

УДК 339.138

DOI: 10.30857/2786-5398.2025.1.7

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AUTOMATION IN DIGITAL MARKETING: HOW AI TECHNOLOGIES HAVE CHANGED MARKETING STRATEGIES

The modern use of artificial intelligence in digital marketing is highly relevant, as AI technology is rapidly evolving and allows businesses to adapt to new market conditions. The aim of the study was to identify the main advantages and changes that AI technologies bring to the marketing strategies of small and medium-sized businesses. The study used analysis and comparison methods to examine the impact of AI on key marketing processes, including targeting, personalisation, and customer service. It was found that AI allows for better audience segmentation and increased personalisation of offers, which leads to higher conversion rates and return on investment. Automation of routine processes, such as administrative tasks and customer support, helps to reduce the time spent on these operations and increases overall business efficiency. In addition, companies that have implemented AI chatbots and virtual assistants have reduced response times to customer queries, which has had a positive impact on customer satisfaction and brand loyalty. The study demonstrated that AI can be an effective tool for automating marketing campaigns for Ukrainian businesses. Content personalisation based on the analysis of user behaviour data helps to target advertising efforts more accurately and increase engagement. The use of AI for predictive analytics has been shown to improve demand forecasting and optimise advertising budgets. Chatbots significantly reduce customer service costs by speeding up the processing of requests. Content creation automation platforms speed up the production of materials and increase the frequency of publications. AI has been shown to be effective in audience segmentation, improving the accuracy of offers for different customer groups. The study also showed that AI facilitates organisational changes in business, including the creation of cross-functional teams and hybrid management systems. The practical value of the work is that the results can be used by small and medium-sized businesses to improve marketing campaigns, optimise internal processes, and increase market competitiveness.

Keywords: *analytics; business management; business efficiency; customer focus; virtual assistant.*

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АВТОМАТИЗАЦІЯ У ЦИФРОВОМУ МАРКЕТИНГУ: ЯК ТЕХНОЛОГІЇ ШІ ЗМІНИЛИ МАРКЕТИНГОВІ СТРАТЕГІЇ

Сучасне використання штучного інтелекту в цифровому маркетингу має високу актуальність, оскільки технологія ШІ стрімко розвивається та дає змогу бізнесу адаптуватися до нових ринкових умов. Метою дослідження було виявлення основних переваг та змін, які технології ШІ приносять у маркетингові стратегії малого та середнього бізнесу. У роботі використовувалися методи аналізу та порівняння для вивчення впливу ШІ на ключові маркетингові процеси, включно з таргетингом, персоналізацією та клієнтським сервісом. Встановлено, що ШІ дає змогу поліпшити сегментацію аудиторії та підвищити рівень персоналізації пропозицій, що призводить до збільшення показників конверсії та повернення на інвестиції. Автоматизація рутинних процесів, таких як адміністративні завдання і клієнтська підтримка, сприяє зниженню часу на виконання цих операцій і підвищує загальну ефективність бізнесу. Крім того, компанії, які впровадили чат-боти і віртуальних асистентів з ШІ, скоротили час відгуку на клієнтські запити, що позитивно

позначилося на задоволеності клієнтів і їхній лояльності до бренду. Дослідження продемонструвало, що для українського бізнесу ШІ може бути ефективним інструментом для автоматизації маркетингових кампаній. Персоналізація контенту, що базується на аналізі даних про поведінку користувачів, допомагає точніше націлювати рекламні зусилля і збільшувати залученість. Встановлено, що застосування ШІ для прогнозової аналітики покращує прогнозування попиту та оптимізує рекламний бюджет. Чат-боти помітно зменшують витрати на обслуговування клієнтів, прискорюючи обробку запитів. Платформи для автоматизації створення контенту прискорюють виробництво матеріалів та збільшують частоту публікацій. Доведено, що ШІ ефективно допомагає у сегментації аудиторії, покращуючи точність пропозицій для різних груп клієнтів. Також дослідження показало, що ШІ сприяє організаційним змінам у бізнесі, зокрема, створенню крос-функціональних команд і гібридних систем управління. Практична цінність роботи полягала в тому, що результати можуть бути використані малим і середнім бізнесом для поліпшення маркетингових кампаній, оптимізації внутрішніх процесів і підвищення конкурентоспроможності на ринку.

Ключові слова: аналітика; керування бізнесом; ефективність бізнесу; клієнтоорієнтованість; віртуальний асистент.

Introduction. The rapid development of artificial intelligence (AI) technologies has fundamentally changed business marketing strategies, providing opportunities for more accurate data analysis and efficient process automation. Integrating AI into marketing not only improves customer service, but also significantly increases the effectiveness of campaigns through a personalised approach. With increasing digitalisation and market saturation, consumer needs and behaviour are becoming increasingly difficult to predict, making the use of AI one of the key tools for achieving competitive advantage. Small and medium-sized enterprises, in particular, can take advantage of AI's potential to optimise their resources and improve customer experience, increasing their chances of success in today's dynamic markets. The study of how AI is changing marketing strategies is particularly relevant due to the growing interest in new approaches and technologies in managing business processes and maintaining competitiveness.

The growing interest in the potential of AI in the marketing sphere is confirmed by numerous studies that point to systemic changes in approaches to planning, implementing, and evaluating the effectiveness of marketing strategies [7, 14]. The literature analysis showed that researchers S. Verma *et al.* [33] considered AI as a disruptive factor that transforms traditional business practices. In their opinion, the use of AI not only changes the structure of marketing processes but also forms a new paradigm of interaction between the brand and the consumer. In turn, P. Mikalef *et al.* [19] emphasised the importance of artificial intelligence in the context of B2B marketing, where flexibility, speed of adaptation, and analytical decision support play a key role in building competitive advantages. At the same time, the study by L. Ma & B. Sun [15] focused on the potential of intelligent systems in managing customer interactions, optimising content strategies, and automating analytical processes. Authors R. Wei & C. Pardo [36] emphasised that the use of AI has become especially significant in the context of multi-level platform ecosystems that allow small and medium-sized enterprises to implement advanced technologies without significant resource costs.

In addition, the study by A. Capatina *et al.* [5] and V. Shankar *et al.* [28] highlighted the growing importance of AI in managing digital marketing communications in the face of external challenges, such as the COVID-19 pandemic, which has increased the role of automation and online interaction. S. Rustholkarhu *et al.* [23] emphasised that AI provides companies with the ability to analyse user behavioural patterns in real time, predict future needs, and quickly adapt commercial

offers to specific audience requests. This, in turn, ensures a higher level of personalisation, promotes the formation of long-term relationships with consumers, increases their loyalty and the overall sustainability of brand-customer relationships in a highly dynamic market. Existing scientific approaches, such as M. Stone *et al.* [29], also emphasised that AI does not function as an autonomous decision-maker, but as an intellectual support for management processes, providing cognitive services to improve the validity of marketing decisions. At the same time, Y.K. Dwivedi *et al.* [8] and C. Wang [35] emphasised the need for a systematic approach to AI integration that combines the analytical capabilities of technology with the institutional maturity of companies.

Thus, the analysis of the current literature has shown a fundamental transformation of marketing under the influence of artificial intelligence. A new paradigm of digital interaction is emerging, in which automation is becoming not just a tool for increasing efficiency, but a strategic element of competitiveness in the digital economy. The aim of this study was to analyse how artificial intelligence technologies are changing the marketing strategies of small and medium-sized businesses, as well as to assess the benefits and potential limitations of their implementation.

Materials and methods. This study examines approaches to the use of artificial intelligence (AI) technologies in the marketing of small and medium-sized enterprises to analyse their effectiveness and impact on organisational structures and business processes. The work was based on the statistics collected in the report "The state of AI in 2023: Generative AI's breakout year" [18], which documented the successes and results of AI implementation in various business segments. These data were used to assess the level of resource savings, increase conversion, and increase return on investment (ROI) in marketing due to AI. To study the effectiveness of routine process automation, data from the report "The ultimate list of marketing statistics for 2023" [12] were used. The study also used statistics from the Salesforce study [25].

To search for the necessary data, electronic databases and resources such as JSTOR [13], Google Scholar [10], and the official websites of McKinsey & Company and HubSpot were used. These platforms provided access to research reports, scientific articles, and analytical reviews relevant to analysing the dynamics of AI implementation in marketing strategies. In addition to these sources, we used the materials of PwC [21] and M. Schrage *et al.* [27] studies that highlighted the impact of AI on organisational changes and business processes.

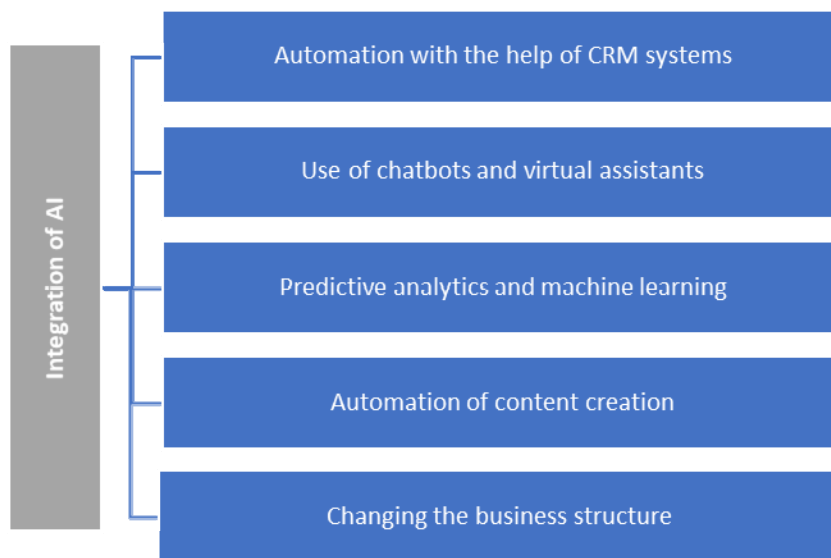
The research methods used were comparative analysis, data systematisation, analytical method, synthesis and abstraction. The comparative analysis method was used to assess the differences in the effectiveness of marketing strategies before and after the implementation of AI. Based on the comparative analysis, ROI and conversion rates were estimated for companies that actively use AI and companies with traditional marketing approaches. The analytical method provided an opportunity to study statistics from McKinsey & Company, Salesforce, and HubSpot on the implementation of AI in marketing and assess the impact of these technologies on the companies' results. The synthesis method was used to integrate data from various sources, which provided a holistic picture of the impact of AI on marketing strategies. Synthesis made it possible to identify the key success factors of AI implementation in marketing and to determine the areas where its application has the greatest impact. Abstraction was used to highlight the main trends and identify opportunities for further development of AI in marketing processes. This method helped to focus on the general principles and approaches to the application of AI in marketing, without undue emphasis on individual examples.

The study also used the methodology for analysing organisational change under the influence of AI proposed in the study by M. Schrage *et al.* [27]. The authors of this methodology focused on the formation of hybrid systems and the creation of cross-functional teams to integrate AI into corporate processes. This methodology was used to analyse how companies such as IBM and HubSpot have adapted their internal structures to support automation. The study examined

examples of organisational structure adaptations, such as the creation of specialised data and AI analysis departments, which has increased synergies between marketing, IT and analytics. Based on these findings, the study also compares traditional marketing methods with AI-based methods, using such tasks as customer support, content management, and data analysis.

Results and discussion. The implementation of artificial intelligence into the marketing strategies of small and medium-sized businesses has become an important step towards digital transformation. AI has radically changed the approach to marketing, allowing companies to efficiently process large amounts of data, automate routine processes, and improve customer experience. The main advantage is AI's ability to analyse customer behaviour and predict their future actions, which allows for more accurate audience targeting and personalised offers. This leads to higher conversions and increased sales, which is especially important for small companies where resources are often limited. According to a study by C. Campbell *et al.* [4], the use of intelligent algorithms, machine learning, and automated forecasting models has become an integral element of modern digital communications, significantly increasing the level of personalisation and relevance of marketing influences.

In order for small and medium-sized businesses to effectively integrate AI automation into their marketing strategies, it is necessary to consider the available tools, approaches to their implementation, and possible changes in the organisational structure of the company (Figure 1).



Source: drawing by the author.

Figure 1. Steps in integrating AI systems into a company's operations

The data obtained by other researchers are mostly confirmed with minor deviations from the results obtained by the author. According to M. Potwora *et al.* [20], the effectiveness of advertising campaigns using AI increases from 50% (email promotion) to 140% (Targeted advertising). This is almost completely confirmed in the data of this study, except for email promotion campaigns, which are not very effective in Ukraine due to a different perception of the target audience, with average indicators not exceeding 12%. A good point was made by N. Upadhyaya [32] that AI improves search engine results and increases organic traffic by obtaining information about current SEO trends and algorithm modifications. Even individual metrics, such as customer return rates, can be significantly improved by using AI-based promotion strategies, as confirmed by research conducted by B. Markić *et al.* [17]. Content analysis also has a high percentage of overlap with the author's research, especially if we rely on the work of D. Sabharwal *et al.* [24].

One of the key tools for marketing automation is the use of CRM systems, such as HubSpot, Zoho CRM, or Salesforce, which include AI functions for customer relationship management and automatic data analysis. These systems help businesses not only organise their customer base, but also improve targeting accuracy, analyse consumer behaviour, and create personalised offers. In addition, it reduces the time spent on administrative tasks by about 20-30%, allowing marketers to focus on strategic initiatives [25]. Automating customer service through chatbots and virtual assistants significantly improves customer interaction and allows businesses to respond quickly to audience requests. Tools such as ChatGPT, Drift, or ManyChat can be used to automate answers to frequently asked questions, assist in the buying process, and even collect customer data. A study by M. Adam *et al.* [1] showed that the use of chatbots can reduce customer service costs by up to 30% and increase the speed of response to requests by 70%. In turn, this helps to increase customer satisfaction and reduce waiting times.

Machine learning and predictive analytics technologies allow companies to predict customer behaviour and automate decision-making. Tools such as AI-powered Google Analytics or machine learning platforms such as H2O.ai help to predict demand, optimise advertising campaigns, and analyse the results of marketing activities in real time. Companies that have implemented predictive analytics report a 25–30% increase in the ROI of marketing campaigns due to more accurate targeting and personalised offers [11]. This is especially relevant for small businesses that often work with limited advertising budgets and seek to make the most of them.

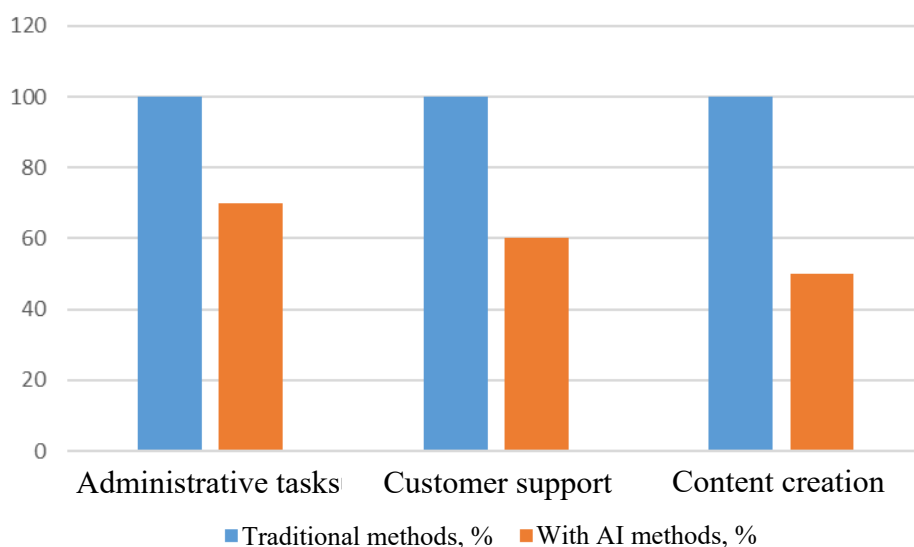
AI can also be used to automate content creation and distribution. Tools such as Jasper, Writesonic, and other AI-powered platforms allow businesses to automate the process of writing texts, creating posts for social media, and generating promotional materials. This reduces the cost of content creation and increases the speed of getting materials to market. A study by HubSpot has shown that automated content creation can reduce the time required to produce marketing materials by 50–60%, while doubling the frequency of publications [34].

The implementation of AI into the marketing activities of small and medium-sized businesses requires significant changes in both the company's internal processes and its external organisational structure. However, these changes can lead to significant efficiency gains, cost reductions, and improved customer experience, making AI an essential element of modern marketing strategies. The key changes that companies will experience after implementing AI include increased speed and quality of task execution, improved customer experience, and reduced costs. AI automates processes that used to require significant human intervention, such as audience segmentation, content creation, data analysis, and customer interaction. These changes are making marketing campaigns more effective, and businesses are able to respond more quickly to changes in consumer behaviour and market conditions.

AI is also playing an important role in improving the efficiency of marketing campaigns by optimising budget allocation and predicting results. Instead of relying on traditional trial-and-error methods, AI allows companies to accurately predict which channels and types of content will bring the greatest ROI. This cuts down on unnecessary spending on ineffective campaigns and makes it possible to focus on strategies that actually work. Small and medium-sized businesses using AI can compete on a par with larger market players, even if their marketing budgets are limited. One of the most tangible results of implementing AI in marketing is significant time and resource savings. Traditional methods of performing tasks, such as customer management, content creation, and analytics, often require a lot of labour and financial investment. The use of AI allows automating these processes, freeing up human resources for more creative and strategic tasks. The study by M. Schrage *et al.* [27] emphasises that artificial intelligence not only improves performance, but also transforms the very approaches to strategic measurement, allowing companies to rethink key performance indicators (KPIs) and invest in future productivity.

Administrative tasks, such as customer database management, segmentation, and mailing list setup, can be performed automatically with minimal human intervention using AI. This not only speeds up the process but also reduces the likelihood of errors. For example, AI-powered CRM systems such as HubSpot and Salesforce automate tasks related to data analysis and customer relationship management. As a result, marketers can focus on creating strategies rather than technical aspects.

Customer support is also undergoing significant changes thanks to chatbots and virtual assistants. These tools make it possible to keep in touch with customers around the clock, automatically process queries and provide quick responses. Companies that use chatbots report that customer service costs are reduced by 30–50% and response times are reduced by 70% on average, which significantly improves customer experience and increases customer satisfaction (Figure 2) [9].



Source: author's drawing, based on data from [9].

Figure 2. Saving time and resources when implementing AI tools

Content creation is also becoming faster and more efficient. AI can automatically generate texts for social media, blogs, newsletters, and promotional materials, allowing marketers to save time on creative tasks. For example, AI-powered platforms such as Jasper and Writesonic allow businesses to significantly speed up content production, reducing the time to create content by 50–60% [2]. This allows publishing more materials at minimal cost, increasing the audience reach.

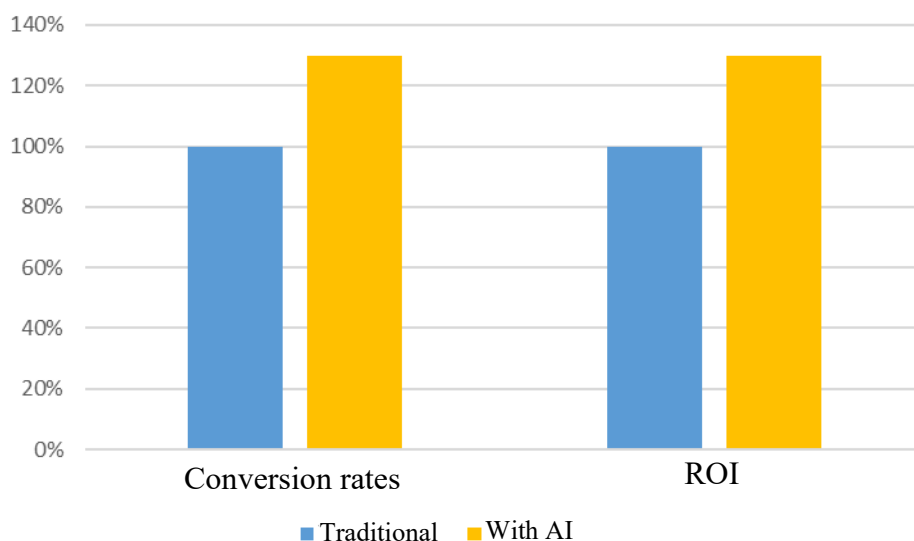
Real-world business examples confirm the resource savings thanks to AI. Studies show that it is quite possible to redirect 40% to 80% of regular customer service requests to chatbots [30]. This frees up human resources for more complex tasks, such as solving unique customer problems and improving products. The results obtained showed that automation of routine business processes with the help of artificial intelligence not only helps to reduce operating costs but also significantly increases the speed of task completion. This effect is especially significant for small and medium-sized enterprises, for which optimisation of time and financial resources is critical in a tight budget and highly competitive environment.

Another of the most noticeable effects of AI in marketing strategies is the improvement of targeting and personalisation. Traditional methods of audience segmentation often rely on static demographic data or general customer categories, which may not reflect true consumer preferences and behaviour. Artificial intelligence, on the other hand, is able to analyse much deeper and more complex customer data, including real-time behaviour, buying habits, previous interactions with the

brand and even social media. This helps to create more accurate customer profiles and offer products and services that are most likely to be of interest to a particular customer.

An example of the successful use of AI to improve audience segmentation is Netflix, which uses machine learning algorithms to analyse data on user views, preferences, and behaviour on the platform. This allows Netflix to recommend films and series that match the preferences of each user. As a result, more than 75–80% of views on the platform are accounted for by content recommended by AI, which significantly increases user engagement and customer retention [22]. In business, such approaches are also used to personalise marketing offers. For example, companies can use AI to create personalised product recommendations based on previous purchases or interactions on the website.

This approach to personalisation can significantly increase conversions and return on investment (ROI) in marketing campaigns. According to a study by McKinsey & Company [18], companies that have implemented AI for targeting and personalisation have seen a 25–30% increase in conversions (Fig. 3). This is achieved by providing customers with relevant offers, which increases their likelihood of making a purchase. AI also helps to optimise marketing costs by targeting advertising materials only to the audience that is more likely to respond positively. This reduces the cost of ineffective campaigns and increases the return on every hryvnia invested.



Source: author's drawing, based on data from McKinsey & Company [18].

Figure 3. Comparison of traditional methods and AI to increase conversions and ROI by 25–30% due to personalised targeting

The implementation of AI in customer service enables the use of chatbots and virtual assistants to automate communication with customers. These tools allow companies to significantly improve the quality of service by providing customers with instant responses to their queries at any time. Traditional customer service methods often require human operators or agents, which can slow down the process and increase the cost of maintaining a high level of service. AI-powered chatbots, such as Drift or ManyChat, are able to handle queries automatically, solving customer problems quickly and efficiently [31].

The implementation of artificial intelligence (AI) into companies' marketing strategy entails significant changes in their organisational structure and internal processes. Companies that want to use AI to its full potential are forced to adapt not only their business processes but also their organisational structures to ensure effective integration of new technologies. One such change is the

creation of new departments or roles, such as AI and data teams [6]. For example, it may be necessary to create an analytics department that will be responsible for analysing big data from marketing campaigns and customer interactions. These departments usually work closely with IT specialists to support and optimise the use of AI. Bilovodska *et al.* [3] found that the implementation of AI algorithms into online education marketing product strategies contributes to more accurate positioning of educational products and increases their competitiveness. In particular, the authors demonstrate the effectiveness of AI marketing on the example of the Projector Institute as a model for implementing innovative approaches to e-learning.

However, the implementation of AI into the marketing strategy also faces a number of risks and limitations that must be taken into account when changing the business structure. One of the main risks is the possibility of AI errors or incorrect data analysis. Despite all the capabilities of machine learning and analytics, AI is still prone to errors, especially when algorithms are not properly configured or when incomplete or distorted data is used. This can lead to erroneous conclusions and thus ineffective marketing decisions. To mitigate this risk, companies should establish regular monitoring and quality control of AI systems, as well as ensure that they have specialists capable of detecting and correcting errors.

Finally, there is the risk of overestimating the capabilities of AI technologies – companies may view artificial intelligence as a one-stop solution to all business problems. However, the effective use of AI requires a strategic approach, proper preparation of the organisational infrastructure and correct configuration of systems. It is important that businesses do not rely solely on AI, but consider it as a tool to support and improve existing processes, focusing on the long-term integration of technology into the overall business strategy. Companies need to maintain a balance between human involvement and automation to avoid over-reliance on technology and maintain flexibility in their operations.

The study showed that AI can become a powerful tool for automating marketing campaigns for Ukrainian businesses. Content personalisation based on user behavioural data helps to target advertising efforts more accurately and increase engagement. Using AI for predictive analytics improves demand forecasting and optimises advertising budgets. Chatbots significantly reduce customer service costs by speeding up the processing of requests. Content creation automation platforms speed up the production of materials and increase the frequency of publications. Finally, AI effectively helps with audience segmentation, improving the accuracy of offers for different customer groups.

Thus, AI implementation requires not only technical integration but also changes in the company's structure and risk management. Companies that can successfully adapt their organisations to new technologies will be able to maximise the benefits of AI by increasing their competitiveness and improving customer experience. These technologies can reduce costs and improve the quality of service, making them particularly useful for businesses in a highly competitive environment.

Conclusions. The results of the implementation of artificial intelligence into the marketing strategies of small and medium-sized businesses show significant potential for increasing efficiency and optimising business processes. It has been proven that AI enables companies to automate routine tasks, improve customer experience, and more accurately predict consumer behaviour, leading to increased conversions and lower marketing costs. Marketing automation using AI can help businesses adapt to market changes faster and more accurately by offering personalised products and services in real time.

The analysis showed that the implementation of AI has a positive impact on key business indicators. Companies that actively use AI in their marketing campaigns have increased ROI by 25–30% and significantly improved the level of personalisation of offers. These companies have been

able to reduce the time spent on routine tasks by improving internal processes through faster data processing and customer support automation. AI-powered chatbots and virtual assistants have demonstrated a significant reduction in response times to customer queries, which has improved customer satisfaction and strengthened brand loyalty. However, along with the positive results, the implementation of AI is accompanied by certain risks that need to be taken into account. It is important to implement mechanisms to monitor AI performance and manage large volumes of data to avoid analytical errors or information leaks. Companies should maintain a balance between automation and human involvement without shifting all responsibility to technology.

There are several areas for further research in AI and automation in marketing, such as personalisation of content using AI, automation of real-time user behaviour analysis, and the use of AI in the creation of creative marketing materials. It is important to explore the ethical aspects of AI, especially in the context of user data protection. Another promising area is the integration of AI into omnichannel strategies and brand reputation management in the digital environment. These studies will provide a deeper understanding of how AI can change marketing practices in the future.

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