

SMART AND INNOVATIVE STRATEGIES IN MARKETING USING AI

Nicoleta Rossela DUMITRU¹

Oana PREDA²

Abstract

In an era dominated by big data and digital interactions, adopting AI in marketing is no longer just a competitive advantage, but a necessity. In the transformative era of generative artificial intelligence (GenAI) in marketing, the vast potential of AI to revolutionize marketing strategies through advanced personalization and efficiency is becoming apparent, leading to a rapid rate of adoption among companies and marketing professionals. As companies seek to improve lead generation, qualification, and conversion, AI-powered tools are becoming essential. Consumers expect personalized messages, rapid interactions, and relevant offers, and AI enables brands to respond to these demands in an efficient and scalable way, with benefits including improved personalization, campaign automation, content optimization, predictive analytics, and more.

Keywords: artificial intelligence; marketing; AI integration in marketing; marketing strategy using AI.

JEL Classification: D83; L81; L86; M15; M31; O32; O33

1. Introduction – AI and its impact on marketing

Artificial Intelligence is no longer a concept from the future, but a tangible reality that is increasingly present in our lives. Although only 35% of companies worldwide currently use AI, according to a McKinsey & Company study, their number is set to almost double in the near future.[1]. According to McKinsey & Company, artificial intelligence applications have the potential to contribute \$2.6–4.4 trillion annually to the global economy [2] through various business scenarios.

In fact, the generative artificial intelligence (generative AI) market has evolved rapidly in 2024, moving from initial cultural fascination to tangible results in the business environment. This technology, with its ability to process and generate text, voice, and video content, is revolutionizing the way companies improve productivity and stimulate innovation and creativity. In fact, in this decade's economy, driven by the widespread

¹Associate Professor PhD, Romanian-American University, nicoleta.rossela.dumitru@rau.ro, corresponding author

²Associate Professor PhD, Romanian-American University, oana.preda@rau.ro

introduction of AI, there will be a rapid transition to other skills: from simply performing repetitive and analytical tasks to creativity, critical thinking, empathy, and the ability to build human connections. If they do not adapt to the new requirements, almost 50% of current jobs will disappear in the near future. [2]

In this context, artificial intelligence is being integrated into more and more areas of activity, particularly in IT, marketing, medicine, e-commerce, and the automotive industry, but the impact of AI will be increasingly significant in all types of business. Thus, 72% of executives believe that artificial intelligence will become the most important business advantage in the future, according to data from McKinsey & Company.[3]

The current period promises to be an intense one for the business environment, with major trends that will change the way companies operate. One of the most important trends is the adoption of generative artificial intelligence. These technologies enable the creation of personalized content, process optimization, and the automation of repetitive tasks. For example, e-commerce companies can use generative AI to create compelling and relevant product descriptions. According to a McKinsey report, these technologies not only reduce operating costs, but also enable service personalization and improved customer relationships. [4]



Source: <https://www.qrcode-tiger.com/ro/>

Thus, as data volumes grow, AI technology helps organizations simplify complex processes and improve decision-making by analyzing historical data, identifying patterns, and forecasting future outcomes. Artificial intelligence is driving a major transformation in business operations, making tasks more efficient and data-driven.

In the field of marketing, as the future of artificial intelligence develops, this technology is transforming the way businesses interact with customers and understand market dynamics. Intelligent data analysis provides companies with a comprehensive view of customer behavior, market trends, competitor strategies, and operational performance.

At the same time, marketing automation uses software to simplify marketing processes such as customer segmentation, data integration, and campaign management, improving

decision-making and increasing ROI (Return on Investment). In this context, artificial intelligence (AI) plays an essential role, analyzing large volumes of data to predict customer behavior, enabling the creation of personalized campaigns and the automation of repetitive tasks.

Effective marketing automation includes key components such as data collection, segmentation, triggers, and personalized goals. [5]

This also brings up the prospect of economic efficiency, with savings evident in tasks that traditionally involve high external costs, such as content creation and market research. AI's ability to simplify these processes can reduce dependence on external resources, thereby lowering overall costs. AI-based personalization and technical tasks such as programming also benefit from cost reductions. [6]



Source: <https://www.qrcode-tiger.com/ro/>

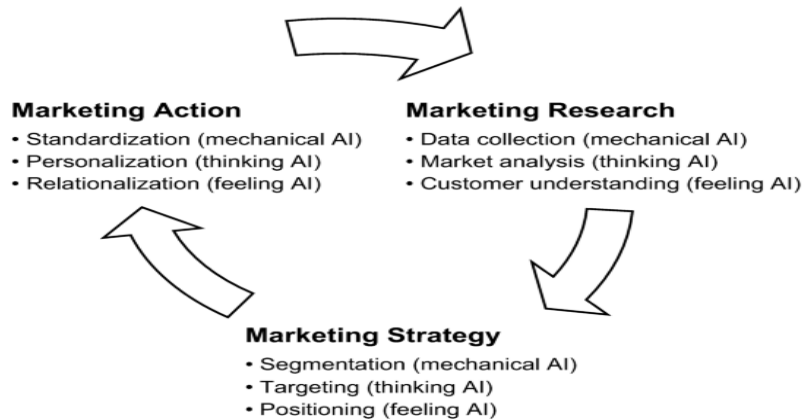
With regard to strategic marketing planning, which incorporates several benefits of AI, a three-stage framework for strategic marketing planning has been developed , [7], namely:

- ☐ Mechanical AI for automating repetitive marketing functions and activities;
- ☐ Thinking AI for data processing and decision making;
- ☐ Feeling AI for analyzing human interactions and emotions.

This framework presents ways in which AI can be used for marketing research, strategy (segmentation, targeting, and positioning—STP), and actions.

- In the marketing research stage, mechanical AI can be used for data collection, thinking AI for market analysis, and feeling AI for understanding customers.
- In the marketing strategy (STP) stage, mechanical AI can be used for segmentation (segment recognition), thinking AI for targeting (segment recommendation), and feeling AI for positioning (segment resonance).
- In the marketing action stage, mechanical AI can be used for standardization, thinking AI for personalization, and feeling AI for relationship building. We apply

this framework in different areas of marketing, organized according to the 4Ps/4Cs of marketing, to illustrate the strategic use of AI.



Source: Huang, Ming-Hui and Rust, Roland T., (2021), *A strategic framework for artificial intelligence in marketing*, Journal of the Academy of Marketing Science, 49, issue 1

Thus, AI technology is leading to a major transformation in business operations, making tasks more efficient;.[4] [Intelligent data analysis allows companies to understand past events, anticipate future trends, and make more informed decisions about potential actions.

2. Trends shaping the future of marketing in the context of technological progress

Staying up to date with ever-changing market trends is crucial to remaining competitive. [4] As marketing trends evolve alongside technological advances, businesses must adapt to remain relevant and effective in their promotional efforts.

- *Voice marketing* will have a stronger impact – voice marketing is one of three possible formats for interaction between customers and companies. Until a few years ago, textual interaction was mainly limited to postal correspondence and emails. Today, with the advent of chatbots and digital assistants, there is a new format for digital interaction. [8].

Voice marketing is an AI-powered solution that optimizes content with voice-activated systems so that products and services appear in voice search results. Leveraging voice assistant technologies such as Google Assistant, Alexa, and Siri empowers brands to revise their approaches for better customer satisfaction.

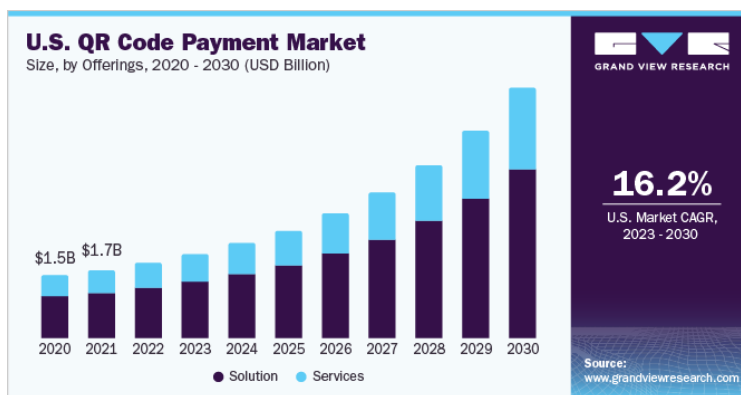
This spoken-word-based SEO technology creates new marketing avenues, paving the way for personalized interactions with users. Voice assistants can provide information about

products and services without necessarily requiring physical stores. This reduces the effort customers have to put into reading volumes of content or finding answers to their questions.

- *Visibility of QR codes on digital and printed materials*—QR code marketing is a trend to capitalize on in future marketing efforts. Major brands such as Coca-Cola, Nestle, IKEA, Starbucks, McDonald's, and others have demonstrated the advantages of these tools. Its innovation extends beyond product labels and is achievable through dynamic QR codes.

These editable and easily trackable elements are developed as future-oriented marketing tools, covering advanced features and multiple software integrations. This makes it an ideal tool for business, as codes are one of the most effective marketing techniques.

With its ability to incorporate information of up to 7089 numeric characters, 4296 alphanumeric characters, and 1817 Kanji characters, consumers can be provided with complete details, leaving no room for confusion. According to Grand View Research [10], the QR code market is projected to grow at an annual rate of 16.9% over the decade, reaching \$33.13 billion by 2030



Source: <https://www.grandviewresearch.com/>

This reflects the growing adoption of QR codes across various industries as a key component in creating engaging campaigns, creating animated advertisements, quickly distributing business information, and streamlining transactions. As businesses capitalize on the growing acceptance of QR codes, they are using this technology to design innovative campaigns, simplify transactions, and create meaningful digital touchpoints with their audience. The QR code revolution is redefining marketing, making it faster, smarter, and more engaging than ever before.

- *The emergence of conversational marketing strategies for stronger customer connections*—Conversational marketing has evolved significantly through the use of chatbots, live chats, and social media messaging apps, allowing brands to offer fluid and

personalized interactions beyond one-way advertising. This shift allows businesses to connect with potential customers across multiple channels, creating dynamic dialogues instead of relying on traditional monologues. Chatbots have played an important role in facilitating access to conversational marketing by simulating natural, informal conversations that engage users. Social messaging apps, such as WhatsApp, have become the preferred platform for these interactions.

With nearly 3 billion users, WhatsApp has proven to be an invaluable tool for businesses, helping them respond quickly and efficiently to customers. [4] In fact, WhatsApp was the third most downloaded app on Google Play in March 2024, with 33 million downloads. Through social messaging apps, companies can now answer product questions, gather feedback, and interact with customers conveniently and efficiently. This approach will become even more widespread in the coming years as companies seek to build stronger, more personal connections with their audiences.

A business's knowledge potential can be enhanced through technology, and these technological advances also contribute to improving customer interaction. Intelligent technologies, such as artificial intelligence, are transforming companies by collecting and analyzing vast amounts of data, which further improves customer interaction and experience. [9]

The greatest growth opportunity for companies today is the transition of customers from offline to online; as advanced technology users, they spend most of their time online and therefore expect a superior digital experience. Technological advances have simplified complex processes, allowing companies to create influential customer experiences with a single click.

To make real-time decisions, such as predictions and other marketing actions, machines present, learn, and store information based on previous and current knowledge and experience. Machines learn as they evaluate decisions, allowing them to respond and adapt to the dynamic business environment—something that was previously impossible to achieve using traditional methods.

- *Optimizing social networks for more personalized and targeted content* - Social media optimization (SMO) is a key strategy for companies that want to improve their online presence and engagement. By refining content, using trending hashtags, leveraging data analytics, and improving search engine visibility, companies can strengthen their impact on social platforms.



Source: <https://www.qrcode-tiger.com/ro/>

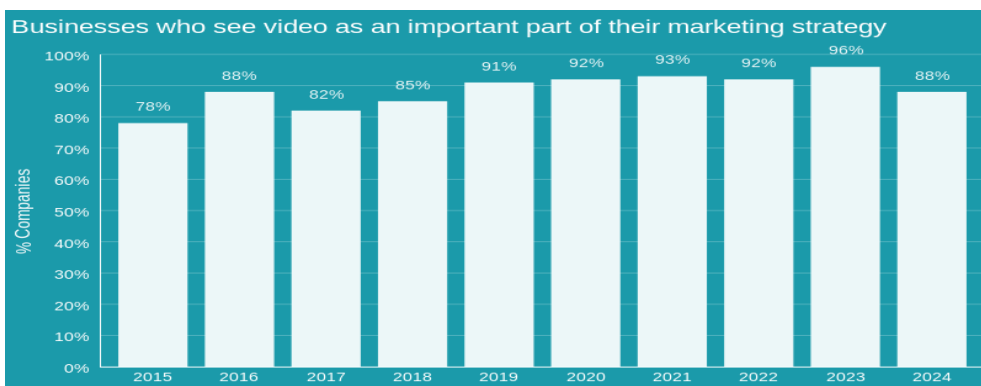
In the current context, popular social platforms such as TikTok, YouTube, Facebook, and Instagram will remain essential tools for shaping consumer behavior. These platforms have already revolutionized the way companies interact with their audience, and with advanced internet-based tools, companies can fine-tune their marketing strategies to achieve even more accurate results.

The Kepios Report Embed Issues — DataReportal – Global Digital Insights [12] analysis from October 2024 shows that social media usage continues to grow. There are approximately 5.22 billion social media users worldwide, representing 63.8% of the world's population. These figures reflect the scale that businesses need to take into account and the growing importance of SMOs in effectively reaching target audiences.

In fact, 94.5% of global internet users now interact with social media every month, highlighting the critical role these platforms play in modern marketing. With SMO, businesses can easily create personalized, targeted content that speaks directly to individual consumers.

- *Augmented video content will attempt to influence consumer behavior* – relevant is a survey [13] conducted by Wyzowl – one of the world leaders in the production of animated explanatory videos – in which 967 unique respondents participated. One of the conclusions was that the use of videos as a marketing tool has grown steadily over the past 8 years. In 2016, only 61% of brands used videos – a percentage that reached a record high of 91% in 2023 and 2024.

Although the percentage of businesses using video has remained the same since 2023, the number of marketers who consider video content essential has declined slightly. In 2024, 88% of companies consider video a crucial part of their marketing strategy, down from 96% in 2023.



Source: Wyzowl State Of Video Marketing Report 2024: Key Insights And Takeaways

Video marketing appears promising, with 90% of marketers acknowledging that they have achieved a good ROI from it. Although this percentage has decreased slightly from 92% in 2023, the change is not significant.

- ✓ 60% of marketers measure ROI based on video engagement, analyzing likes, comments, shares, and reposts.
- ✓ 42% of brands use audience engagement and customer retention as metrics
- ✓ 40% of specialists calculate ROI based on the number of video views.
- ✓ 39% of brands measure ROI using brand awareness or PR.
- ✓ Surprisingly, only 32% of brands use net sales, i.e., the net revenue generated during the period when the video was published, as a method of calculating ROI
- ✓ 28% use the number of clicks on the video or leads as a measure of quantification.

With a 90% share, YouTube is the most widely used video marketing channel by companies. Facebook ranked second, followed by Instagram. Virtual reality, Snapchat, and 360° videos were at the bottom of the list. When it comes to the effectiveness of these video marketing channels, YouTube, Facebook, and Instagram again took the top three spots.

The report clearly shows that video marketing remains relevant. There is strong evidence to suggest that the coming years will be dominated by video content. Videos are highly visual, engaging, entertaining, and interactive, allowing users to obtain a lot of information in a short amount of time. This is why most customers prefer to interact with brands through videos. It is clear that videos have a powerful impact and the potential to generate leads, increase traffic, and improve conversions.

3. Conclusions

The adoption of artificial intelligence in marketing is no longer just a competitive advantage, but an essential condition for the survival and development of companies in a dynamic digital environment. Data analysis, process automation, and interaction personalization enable organizations to respond quickly and efficiently to consumer demands, while increasing performance and return on investment.

Current trends - such as conversational marketing, QR code integration, social media optimization, and increased video content relevance - underscore the central role of AI technologies in redefining the relationship between brands and customers. Furthermore, the strategic framework based on mechanical, thinking, and feeling AI demonstrates that artificial intelligence can be used not only for efficiency, but also for enhancing creativity and emotional connections with consumers.

Therefore, the future of marketing will be dominated by intelligent, scalable, and innovative solutions capable of transforming data into actionable insights and creating personalized experiences with a real impact on consumer behavior. Organizations that know how to strategically integrate these technologies will not only gain a competitive advantage but also increased resilience in the face of rapid market changes.

Artificial intelligence (AI) is driving a major transformation in business operations, making tasks more efficient and data-driven. As the future of AI in marketing unfolds, this technology is transforming how businesses interact with customers and understand market dynamics.

References

1. Capital.ro, "Câte companii vor să utilizeze inteligența artificială. S-au aflat cifrele exacte", accesat la 22-09-2025. [Online]. Disponibil: <https://www.capital.ro/cate-companii-vor-sa-utilizeze-inteligena-artificiala-s-au-aflat-cifrele-exacte.html>
2. Capital.ro, "Încrederea în economia globală, în cădere liberă", accesat la 22-09-2025. [Online]. Disponibil: <https://www.capital.ro/increderea-in-economia-globala-in-cadere-libera.html>
3. Revista Cariere, "Leadership", accesat la 23-09-2025. [Online]. Disponibil: <https://revistacariere.ro/leadership/>
4. QRCode-Tiger.com, "11 Tendințe de Marketing care definesc viitorul marketingului în 2025", accesat la 26-09-2025. [Online]. Disponibil: <https://www.qrcode-tiger.com/ro/future-of-marketing?>
5. Söilen, Klaus Solberg, (2024), AI and Marketing Automation, ch. 29, p. 301-306, Springer, https://EconPapers.repec.org/RePEc:spr:sptchp:978-3-031-69518-6_29.
6. Fabian, Buder, Nina, Hesel and Holger, Dietrich, (2024), Beyond the Buzz: Creating Marketing Value with Generative AI, *NIM Marketing Intelligence Review*, 16, issue 1, p. 50-55, <https://EconPapers.repec.org/RePEc:vrs:gfmir:v:16:y:2024:i:1:p:50-55:n:8>.
7. Huang, Ming-Hui and Rust, Roland T., (2021), A strategic framework for artificial intelligence in marketing, *Journal of the Academy of Marketing Science*, 49, issue 1, p. 30-50, https://EconPapers.repec.org/RePEc:spr:joamsc:v:49:y:2021:i:1:d:10.1007_s11747-020-00749-9.
8. Kilian, Karsten and Kreutzer, Ralf T., (2022), Voice-Marketing, ch. 9, p. 279-312, Springer, https://EconPapers.repec.org/RePEc:spr:sprchp:978-3-658-34351-4_9.

9. Tanase, George Cosmin, (2024), Understand AI Driven Marketing Capabilities: Empowering Customer Experience and Deliver Value with Intelligent Tools and Technologies, *Romanian Distribution Committee Magazine*, 15, issue 3, p. 26-32, <https://EconPapers.repec.org/RePEc:rdc:journl:v:15:y:2024:i:3:p:26-32>.
10. Grand View Research, "QR Code Payment Market Size, Share & Growth Report, 2030", accesat la 25-09-2025. [Online]. Disponibil: <https://www.grandviewresearch.com/industry-analysis/qr-code-payment-market>
11. Grand View Research, "Homepage", accesat la 25-09-2025. [Online]. Disponibil: <https://www.grandviewresearch.com/>
12. DataReportal, "Report Embed Issues — Global Digital Insights", accesat la 26-09-2025. [Online]. Disponibil: <https://datareportal.com/>
13. Wyzowl, "State Of Video Marketing Report 2024: Key Insights And Takeaways", accesat la 26-09-2025. [Online]. Disponibil: <https://www.wyzowl.com/state-of-video-marketing-2024/>

Bibliography

1. Adesina, Toheeb, (2025), AI Agents in the Advertising Industry, MPRA Paper, University Library of Munich, Germany, <https://EconPapers.repec.org/RePEc:pra:mprapa:123413>.
2. Cerezo, Alexandre and Hilgert, Hannah, (2025), Voice Marketing: Eine qualitative Analyse von Umsetzungsmöglichkeiten und Zukunftspotenzialen des Influencer Marketings über Sprachassistenten, p. 53-69, Springer, https://EconPapers.repec.org/RePEc:spr:sprchp:978-3-658-46109-6_4.
3. Ding, Min, Dong, Songting and Grewal, Rajdeep, (2024), Generative AI and Usage in Marketing Classroom, *Customer Needs and Solutions*, 11, issue 1, p. 1-25, https://EconPapers.repec.org/RePEc:spr:custns:v:11:y:2024:i:1:d:10.1007_s40547-024-00145-2.
4. Fabian, Buder, Nina, Hesel and Holger, Dietrich, (2024), Beyond the Buzz: Creating Marketing Value with Generative AI, *NIM Marketing Intelligence Review*, 16, issue 1, p. 50-55, <https://EconPapers.repec.org/RePEc:vrs:gfmir:v:16:y:2024:i:1:p:50-55:n:8>.
5. Hörner, Thomas, (2023), Voice-Content-Marketing, ch. Kapitel 4, p. 123-169, Springer, https://EconPapers.repec.org/RePEc:spr:sprchp:978-3-658-40196-2_4.

6. Huang, Ming-Hui and Rust, Roland T., (2021), A strategic framework for artificial intelligence in marketing, *Journal of the Academy of Marketing Science*, 49, issue 1, p. 30-50, https://EconPapers.repec.org/RePEc:spr:joamsc:v:49:y:2021:i:1:d:10.1007_s11747-020-00749-9.
7. Ip, Ken, (2023), Revolutionising content recommendation: The impact of AI in marketing, *Journal of AI, Robotics & Workplace Automation*, 2, issue 4, p. 382-389, <https://EconPapers.repec.org/RePEc:aza:airwa0:y:2023:v:2:i:4:p:382-389>.
8. Kilian, Karsten and Kreutzer, Ralf T., (2022), Voice-Marketing, ch. 9, p. 279-312, Springer, https://EconPapers.repec.org/RePEc:spr:sprchp:978-3-658-34351-4_9.
9. Krugmann, Jan Ole and Hartmann, Jochen, (2024), Sentiment Analysis in the Age of Generative AI, *Customer Needs and Solutions*, 11, issue 1, p. 1-19, https://EconPapers.repec.org/RePEc:spr:custns:v:11:y:2024:i:1:d:10.1007_s40547-024-00143-4.
10. Purcarea, Ioan-Matei, (2024), Ensuring digital marketing performance improvement, making difference between today's and tomorrow's marketing function, *Holistic Marketing Management Journal*, 14, issue 3, p. 11-17, <https://EconPapers.repec.org/RePEc:hmm:journl:v:14:y:2024:i:3:p:11-17>.
11. Rahmawati, Lavinia Celina and Sikouonmeu, Freddy, (2024), AI-Generated Content as the Future of Marketing Strategies, ch. Kapitel 2, p. 11-23, Springer, https://EconPapers.repec.org/RePEc:spr:sprchp:978-3-658-45132-5_2.
12. Sahlool, Nasser, (2024), Navigating the artificial intelligence frontier: Strategic imperatives for safeguarding brand integrity, *Journal of Brand Strategy*, 13, issue 2, p. 123-130, <https://EconPapers.repec.org/RePEc:aza:jbs000:y:2024:v:13:i:2:p:123-130>.
13. Söilen, Klaus Solberg, (2024), AI and Marketing Automation, ch. 29, p. 301-306, Springer, https://EconPapers.repec.org/RePEc:spr:sptchp:978-3-031-69518-6_29.
14. Tanase, George Cosmin, (2024), Understand AI Driven Marketing Capabilities: Empowering Customer Experience and Deliver Value with Intelligent Tools and Technologies, *Romanian Distribution Committee Magazine*, 15, issue 3, p. 26-32, <https://EconPapers.repec.org/RePEc:rdc:journl:v:15:y:2024:i:3:p:26-32>.
15. Capital.ro, "Câte companii vor să utilizeze inteligența artificială. S-au aflat cifrele exacte", accesat la 22-09-2025. [Online]. Disponibil: <https://www.capital.ro/cate-companii-vor-sa-utilizeze-inteligenta-artificiala-s-au-aflat-cifrele-exacte.html>

16. Capital.ro, "Încrederea în economia globală, în cădere liberă", accesat la 22-09-2025. [Online]. Disponibil: <https://www.capital.ro/increrea-in-economia-globala-in-cadere-libera.html>
17. Revista Cariere, "Leadership", accesat la 23-09-2025. [Online]. Disponibil: <https://revistacariere.ro/leadership/>
18. QRCode-Tiger.com, "11 Tendințe de Marketing care definesc viitorul marketingului în 2025", accesat la 26-09-2025. [Online]. Disponibil: <https://www.qrcode-tiger.com/ro/future-of-marketing?>
19. Grand View Research, "QR Code Payment Market Size, Share & Growth Report, 2030", accesat la 25-09-2025. [Online]. Disponibil: <https://www.grandviewresearch.com/industry-analysis/qr-code-payment-market>
20. Grand View Research, "Homepage", accesat la 25-09-2025. [Online]. Disponibil: <https://www.grandviewresearch.com/>
21. DataReportal, "Report Embed Issues — Global Digital Insights", accesat la 26-09-2025. [Online]. Disponibil: <https://datareportal.com/>
22. Wyzowl, "State Of Video Marketing Report 2024: Key Insights And Takeaways", accesat la 26-09-2025. [Online]. Disponibil: <https://www.wyzowl.com/state-of-video-marketing-2024/>