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|  |  |
| --- | --- |
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**Declaration:**

I have complied with [Ravensbourne University’s Academic Regulations](https://www.ravensbourne.ac.uk/asset-bucket/prod/2023-08/Ravensbourne%20University%20General%20Academic%20Regulations%202023-24.pdf) and have **acknowledged** the work and ideas of others that I have used in the production of this assignment.

Signed: \_\_\_\_\_\_\_\_\_Edlira Taipi\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I have read the MSc Digital Marketing course statement on AI and can confirm that **I have not used** AI/LLM technologies in the production of this assignment:

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I have read the MSc Digital Marketing course statement on AI and can confirm that **I have used** AI/LLM technologies in the production of this assignment:

Signed: \_\_\_\_\_\_\_\_\_Edlira Taipi\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| **Software used and publisher:**  i.e., ChatGPT4/Canva Magic Studio  Grammarly |  |
| **Links** |  |
| **Description and rationale of the use of AI software:** add evidence where appropriate. | I have used AI as a research tool not as a asset. |

Date:\_\_\_\_\_\_\_\_\_\_\_\_28/01/2025\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**STRATEGIC MANAGEMENT IN DIGITAL MARKETING: ENHANCING BUSINESS SUCCESS THROUGH INNOVATION AND AI**

**ABSTRACT**

This research proposal aims at establishing how Artificial Intelligence (AI) can be adopted effectively and proficiently to improve business success and organisational performance in digital marketing contexts. It aims to examine the potential discrepancies in the existing business marketing practices, study the necessary changes required for management to introduce AI technologies, and examine the issues faced by business ventures in the sphere of digital marketing. Interviews with selected key informant respondents are complemented by survey data collected from additional marketing professionals; the paper also incorporates data from interviews with executives in the digital marketing industry and marketing experts. The results presented in the paper provide practical recommendations and new ideas connected with SDG 9 (Industry, Innovation, and Infrastructure) that open the possibility for enhancing the business growth and development through the AI usage.

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# Introduction

## Overview

In the today’s growing and competitive market, good digital marketing strategy and strategic management are significant parts of organisational potency. The continuous development of artificial intelligence (AI) introduces strategic possibilities in developing better methods in marketing, increasing customer relations and improving decision-making tools. According to Rogers, (2023) implementing AI allows organisations to bring their marketing strategies to a whole new level and fend for themselves in the world, which is gradually turning into a digital one.

## Research Aim

To investigate the role of strategic management and digital marketing innovations, including AI, in enhancing business success.

## Objectives:

1. To define current digital marketing strategies adopted by organisations.
2. To examine management changes necessary for integrating AI and innovation into digital marketing.
3. To identify challenges in managing digital marketing strategies.
4. To propose innovative solutions to improve business performance through strategic digital marketing.

## Research Problem

 As Mikalef et al., (2023) highlighted digital marketing has become an area of concern since organisations struggle to adopt AI. However, it has become increasingly evident that organisations do not always successfully transition to technological change and achieve peak marketing effectiveness. This research aims to uncover how SM can use AI technology to increase innovation and business performance.

## Research Questions

1. What are the current business strategies adopted by organizations to ensure success through digital marketing?
2. How can management adapt to incorporate AI and digital innovations into their business strategies?
3. What challenges arise in the management of digital marketing within organisations?
4. What innovative solutions can mitigate these challenges and improve business success?

## Significance

This study corresponds to “SDG 9” as it focuses on the growth of innovative and sustainable activities within sectors. In doing so, it seeks to fill important lacks in the present business environment, enabling organisations to integrate the formulation of AI-based scenarios that support ever-increasing organisational-centred efficiency and resilience in the long timeline and across industries (United Nations, 2024).

# Literature Review

## Digital Marketing Strategies

The key activity in modern companies has been shifted online, and current strategies of digital marketing include SEO, social media marketing, and AI-driven personalisation. SEO seeks to improve the ranking of the sites, as social media campaigns help organisations target the consumer directly. Dwivedi et al., (2021) underscored that AI-driven personalisation presents unique opportunities because the availability of large data sets creates a variety of niches for targeted marketing and improved conversion. However, although such strategies reveal some efficiencies, much remains unknown about their applicability on a large scale and potential sustainability. Didonet, Fearne and Simmons, (2019) pointed out that businesses ought to adopt more than short-term strategies in marketing; this is why the concept of market orientation is relevant in the business world today. Also, digital marketing strategies are rapidly growing, and hence require such businesses to innovate in those technologies and the expectations of consumers. A clear understanding of what is needed to apply these concepts to a long-term vision is paramount to organisations that want to sustain success in the current digital environment.

## AI in Strategic Management

 Azuka et al., (2024) emphasised that various tools of artificial intelligence (AI) can revolutionise strategic management in any industry. Key usage of AI in this domain includes predictive analytics to predict trends, consumer behaviour and customer segmentation to deliver a more personalised service and automated campaigns for better process efficiency while reducing operation cost. Yet integrating AI into strategic management takes a huge variation in organisation structures and workflows. As AI’s potential can’t be fully harnessed, businesses need to adopt new processes and technology infrastructures (Greenbaum, 1998). Meanwhile, new skills are required for implementers of the AI and analysts of data and decision-making. Furthermore, it is also difficult to guarantee that the AI systems work perfectly with organisational goals, corporate culture and the company's strategic targets. Organisations that see an opportunity to gain a competitive advantage from this data landscape must understand the potential and limitations of AI in the first place to craft a well-structured approach to integrating it into the business.

## Challenges in Digital Marketing

A number of factors makes the implementation of digital marketing difficult in organisations, thus limiting its benefits. Andrew, Baker and Huang, (2021) indicate that one of the key issues is that of data security since business firms gather huge amounts of information from consumers. In the light of these data breaches that are gradually occurring, there is increasing concern with how enterprises handle and also secure customers’ information. Ethical considerations are also attributable due to circumstances such as the use of AI technology in the marketing approaches that have negative influences in the decision-making process about the product. Further, there is an internal resistance to change issue that often leads to many organisations failing to adopt new technologies and trading techniques. Some reasons why employees may not accept change is due to the many aggressive and invasive changes in nexus that can act as deal makers, top executive decisions and directions, organizational structure and design, and a lack of understanding of the new AI technology. To overcome these challenges, business organisations have to enhance good data management, establishment of ethical policies concerning the use of AI and adoption of organisational change management framework. Misra et al., (2023) suggested that these problems are very crucial to be solved to enable digital marketing to thrive and enable organisations to grow.

## Innovative Solutions

Saleh, (2024) noted that AI-formed content production and the utilisation of blockchain technologies to provide improved transparency of the advertisement delivery process, are still growing trends that redefine the existing digital advertising approaches and provide solutions to its present difficulties. This involves making use of technologies such as artificial intelligence, which causes businesses to target the consumers with better and more relevant content to ensure that they maximise sales by offering the right content at the right time. Such an approach benefits not only the consumers, but the rates of conversion are also raised. Blockchain on the other hand is attracting interest, for instance being proposed to improve the transparency of digital advertising (Rabby, Chimhundu and Hassan, 2022). Blockchain can solve the problem of ad fraud and bring more transparency to the use of media by helping to create a permanent record of transactions. However, the implementation of these technologies poses a number of issues, such as case studies to determine the practicality and capability of the technologies. According to Jensen (2002), though these innovations demonstrate some effectiveness, more research and pilot studies have to be conducted in order to identify their field application, problems and possibilities of adoption in digital marketing environments.

# Research Design and Methodology

A mixed-methods approach including qualitative and quantitative techniques is adopted in this study in order to have a comprehensive picture of digital marketing strategy with the use of AI. However, both measurable data and in-depth insights can be gained due to this approach.

## Qualitative Methods

Qualitative data will be gathered through semi-structured interviews with marketing managers, digital strategy consultants and other industry experts. They will use these interviews to have a flexible and structured conversation around the strategic use of AI in digital marketing. Participants will share their experiences, challenges, and thoughts about how AI impacts how organisations make decisions, attract customers, and how they generally work with marketing. This will deliver context-rich information on how to practically use AI and will deliver key themes and strategies to aid success. Further qualitative data will be investigated to understand the barriers organisations experience in incorporating AI in their digital marketing efforts and how strategic management can help overcome these roadblocks (Patton, 2002).

## Quantitative Methods

Evidence from the qualitative findings will be complemented by surveys circulated to a larger sample of marketing professionals, business owners, and decision-makers. Assessed the effectiveness of AI-driven customer engagement, sales performance and marketing ROI. In addition, it will look at adoption rates of AI technologies across industries and the reasons they are adopted. Numerical data resulting from the survey responses, together with the qualitative findings, will provide a broader picture of how AI is being employed in different organisational contexts and offer support or challenge to the qualitative work (Morgan, 2023). Compared to the qualitative, the quantitative data is able to make comparisons and allow generalisations to happen in order to understand the larger trends and use of AI in digital marketing.

## Sampling Strategy

In collecting the qualitative data, purposive sampling will be used so that data will be collected from persons with adequate knowledge about digital marketing and its association with AI (Eze et al., 2020). The quantitative part will also use stratified sampling to make sure that all the sectors in industries are well captured. This will ensure that diverse views concerning AI adoption and effectiveness are captured and that the results are not only emblematic of a certain industry but are rather representative of the different industries (Hossan, Mansor and Jaharuddin, 2023).

## Data Collection and Analysis

Qualitative information about the application of AI in digital marketing will be supplemented by case studies and existing literature. The data collected for this study will be qualitative, which means that these case examples will create effective preconditions for understanding the specifics of key organisations that have successfully adopted AI-driven strategies. Whenever using quantitative data, surveys and ordinary statistical tools will be used to reveal the trends, correlation or possibly no correlation between the utilisation of AI and marketing as perceived from the findings of (Hariguna and Ruangkanjanases, 2024). Both of these tools will work hand in hand and provide the quantitative and qualitative points of view at the advanced use of AI in the digital marketing strategies and campaigns.

# Implications and Contribution to Knowledge

## Implications

This research is quite helpful to the field of digital marketing since it provides a better understanding of how the use of AI can be included in the existing marketing concepts. It outlines the benefits and risks of deploying AI and might be informative for companies that are trying to make the most out of digital marketing. The investigation also gives decision-making strategies that could help in addressing some of the main limitations, including resistance to change, data privacy issues, and ethical issues, that users are likely to face while implementing the AI-based marketing strategies (Alves et al., 2024). Thus, the information from case studies and interviews with industry professionals incorporated in this research reveals practical insights, challenges, and recommendations for using AI in marketing. In essence, the study aims at ensuring that through the proper implementation of AI technologies in the operational process of marketing professionals, the long-term effectiveness of the process with regard to efficiency and customer satisfaction is enhanced.

## Broader Impact

The contribution of this research to knowledge is that it offers guidance to organisations to nurture sustainable innovation across industries based on sustainability goals and targets partly contributing to “SDG 9”. This study adds to the development of industries that incorporate AI to improve efficiency, creativity, and scalability meaningful value in digital marketing. In doing so, the research substantiates the incorporation of AI processes as tools not only to improve specific organisational indicators but also to positively influence organisational sustainability by incorporating effective and efficient sustainable marketing leaps. Also, it offers recommendations regarding the proper application of AI in companies, making it possible to incorporate these technologies into the growth of organisations sustainably (Sipola, Saunila and Ukko, 2023). As such the aim of this research is to drive innovation in industries through the use of AI with a view of changing industries into more innovative entities.

# Conclusion

This research proposal is an attempt to investigate the use of artificial intelligence in digital marketing and its implications on strategic management. It will include a review of current practices, revealed issues, and recommended areas of AI application for the improvement of business results. The great advantage of the research that employs both qualitative and quantitative data is that they provide a more accurate and rounded picture of how AI can be valuable in digital marketing. The results will help advance sustainable innovation and strengthen industries to meet “SDG 9” while providing guidance for firms attempting to enhance their online marketing efforts and organisational performance.

# Project Plan

## Timeline

The project duration is from November 2024 to November 2025 in three semesters of 4 months each followed by a specific month to complete and submit the project. The first semester for the project will run from November 2024 to February 2025 Year 1 and will consist of carrying out a literature search and developing a project framework. It is at this phase that potential research gaps can be located and a solid groundwork for carrying out the study laid. Moreover, interview questions and survey instruments needed for the following phases of the project will also be designed during this period.

The second semester, which will be from March 2025 to June 2025, will be for the collection of data and first attempts at sorting them. This will entail having interviews with marketing professionals and this will be accompanied by having questionnaires to get quantitative data. The collected data will then be collated, documented and pre-analysed for further scrutiny. This phase warrants that the raw data is well sorted, which would make it easy to analyse during the next phase.

The third semester integrating July 2025 to October 2025 will involve data analysis and writing the report. Qualitative data will also be analysed in order to achieve the objectives set up in this research. The results will then be woven into a single, coherent document that captures the value added by the study. At the same time, the report will be prepared in such a manner that all important elements of the study, including methodology, outcomes, and conclusions, are represented.

The last month, November 2025, will be dedicated to the finalisation of the report and submission of the same. This phase will entail a review of the document and input of feedback into the document and will also entail a " The research in relation to the project will end by submitting the final project study by November of the year 2025. This makes it easier for a structured sequence and promised timeline of the project to be followed and achieved.

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Table Gantt Chart Overview

## Budget

The project finances guarantee that all essential commodities needed for the conduct of the study are available for use in completion of the study. Interview transcription is one of the main primary expenses apart from the subscription of survey platforms and other incidentals.

* **Interview Transcription (£200):** This expense is used to pay for the interviews that have been conducted and transcribed into writing for analysis purposes. Transcription is crucial in coding the qualitative data and coming up with patterns within the responses given.
* **Survey Platform Subscription (£50):** This fee will extend to other expenses involved in survey development for using an online survey firm to send the survey to more marketing professionals. The platform is envisaged such that it will facilitate easy, effective and efficient collection of data.
* **Miscellaneous Expenses (£100):** These funds will be used for extra expenses incurred during the course of the interviews, Research materials and other incidental expenses that may arise in the course of the study.

The total budget of the project should be 350 pounds. This budget is aimed at trying to fund the project effectively while funding necessary project developments at an affordable price. It will also enable arising needs in the course of the research while ensuring that the research proceeds without being hindered financially.

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