Marketing Transformation: Generative AI for Content and Strategies

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Abstract—**Generative Artificial Intelligence (GAI) represents a fundamental shift in marketing, transitioning from passive data analysis to the creation of original content, encompassing texts, images, videos, and audio materials. This characteristic enables high automation and hyper-personalization of marketing processes, enhances user interaction, and optimizes operational procedures. The widespread application of GAI tools across various industries, coupled with predictions of significant market growth and survey data indicating that most marketing professionals actively use AI, suggests that GAI is transitioning from an experimental phase to becoming a key element of contemporary strategies. This paper examines the application of GAI in marketing communication, public relations, the marketing mix, strategy development, and e-marketing, highlighting its strategic implications, challenges, and future directions.**

Keywords—Generative artificial intelligence, marketing, content creation, strategies, digital tools

I. INTRODUCTION

Generative Artificial Intelligence (GAI) represents a fundamental turning point in the application of artificial intelligence in marketing, transitioning from passive data analysis to a powerful tool for creating original content, such as texts, images, video, and audio recordings [1]. This ability to generate new outputs opens up inexhaustible possibilities for optimizing marketing processes, hyper-personalizing campaigns, and developing innovative forms of consumer interaction [2].

As the digital environment, especially e-business, undergoes rapid transformation, the adoption of GAI tools becomes imperative for maintaining competitive advantage and fostering innovation [3]. Market reports predict significant growth in this sector in the coming years, while surveys show that a large number of marketing professionals are already actively integrating AI into their workflows [4]. Such a transition from experimental phases to widespread application underscores the need for a deep understanding of the strategic implications of GAI technologies.

This paper focuses on five key areas where GAI is rapidly changing marketing: marketing communication, public relations, the marketing mix, strategy creation, and e-marketing. The goal is to provide a comprehensive insight into how these technologies redefine marketing functions and to prepare managers for the challenges and opportunities of the digital age.

II. REIMAGINING THE MARKETING MIX WITH GENERATIVE ARTIFICIAL INTELLIGENCE

A. Marketing mix

Generative Artificial Intelligence (GAI) transforms every element of the traditional marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—providing new ways for innovation, personalization, and optimization [5] (Fig. 1).
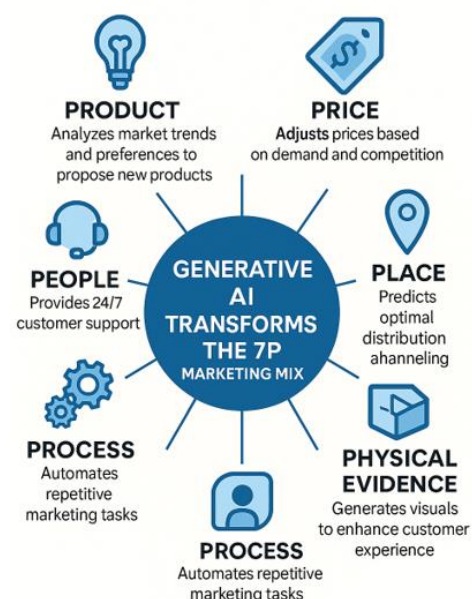

Fig. 1. Generative AI in the 7P Marketing Mix

- **Product**: GAI analyzes market trends and consumer preferences to identify unmet needs and propose improvements or entirely new product offerings. Tools for generating design ideas enable rapid prototyping, shortening time-to-market and increasing adaptability to changes in consumer behavior [6].

- **Price**: The application of dynamic pricing models based on real-time data about the market, competition, and consumer behavior enables the optimization of profit margins and competitiveness. Generative AI adjusts prices in response to market fluctuations and individual customer price sensitivity [7].

- **Place**: Analysis of purchasing patterns and logistics data using GAI predicts optimal locations and distribution channels, reducing inventory costs and improving product availability where it is most needed [8].

- **Promotion**: GAI automates the creation of hyper-personalized advertising content—texts, visuals, and video scripts—and continuously optimizes campaigns through real-time A/B testing, increasing engagement and conversion rates [9].

- **People**: AI chatbots and virtual assistants provide 24/7 customer support, analyzing feedback to improve services and employee training programs [10].

- **Process**: The automation of repetitive tasks—from content creation and scheduling to coordinating sales workflows—frees up marketing team resources for strategic planning and creative initiatives [11].

- **Physical Evidence**: GAI generates photorealistic renderings of packaging and digital visuals, optimizing UX/UI design of websites and materials to strengthen the brand and customer experience [12].

To synthesize and visually organize how GAI transforms each of the seven elements of the marketing mix, a conceptual framework is presented in Table 1). Within this framework, for each "P", we specify the types of input data GAI utilizes, the specific functions it applies, the key output results, and the strategic advantages companies derive.

TABLE 1. CONCEPTUAL FRAMEWORK FOR GAI APPLICATION IN THE 7P MARKETING MIX

Element	Input Data	GAI Function	Output Results	Strategic Advantage
Product	Market trends, user preferences	Generating design ideas, prototypes	Collection of new product concepts	Faster innovation, better market alignment
Price	Competitive prices, demand	Dynamic & personalized pricing	Optimized pricing strategies	Revenue maximization, flexibility
Place	Logistics, distribution channels	Predicting optimal location and time	Dispersed inventory, streamlined channels	Reduced costs, improved availability
Promotion	Campaign performance, user behavior	Automatic creation & A/B testing	Hyper-personalized ads	Higher CTR, better conversion rates
People	User interactions, feedback	Chatbots & virtual assistants	Personalized 24/7 support	Greater satisfaction, resource liberation
Process	Workflows, tasks	Content and distribution automation	Streamlined marketing workflow	Time savings, increased productivity
Physical Evidence	Design trends, UX/UI metrics	Generating packaging & visuals	Visuals for packaging and digital materials	Better user experience, stronger branding

This matrix provides a quick overview and comparison of GAI mechanisms across all aspects of marketing, from product design and dynamic pricing, through distribution optimization and hyper-personalized promotion, to process automation and the creation of visuals for brand physical evidence.

B. Case Study: The Use of Generative AI in New Product Introduction – Insights from an Experiment with the Deep Research Tool

Introduction: This case study demonstrates how the Deep Research tool, which uses generative AI, successfully predicted new products introduced by the well-known coffee chain Philz Coffee, without access to internal information.

Source: Based on Thomas Smith's article: "The Incredible Predictive Power of OpenAI's New Deep Research", Medium, March 2025 [13]. Communication conducted with ChatGPT, July 2025.

Case Description: Philz Coffee is known for its mysterious announcements of new beverages via social media, without providing concrete information. The author of the article uses Deep Research – a tool based on OpenAI's agent system – to analyze these posts and make predictions about future products.

The result: The predictions were incredibly accurate, including the flavor, beverage temperature, and even its name.

Key features of the Deep Research tool:

- Combines multiple data sources (text, images, contextual clues)

- Uses reasoning and comparison of previous patterns

- Has no access to exclusive internal information – relies solely on public data

This experiment shows how AI can "deduce" what people might infer but cannot articulate.

Key Benefits for Industry: The use of GenAI in the new product introduction process opens new dimensions for:

- Prediction of market trends – without waiting for the results of expensive research

- Product development based on insights – AI can analyze consumer behavior patterns and "suggest" a product that matches that dynamic

- Rapid hypothesis testing – through scenario simulation before a physical prototype is made

- Personalization and segmentation of offerings – creating products that precisely address targeted groups

Significance and Implications: This case study illustrates how GenAI can redefine the role of research and development (R&D) in business. Instead of a linear approach (research – conceive – test – launch), it is now possible to:

- Analyze unstated market signals,

- Use AI agents as "researcher-analysts,"

- Make faster, more informed, and innovative decisions.

In this sense, GenAI becomes a strategic ally in launching new products, not just a technical tool.

Limitations and Recommendations:

- Deep Research and similar tools still require human interpretation of results

- There is a risk of "overfitting to the predictable" – models may favor already seen patterns

- Recommendation: use GenAI tools as part of a hybrid approach, combining them with classic research, pilot testing, and field data

Conclusion of the Case Study: The experiment with the Deep Research tool shows that generative AI can significantly improve new product introduction processes, from trend prediction to the development of specific product characteristics. Although it does not replace human creativity and intuition, GenAI provides a new layer of "intelligence" that enables faster, more precise, and more intelligent decisions.

In an era of hyper-competition, such an advantage can be decisive.

III. EXPANDING HORIZONS: GENERATIVE ARTIFICIAL INTELLIGENCE IN MARKETING COMMUNICATION AND PUBLIC RELATIONS

GAI significantly enhances marketing communication and PR by automating content creation, personalizing messages, and accelerating processes. Tools such as ChatGPT enable rapid generation of press releases, media pitches, and social media posts, thereby reducing costs and freeing up PR professionals' time for strategic planning and creative work. Hyper-personalization of content, based on target audience data analysis, increases engagement and strengthens consumer relationships, with human oversight being essential for maintaining a consistent tone and accuracy of information.

In addition to content creation, GAI supports crisis management through sentiment analysis and continuous online reputation monitoring. AI systems can detect negative trends in real-time, generate response suggestions, and enable PR teams to react quickly and coherently. This proactive approach reduces the risk of negative event escalation and strengthens brand resilience.

A growing ecosystem of specialized solutions—from social media monitoring and sentiment analysis platforms to customized statement generators—confirms the increasing integration of GAI into communication strategies.

Nevertheless, implementation also carries challenges [14]:

- *Quality control and ethics*: It is necessary to establish procedures for verification and transparent labeling of AI-generated content.

- *Privacy and bias*: Models can unintentionally perpetuate stereotypes or disregard regulations (GDPR), which require careful data management.

- *Preservation of creativity*: Over-reliance on automation can suppress the unique human "touch" and critical thinking, which in the long run threatens innovativeness.

Despite these challenges, the benefits—increased production speed, scalability, personalization, and real-time insights—outweigh the risks when GAI is implemented with appropriate human oversight. The example of Michaels company shows that personalized content production can increase engagement rates by over 30%, demonstrating the real value of this technology in PR campaigns [15].

IV. EMPOWERING STRATEGIC DECISIONS: GENERATIVE ARTIFICIAL INTELLIGENCE IN MARKETING STRATEGY CREATION

Generative Artificial Intelligence (GAI) opens new horizons in the strategic planning of marketing activities. By utilizing advanced analysis of large, often unstructured datasets—including user feedback, social networks, and industry reports—GAI uncovers hidden patterns and predicts future trends, thereby enabling companies to proactively adjust strategies and strengthen their competitive position [14].

Target Audience Profiling and Segmentation GAI synthesizes demographic, psychographic, and behavioral data into detailed "personas" of customers. In this way, it not only identifies existing segments but also generates synthetic profiles for opening new niches and more precise campaign targeting [16].

Dynamic Campaign Planning Specialized tools enable the automation and coordination of multiple channels in real-time—from optimizing advertising messages to scheduling content distribution. AI monitors performance during the campaign, adjusts budgets and messages based on current data, thus maximizing ROI and shortening time-to-market [17].

When integrating Generative AI into marketing strategy, organizations must weigh both its transformative benefits and potential pitfalls:

- Speed and scalability: GAI significantly accelerates analytical processes, enabling large-scale operations without compromising personalization.

- Personalization and insights: Precise segmentation and predictive analysis lead to more relevant campaigns and higher engagement rates.

- Risks of over-reliance: Excessive automation can diminish human creativity and critical thinking.

- Ethics and privacy: Data collection and processing require strict adherence to regulations (e.g., GDPR) and mechanisms for detecting bias in models.

A balanced approach that combines the agility of GAI with strategic expertise and ethical oversight is necessary.

V. OTHER POTENTIAL APPLICATIONS OF GENERATIVE ARTIFICIAL INTELLIGENCE IN MARKETING

While the key applications of GAI in marketing are already well-documented, the following areas offer significant opportunities for further research and innovation:

• Generating ideas for products and services: Analysis of extensive market data and user feedback can uncover unmet needs and new directions for development. GAI models can automatically suggest product concepts, functionalities, and services that align with consumer trends.

• Virtual influencers: The creation of digital avatars with personalized traits and communication styles enables engaging social media campaigns without the logistical and ethical challenges associated with human influencers.

• Dynamic landing pages: GAI can real-time adapt the content, layout, and design of landing pages based on individual user behavior and preferences, leading to higher conversion rates and an improved user experience.

• Automation of reports and presentations: Generating marketing reports, graphics, and PowerPoint presentations based on data from various sources significantly accelerates analytical and communication workflows within teams.

• Influencer marketing support: AI tools can identify the most relevant influencers for specific brands, analyze their performance, and even create personalized outreach foundations (e.g., message templates or scenarios).

• Multilingual and culturally adapted content: GAI enables real-time translation and localization of marketing materials while preserving brand tone and cultural nuances, facilitating global campaigns and increasing reach.

• Interactive experiences and gamification: Creating chatbot games, AR/VR elements, or quizzes using GAI can further engage users and collect valuable insights into their interests and preferences.

The continuous development of GAI architectures (e.g., multimodal models) and experimentation in these areas promise further expansion of marketing practices. At the same time, it is necessary to explore potential challenges, from technical (e.g., performance in multilingual models) to ethical and regulatory (e.g., transparency, data protection). This unexplored territory represents fertile ground for future research and applications that can further enhance the efficiency and creativity of marketing.

VI. ADVANTAGES AND DISADVANTAGES OF GENERATIVE ARTIFICIAL INTELLIGENCE IN MARKETING

The integration of GAI into marketing workflows brings a range of transformative advantages, but also introduces new risks and challenges. Key points are summarized below.

A. Advantages

Integrating Generative Artificial Intelligence into marketing workflows offers a host of tangible benefits; the most significant among them include:

- **Increased efficiency and speed:** Automation of content creation in multiple formats frees teams from routine tasks, allowing them to focus on strategic and creative initiatives.

- **Hyper-personalization:** Generating messages, offers, and visuals in real-time, adapted to the behavior and preferences of individual users, leads to higher engagement rates, conversion, and brand loyalty.

- **Deep data-driven insights:** Analysis of large, often unstructured datasets (social media, feedback, reports) enables the discovery of new trends and behavioral patterns that surpass traditional research methods.

- **Scalability:** GAI models have no problem creating thousands of ad versions or accessing hundreds of channels simultaneously, easily expanding marketing campaigns without loss of quality.

- **Cost-effectiveness:** By automating tasks that would otherwise require significant human involvement, GAI can reduce the long-term operational costs of marketing teams.

B. Disadvantages and Challenges

Despite its transformative potential, the integration of GAI into marketing also brings several drawbacks and hurdles that organizations must carefully navigate [18]:

• Content quality and reliability: "Hallucinations" and inaccurate information can slip through generated material, requiring strict human oversight and verification.

• Ethical issues and bias: Models trained on inadequate or biased data can perpetuate stereotypes; transparent labelling of AI content and mechanisms for bias correction are mandatory.

• Limitation of creativity: Over-reliance on automation can suppress the unique human "touch" and critical thinking, which in the long run threatens innovativeness.

• Privacy and legal compliance: The collection and use of large amounts of data for training and operating GAI models pose challenges for compliance with GDPR and other data protection regulations.

• Technical and organizational limitations: Aligning GAI tools with existing market systems, as well as the need for employee training, can slow down implementation and increase initial deployment costs.

Responsible and practical application of GAI requires balance—leveraging its speed, analytical, and personalization advantages while simultaneously protecting creativity, ethics, and consumer trust.

VII. LIMITATIONS AND FUTURE WORK

Although this paper provides a comprehensive overview of the application of generative artificial intelligence in marketing, it also highlights numerous limitations and identifies avenues for future research.

- **Ethnic and gender bias of models:** Most GAI models are trained on large, but not necessarily representative, datasets, which can lead to unequal treatment or stereotypical suggestions in user campaigns.
  - o **Focus of future work:** Development and evaluation of methods for detecting and correcting bias in marketing scenarios.

- **Impact on employment and organizational structures:** Automation of content creation and other tasks can redirect roles within marketing teams, and even reduce the need for certain positions.
  - o **Focus of future work:** Empirical studies on changing skill requirements and team reorganization due to the adoption of GAI tools.

- **Quality and reliability of generated content:** GAI sometimes creates inaccurate or irrelevant information ("hallucinations"), requiring additional human oversight and corrections.
  - o **Focus of future work:** Quantitative studies on the frequency and types of errors in various GAI applications in marketing.

- **Ethical and legal issues:** Lack of clear guidelines for transparency (e.g., labeling AI-generated content) and compliance with privacy regulations (GDPR, ePrivacy).
  - o **Focus of future work:** Development of standards for ethical GAI use and practices for adequately informing consumers.

- **Limited empirical evidence:** Most examples and case studies are still fragmented or based on anecdotal evidence.
  - o **Focus of future work:** Longitudinal and comparative studies tracking the performance of GAI-driven campaigns across different industries and channels.

- **New unexplored territories:** Virtual influencers, gamification, generation of multilingual and multicultural content, as well as the assessment of the ecological footprint of AI processes, remain relatively unexplored.
  - o **Focus of future work:** Experimental work and pilot studies in these areas to evaluate the advantages and challenges of implementation.

These limitations emphasize the need for an interdisciplinary approach in further research, combining technical model validation, ethical and legal frameworks, as well as organizational and human aspects of marketing transformation.

VIII. CONCLUSION: EMBRACING THE AI REVOLUTION IN MARKETING

Generative Artificial Intelligence (GAI) brings unprecedented opportunities for improving all aspects of marketing—from content creation and personalization of user experiences, through optimization of the 7P mix, to supporting strategic decisions and electronic marketing. By automating routine tasks and analyzing vast datasets, GAI empowers marketing teams to achieve greater levels of efficiency, agility, and creativity.

At the same time, the responsible application of GAI requires continuous human oversight, strict quality control, ethical compliance, and privacy protection. The role of human expertise—creativity, strategic thinking, and moral reasoning—remains indispensable, especially when managing risks such as model bias or inadequate labelling of AI-generated content.

Marketing leaders who adopt a balanced approach—combining GAI capabilities with control mechanisms and the human element—will be able to unlock new avenues of growth, foster stronger consumer engagement, and confidently navigate the dynamic and increasingly competitive digital marketing landscape. GAI should not be viewed as a replacement, but as a powerful partner in the continuous pursuit of excellence.

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