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## ARTIFICIAL INTELLIGENCE IN MARKETING: STRATEGY TRANSFORMATION AND PROSPECTS ARTIFICIAL INTELLIGENCE IN MARKETING: STRATEGY TRANSFORMATION AND PROSPECTS

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**Abstract.** *The article examines the role and significance of artificial intelligence technologies in modern marketing in the context of the digital transformation of the economy. It reveals the main areas of AI application in the marketing activities of enterprises, in particular in content generation, big data analytics, communication automation, customer experience personalization, and advertising campaign optimization. The advantages and challenges of integrating AI tools into marketing strategies are analyzed, and the prospects for their further development in 2025 are outlined. Particular attention is paid to practical cases of artificial intelligence use by Ukrainian companies. It is concluded that the effective implementation of AI contributes to increasing the competitiveness of enterprises, optimizing costs, and increasing the profitability of marketing activities.*

**Keywords:** *artificial intelligence; marketing; digital transformation; Big Data; personalization; automation; marketing strategies; customer experience.*

The era of digital transformation is accompanied by an unprecedented growth in consumer data volumes. Traditional marketing approaches are no longer able to fully meet customer needs for personalization and fast service. While just a few years ago, the use of artificial intelligence in marketing seemed like a futuristic idea, by 2025, AI has become an integral part of marketing processes: from generating ideas and creating visual content to automating advertising campaigns and analytics.

### **Introduction.**

The current stage of marketing development is characterized by rapid digitalization and growth in consumer data volumes, which necessitates the use of innovative technological solutions. Traditional marketing tools are increasingly proving to be insufficiently effective in ensuring personalized customer interaction and rapid response to market changes. In this context, the introduction of artificial intelligence technologies is becoming particularly relevant.

### **Main text.**

By 2025, artificial intelligence has become an integral part of marketing processes, providing opportunities for in-depth analytics, consumer behavior



forecasting, communication automation, and the creation of hyper-personalized content. The relevance of the study is determined by the need for a comprehensive analysis of the impact of AI on the formation of modern marketing strategies and the determination of its role in increasing the competitiveness of enterprises, particularly in the Ukrainian market.

The purpose of the study is to analyze current trends in the use of artificial intelligence technologies in the marketing activities of enterprises, identify the main advantages and challenges of their implementation, and develop practical recommendations for integrating AI tools into marketing strategies.

Artificial intelligence (AI) is radically changing the marketing paradigm today, providing tools for analyzing Big Data, automating routine processes, and creating hyper-personalized customer experiences. The relevance of the study is determined by the need for a comprehensive study of the impact of AI on the formation of modern marketing strategies and an assessment of its potential to increase the competitiveness of companies. Those who have learned to competently integrate AI into their strategies are already gaining an advantage: they launch products faster, save resources, and create more personalized communications. It is important to note that the Ukrainian market has actively joined these processes.

The purpose of the study is to conduct a comprehensive analysis of current trends and practical applications of artificial intelligence technologies in the marketing activities of enterprises as of 2025, identify key advantages and challenges, and formulate recommendations for integrating AI tools into marketing strategies to achieve maximum return on investment.

The information base of the study consists of analytical and practical materials from leading experts and companies, including publications by the Guild of Marketing[1], materials from technology corporations (SAP), and professional articles covering the definition of AI, its functionality and tools (Jasper AI, Midjourney, Chatfuel, DALL-E, Descript, Runway ML, ManyChat, Klaviyo, and others). Information on the advantages and challenges of AI application provided by Product Manager Tetiana Dudko was also used. Particular attention was paid to examples of AI



use by Ukrainian companies such as PrivatBank, Rozetka, Varus, Mememe, and Zelios, as well as analytical data from Business Insider and educational resources[5].

To achieve the set goal, the following tasks must be solved: 1) Systematize the main areas of AI use in marketing in 2025 (content generation, automated editing, visual creation, analytics, communication automation). 2) Analyze the specific advantages and challenges of integrating AI into the marketing ecosystem. 3) Assess current trends and predict future prospects for the development of AI solutions. 4) Summarize a list of popular AI services for marketers.

Artificial intelligence (AI) is a set of technologies that enable computers to perform complex tasks by mimicking the work of the human brain. These tasks include the ability to perceive visual information, understand and translate language, analyze data, and make recommendations. The main goal of AI is to provide the best consumer service in a short time and at low cost, making services more professional and convenient.

AI is transforming the field of marketing by providing personalized experiences to consumers. It enables businesses to communicate with and better understand their customers, helping them determine what service or product a customer expects to receive. Marketers can use AI technology to identify popular microtrends and predict trends, enabling companies to make better strategic decisions and allocate advertising funds more accurately. The Guild of Marketing actively uses AI to optimize large data sets, providing rapid analysis of vast amounts of information, which increases productivity and provides a competitive advantage.

Artificial intelligence is becoming increasingly important as the amount of data that companies collect about their customers grows. AI systems can quickly analyze large data sets and identify patterns that humans might not notice, helping marketers better understand customer behavior and preferences.

In 2025, marketing is no longer based on intuition or assumptions—decisions are made based on data. Artificial intelligence has made analytics much more accessible, deeper, and faster.

Today, artificial intelligence not only helps to come up with ideas for videos, but



also automatically writes scripts, adapts content for SEO, and localizes messages for different audiences. AI services such as Chat GPT, Jasper, and Notion AI help marketers generate ideas for posts, articles, video scripts, email newsletters, or even creative concepts for advertising campaigns. This includes quick content planning for TikTok, Reels, YouTube Shorts, generating hooks, CTAs, and texts based on audience requests, as well as converting text materials into video ideas. For example, the Mememe brand used ChatGPT to generate ideas for a new lingerie collection, and visual concepts were created using Midjourney, which allowed them to create unique and trendy content without spending a lot on creative agencies.

AI editors can now do in minutes what used to take hours: cut out pauses, add subtitles, select music, and adapt the format for different platforms. Thanks to automation, companies save an average of 60% of the time spent on video processing and can publish more content on different platforms simultaneously. AI also allows you to create multiple versions of the same video, targeting the interests of different audiences, which significantly increases the effectiveness of marketing campaigns. The Zelios agency actively uses AI editors (Descript, Runway ML, Pika Labs, Adobe Premiere Pro with AI Sensei) to edit videos with automatic voiceovers and animation, combining technology with human creativity.

Artificial intelligence is actively used to create visual content, allowing brands to generate unique banners, videos, and even 3D models without involving designers or large production teams in the early stages. The use of AI content significantly reduces the cost of photographers, studios, and post-production, opening up the possibility of updating advertising campaigns more often. Midjourney, HeyGen, and Hour One allow you to quickly create a large number of variations and stylized images. For example, the Varus supermarket chain uses Midjourney to generate unique product visuals, which are then integrated into personalized advertising videos and campaigns.

Artificial intelligence has made analytics much more accessible, deeper, and faster, helping marketers better understand user behavior, predict campaign performance, and make timely changes. This includes rapid processing of large amounts of data, forecasting sales trends and content popularity, and optimizing



advertising budgets. PrivatBank actively uses artificial intelligence to analyze customer behavior, segment audiences based on transaction data, and predict customer churn, which significantly improves the results of marketing campaigns. Notable analytics services include TubeBuddy, Vidooly, and Metricool.

AI is now actively used in communications and customer service. Its capabilities include email marketing, where platforms such as Seventh Sense and Klaviyo help automate mailings and set up welcome chains, as well as chatbots, including Chatfuel and ManyChat, which provide ongoing customer support. This enables companies to respond more quickly to user requests, personalize messages without involving additional human resources, and at the same time increase sales performance and service quality. Chatbots and virtual assistants based on artificial intelligence can instantly respond to customer questions, helping to solve problems and create a positive interaction experience. A striking example is Rozetka, which uses chatbots on Facebook Messenger and its own website to process thousands of requests every day, reducing the workload on operators and significantly speeding up the service process.

Well-known Ukrainian marketers are also actively commenting on the role of artificial intelligence in modern business processes. Ivan Bazar, CEO of the creative agency Oddee, emphasizes in his speeches: "The marketing of the future is a synthesis of creativity and algorithms. Those who learn to combine these two worlds will gain a real advantage." Tetiana Dudko, Product Manager and expert in digital strategies, notes during industry conferences: "AI does not replace the marketer, it only expands their capabilities. People remain at the center of decision-making." And Andriy Fedoriv, founder of the Fedoriv Group agency, often emphasizes in his reports: "Marketing is about emotions, but today emotions need to be backed up by data. Artificial intelligence makes this process transparent and measurable."

The advantages of using artificial intelligence in marketing are obvious. It provides a personalized experience for customers because it can analyze huge amounts of data much faster and more accurately than humans. This allows companies to better understand the needs of their audience and offer more relevant solutions. Cost savings are also an important aspect: according to Business Insider forecasts, in the coming

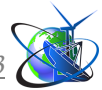


years, most customer interactions will take place without human involvement, which will significantly reduce costs. Artificial intelligence takes on routine tasks, such as creating texts or images, freeing up specialists' time for creative and strategic decisions. In addition, modern neural networks are capable of quickly collecting data on demographics, location, and customer request history, which helps to more accurately identify the target audience and build more effective campaigns.

At the same time, the use of AI has its challenges. The implementation of such technologies requires significant financial investment, especially in the initial stages, which can be a barrier for small companies. There is also a shortage of qualified specialists capable of developing and managing artificial intelligence systems. Ethical and legal issues are no less important, as working with customer data requires strict compliance with confidentiality standards. Some users are reluctant to interact with a "machine," preferring live communication, which creates additional challenges for businesses. In addition, data quality remains critical for AI to function: if data is incomplete or inaccurate, it can lead to errors in forecasts and analytics.

In 2025, marketing has become so fast-paced and multifaceted that it is no longer possible to rely solely on intuition or manual labor. Current trends show the growing role of big data, the popularity of chatbots, the development of hyper-personalization, and the automation of marketing processes. In the future, predictive analytics is expected to be used even more widely to forecast customer behavior and market trends. Improvements in voice and image recognition technologies will open up new opportunities for interacting with consumers, and the integration of artificial intelligence with the Internet of Things will create more comprehensive strategies based on data from various devices. Particular attention will be paid to ethical and security issues, as customer data protection and regulatory compliance are becoming a priority for businesses.

Artificial intelligence is now an extremely important technology for marketing, transforming it from an intuitive art into a precise, data-driven science. Companies that integrate AI into their processes—from content creation to analytics and personalized communication—are able to make informed decisions, better understand their



audience's behavior, and optimize budgets at all stages of the funnel. This contributes to sales growth, improved customer experience, and increased return on investment. At the same time, the popularization of AI does not mean that people are no longer needed. Although most processes are now automated and data is processed much faster, control and adjustment remain with people. Artificial intelligence helps specialists, it does not replace them. To remain competitive in 2025 and beyond, brands need to go beyond simply integrating individual AI solutions and rethink their marketing processes, making AI an integral part of them. In the coming years, the gap between companies that actively use AI and those that ignore it will only grow.

### **Conclusions.**

The study allows us to conclude that artificial intelligence plays a key role in transforming marketing from an intuitive activity to a data-driven management system. The use of AI provides a deeper analysis of consumer behavior, increases the accuracy of forecasting, contributes to the automation of routine processes, and creates a personalized customer experience.

The use of artificial intelligence technologies allows companies to optimize marketing budgets, increase the effectiveness of advertising campaigns, and reduce time and resource costs. Practical examples from Ukrainian companies confirm the feasibility of integrating AI solutions into content marketing, analytics, and customer communications.

At the same time, the introduction of artificial intelligence is accompanied by a number of challenges, including the need for significant investment, a shortage of qualified personnel, and ethical and legal aspects of data protection. In the future, the further development of AI in marketing will be linked to the deepening of hyper-personalization, the spread of predictive analytics, and increased attention to security and responsible data use.

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