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Development Perspectives and Innovative Areas of Artificial Intelligence Application in Marketing and PR

Abstract

This article focuses on the future development and innovative uses of AI in marketing and public relations. The *purpose of the article* is to systematise information on new approaches to marketing and PR that use artificial intelligence. *Research methods* include analysis of market trends, data synthesis and case studies. The findings highlight that artificial intelligence is playing a central role in the evolution of marketing and public relations, significantly improving the efficiency of data processing, brand positioning and personalisation of communication. The study examines the contribution of tools such as Jasper and ChatGPT to marketing copywriting and content planning, as well as Frace and Fireflies to monitoring the emotional tone of brands on social media and automating meetings. Such tools as DeepL and Grammarly are highlighted to ensure translation and proofreading accuracy, as well as the use of Midjourney for creative visualisation. The analysis of the market for the use of AI in marketing indicates that the AI market in marketing and PR could reach 107.57 billion USD by 2028. However, 37% of companies are still not ready to fully implement AI due to a lack of skilled skills and resources, which highlights the need for educational initiatives to improve professional competence. The document points to the potential for revolutionary changes in the way businesses do business, including increased efficiency, security and adaptation to consumer preferences, with a focus on strategic understanding and adaptation to changing market conditions. The *practical significance* of the study is to provide businesses with recommendations on the effective use of AI, which can increase the competitiveness of companies. The *scientific novelty* of this study lies in a comprehensive analysis of the impact of artificial intelligence on various aspects of marketing and public relations, as well as in identifying the potential of automation and personalisation in customer interaction. The main barriers to the full implementation of AI in business processes are identified and strategies to overcome them are developed. Based on the research, recommendations will be formulated for the further development of innovative technologies in marketing and PR, with a focus on educational initiatives that can significantly increase the level of professional qualification in this field.

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1 Introduction

Throughout history, new technologies have often been met with scepticism and resistance. From the telephone and the internet to the more recent emergence of artificial intelligence (AI), all have had their detractors. Despite the initial frustration, these innovations ultimately demonstrate the potential to be a transformative force for good, simplifying lives and promoting greater connectivity (Kreth, 2023).

AI is at the forefront of technological progress, and it has generated both scepticism and enthusiasm. Many of the concerns associated with AI include its potential to displace jobs and cause social destabilisation. While AI may undoubtedly lead to shifts in employment, as is often the case with

innovative change, the potential benefits of this technology must be recognised. AI has the capacity to revolutionise sectors such as healthcare, finance and manufacturing, increasing efficiency and profitability. Moreover, just like the telephone and the internet, which created new job opportunities, AI has the potential to develop new industries and employment pathways that are currently beyond the scope of human imagination (Kreth, 2023).

The application of artificial intelligence (AI) in marketing and public relations (PR) is being actively researched in the scientific literature, reflecting a significant international interest in this topic. This is largely due to the fact that at the beginning of its development, AI was most often used in these areas.

Research covers a wide range of aspects, from theoretical foundations to practical examples

Keywords

artificial intelligence, marketing, public relations, personalisation, optimisation

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of the implementation of AI in marketing and PR strategies. Significant contributions to the development of the topic have been made by researchers such as H. A. Alawaad (2021), who analyses the role of AI in marketing and PR in modern organisations, emphasising the importance of adapting to the latest technologies in order to improve the effectiveness of campaigns (Alawaad, 2021). N. Arshad, K. Sharma, A. Singh, and V. Kavhale (2024) also explore how AI is transforming marketing approaches, focusing on the changing role of marketers in light of new technologies (Arshad, Sharma, Singh, & Kavhale, 2024). In the academic context, important studies by J. Matúšová and K. Načiniaková (2023) highlight the challenges and opportunities of AI in PR, emphasising the potential for strengthening organisations' communication strategies (Matúšová & Načiniaková, 2023). In addition, A. Barat and K. Gulati (2024) provide a detailed description of the impact of AI on marketing practices and its implications for business (Barat & Gulati, 2024).

In terms of specialist literature, important publications can be found in modern online outlets such as Forbes, Cision, Agility and FINN, where authors give practical advice and analyse examples of the use of AI in marketing and PR. They discuss current aspects of the topic, including tools and techniques that can be used to optimise communication campaigns.

Despite the considerable amount of literature on this topic, there is a need for more systematic material, which stimulates further research. Using various methods of scientific knowledge, the information presented in the light of the research topic was analysed, grouped and systematised.

The **purpose of the article** is to systematize information on the development of innovative marketing and PR technologies using artificial intelligence.

2 Development of the Marketing and PR Market with the Help of AI

Artificial Intelligence (AI) in marketing and public relations (PR) is evolving in response to ever-increasing demands for efficiency in marketing strategies and the need to reduce costs while increasing effectiveness. These factors have led companies to integrate AI technologies that significantly optimise data processing, targeted marketing positioning and the personalisation of customer communications. In response to these needs, the marketing and PR market, which includes the use of artificial intelligence, has experienced dynamic growth over the past decade, reflecting the ongoing evolution of technologies and their applications. The application of AI in these fields enables companies to interact more effectively with large volumes of data, analyse consumer behaviour and optimise marketing and communication strategies. By 2028, the market size is expected to reach approximately 107.57 billion USD, indicating the significant potential of the industry and its impact on the global economic landscape (Figure 1).

According to recent research, 80% of communications professionals believe that AI will be a game-changer for the industry. Artificial intelligence (AI) has become an integral part of marketing and public relations, offering various tools to optimise and automate these processes. Consider a more detailed list of AI applications in these areas (O'Connell, 2023):

- *Research and list building.* AI can help with data collection and analysis, allowing to effectively create targeted customer or contact lists.
- *Monitoring and measurement.* Automation of media tracking and analysis allows to evaluate the effectiveness of marketing campaigns and public relations strategies.
- *Writing.* Using AI to create textual content, such as press releases, blog posts, or social media.

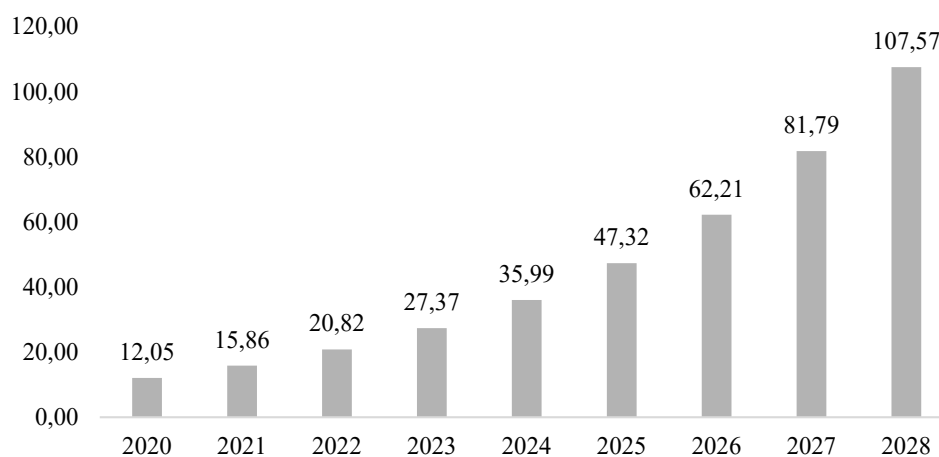


FIGURE 1 Global revenue from artificial intelligence in marketing, billion USD
 Source: compiled by the author based on data from Statista (2024)

- *Reporting.* AI automates the creation of reports, analysing large amounts of data and providing summary information on the effectiveness of strategies and campaigns.
- *Pitching.* AI helps to optimise the process of preparing and presenting proposals, analyse customer needs, and find the most convincing arguments.
- *Strategy and planning.* AI is capable of analysing trends and predicting future changes, which allows for the development of effective long-term strategies.
- *Translation.* AI can automatically translate text between languages, facilitating global outreach.
- *Media tone analysis.* Determination of the emotional content of communications to optimise audience engagement.
- *Transcription automation.* Quickly convert audio and video to text for easy documentation.
- *Pricing optimisation.* Analysing market trends and consumer behaviour to develop pricing strategies.

In marketing and PR, AI is most often used for research, analytics, and writing texts (Figure 2).

Thanks to AI-driven analytics, PR professionals can analyse vast amounts of data and uncover valuable insights to guide strategic decisions. Personalised marketing campaigns can be enhanced with AI algorithms, increasing customer engagement and conversion rates. AI-based chatbots facilitate seamless interactions with customers, improving user experience and brand loyalty (Kreth, 2023). Practical experience shows that AI-driven data analysis has enabled teams to target audiences more accurately, leading to significant campaign success. In addition, experiments with AI-based chatbots

have resulted in improved response times and increased customer satisfaction. These experiences underscore the transformative impact that AI can have in this space (Kreth, 2023).

However, despite these successful cases, a significant proportion of marketing and PR professionals have not adopted AI technologies. 37% of companies are not yet ready to implement these technologies, largely because the use of artificial intelligence requires professional training and education, which is often not available to businesses, especially small ones (Figure 3).

Only 11% of marketing and public relations professionals surveyed believe that the use of artificial intelligence reduces the financial efficiency of their business, and another 11% admit that they lack the expertise required to use these technologies (Figure 4).

A survey of business professionals in marketing and public relations shows that only a small proportion (11%) consider the use of artificial intelligence (AI) to be financially inefficient, while the same proportion admit to a lack of personal experience in using these technologies effectively. These findings suggest that there is significant potential for the development of educational programmes to meet the AI-related training needs of businesses. It is clear that artificial intelligence will be actively used for educational purposes in marketing and public relations in the future. This underscores the need to develop and implement educational programmes and resources to help professionals master these advanced technologies. Learning about AI can significantly increase work productivity, optimise marketing strategies and improve customer interactions.

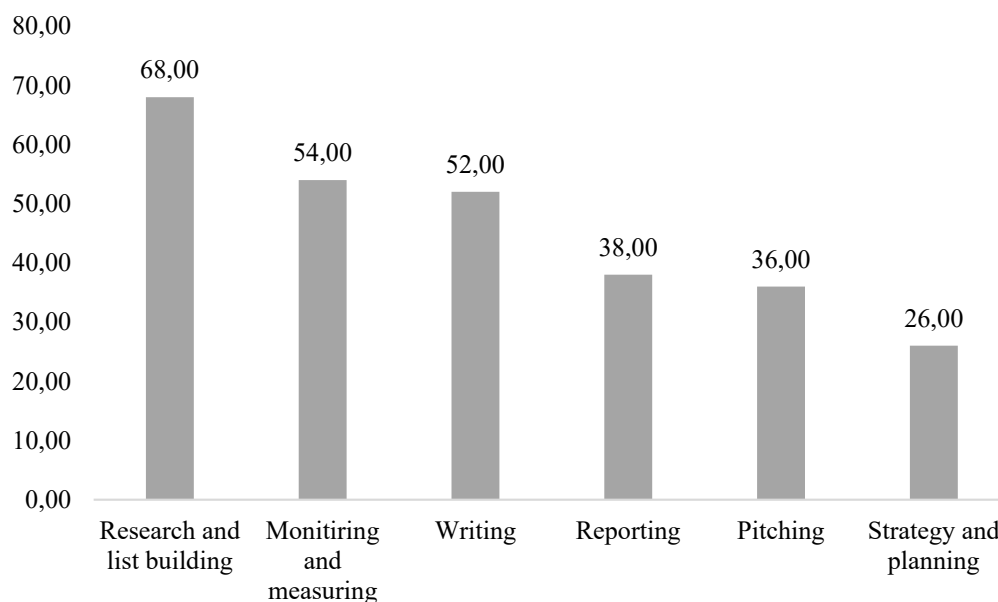


FIGURE 2 Practices of using AI in marketing and PR, %

Source: compiled by the author based on data from Statista (2024) and Sharma G. (2023)

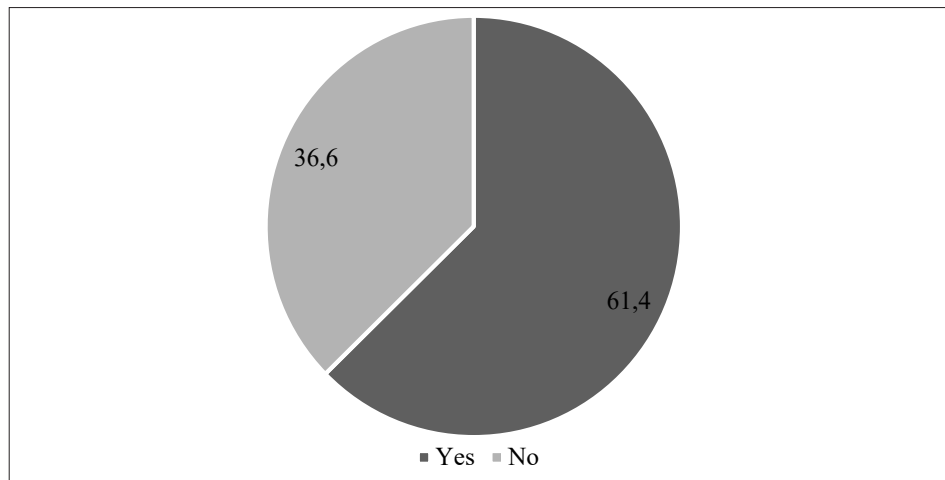


FIGURE 3 Business owners' preferences for using artificial intelligence in marketing
 Source: organised by the author based on Kasumovic (2024)

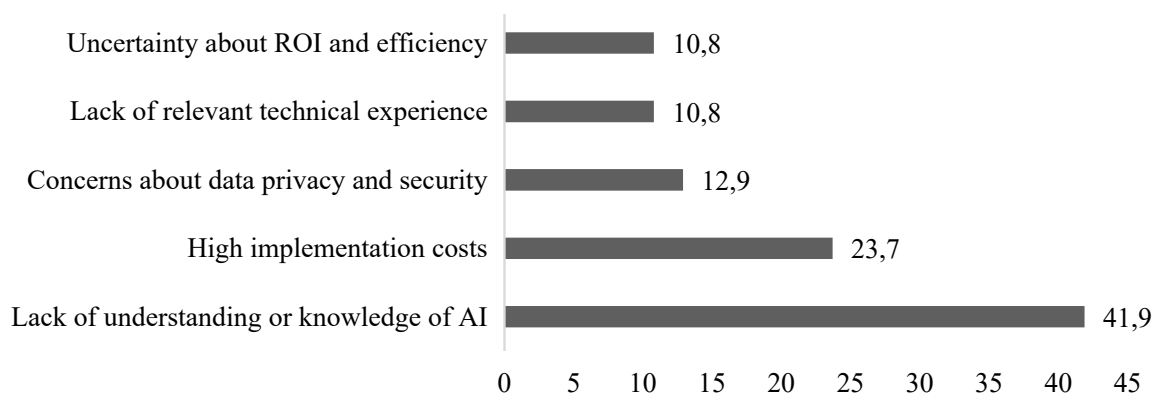


FIGURE 4 Main reasons why companies refrain from using AI in marketing and PR activities, %
 Source: organised by the author based on Kasumovic (2024)

3 Directions of using ready-made artificial intelligence solutions in marketing and PR

The community on the Guild platform, which includes innovators in marketing and communications, is actively experimenting with tools such as ChatGPT, Midjourney, and DALL-E, sharing experiences and methods of using AI in real time. Evaluation of modern AI tools and their application allows professionals not only to adapt to changes but also to implement innovative approaches in their work (Table 1).

Artificial intelligence is now an integral part of the toolkit of marketing and public relations professionals. From automating routine tasks to creating innovative content, AI can not only increase efficiency but also open up new opportunities for creative expression.

In marketing and PR, professionals often use programs such as Jasper and GPT to quickly generate marketing texts and general content to inform users. Statistics on the use of these programs show that, despite its popularity, ChatGPT is used only

in 22.4% of cases, while Jasper is the best tool for creating AI-based marketing texts (Figure 5).

However, it is important to consider the potential risks and limitations associated with the use of artificial intelligence, such as data security and information accuracy. The use of artificial intelligence requires professionals to have a thorough understanding of its capabilities and limitations in order to effectively integrate these technologies into their strategic initiatives.

4 Prospects for AI in the Development of Marketing and PR

The prospects for using artificial intelligence in marketing and public relations are significant and multifaceted. The study allows to identify several key areas of strategic importance for the future development of these industries:

Education. The use of AI for educational programmes aimed at improving the competences of specialists and ensuring their ability to effectively apply AI technologies in their work.

TABLE 1 Software products using AI in marketing and PR

Tool	Usage	Benefit	Remarks
Jasper	Marketing text generation	Automation of content creation, support for various text formats	Requires additional editing to ensure the naturalness of the text; high dependence of the result quality on the input data
ChatGPT	Text generation, content planning	Writing texts on any topic, SEO optimisation	Needs to be checked for accuracy
Copy ai	Creative text generation for marketing	Quickly create texts for social media, advertising, and emails	Sometimes produces irrelevant or repetitive content; it is necessary to check the generated texts for compliance with the brand tone
Frace	Monitoring emotional colouring in social media	Determining the emotional impact of the brand on consumers, analysing the audience's reaction	May have limited accuracy in recognising subtext and nuance, especially in multilingual contexts
DeepL	Translation of marketing and PR materials	High accuracy of translations, customisation of translation of individual expressions	It is considered a reliable business tool
Grammarly	Text proofreading	Checking grammar, style, readability	Can be overly meticulous, does not detect all mistakes
Wordtune	Text editing	Helping to improve the text	Popular, but it is important to pay attention to privacy
Otter	Transcripts of interviews and meetings	Transcription automation, high accuracy in English	Lower accuracy in non-English speaking regions
Fireflies	Recording of meetings	Functions as a "meeting assistant", provides a summary of discussions	Needs to be checked for accuracy
Midjourney	Image generation	Creative visualisation, creation of moodboards	More as an auxiliary tool than for final products

Source: organised by the author based on Weverbergh (2023)

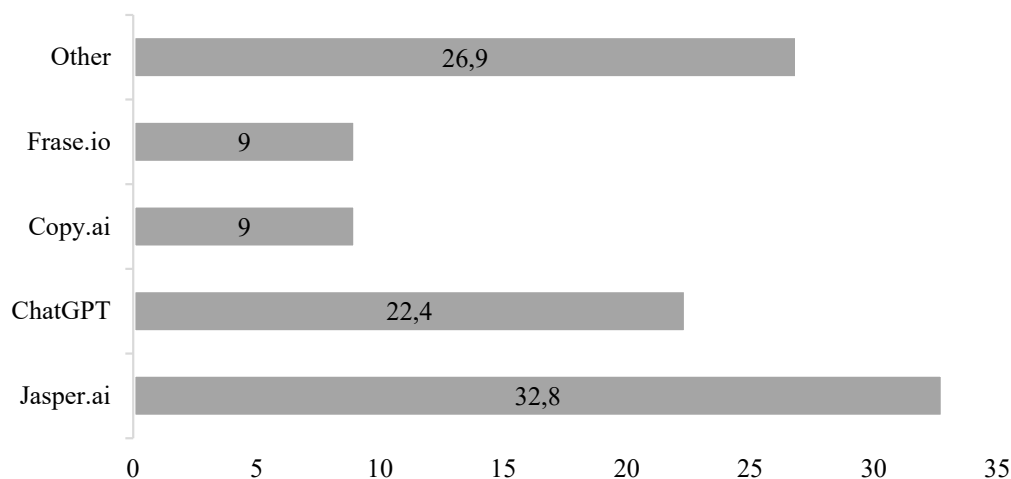


FIGURE 5 AI-based software for marketing and PR tasks, % of total usage

Source: organised by the author based on Weverbergh (2023)

Security. Development and implementation of security measures to protect data processed or generated by AI, ensure confidentiality and reliability of information.

- **Cost reduction.** Optimisation of marketing and PR costs by automating routine tasks, increasing the effectiveness of advertising campaigns and reducing the need for manual labour.
- **Adaptability to changes in consumer preferences.** Quickly and accurately identify changes in consumer behaviour and adapt marketing strategies accordingly.

– **Advanced analytical forecasting.** Use of AI algorithms to develop advanced analytical models capable of predicting market trends and consumer behaviour with high accuracy.

- **Enhanced personalisation of communications with customers.** Using AI to create personalised marketing messages that take into account individual preferences and the history of interaction with each customer.

The successful application of artificial intelligence requires not only technical knowledge but also an understanding of strategic business needs.

It is important to develop educational programmes and security systems that meet the requirements of the modern market and make processes more cost-effective without losing the quality of communication. It is also important to focus on adaptability and analytics to be ready for rapidly changing market conditions and ensure a high level of customer satisfaction.

5 Conclusions

Artificial intelligence is playing a key role in the development of marketing and public relations, helping to optimise data processing, targeted positioning and personalise communications. According to forecasts, the AI market in marketing and PR will reach 107.57 billion USD by 2028. Nevertheless, 37% of businesses are still not ready to fully implement AI due to a lack of skills and resources, which highlights the need for educational initiatives to improve professional competence in this area.

Tools such as Jasper and ChatGPT are used to create marketing texts, plan content, and optimise SEO. Frace and Fireflies enable users to track the emotional colouring of their brand on social media and automate appointment scheduling. DeepL and Grammarly help to ensure the accuracy of translations and proofreading. Tools like Midjourney are also used for creative visualisation.

The prospects for the use of artificial intelligence in marketing and public relations promise to revolutionise business practices with a focus on improving efficiency, security and adapting to changing consumer preferences. Key areas of focus include training professionals to make the best use of AI, developing security measures to protect data, reducing costs through automation, and enhancing analytical forecasting and personalisation of customer communications. This approach requires a deep strategic understanding and adaptation to rapidly changing market conditions to ensure long-term success.

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