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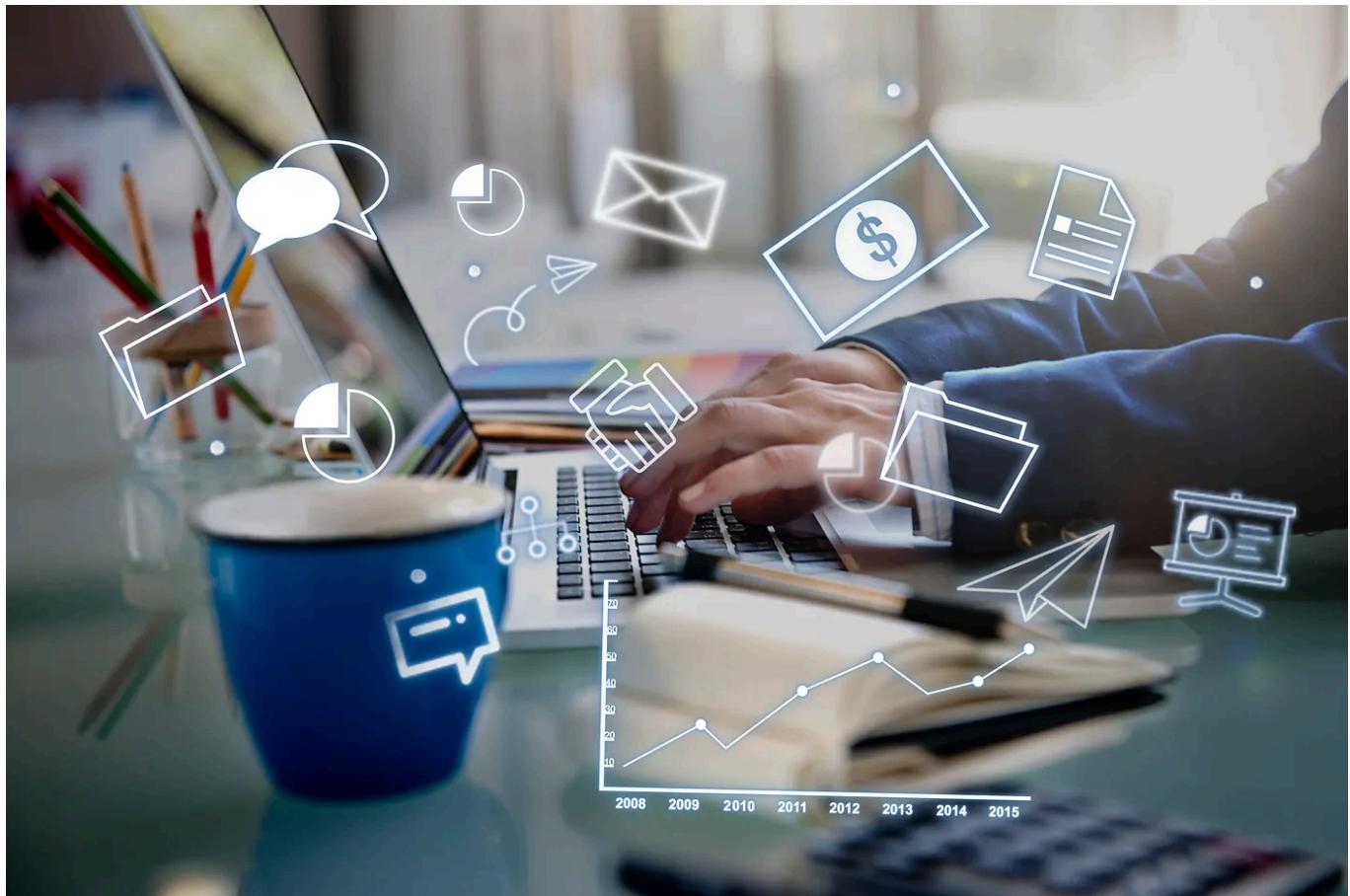
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What AI Is Teaching Digital Marketers in 2025



Angela Parra 7 min read · Nov 13, 2025



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Let's start by defining the origin of digital marketing and how it has evolved over time. Nowadays, Digital Marketing is viewed as a combination of online social media management, community management, campaign optimization, reporting, and strategy. However, that's too much for only one person, and that's one of the big issues a marketer has to pass through. Digital Marketing involves different aspects that complement the sales, design, product, and administrative teams of each organization.

Origin of Digital Marketing

Digital marketing is alongside the expansion of the **Internet** and **digital technologies**.

- In 2004, **Google AdWords** introduced keyword-based advertising, enabling companies to bid for search visibility, marking the formal beginning of performance-driven online marketing.
- In 2007, Apple's **iPhone**, along with the spread of mobile Internet, expanded digital marketing into mobile applications and social media, reshaping consumer habits.
- Later, emerging technologies such as **artificial intelligence (AI)** and the **Internet of Things (IoT)** transformed marketing again — enabling personalized service recommendations, real-time analytics, and improved product feedback loops. (Chai Hua, n.d.)

Together, these milestones showed how digital marketing evolved from early online ads to an intelligent, data-driven ecosystem.

Here is the connection between Digital Marketing and AI converge in the future of this field. Some of the current challenges in Digital Marketing are mentioned below.

- 1. Fierce Competition:** As adoption increases, brands must continuously innovate to remain visible and relevant.
- 2. Information Overload:** Oversaturation of content reduces attention spans and campaign effectiveness.
- 3. Data Security:** Collection and analysis of user data raise concerns about privacy, data leaks, and misuse, which demand ethical and legal compliance.
- 4. Adaptation to Change:** Rapid technological advancements require marketers and organizations to continually learn and adjust.

Those challenges can be faced with the incredible help of AI. Thanks to process optimization, automation tasks, enhanced personalization, and integrations with big data and machine learning, digital marketing has evolved into a more automated, less operational, and more strategic and optimized role.

Key Summary: AI and Digital Marketing

Artificial Intelligence (AI) has become a **transformative driver** in digital marketing, fundamentally altering how companies interact with customers, analyze data, and design strategies (Ziakis & Vlachopoulou, 2023). Through machine learning, natural language processing, and automation tools, AI enhances nearly every aspect of marketing — from audience targeting to performance optimization.

How does AI affect Digital Marketers?

It's no surprise that artificial intelligence is replacing many jobs today. But this is part of a familiar pattern in human history. Think about the Industrial Revolution — it replaced countless handmade jobs. Or when cars and the

automotive industry took over from horses and animal transportation. In each case, people had to adapt. Yes, many jobs disappeared, but entirely new ones were born.

Now, with AI, we're facing a similar transformation. As digital marketers, we must continue to evolve. Some roles will vanish, maybe even mine — who knows? Everything around us is changing fast. But that's the point: adaptation is what keeps humanity moving forward. We need to reinvent ourselves, redefine what digital marketing means in this new era, and create opportunities where others see only disruption. Because this is life. This is history. This is how humanity builds — past, present, and future.

Currently, we have two paths before us. The first one is to give up — to say, "AI is going to take my job, and I don't know what comes next." Maybe look for a role that seems safe, something AI won't replace soon — like a vet, someone who takes care of animals, or maybe a farmer, or a house painter. Those are all meaningful professions, and they'll probably stay around longer than many others.

But the second path — and the one I believe in — is to adapt. To use AI to our advantage. To go beyond it. Because the question isn't just what AI can do, but what makes *us* different. Humans can feel. We have intuition, empathy, and imagination. AI doesn't — at least, not yet. That's where our focus should be: not competing with the machine, but understanding what makes us human in a world where machines can do almost everything else.

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To support this reflection, here are **10 recent, empirical sources** on how marketers can adapt to AI — and whether their role is at risk.

1. World Economic Forum — Future of Jobs 2025

AI and big data are among the **fastest-growing skill needs**; creativity, adaptability, and lifelong learning also rise, pointing marketers toward a “**tech + human**” mix rather than replacement. ([World Economic Forum, 2025](#))

2. PwC — Global AI Jobs Barometer 2025

Industries most able to use AI show ~3x **higher growth in revenue per employee**; AI skills command pay premiums (~56%). Translation for marketers: upskill into AI-assisted workflows to capture value, not just defend jobs. (PwC, 2025)

3. PwC — Global AI Jobs Barometer 2024

Across 500M+ job ads (15 countries), AI-exposed sectors post ~4.8x **labour-productivity gains**; jobs listing AI skills are growing faster and pay more. Upskilling > displacement for marketing talent. (PwC, 2024)

4. OECD — AI & Changing Demand for Skills (2024)

Most workers **don't need hardcore ML**, but AI reshapes tasks and **requires skills** (analytics literacy, tool supervision, communication). For marketers: become **AI-literate translators** between models and audiences. ([OECD, 2024a](#)).

5. OECD – How AI changes work & skills (2024)

In AI-exposed workplaces, demand shifts toward **management, business, and digital skills** – but composition changes rapidly. Marketers should pair **data/AI fluency with coordination & strategy.** ([OECD, 2024b](#)).

6. McKinsey – State of AI 2024 & 2025

Regular gen-AI use nearly doubled; **marketing & sales** are among the most active business functions adopting AI. Implication: the role evolves toward **orchestration of AI for growth.** ([McKinsey & Company, 2025](#)).

7. Gartner – Marketer Workforce Survey (2024)

87–89% of marketers worry about tech replacing jobs; **skill-mismatch** and shifting expectations are real. Action: **re-scope roles** toward strategy, creative direction, experimentation, and AI governance. ([Gartner, 2024](#)).

8. WEF – Leveraging GenAI for Job Augmentation (2024)

Case data from early adopters shows **measurable productivity gains** when **human-in-the-loop** design is used; augmentation beats automation-only rollouts. For marketers: keep **human oversight** central (brand, ethics, safety). ([World Economic Forum, 2024](#)).

9. Marketing AI Institute + Drift – State of Marketing AI 2024/2025

Survey of ~1,800 marketers: adoption is broad; biggest wins are **time saved, personalization, content acceleration** – but training gaps hold teams back. Upskilling programs materially improve outcomes. ([Marketing AI Institute, 2024](#)).

10. Salesforce – State of Marketing (9th ed., 2024)

Generative/predictive AI are becoming “**mainstays**”; many teams still struggle to **activate real-time data**, so roles that connect **data → insight → creative** gain importance. (Salesforce, 2024).

Digital Marketing and the New AI Mindset

AI is not replacing digital marketers — it's changing what we do and how we think. Currently, digital marketing is becoming increasingly **strategic, creative, and even governance-focused**. These are areas where humans still make a difference, and they actually complement what AI can do for us. So, yes, our job is becoming more efficient, but it's also becoming more meaningful if we know how to utilize AI to our advantage.

At the same time, AI is showing us something bigger: **we can't stay in just one role forever**. The world is moving too fast for that. It's not enough anymore to say, "I'm only a marketer." We need to mix our main profession with other talents or skills that can bring us new opportunities and maybe even new sources of income. It could be a side business, a hobby that evolves into something profitable, or simply a creative endeavor that complements our main work. The AI revolution gives us that chance — to explore what else we can do and who else we can be.

I'm not going to talk too much about content creation, but I'll say this: I completely agree with **China's regulation** that any influencer or AI system talking about topics like economy, finance, or mental health should have some kind of **certification or professional background**. It's about responsibility. People deserve to know that what they're hearing comes from someone who actually knows what they're talking about. And honestly, if someone like me, with over ten years in digital marketing, decides to open a TikTok channel to share insights, that's fine — because it comes from real experience.

Ultimately, adapting to AI is about harnessing it as an **ally**, rather than an enemy. It's about utilizing it to make our work smarter and more effective, while we continue to learn and explore new paths. The truth is, we all need to start thinking beyond one single profession. We need to **combine our**

digital skills with our personal talents, our creativity, and even small passions that could one day grow into something bigger. That's what this AI era is really giving us — a reason to evolve, to mix what we know with what we love, and to never stop learning.

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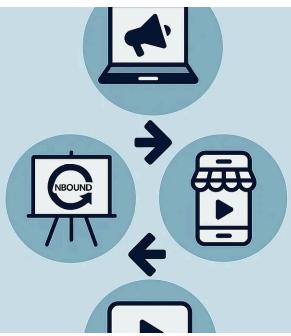
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ABSTRACT

Post-training alignment often reduces LLM diversity, leading to a phenomenon known as *mode collapse*. Unlike prior work that attributes this effect to algorithmic limitations, we identify a fundamental, pervasive data-level driver: *typicality bias* in preference data, whereby annotators systematically favor familiar text as a result of well-established findings in cognitive psychology. We formalize this bias theoretically, verify it on different datasets, empirically validate, and show that it plays a significant role in mode collapse. Motivated by this analysis, we propose *Verbalized Sampling* (VS), a simple, training-free prompting strategy to circumvent mode collapse. VS prompts the model to verbalize a probability distribution over a set of responses (e.g., "Generate 5 jokes about coffee and their corresponding probabilities"). Comprehensive experiments show that VS significantly improves performance across creative writing (poems, stories, jokes), dialogue simulation, open-ended QA, and semantic data generation, without sacrificing factual accuracy and safety guarantees. In creative writing, we increase diversity by 1.6–2.5× over direct prompting. We further observe an emergent trend that more capable models benefit more from VS. In sum, our work provides a new data-centric perspective on mode collapse and a practical inference-time remedy that helps unlock pre-trained generative diversity.

Problem: Generative AI

Solution: Verbalized Sampling (VS) Mitigates Mode Collapse

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