

APPLICATION OF ARTIFICIAL INTELLIGENCE IN MEDIA MARKETING

Nevenka Popović Šević¹

Abstract: Artificial intelligence enables numerous improvements in media work and the creation of positive effects resulting from its application. The subject of research in the paper is the use of artificial intelligence as support for marketing in the media. The goal of the research is to point out the most important elements that are related to the use of artificial intelligence in the field of media marketing. The practical application of artificial intelligence in the media industry has extremely high potential, which is supported by the findings in the paper. Artificial intelligence represents an extremely powerful modern technology that can significantly improve the media's marketing strategy. However, the limitation of its application in the media industry is noted due to its limitation to exclusively assigned activities.

Key words: artificial intelligence, digital technologies, mass media, marketing strategy, media industry

1. INTRODUCTION

Media represent one of the basic and most important segments of everyday life in modern societies. The technological changes that took place resulted in the emergence of digital media, which led to the emergence of completely new ways and mechanisms of creating, marketing and consuming media content. The development of digital technologies further results in changes in business models in the media industry, where the ability to collect and analyse a large amount of information about the targeted public – the audience as well as media content, is one of the main sources of the media's competitive advantages.

Artificial intelligence has experienced significant application in numerous fields during a little more than half a century of its intensive development. The development of artificial intelligence resulted in the emergence of a large number of its different types. As one of the most important types of artificial intelligence, viewed from the perspective of its application as support for management and marketing in the media, the display of knowledge stands out. Knowledge representation is a significant segment of artificial intelligence that deals with ways of presenting information to enable computers to efficiently organize and use the information available to them.

Artificial intelligence enables the implementation of many improvements in the work of the media and the creation of positive effects arising from its application. The subject of research in the paper is the use of artificial intelligence as support for marketing in the media. Due to the limited space, the most important elements related to artificial intelligence, media and the ways in which artificial intelligence can be used to support media houses are covered.

2. LITERATURE REVIEW

The beginning of the application of rudimentary forms of artificial intelligence in management began during the sixties of the twentieth century, when expert systems were created, which represent knowledge systems that can be used to answer questions or to solve a narrowly defined problem in a certain area. Expert systems often had built-in rules based on which they gathered knowledge from human experts. This type of system, for example, has long been used by banks when assessing the creditworthiness of clients.

The rapid development of artificial intelligence and the dynamic growth of its application have resulted in significant changes in the definitions of this term and the elements included in it. Despite the significant differences that exist among the definitions of artificial intelligence, they all include similar elements. Artificial intelligence can be defined as the system's potential to appropriately define external data, to acquire new knowledge based on that data, and to use it for specific goals and tasks

¹Associate professor, University Business Academy in Novi Sad, Faculty of Contemporary Arts, Svetozara Miletića 12, Belgrade, e-mail: nevenka.popovic.sevic@fsu.edu.rs

[1]. At the same time, it can also be defined as a kind of research of intelligent agents that convert perceptions from the environment into certain designed actions [2].

The media have one of the key roles in the modern world and they are one of the main factors that led to the changes that took place during the past few decades. These changes have also greatly influenced significant innovations in the performance of the mass media. Contemporary society is characterized by the immediate availability of information, facts and knowledge, which is made possible by the development of information and communication technologies [3]. The influence of the media is constantly growing, and they have become an indispensable part of the daily activities of most of the global population. At the same time, the media play an extremely large role in providing support for social changes and shaping the opinions and attitudes of the public [4].

As one of the basic characteristics of human thinking, the use of the way in which problems from the past were solved, as a basis for solving new problems, stands out. One of the shortcomings of artificial intelligence systems is reflected in their limited reasoning capabilities based on analogies from one situation to another. These limitations result in a tendency for artificial intelligence to try to learn new solutions even for problems that are very similar to each other. At its most general, artificial intelligence lacks the ability to reason abstractly about problems and use common sense to create solutions to problems that are poorly or vaguely defined.

3. ARTIFICIAL INTELLIGENCE AS SUPPORT FOR MARKETING IN THE MEDIA

Artificial intelligence is increasingly used in various segments of marketing management of organizations. The media represent one of the activities in which the application of artificial intelligence brings numerous positive effects. The most significant benefits of applying artificial intelligence in the sphere of marketing implementation in the media can be singled out - improvement of the decision-making process, increase in efficiency and better risk management [5]. Artificial intelligence has a very significant role in the marketing management of media related to content [6], through predictive analysis of content, its aggregation, distribution and consumption.

In practice, artificial intelligence has proven to be a very effective way to provide support in analysing the needs of followers of media content [7]. The application of artificial intelligence enables significant savings in time, human and financial resources, which the media can direct to other business segments, to achieve additional improvements in them as well.

The application of artificial intelligence as support for marketing in the media enables the creation of an environment that encourages innovation and increases productivity [8]. The use of artificial intelligence in marketing enables the collection of better quality and more detailed information about the targeted public - the audience. Through monitoring media content and better understanding of ways to categorize their needs, offers are successfully created that will be adapted to their wishes and needs to the greatest extent possible.

Artificial intelligence makes it possible to achieve significant improvements in the efficiency and effectiveness of media marketing activities. By applying artificial intelligence, for example, it is possible to eliminate the costs associated with inefficient attempts to conduct comprehensive analyzes of user data. The application of artificial intelligence enables broadcasting of advertising content that is adapted to the wishes and needs of the people to whom it is presented [9].

Using artificial intelligence to support marketing reduces the number of employees required to perform marketing activities, the time required and the costs associated with them. The analysis of the actual results points to the conclusion that the application of artificial intelligence in media marketing activities enables a significant improvement in efficiency [10].

Significant positive effects of the application of artificial intelligence as support for marketing in the media are realized through the reduction of errors that occur during the implementation of marketing procedures and activities based on them [11]. Systems based on artificial intelligence can perform specialized activities more efficiently than humans, if they have a set of precisely defined instructions and work supervision. Artificial intelligence is very likely to provide higher returns on

investment because it can significantly speed up the implementation of marketing campaigns, reduce costs and increase efficiency. With the help of analytics in real time, it is possible to see the effects that are realized during the duration of the campaigns, and not only at their end [12].

As one of the basic areas of artificial intelligence support in media marketing, assistance in the development of marketing strategies stands out. In addition, the application of artificial intelligence fundamentally changes the ways in which the media attract and retain their followers [13]. The application of artificial intelligence significantly improves the division of people into key groups and their distribution into different niches. Artificial intelligence can be used in the media to adjust the messages and content that are sent, as well as to provide better suggestions to the people towards whom marketing activities are directed [14].

Artificial Intelligence (AI) is revolutionizing media marketing by enabling more personalized, efficient, and data-driven strategies. For instance, AI algorithms analyse large datasets to predict future consumer behaviours, allowing marketers to anticipate customer needs and tailor campaigns accordingly. Generative AI enables the creation of personalized narratives that resonate with consumers on a deeper level. Companies like Google and Netflix employ this technology to craft compelling stories that enhance customer engagement and brand loyalty.

AI-driven tools assess the effectiveness of marketing content by analysing user interactions and feedback. For example, a multimodal neural network can predict the attractiveness of marketing content and provide actionable insights for improvement. AI enhances contextual advertising by analysing the surrounding media content to place ads more effectively. This approach improves ad relevance and user engagement, as demonstrated by various AI-driven contextual advertising platforms [17]. AI tools assist in identifying suitable influencers by analysing vast amounts of social media data. For instance, platforms like Insight Pool use AI to search through over 600 million influencers to find those who align with a brand's personality and target audience.

AI systems can analyse facial expressions to gauge consumer emotions while viewing advertisements. Studies have shown that neural networks can accurately predict consumers' purchase intentions based on their emotional responses to ads [16].

Brands employ AI chatbots to interact with customers, providing personalized responses and enhancing user experience. These chatbots use Natural Language Processing (NLP) to understand and respond to customer inquiries effectively. AI tools analyse social media data to understand consumer behaviour and preferences. For example, sentiment analysis on platforms like Twitter can provide insights into public perception and inform marketing strategies.

Despite the remarkable progress in this area, artificial intelligence still has limited capabilities for performing tasks that require creativity and the ability to quickly adapt to changes and emerging situations [15]. Creating creative marketing ideas or making management decisions are still areas where artificial intelligence has limited application. The application of artificial intelligence as support for marketing in the media is still largely limited to precisely defined tasks.

4. CONCLUSION

The application of artificial intelligence in media marketing activities is based on the use of various techniques that provide the possibility for machines to perform cognitive functions that require human reasoning. The practical application of artificial intelligence in the media industry is still at a relatively early stage of development, where it has an extremely high potential for implementing numerous improvements. The potential of applying artificial intelligence in marketing is significant in all types of media, where they are greates with new, digital media, which enable two-way communication with the audience, the collection and analysis of large amounts of data, the use of which enables the creation of content that is adapted to each person or small market niches.

Usage of artificial intelligence tools creates prerequisites for achieving maximum diversification of available media products. At the same time, artificial intelligence represents an extremely powerful

modern technology that can significantly improve the marketing strategy of the media and the marketing activities that are carried out.

Artificial Intelligence (AI) is increasingly transforming the landscape of media marketing by automating tasks, personalizing content, and generating insights from large datasets. As AI technologies continue to mature, both academic researchers and marketing practitioners must anticipate the evolving challenges and opportunities presented by AI integration.

As AI becomes more deeply embedded in marketing practices, ethical concerns such as data privacy, algorithmic bias, and transparency must be addressed. Future research should investigate frameworks for the ethical deployment of AI in marketing.

AI has shown potential in assisting human creativity, particularly in content creation and campaign design. As media marketing becomes more global, AI models must adapt to diverse cultural contexts. Future studies should examine how to localize AI-driven personalization and content strategies. The successful adoption of AI tools demands that marketing professionals understand AI principles, interpret results, and make ethically sound decisions.

The application of AI in media marketing presents a dynamic frontier for innovation, efficiency, and strategic differentiation. While AI opens new opportunities for automation and personalization, it also raises significant ethical and practical questions that must be addressed through ongoing research and professional development. A collaborative approach between academia and industry will be critical in shaping AI's responsible and effective future in media marketing.

5. REFERENCES

- [1] Kaplan, A., & Haenlein, M.: *Siri, siri, in my hand: Who's the fairest in the land? on the interpretations, illustrations, and implications of artificial intelligence*. Business Horizons, 62(1), pp. 15-25, 2019.
- [2] Russell, S. J., & Norvig, P.: *Artificial intelligence: a modern approach*. Upper Saddle River: Prentice Hall, 2016.
- [3] Paul, S., & Rai, M.: *Role of the Media*. In: Romaniuk, S., Thapa, M., Marton, P. (eds) *The Palgrave Encyclopedia of Global Security Studies*. Cham: Palgrave Macmillan, 2021.
- [4] Gulay, O. R.: *Handbook of Research on the Impact of Culture and Society on the Entertainment Industry*. Hershey: IGI Global, 2014.
- [5] Li, X., Cao, X., Wang, Y., Zhang, J., & Guo, X.: *An overview of artificial intelligence in project management: Challenges and opportunities*. Journal of Intelligent Manufacturing, 32(1), pp. 13-28, 2021.
- [6] Henry, R.: *Role of Artificial Intelligence in New Media (Technology based perspective)*. CSI Communications, 42(10), pp. 23-25, 2019.
- [7] Frank, B.: *Artificial intelligence-enabled environmental sustainability of products: marketing benefits and their variation by consumer, location, and product types*, Journal of Cleaner Production, 285, 125242, 2021.
- [8] Devang, V., Chintan, S., Gunjan, T., & Krupa, R.: *Applications of artificial intelligence in marketing*, Annals of Dunarea de Jos University of Galati. Fascicle I. Economics and Applied Informatics, 25(1), pp. 28-36, 2019.
- [9] Peyravi, B., Nekrosiene, S., & Lobanova, L.: *Revolutionised technologies for marketing: theoretical review with focus on artificial intelligence*. Business: Theory and Practice, 21(2), pp. 827-834, 2020.
- [10] Devang, V., Chintan, S., Gunjan, T. & Krupa, R.: *Applications of artificial intelligence in marketing*, Annals of Dunarea de Jos University of Galati. Fascicle I. Economics and Applied Informatics, 25(1), pp. 28-36, 2019.
- [11] Sohrabpour, V., Oghazi, P., Toorajipour, R. & Nazarpour, A.: *Export sales forecasting using artificial intelligence*. Technological Forecasting and Social Change, 163, 120480, 2021.

- [12] Devang, V., Chintan, S., Gunjan, T., & Krupa, R.: *Applications of artificial intelligence in marketing*, Annals of Dunarea de Jos University of Galati. Fascicle I. Economics and Applied Informatics, 25(1), pp. 28-36, 2019.
- [13] Allal-Cherif, O. Simon-Moya, V. & Ballester, A.C.C.: *Intelligent purchasing: how artificial intelligence can redefine the purchasing function*. Journal of Business Research, 124, pp. 69-76, 2021.
- [14] Neuhofer, B., Magnus, B., & Celuch, K.: *The impact of artificial intelligence on event experiences: a scenario technique approach*. Electronic Marketing, 31 (3), pp. 601-617, 2021.
- [15] Marconi, F. *Newsmakers: Artificial Intelligence and the Future of Journalism*. New York: Columbia University Press, 2020.
- [16] Ziakis, C., & Vlachopoulou, M.: *Artificial Intelligence in Digital Marketing: Insights from a Comprehensive Review*. Information, 14(12), 664, 2023. <https://doi.org/10.3390/info14120664>
- [17] Adwan, A.; Aladwan, R.: *Use of Artificial Intelligence System to Predict Consumers' Behaviors*. Int. J. Data Netw. Sci., 6, 1223–1232., 2022.