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Artificial intelligence in social media marketing

Vanishree Sah ; Siva Naga Raju Akki; Hemanth Kumar Shastry[+ Author & Article Information](#)*AIP Conf. Proc.* 3217, 020015 (2024)<https://doi.org/10.1063/5.0234329>

The customer service area of Artificial Intelligence (AI) in the social media sector includes customer service, marketing and advertising, Risk Management, and fraud detection, as well as other applications. The advertising and marketing sector is anticipated to dominate the market throughout the forecast period because of the increased need for targeted advertising and individualized marketing initiatives. The fastest revenue growth over the projection period is anticipated in customer service due to the growing use of chat bots and virtual assistants for customer support. Businesses regularly use chat bots powered by AI to quickly react to consumer enquiries, which helps enhance customer satisfaction and reduce support costs. The present research examines the good and bad effects AI has on marketing. The study uses secondary research to find out how businesses gain from early adoption of AI in their operations and arrives at the conclusion that AI is now necessary for marketers who want to have a competitive advantage over their rivals. As a result, it encourages companies to embrace AI technology and implores marketing managers to mandate AI training for their marketing employees.

Topics

[Artificial intelligence](#), [Careers and professions](#)

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