The Impact of AI on Enhancing Productivity in Digital Marketing Production

Kulnapruek Vongpanich
Assumption University
Bangkok, Thailand
u6510375@au.edu

Kanyaphas Boonyapitaktumrong
Assumption University
Bangkok, Thailand
u6511064@au.edu

Cherliya Veerathanusvet
Assumption University
Bangkok, Thailand
u6510228@au.edu

Chutisant Kerdvibulvech*
National Institute of Development Administration
Bangkok, Thailand
chutisant.ker@nida.ac.th

Abstract

This paper explores the impact of artificial intelligence (AI) on enhancing productivity in digital marketing production, focusing on its transformative potential, benefits, and limitations. AI has significantly streamlined digital marketing by automating repetitive tasks such as content generation and data analysis, enabling marketers to allocate more time to strategic and creative endeavors. However, AI's inability to replicate emotional depth and nuanced creativity necessitates human involvement to complete and refine creative work. Furthermore, concerns regarding privacy, data misuse, and potential plagiarism present critical challenges in adopting AI. Despite these drawbacks, the future of AI in creative industries lies in the synergistic integration of human creativity with machine efficiency. As AI tools continue to advance, they are expected to emulate human-like capabilities, enhancing the quality and speed of digital marketing processes. Ultimately, AI is poised to play a pivotal role in driving the evolution of creative industries, while still requiring human oversight and ingenuity to reach its full potential.

CCS Concepts

• **Computing methodologies**; • **Artificial intelligence**;

Keywords

Generative AI, GenAI, Digital, Technology, Marketing

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*Corresponding author

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1 Introduction

The rise of Artificial Intelligence (AI) has transformed the landscape of various industries, including digital marketing production. As companies strive to boost efficiency, AI has emerged as a pivotal tool for automating and optimizing processes, resulting in faster workflows and more targeted strategies [1]. However, AI's limitations, particularly in creative domains, present challenges that require human intervention. This paper examines the advantages and disadvantages of AI in digital marketing production, addresses industry concerns, and explores its future role in the creative sector.

AI has significantly improved productivity in digital marketing by automating repetitive tasks that traditionally required substantial human effort. For example, processes like briefing, which previously took hours or even days, can now be completed in minutes with AI-driven tools [2]. Language models and automation platforms allow marketers to generate prompts or strategies quickly based on minimal input, effectively reducing production cycles. The emerging role of "prompt engineers" highlights the importance of human-AI collaboration in producing work outputs within a fraction of the time once required.

AI tools such as ChatGPT, Jasper, and other generative platforms are widely used to create initial drafts for social media posts, advertising copy, and other content [3]. This rapid task completion enables marketing teams to focus more on strategic planning and creative ideation. However, while AI enhances workflow efficiency, its outputs often lack the depth, nuance, and emotional resonance that humans bring. Consequently, additional revisions and human oversight are necessary to refine the final content and ensure quality.

2 AdVANTAGES and DISADVANTAGES OF AI IN CREATIVE WORK

Despite its productivity benefits, AI faces significant challenges in creative work. A key limitation is that AI-generated content can often be formulaic and unoriginal. Since AI models are trained on vast datasets, their outputs are typically based on patterns from existing works, leading to repetitive and similar results across different users utilizing identical prompts. This lack of originality risks diminishing the creativity and uniqueness that are critical in marketing strategies.

2.1 Challenges of AI-Generated Misinformation

AI systems also grapple with misinformation. Because AI relies on the data it is trained on, any inaccuracies within that data can lead to false or misleading outputs. This issue, referred to as "hallucination," occurs when AI generates convincing but inaccurate information [4]. For instance, while AI-driven tools like GPT-3 or similar systems can rapidly create drafts of marketing materials, they lack the ability to fact-check or verify the accuracy of their outputs. According to a 2021 McKinsey report, companies using AI for content creation saw a 30% reduction in production time, but AI's tendency to produce inaccurate facts underscores the need for human review and oversight.

The risks of misinformation in digital marketing are particularly high, as incorrect product information, misleading claims, or outdated references can harm a brand's credibility and result in legal or reputational consequences. OpenAI's research indicates that approximately 10-15% of AI-generated outputs contain false information. To address this, a hybrid approach combining AI for initial drafts and human intervention for review and refinement has proven effective. A 2020 Gartner report highlighted that this model improved productivity by 50% while maintaining content accuracy.

2.2 Plagiarism Concerns in AI-Generated Content

Another critical challenge of AI-generated content is the risk of plagiarism. AI models, such as GPT-3, create outputs based on extensive training data, often sourced from publicly available texts. This raises concerns about originality, as content generated by AI may closely resemble or directly replicate existing materials without proper attribution [5]. Such issues could lead to ethical and legal repercussions, particularly in industries like digital marketing where originality is highly valued.

2.3 Overcoming Creative Limitations

In addition to issues of misinformation and plagiarism, AI struggles to produce content with emotional depth or cultural nuance, making it less effective in creating emotionally resonant or humor-driven content. These limitations necessitate human involvement to infuse emotional intelligence and ensure alignment with audience expectations.

By adopting a hybrid model that leverages AI for efficiency and human input for creativity and accuracy, digital marketing teams can overcome AI's shortcomings while reaping its productivity benefits. This balanced approach ensures that AI serves as a complementary tool, enhancing rather than replacing human creativity in marketing production.

2.4 Plagiarism Concerns in AI-Generated Content

One of the critical challenges associated with AI in digital marketing production is the risk of plagiarism. This issue arises from the way AI models [6], such as GPT-3 and similar systems, are trained. These models rely on vast datasets, often drawing from publicly available texts on the internet. As a result, AI-generated content may closely resemble existing materials or, in some cases, replicate them without proper attribution. This lack of originality can lead to ethical concerns, reputational risks, and potential legal challenges, particularly in industries where unique content is a competitive necessity.

2.5 Understanding AI's Data Processing and the Risk of Plagiarism

AI models are designed to predict and generate text based on patterns found in training data. While this capability allows for efficient content creation, it can inadvertently lead to outputs that are too similar—or even identical—to existing works. According to Nature, large language models can reuse phrases or sentences from their training data, creating a significant risk of unintended plagiarism. This issue is especially problematic in marketing, where originality and compliance with intellectual property laws are critical.

2.6 Managing Plagiarism Risk with Human Oversight

To mitigate plagiarism risks, a hybrid approach that combines AI efficiency with human oversight is essential. Businesses can employ plagiarism detection tools such as Grammarly or Copyscape to review AI-generated content and ensure originality. A study published in the Journal of Business Research revealed that integrating these tools with AI reduced plagiarism by up to 70%. Additionally, training AI systems to prioritize paraphrasing and diverse language use can further reduce the risk of unoriginal outputs.

2.7 Legal Challenges: Intellectual Property and Copyright

AI-generated content raises complex questions about intellectual property rights. Current copyright laws are designed for human creators, leaving uncertainty about ownership of AI-produced works [7] [8]. For example, the U.K. Intellectual Property Office is exploring new frameworks to address AI-generated content, while the European Union is discussing regulations as part of its "Artificial Intelligence Act." Without significant human input, purely AI-generated content may not qualify for copyright protection, requiring marketers to refine outputs to meet legal standards.

2.8 Liability and Accountability in AI Usage

Another legal concern is determining liability for errors or plagiarism in AI-generated content. Current laws do not clearly define accountability, whether for the developers of AI systems or the businesses that use them [9]. However, regulatory frameworks such as the EU's proposed Artificial Intelligence Act aim to address this issue, classifying AI systems by risk level and imposing stricter requirements for high-risk applications like marketing and advertising.

2.9 Privacy Concerns and Data Usage

AI-driven marketing relies heavily on large datasets, often containing sensitive user information. This reliance creates significant privacy concerns, particularly regarding consent and transparency

Legal Concern	Current Law	Future Possibilities
Intellectual Property	Copyright law currently recognizes works created by humans, not AI-generated content.	Potential legislation to assign intellectual property rights to AI-generated works or creators.
Liability for AI Decisions	No specific laws address liability for decisions made by AI systems in marketing.	Legal frameworks could hold companies accountable for the misuse or harmful outcomes of AI.
Data Privacy	GDPR and CCPA regulate data usage but do not specifically address AI's role in data processing.	Proposed AI-specific data protection measures to address unique risks posed by AI technologies.

Figure 1: The legal landscape is evolving to address emerging challenges

[10]. For example, platforms like Facebook Ads and Google Ads use AI to collect and analyze user behavior, preferences, and purchasing history to deliver personalized advertisements. While consumers benefit from tailored content, many are unaware of the extent of data collection, raising ethical concerns about privacy.

2.10 Addressing Data Privacy Challenges

To address these issues, regulations like the GDPR and CCPA mandate transparency and user consent in data collection [11]. However, these laws do not yet specifically address AI's role, leaving gaps in enforcement. New AI-specific privacy measures are being proposed to regulate data handling, ensuring compliance while fostering innovation in AI-driven marketing.

2.11 Balancing Efficiency with Ethical Concerns

AI has undoubtedly enhanced productivity in digital marketing, streamlining workflows and enabling rapid content creation [12] [13]. However, the associated risks—plagiarism, misinformation, and privacy violations—highlight the need for a balanced approach. By combining AI's efficiency with human creativity and oversight, businesses can leverage the transformative potential of AI while mitigating its limitations and ensuring ethical practices in digital marketing production.

3 Results

As AI becomes more integrated into digital marketing and production workflows, the legal landscape is evolving to address emerging challenges as shown in Figure 1. Key legal concerns include intellectual property rights, liability, and data privacy, driving the development of new regulations to ensure responsible and safe AI use.

Our results are also shown in Figure 2. This pie chart illustrates the primary concerns surrounding privacy in AI-driven digital marketing, categorized into three major areas:

Data Collection (40%): Highlights the ethical challenges associated with collecting and using personal data without clear and explicit user consent.

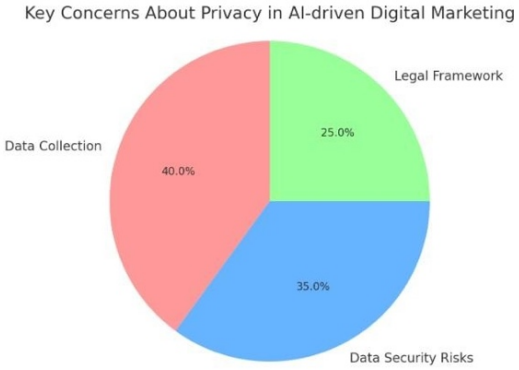

Figure 2: The primary concerns surrounding privacy in AI-driven digital marketing

Data Security Risks (35%): Emphasizes vulnerabilities in AI systems that process sensitive information, increasing the risk of data breaches.

Legal Framework (25%): Points to the lack of robust and clear legal regulations governing AI's role in digital marketing and data privacy.

3.1 Key Areas of AI-Driven Transformation in Digital Marketing Production

The key areas of AI-driven transformation in digital marketing production can be categorized as follows:

1. Automating Repetitive Media Production Tasks

AI technologies are revolutionizing media production by automating repetitive tasks, freeing human talent to focus on creative and strategic work. Tools such as Adobe Sensei and RunwayML are already streamlining processes like video editing, sound design, and animation.

Future Automation Trends:

According to a 2020 PwC report, automation in media production is projected to significantly increase:

Year	Percentage of Companies Using AI in Media Production
2020	10%
2022	25%
2025	50% (Projected)
2030	75% (Projected)

This trend is expected to reduce production time and costs, particularly for time-intensive tasks like video editing and content generation.

2. Content Personalization and Targeting

AI's ability to analyze user behavior data enables marketers to create hyper-personalized campaigns tailored to individual preferences. This enhances customer engagement and optimizes content strategies.

Impact of AI in Personalized Marketing:

A 2021 Deloitte Insights study found that businesses leveraging AI for personalized campaigns achieved up to a 40% increase in customer engagement. AI algorithms analyze data such as browsing history, purchasing behavior, and demographics at a scale unattainable by humans, providing a competitive edge in the crowded digital marketplace.

3. AI in Creative Collaboration

Beyond automating repetitive tasks, AI is becoming a collaborative partner in the creative process. AI tools like OpenAI's GPT-4 and DALL-E assist with idea generation, scriptwriting, and video editing, working alongside human creators to produce innovative and engaging content.

Collaborative Creativity:

Research by Adobe reveals that teams using AI can produce content 30% faster than teams relying solely on human efforts. AI-generated drafts allow humans to focus on refinement and originality, paving the way for seamless collaboration in creative industries.

4. Data-Driven Decision Making

AI excels at analyzing large datasets, empowering marketers to make informed decisions about content strategy, resource allocation, and audience targeting. Predictive analytics enables brands to identify trends and adapt quickly to changing market demands.

Predictive Analytics in Media:

A Forrester report shows that companies using AI-driven predictive analytics experienced a 25% improvement in campaign ROI, highlighting the importance of data-driven approaches in optimizing marketing effectiveness.

5. Job Transformation and New Skillset Requirements

The integration of AI into media production is transforming the workforce. While some traditional roles may decline, new opportunities are emerging in fields like AI supervision, machine learning engineering, and ethical AI management.

Workforce Evolution:

The World Economic Forum predicts that by 2025, AI and automation will displace approximately 85 million jobs but create 97 million new ones, particularly in roles requiring a blend of technical and creative expertise.

3.2 Transformative Impact of AI on Digital Marketing

AI offers substantial benefits in digital marketing by automating tasks, enhancing customer engagement, and driving data-based decision-making. Studies highlight its application in areas such as personalized advertising, content creation, customer segmentation, and budget optimization, resulting in increased productivity and ROI. However, challenges remain, including: privacy concerns, algorithmic biases, and lack of emotional nuance in AI-generated content. To fully leverage AI's potential, a balanced approach integrating human creativity with AI capabilities is essential.

Generative AI (GAI) is transforming digital marketing by enabling brands to create highly personalized content. For instance, Netflix uses GAI to produce tailored trailers, enhancing viewer engagement. However, improper application, such as inconsistent brand messaging, highlights the need for responsible implementation.

Key Challenges: maintaining brand consistency, addressing privacy concerns, and implementing unbiased algorithms. To overcome these issues, businesses should integrate human oversight and establish regulatory frameworks to ensure ethical and innovative use of GAI.

AI-generated content (AIGC) streamlines content creation, offering substantial time savings and increased personalization. However, its effective use requires balancing automation with human oversight to ensure originality and brand alignment. AIGC's applications range from assisted generation (e.g., writing support tools) to fully automated content creation, with emerging technologies like the Metaverse providing new opportunities for integration.

4 conclusions

Recent reviews of AI applications in digital marketing have highlighted several critical areas of impact, including AI/ML algorithms, social media engagement, consumer behavior analysis, e-commerce strategies, digital advertising, budget optimization, and competitive positioning [13]. These insights shed light on current trends, emerging challenges, and potential future developments in the field.

The findings reveal that organizations leveraging AI can significantly enhance their marketing efforts by improving targeting precision, fostering stronger customer engagement, and increasing overall effectiveness. However, the need for ongoing research remains paramount to address ethical concerns and ensure AI applications align with consumer expectations, societal values, and regulatory frameworks.

AI has emerged as a transformative tool in digital marketing, revolutionizing productivity by enabling faster and more efficient completion of tasks. Its ability to process vast amounts of data, automate repetitive activities, and personalize content has redefined how marketers approach their strategies.

Despite these advantages, AI still faces limitations, particularly in areas requiring genuine creativity and emotional intelligence [14]. Issues such as privacy concerns, plagiarism risks, and the lack of clear regulations continue to pose challenges for the industry.

In conclusion, as AI evolves, its role in creative industries will likely grow more collaborative, combining human ingenuity with machine efficiency. By addressing these complexities and fostering ethical and innovative practices, marketers can maximize AI's potential to drive productivity and effectiveness while maintaining the essential human touch in their strategies.

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