



# FUTURE OF MARKETING

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Toward the Future of Marketing:  
To what extent Artificial Intelligence and Marketing Analytics Can  
Be Leveraged to Enhance Customer Experience and Drive  
Business Growth in the Future?

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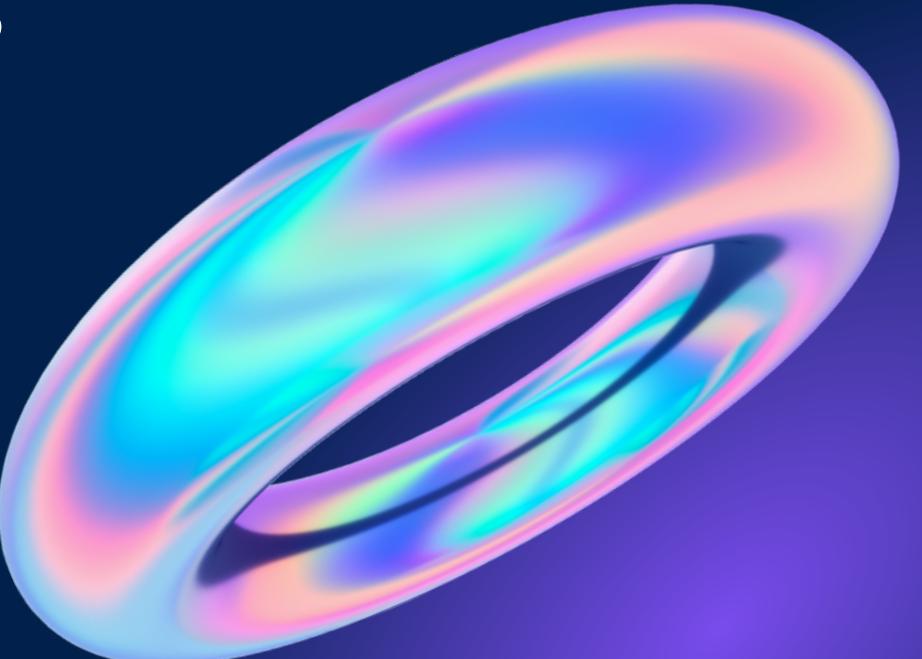
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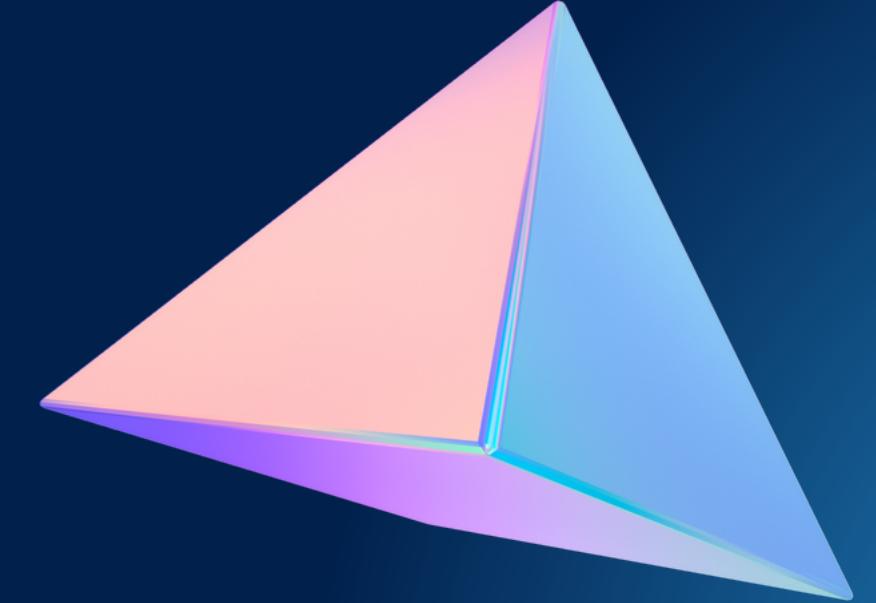
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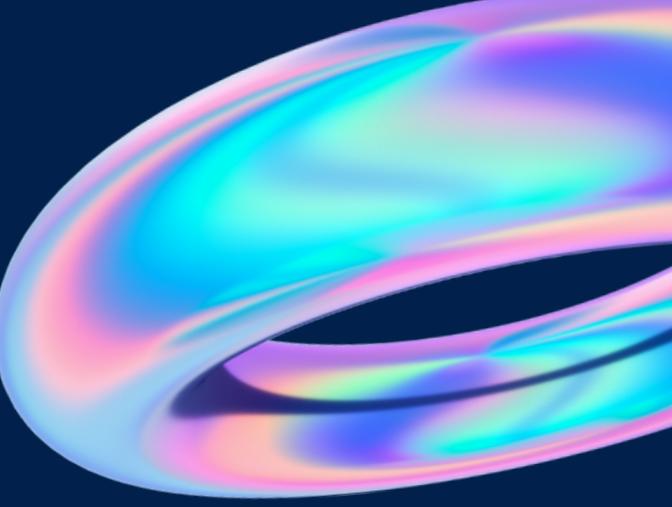
# Agenda

1. Literature review
2. Methodology
3. Findings
4. Recommendations
5. Limitations
6. Conclusions



# Literature Review

## [Current use of AI]



### **Marketing Insights**

Data collection (mechanical AI)  
Market analysis (thinking AI)  
Customer understanding (feeling AI)



### **Marketing Execution**

Standardisation (mechanical AI)  
Personalisation (thinking AI)  
Relationalisation (feeling AI)



### **Marketing Strategy**

Segmentation (mechanical AI)  
Targeting (thinking AI)  
Positioning (feeling AI)

(2),(3),(6),(7),(8),(9),(10),(12),(16),(19)

# Literature Review

## [Future use of AI]



### Marketing Insights

Data collection (mechanical AI)  
Market analysis (thinking AI)  
Customer understanding (feeling AI)



### Marketing Execution

Standardisation (mechanical AI)  
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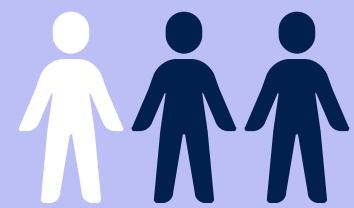


### Marketing Strategy

Segmentation (mechanical AI)  
Targeting (thinking AI)  
Positioning (feeling AI)

(5),(6),(9),(10),(12),(13),(14),(15),(16),(17),(18),(19),(20),(21)

# Future Challenges



## Personalization paradox

Increases ads effectiveness

BUT

Jeopardizes privacy

(Aguirre et al., 2015; Huang and Rust, 2018)



## Need for Transparency

Lack of transparency and customer trust



Need to implement a "trust-building" strategy leveraging AI

(Aguirre et al., 2015; Grewal et al., 2019)



## Societal Implications

Increased automation



Leads to economic and social consequences (job losses, displacements...)

(Mende et al., 2019; Shankar et al., 2021)

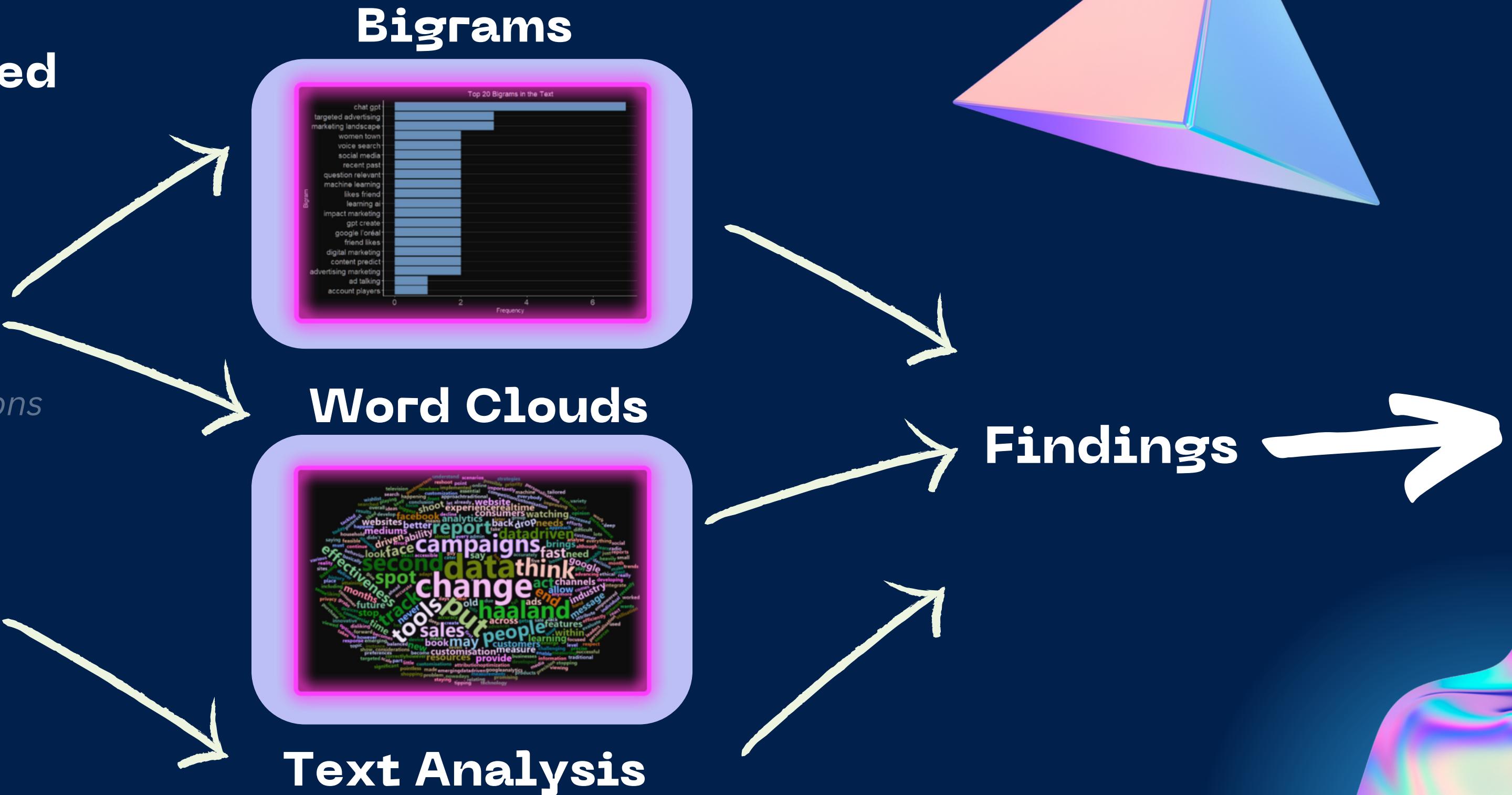
# Methodology

# Semi-structured Interviews

# 5 Marketers

*Open-ended questions*  
*Recordings*  
*Transcripts*

# 1 Customer



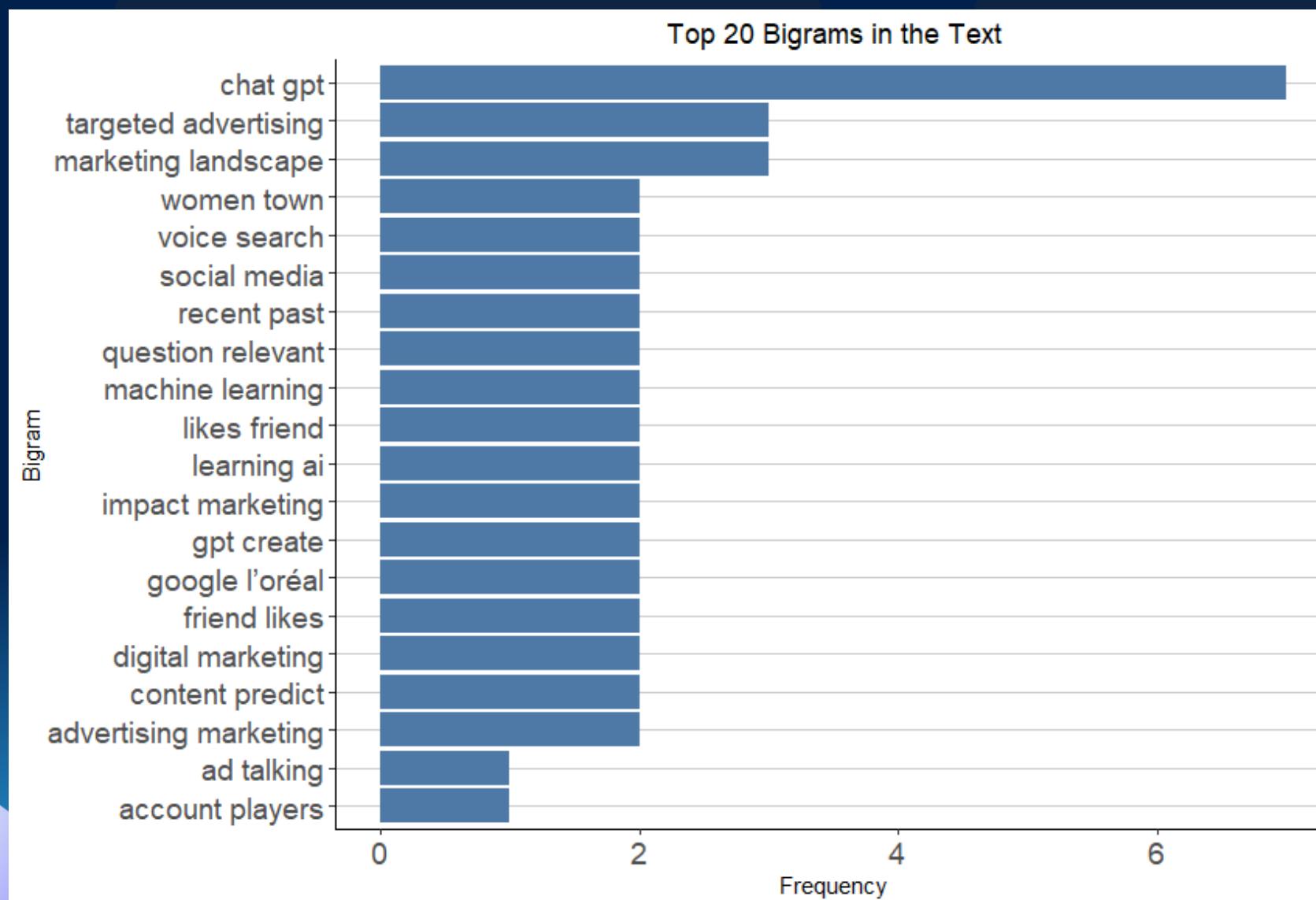
# Findings

**Marketer's  
Perspective**

**Customer's  
Perspective**

# Findings

## **Q1 How do you see technology changing the marketing landscape in the next 5–10 years?**



## **Q2 With the increasing focus on personalisation and customisation, how do you see data-driven marketing evolving in the future?**



# Findings



## **Q3 What do you see as the biggest challenges facing marketers in the future, and how can they be addressed?**



# Customer's Perspective



The use of A.I tools has greatly influenced the way people interact with businesses online, leading to more personalized marketing campaigns.



Businesses will benefit from using A.I. solutions to automate marketing tasks and enhance their marketing strategies.



*New technologies should only be employed as marketing tools and not as mind-controlling instruments.*

# Recommendations



## Embrace personalisation

*Targeted advertising campaigns relevant to customer profiles*



*"Trust building strategy"*



## Invest in AI and automation

*Increase in volume and complexity of data*



*Automating of non-value-added marketing tasks*



## Measure and optimise

*Streamlining redundant processes*



*Need to track customer interactions*



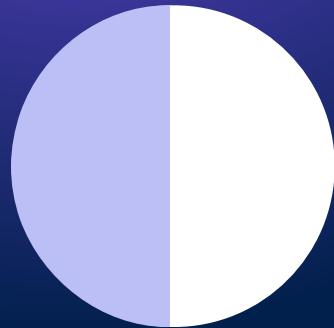
## Prioritise customer experience

*Focusing on customer experiences at every touchpoint*



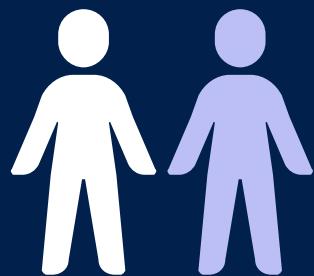
*Leveraging customer feedback*

# Limitations



## One-Sided Perception

Only one customer interviewed



## Limited Number of Participants

Further research should consider involving more participants through surveys



## Lack of Expertise

Further research should focus on involving AI & Marketing experts opinions

# Conclusion



*AI and marketing analytics are transforming the traditional marketing industry*



*Focus on continuous optimization and a customer-centric approach*



*It is crucial for marketers to invest in these technologies and tools*

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# Thank You

**Any Question?**