitative and qualitative metrics. Here are some recommendations:*

*Key Performance Indicators (KPIs):*

*Conversion Rates: Analyze how well AI-driven strategies contribute to converting leads into customers.*

*Click-Through Rates (CTR): Monitor the engagement level of users with AI-generated content or recommendations.*

*Customer Acquisition Cost (CAC): Assess whether AI initiatives contribute to reducing the cost of acquiring new customers.*

*Revenue Impact:*

*Sales Growth: Measure the overall impact of AI on increasing sales and revenue.*

*ROI (Return on Investment): Calculate the return on investment by comparing the cost of implementing AI with the revenue generated.*

*User Engagement:*

*Time Spent on Site: Evaluate if AI-driven personalization or content recommendations lead to increased user engagement.*

*Bounce Rates: Assess whether AI contributes to reducing bounce rates, indicating improved user satisfaction.*

*Customer Experience:*

*Customer Satisfaction (CSAT) Scores: Use customer feedback to gauge satisfaction with AI-enhanced experiences.*

*Net Promoter Score (NPS): Measure customer loyalty and likelihood to recommend based on AI-driven interactions.*

*Data Quality and Accuracy:*

*Data Accuracy: Ensure that AI algorithms are providing accurate and reliable data for decision-making.*

*Error Rates: Monitor and minimize errors in AI-generated content or recommendations.*

*Adoption and Integration:*

*Usage Metrics: Track how extensively AI tools are adopted within the marketing team.*

*Integration with Other Systems: Assess how well AI integrates with existing marketing systems and workflows.*

*Competitive Benchmarking:*

*Comparison with Industry Benchmarks: Compare the performance of AI-driven initiatives with industry benchmarks to understand competitive positioning.*

*Qualitative Feedback:*

*Customer Feedback Surveys: Gather qualitative insights through surveys to understand the customer perception of AI-driven marketing efforts.*

*Focus Groups: Conduct focus groups to gain in-depth qualitative feedback on the impact of AI on the customer experience.*

*By combining these metrics, businesses can gain a comprehensive understanding of the success and impact of AI-driven marketing initiatives. It's important to continuously refine measurement strategies as the marketing landscape and AI technologies evolve.”*

**And the other one said** *“With conventional KPIs, a holistic methodology is required to assess the performance of AI-driven marketing activities. The objectives of AI deployment and business goals should be in line with key performance indicators (KPIs). The immediate effects of AI marketing may be measured using metrics such as revenue earned, conversion rates, and consumer engagement. Gains in automation efficiency, the precision of predictive analytics, and the caliber of tailored content may all be used to gauge how useful AI tools are. Three key metrics are used to evaluate long-term success: customer happiness, brand loyalty, and market trend adaptation. AI efforts are ensured to contribute to ongoing corporate development and competitive advantage by routinely assessing and optimizing these KPIs.”* **Also** *“They must always remember that the industry is still in its infancy. Most importantly, even though we use artificial intelligence, at the end of the day our business is with people. They should not forget the perspectives of how this work will benefit people or how they can earn commercial income.”*

**4.19 The perspective on key performance indicators (KPIs) that might change with the integration of AI in marketing? To my question about “Can you share your perspective on key performance indicators KPIs that might change with the integration of AI”**

**The participants mentioned the perspective on key performance in this way** *“Key performance indicators (KPIs) have changed as a result of the use of AI in marketing, however, conventional measurements like click-through and conversion rates are still important. The amount of time spent on specific content and the number of interactions are increasingly key engagement indicators. Adoption of predictive analytics requires KPIs about prediction accuracy and AI algorithms' ability to forecast consumer behavior. The long-term effects of customized services on customer loyalty are shown in the increased importance of client lifetime value and retention rates. Measuring the effectiveness of AI in matching marketing plans with consumer expectations involves considering sentiment analysis, automation efficiency, and time and resource savings”* **and the other one said** *“I think the first thing that comes to everyone's mind here is time. At the end of the day, since we mainly produce intellectual works, our deadlines for our work are very critical for us. Work is carried out with this stress and anxiety throughout*

*the sector. A large part of the work we do is spent with this time management. I believe that if one day AI becomes fully integrated with marketing, this KPI will no longer exist. Because AIs that can prepare videos in seconds are available even today” and from SEO side the participant opinion was “Bounce Rate used to be perceived as a very important criterion for SEO experts. Then we realized this. Users can get information from the website and leave it very quickly, and this is very normal. When we realized this, the KPI strategies we targeted completely changed. Artificial intelligence will also lead to this. Many KPIs that are important today will change or become no longer important“ and the last one mentioned “KPIs change all the time, 30 years ago, your KPI was rating, 10 years ago it was likes etc. So in the future it can be anything”*

**4.20 What advice would you offer to aspiring marketing professionals to prepare for the increasing influence of AI in the field? To my question about “ what advice would you offer to aspiring marketing professional to prepare for the increasing influence of AI in the field ”**

*The participants mentioned the advice in the field of marketing as ” To prepare for the increasing influence of AI in the field, aspiring marketing professionals should invest in learning about AI technologies, data analysis, and how to interpret AI-driven insights.” And the other one said “They should be aware of technological developments. There are many valuable names who publish on these issues. They should not follow these people's articles and videos so that they know what awaits them tomorrow. They should experience as many tools as possible. There are currently hundreds of AI tools they can use for their business” but in other hand one of the participants do not agree with this as “They should not miss the train. Taking the train always puts you ahead of those who don't. You may be making extra effort when dealing with artificial intelligence, but rest assured, you will be much ahead of someone who starts after you. The clearest motivation for me is that if artificial intelligence is a bubble, the worst thing is that I will learn something new and struggle with it, but if it is not a bubble (I think not), I will be at the forefront” and the last opinion was “Aspiring marketing professionals should focus on developing skills in data analysis, AI fundamentals, digital marketing, and ethical considerations related to AI. Additionally, they should stay updated with AI*

*advancements and seek opportunities for hands-on experience with AI-driven marketing tools and techniques.”*

#### **4.21 How can companies foster a culture that embraces innovation and experimentation with AI in marketing?**

**To my question, the participants mentioned the opinions for long term impact as ” ”** *Several strategies are available to encourage companies to adopt a culture of innovation and experimentation with artificial intelligence (AI) in marketing. These strategies include:*

- Firstly, leadership support and advocacy are crucial. Top management should actively endorse the importance of AI innovation in marketing and emphasize this importance throughout the organization.*

- Encouraging continuous learning within the team is important. Instilling a mindset open to innovation and the opportunities brought by AI ensures that team members remain in sync with continuously evolving technology.*

- Investing in educational resources plays a key role in this process. Providing employees with access to AI-related training programs and resources supports them in developing their skills and staying abreast of innovations.*

- Creating reward systems and recognition mechanisms to promote innovation can keep employees motivated and foster an innovative attitude.*

- Supporting a culture of making mistakes is also important. Embracing trial and error methods to test and improve AI-driven marketing strategies can expedite the innovation process.*

•Lastly, transparency and communication should take center stage. Providing clear information to employees about company strategies and goals related to the use of AI technology builds trust and enhances collaboration.

•These strategies can form a framework to encourage AI-driven marketing innovation within the company culture and assist employees in working cohesively with developments in this field.” **And another participant said** “Even now, many companies encourage the use of artificial intelligence, especially in the IT field. It directs its employees to this field. At the end of the day, it's a situation that seems beneficial for both parties. But in the coming days, this issue may evolve into unpleasant places. In terms of marketing, I believe that this issue will continue as a bittersweet relationship for a long time. Companies encourage their staff in this regard. This approach will gradually strengthen the place of artificial intelligence in the marketing field.” **And the last one said** “Creating time and space are priority issues. In companies where managers have a visionary perspective, incentives may be given to interact with artificial intelligence, or it may be required that some processes be gradually transferred to artificial intelligence. These processes can be started as daily or weekly routines performed at any time.”

#### **4.22 The role of CMO will transform over the next decade due to advancements in AI and technology To my question about “ How do you believe the role of CMO will transform over the next decade due to advancements in AI and technology”**

**The participants mentioned the there opinions in the field of marketing as ”** As I mentioned previously, artificial intelligence cannot replace humans, or the chief marketing officer in particular, because all the development that artificial intelligence achieves is the work of humans. Therefore, I am certain that even if artificial intelligence reaches the maximum stages of development, it cannot reach human intelligence, feelings, and thoughts, and this applies to the position of chief marketing officer.” **And the other one said** “Due to these developments, I predict that the CMO role will shift to a more analytical side. In my opinion, especially the increased contact with product and project teams and the ability of artificial intelligence to make a clearer and more visible contribution there will shift the marketing field to these sides.” **Also the other one**

**mentioned** *“The CMO is always the head of marketing. Job descriptions and marketing areas will expand. Ways to market within artificial intelligence will be explored. This will create new professions and new commercial areas. If CMOs start working with artificial intelligence 10 years ago, they will be the main actors in this process 10 years later.”*

#### **4.23 The potential synergy between AI and marketing in the future To my question about “Potential Benefits that AI Bringing to the Field of Marketing”**

**The participants mentioned the benefits in the field of** *“What excites me most about this topic is that an end-to-end campaign is planned entirely by an AI and this plan works. If this is implemented, we can say that the war between robots and humans has begun :) Because an artificial intelligence that produces something that works here will have a direct impact on people's emotions and decisions. This is really exciting for me”*  
**and the other one said** *“It's a bit of a scary word, but "manipulation" excites me. Until now, we have always thought like humans in marketing processes and tried to manipulate and persuade our target audience or users in some way. So, how and in what ways will artificial intelligence manipulate us without thinking like humans? I think this is the most mysterious and exciting part. If you don't know how to manipulate beforehand, you will realize too late that you are being manipulated. That's why marketing professionals should definitely cooperate with artificial intelligence.”* **Furthermore** , *“The potential synergy between AI and marketing excites me the most because it offers opportunities to enhance customer experiences, drive innovation, and achieve greater efficiency and effectiveness in reaching and engaging with target audiences.*

- *AI has the potential to take personalization to unprecedented levels*
- *AI algorithms can analyze complex data sets, identify patterns, and provide actionable insights. This enables marketers to make informed decisions, optimize campaigns, and allocate resources more effectively.”*

## Chapter 5

### Discussions and Conclusions

#### 5.1 Conclusions and Recommendations

In this chapter, I'll provide a conclusion of study that compare the knowledge of the literature reviews and the result of the research, what readers can benefit and learn from it. Throughout this thesis, will teach readers more about the applications of AI is important for marketing, managers and CMOs.

First of all, artificial intelligence has already taken its place in the marketing industry. Many agencies are currently utilizing artificial intelligence in their operations. So, the usage of artificial intelligence will grow significantly in the next years, particularly on the agency side.

Also, The role of artificial intelligence in marketing companies is no longer optional, but has become a reality and one of the most important daily practices in all marketing activities. It begins with idea generation, followed by research and studies, presentation of ideas, campaign evaluation, and even assistance in the creation of marketing campaigns.

in addition "each society's market incorporates its own culture and value judgments and improved customer targeting and personalization, predictive analytics, data analysis, and the ability to derive actionable insights from large volumes of data" as benefits.

So, When we look at marketing as a whole, everything from design, color, campaigns, and language is designed and translated to reflect social ideals. For the time being, artificial intelligence will mainly help us with the mathematical parts of marketing.

AI's powerful data analytics, customization, automation, and predictive analytics are revolutionizing marketing." It enables efficient targeting, accelerates repetitive procedures, and increases consumer interaction.

AI-powered solutions improve customer care and help, while voice search optimization keeps businesses visible in search engine results. In today's evolving corporate environment, this integration improves operational efficiency and provides a

competitive

advantage.

Artificial intelligence can be used very effectively, especially in the analytical side of marketing." This was previously to be expected. But it will not be confined to that. There is a vast world in the creative field. Artificial intelligence can currently do extremely valuable tasks, particularly in the area of visual output. In the near future is that new artificial intelligence specifically produced here will deliver brand-specific work. The most important thing is to speed up operations.

Its ability to alleviate the workload that may be faced throughout the processes, as well as its extraordinarily broad perspective at the stage of strategy formation, has resulted in many long-term chores being reduced.

On the other side, other participants mention "Strategy building, copywriting (SEO, creative, social media, comment management, etc.), research, and so on. AI plays an essential role in all aspects of marketing. AI saves a significant amount of time, but it cannot be a marketing expert; instead, it serves as your best assistant. As an AI user, you should be able to determine whether the output of any AI is a solution. AI cannot be your approval process; it can only serve as an assistant.

### **5.1.2 The replacement of CMO by AI**

As a previous studies the biggest issue for CMOs is their inability to demonstrate financial results. The top business problem for 63.8% of CMOs across all industries is demonstrating the financial effect of their marketing operations on a regular basis according to The CMO survey. So, about AI influencing CMOs in the future AI will have a substantial impact on the responsibilities of Chief Marketing Officers (CMOs). Many reports state that AI technology is one of the top developments that will affect the role of CMOs in 2024 and beyond. Furthermore, AI is predicted to play an important part in the future of marketing, and CMOs must adapt to these changes in order to stay ahead of the competition.

Financial allocation for financial management and human resource management, and AI

in marketing will empower CMOs to design alternate attribution models and drive tailored experiences, altering customer engagement.

AI will also enable CMOs to tailor marketing campaigns, automate marketing chores, and assess the performance of marketing efforts. AI is expected to have a substantial impact on the function of Chief Marketing Officers (CMOs) in the future. It will enable them to make data-driven decisions, personalize customer experiences on a large scale, and optimize marketing campaigns more efficiently. To properly exploit AI's capabilities, CMOs must comprehend AI technologies, evaluate data insights, and cooperate with AI professionals. Furthermore, they will play a critical role in guaranteeing ethical AI usage, maintaining brand authenticity, and cultivating an innovative culture inside their marketing teams.

So, CMOs should stay updated with AI technologies as staying updated with new AI technologies and techniques is crucial for CMOs and marketing teams to harness the full potential of AI in their strategies. In today's world, not staying current is synonymous with falling behind. It is not a choice, but a necessity. Sharing technology breakthroughs properly with both individuals and companies and encouraging their use is one of the major tasks for both individuals and companies. However, to fully utilize AI in their campaigns, CMOs and marketing teams must stay current on emerging AI technology and methodologies." They can stay informed in a variety of ways, such as being in progress with

They can stay informed in numerous ways, as they have to be. In progress with Education and Training, Conferences and Events, Engaging with AI Experts, Online Resources, and Blogs, and Collaborating with AI Providers, Continuous learning and proactive engagement with industry forums, conferences, and educational resources will be key for CMOs and marketing teams to stay updated on evolving AI technologies. Creating a culture of curiosity and collaborating with AI experts can also aid in the seamless integration of new methodologies. Furthermore, Learning is the key here. We must always stay up with technological advancements and changing times. For example, compiling a daily newsletter for me from the ten most significant news sources.

in the field for Chat GPT, and sending them to me daily via e-mail will allow you to stay up to date with artificial intelligence.

So, CMOs must develop an innovative culture, promote continuous learning, and instill a data-driven approach in their teams. Embracing flexibility, encouraging collaboration between marketing and IT teams, and being willing to experiment will all help you use AI solutions efficiently. Adaptive leadership that welcomes change is critical in navigating the changing landscape of AI in marketing, and being a pioneer is highly vital for the team supervised here.

### **5.1.3 Decision making**

Firstly, AI-driven personalization enables the customization of content, recommendations, and offers based on individual customer preferences. Marketers can make content production and distribution decisions that are tailored to each customer's specific demands. Additionally, AI is predicted to have a substantial impact on decision-making processes within the marketing department. Furthermore, the efficient use of AI in strategic decision-making will be a key factor of future competitiveness. So, while AI can assist in some aspects of marketing, it cannot do so in all. and other SEO players remark It already aids the decision-making process. So for this question can determine the importance of AI "How do you make decisions on marketing issues? By conducting relevant study and analysis. You base your plan on facts and study. AI already assists with all of these activities.

So it will continue to make marketers' jobs easier," and "Artificial intelligence can make remarks and analyzes based on the direction and information it receives. If you provide extensive information on the process, you will get some amazing ideas.. In order to be influential, it must first comprehend humans. Humans are immensely sophisticated beings.

In addition, AI has made significant contributions to enhancing marketing decision-making processes in a variety of areas, including data analysis. AI can analyze

enormous volumes of data to uncover patterns and insights that can help me make better judgments. Furthermore, AI can assist produce personalized content depending on user preferences and habits. Also, AI-powered chatbots can give 24/7 service to customers, increasing customer happiness and lowering expenses. AI is predicted to play a major part in the future of marketing, and we will need to adapt to these developments to stay ahead of the competition. However, It will not contribute to every part of our marketing strategy.

One difficulty is that AI may deliver inaccurate or biased predictions if trained on data with uneven representation. This can result in unjustly targeted marketing that undermine the brand's trust and reputation. So, Marketing professionals should be aware of problems such as data bias, algorithmic bias, and ethical implications when using AI for decision-making. In professional activity, address these difficulties by assessing and refining AI models on a regular basis to ensure fairness and accuracy, leveraging varied and representative data sources, and applying AI-specific ethical norms and regulations. In addition, we prioritize transparency and accountability in our AI-powered processes, encouraging open communication and collaboration among team members to eliminate potential biases and assure ethical decision-making.

## **5.2 Recommendations**

To effectively engage with AI systems, marketers should develop both technical and soft abilities. Understanding data analytics, machine learning ideas, and rudimentary programming might help them improve their technical skills. Furthermore, developing abilities in data interpretation, critical thinking, and problem solving can assist marketers in extracting relevant insights from AI-powered analyses. Strong communication skills are essential for bridging the gap between technical teams and non-technical stakeholders, ensuring the successful adoption of AI tactics in marketing efforts. Finally, staying up to date on AI trends and remaining adaptable in the face of new technology would enable marketers to better exploit AI solutions. Also, they should set their prejudices aside. They must accept the new normal and figure out how to maximize their benefits. My best

recommendation is to employ multiple tools at the same time instead of a single AI. Because a single artificial intelligence can limit our ideal world. As a result, they should employ as many tools as feasible, without bias.

To evaluate the performance of AI-driven marketing operations using standard KPIs, a comprehensive approach is necessary. The AI deployment objectives and business goals should be consistent with key performance indicators (KPIs). The immediate effects of AI marketing may be quantified using measures such as revenue, conversion rates, and consumer engagement. Gains in automation efficiency, predictive analytics precision, and personalized content quality can all be used to assess the usefulness of AI solutions. Three main measures are utilized to assess long-term success: customer satisfaction, brand loyalty, and market trend adaptability. AI activities are certain to contribute to continuing company development and competitive advantage by routinely reviewing and optimizing these KPIs. In addition, they must constantly remember that the industry is still in its infancy. Most essential, even though we use artificial intelligence, our business ultimately involves people. They should not lose sight of how their work will help people or generate commercial income.

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