

The impact of artificial intelligence on the development of communicative marketing

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Abstract. The article is devoted to the study of the impact of artificial intelligence on the transformation of marketing communications, changes in instrumental support, the logic of managerial decision-making and the formation of new approaches to building communication strategies in the digital environment. The purpose of the article is a comprehensive analysis of the impact of artificial intelligence on modern marketing communications. To achieve the goal, methods of analysis, synthesis, comparison, generalization, systematization and a structural-functional approach were used. The results of the analysis allowed us to clarify the modern content of marketing communications in the context of digital transformation and outline the practical possibilities of integrating intelligent technologies into the activities of companies. The scientific novelty lies in the systematization of artificial intelligence tools relevant for 2026, which are already actually used in marketing practice and have applied value for communications management, analytics and process automation. In the study, the author has collected, based on expert literature, the prospects for the further development of artificial intelligence and presented them taking into account the risks and obstacles that businesses will encounter at the stage of AI integration. All this together forms a practical significance, which consists in analyzing the use of specific programs and applications for various marketing purposes, in particular for analytics and forecasting, content generation, social network management, personalization of client interactions, optimization of advertising campaigns and monitoring of brand reputation. The results obtained can be used to improve the effectiveness of the development and implementation of marketing communication strategies in the business environment.

Keywords: marketing, artificial intelligence, communications, strategies.

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Introduction

Artificial intelligence is today considered a universal general-purpose technology that is gradually penetrating almost all areas of economic activity, and marketing is no exception. In recent years, the pace of AI implementation in marketing processes has increased so much that the AI marketing market is showing explosive dynamics: in 2025 its volume is estimated at approximately \$47.32 billion, while in 2020 it was only \$12.05 billion, and by 2028 it is predicted to exceed the \$107 billion mark [9]. It is also expected that the global market for generative AI will grow from \$62.75 billion in 2025 to over \$356 billion in 2030 with an average annual growth rate of over 41% [9]. These figures clearly show that AI is no longer an experimental technology and is becoming a systemic element of marketing ecosystems. In fact, a new logic of working with data, customers and communications is being formed, which changes the rules of the game in the market and forces companies to reconsider their approaches to building strategies [9].

The scale of AI adoption is also confirmed by practical usage indicators. About 88% of digital marketers use AI tools in their work every day, and over 92% of companies plan to invest in generative solutions within the next three years [9]. At the same time, only about 1% of companies have already achieved a full return on such investments, which indicates an early stage of economic return, but at the same time a significant potential for further efficiency growth [9]. For example, about 93% of marketers note the acceleration of content creation, 90% – faster adoption of management decisions, and about 75% of companies record a reduction in operating costs [9]. It is also predicted that by 2030, about 30% of working hours can be automated, and a significant part of the functions will be reoriented from routine operations to strategic tasks [9]. All this indicates that AI is gradually becoming the basic infrastructure of modern marketing.

Given the above statistics, artificial intelligence not only increases operational efficiency, but also changes the very concept of marketing activities. Marketing strategies are increasingly based on fundamentally new tools: predictive analytics, automated content creation, real-time personalization and intelligent management of communication channels [9]. In particular, companies are able to adapt faster to changes in demand, segment audiences more accurately and build more flexible communication models [9]. Such developments form new decision-making principles, change the logic of planning marketing campaigns and increase the role of data as a strategic resource. As a result, AI is not just an optimization tool, but a factor in the deep transformation of marketing strategies and business models in general [9].

Literature Review

The issue of the impact of artificial intelligence on marketing communications and its potential to create new opportunities and challenges for business is sufficiently researched in foreign scientific literature. The circle of authors who have contributed to the development of this topic includes R. Aghaei et al. [3], S. Gupta [5], A. Haleem, M. Javaid, M.A. Qadri, R.P. Singh and R. Suman [6], P. Murár and M. Kubovics [8], as well as N. Vangelov [10].

In their research, these scientists highlight the issue in three main areas. The first block is devoted to general trends: here it is worth highlighting the works of N. Vangelov [10], R. Aghaei and colleagues [3] and P. Murár with M. Kubovics [8], who analyze the change in approaches in marketing communications under the influence of artificial intelligence, the dynamics of the use of language models and content generated by AI.

The second block is directly related to artificial intelligence programs and tools implemented in marketing. Particular attention in this direction is deserved by the works of A. Haleem and his colleagues [6], who conducted a literature review of AI programs for

marketing, as well as the study of S. Gupta [5], which analyzes the integration of AI into marketing activities in a global context.

The third block highlights risks and promising areas of development. Here it is worth mentioning again S. Gupta [5], who emphasizes the ethical and normative aspects of the use of AI, and R. Aghaei and colleagues [3], who provide strategic recommendations for the future use of large language models in marketing management.

The study also used expert literature, in particular publications in modern online publications (Digital Marketing Institute, SurveyMonkey, Marcom, Bernard Marr, SEO.com), which highlight the current statistical and practical aspects of the topic. Despite the sufficient amount of literature on this topic, there is a lack of systematized material, and therefore, using various methods of scientific knowledge, the information was analyzed, grouped, systematized and presented in the light of the research topic.

The purpose of the study is a comprehensive analysis of the impact of artificial intelligence on modern marketing communications. To achieve the set goal, the study provides for the implementation of three tasks: 1) to analyze the general trends in the development of marketing in 2026; 2) describe practical tools used in communication marketing in 2025-2026; 3) identify the main directions of further development of artificial intelligence in marketing communications, taking into account key risks and challenges.

Research Results

Recent trends show that AI in marketing is no longer limited to “one tool for texts”. It is gradually turning into an infrastructure that connects content, analytics, personalization, media planning and quality control into a single managed system [7]. In particular, in 2026, the transition from fragmented use of AI to networked intelligent systems and AI agents capable of coordinating entire processes (from content creation to campaign optimization) with less human intervention is emphasized [4]. In practice, this means a wider application of natural language processing technologies, machine learning, predictive analytics, automation of routine operations and models that work with large amounts of data in real time [6]. There is also a noticeable trend towards adapting content to the new logic of AI search, where the structure and semantic “readability” of materials for algorithms become important [7] (Table 1.)

Table 1 – Areas of use of AI in marketing and their effect

Area of AI application in marketing	Why it matters (practical effect)
Content automation and scaling (creatives)	speeds up content production and increases material variety; human involvement shifts toward editorial oversight, fact-checking, and brand standard compliance [4]
Personalization and predictive customer journeys	enables real-time adaptation of communication by analyzing behavioral and transactional data; supports next-best-action models and reduces customer interaction friction [4]
Segmentation, targeting, and behavior modeling	improves accuracy in identifying target audiences, predicts conversion likelihood and optimal timing, and enhances the relevance of offers [6]
Campaign automation and media optimization	supports media planning, budget allocation, and continuous campaign optimization; agent-based solutions generate and adjust campaigns based on KPIs, while teams focus on strategic oversight [4]
AI-based attribution and performance	shifts analytics from post-fact reporting to decision support and scenario forecasting, taking into account increasing privacy

measurement	requirements [4]
Social monitoring and audience response analysis	boosts responsiveness to environmental changes through automated social media monitoring and data analysis [2]
Customer support (chatbots and automated services)	ensures continuous service, reduces staff workload, and increases service accessibility [6]
SEO and adaptation for AI search	drives brands to revise information architecture and structure content more clearly so algorithmic systems can interpret it correctly [7]
Dynamic pricing and personalized offers	tracks purchases by location, time, and context to deliver real-time personalized messages and offers, enhancing the overall customer experience [6]
AI content governance, ethics, and brand safety	requires usage standards, approval procedures, and decision documentation; transparency, trust, and authenticity become part of competitive strategy [4]

Compiled by the author based on sources [2, 4, 6, 7].

The areas listed in Table 1. show that AI simultaneously enhances efficiency (speed, automation, accuracy) and changes the logic of marketing management, because strategic advantage increasingly depends on how a company integrates data, processes and quality control into a single system [4].

The Internet technology market responds quickly enough to the demands of modern marketing, where the speed of decision-making, depth of analytics, personalization of communications and scalability of processes are becoming key. In 2026, there will be a transition from disparate services to integrated AI platforms that combine analytics, automation, creativity and customer interaction management in a single digital ecosystem [7]. In particular, the role of agent systems capable of autonomously optimizing campaigns, as well as tools focused on predicting consumer behavior and supporting management decisions, is increasing [1]. Also, according to market data, over 70% of specialists expect the scope of AI to expand, and almost half of companies consider the intensification of the use of AI tools as a strategic priority [2]. This stimulates the emergence of specialized solutions adapted to specific marketing communications tasks (table 2).

Table 2 – Overview of artificial intelligence tools in marketing (2026)

Tool	Area of application	Functional effect
Google Analytics 4	Analytics, Forecasting	Predicts user behavior, generates automatic segments and analytical insights to support marketing decisions
Microsoft Power BI	Analytics, Reporting	Integrates data from various marketing channels, supports forecasting, and visualizes campaign results
HubSpot AI	CRM, Automation	Automates contact management, generates recommendations, and optimizes email campaigns, improving customer interaction efficiency
Surfer SEO AI	SEO, Content optimization	Analyzes keywords and SERP data, helping tailor content to meet AI search requirements
GrammarlyGO	Text generation and editing	Enhances the quality and stylistic relevance of marketing texts for the target audience
ChatGPT /	Content and idea	Supports the creation of texts, scripts, email

GPT-4	generation	campaigns, and creative concepts
Canva AI	Design and visual materials	Automates the production of graphics and marketing creatives, speeding up campaign preparation
Omneky	Advertising, Media buying	Automatically creates, tests, and optimizes ad creatives in omnichannel campaigns
Predis.ai	Social media, Content	Generates content for social platforms and supports publication planning
Optimove	Personalization, Campaigns	Enables customer segmentation, campaign automation, and optimization of marketing experiments
YouScan	Social monitoring	Analyzes sentiment, trends, and audience opinions across social media
Jasper AI	Large-scale content generation	Allows quick production of large volumes of marketing materials (blogs, posts, emails)
Brand24	Brand monitoring	Tracks brand mentions and analyzes reputational risks online
Sprout Social	SMM, Social analytics	Supports social media management and audience engagement analysis
Copy.ai	Ad copy generation	Automates the creation of slogans and promotional messages for various channels

Compiled by the author based on sources [1, 2, 6, 7]

In practice, examples of the use of artificial intelligence are well illustrated by large technology companies and platforms that have already integrated AI into their marketing products. For example, the Google Analytics 4 solution uses algorithms to predict user behavior, automatic segmentation, and generate analytical insights, which allows companies to more quickly assess the effectiveness of campaigns and make data-based decisions [6]. Similarly, Microsoft Power BI uses AI models for integrated marketing channel analytics and forecasting, which simplifies the management of complex information sets and increases the transparency of management processes [6]. Such cases show how large technology corporations are transferring analytics from the reporting level to the plane of supporting strategic decisions and scenario planning [4].

Another indicative direction is customer interaction automation and management platforms. HubSpot AI is used to automatically process contacts, generate recommendations, personalize email campaigns, and support CRM processes, allowing companies to increase the effectiveness of communications without a proportional increase in costs [6]. In the advertising segment, Omneky uses artificial intelligence to automatically create and test advertising creatives and launch omnichannel campaigns, which corresponds to the trend of transitioning to agent systems that can independently optimize campaigns according to given performance indicators [4]. Also, in the content sector, generative platforms such as GPT in various versions, Jasper and Canva services are actively used, which support the creation of texts, visual materials, and creative concepts at scale [6]. N. Vangelov notes that such examples are becoming a central element in designing marketing strategies, in particular, the use of AI platforms in real companies confirms their ability to provide personalization, scalability, analytical depth, and continuity of interaction with the audience. At the same time, these cases emphasize the need to combine technological capabilities with ethical control, data management and the development of personnel competencies so that the practical implementation of AI truly strengthens brand trust and the long-term effectiveness of marketing communications [10]. The future development of artificial intelligence in

marketing communications is associated not only with the improvement of individual tools, but also with changing requirements for the functionality, security and responsibility of technologies. According to B. Marr, in 2026 generative AI will finally be integrated into everyday work processes - from content creation and analytics to scientific research and training, forming new standards of productivity and speed of decision-making [3]. For example, generative video is expected to mature, which will significantly reduce the cost and time of media content production, as well as expand the possibilities of automating visual effects and post-production [3]. It is also predicted that chatbots will evolve into agent-based assistants capable of autonomously planning actions, interacting with other digital services, and performing multi-step tasks without constant human control [3].

In parallel, the requirements for the quality, ethics, and security of AI-based solutions will increase. In particular, attention will be paid to the protection of personal and corporate data, the development of local and private information processing models, and the minimization of the transfer of sensitive data to external environments [3]. The issue of copyright will also remain relevant, as the use of protected materials for training models and fair compensation to authors remain the subject of public and legal discussions [3]. In this context, companies will be forced to integrate the principles of responsible use of AI into internal policies in order to maintain consumer trust and reputational stability [5].

To summarize, several key areas of future requirements and additional AI options can be identified:

- Increasing autonomy, as agent systems will take on complex management and operational tasks [3].
- Deepening personalization – predictive adaptation of content to customer expectations, which corresponds to the current state of development of technologies and markets of goods or services [4].
- Strengthening confidentiality through the development of private models [5].
- Use of synthetic data, modeling and testing without the risk of disclosure of personal information [3].
- Integration with creative industries and gaming environments, the emergence of dynamic scenarios and adaptive digital characters [3].

For example, in advertising platforms such as Omneky, algorithms independently generate creatives, test them in different channels and adjust campaigns based on performance indicators, and the role of the marketing team is reduced to strategic control and goal correction [4,6]. Also, large companies are increasingly using agent solutions that are integrated into most business processes and take on some of the operational and analytical decisions [1]. According to B. Marr, the evolution of chatbots towards autonomous assistants means that such systems will be able not only to respond to requests, but also to plan actions, interact with other services and perform multi-step tasks without constant human intervention [3]. As for deepening personalization and working with data, an example is the use of Google Analytics 4 and Optimove, where algorithms predict customer behavior, form automatic segments and recommend next actions to increase conversion [6].

Future AI technologies are gradually shifting the focus from simple automation to intelligent support of strategic decisions, autonomy and responsibility. The role of human expertise as an element of control, interpretation and ethical balance will also grow, especially in conditions of oversaturation of the market with automatically generated content [3]. It is the combination of technological innovations, transparent management and trust orientation that will determine the competitiveness of marketing systems in the coming years [4], [5]. At the same time, the active implementation of artificial intelligence in marketing is accompanied by a set of challenges that are both technological and organizational and ethical in nature. In

particular, a significant part of companies expresses concern about data protection, algorithm bias and the accuracy of generated content, as well as about the financial costs of implementing and supporting AI solutions [9]. Also, more than 70% of employees do not receive systematic training from employers, which complicates the safe and effective use of technologies and reduces the real return on investment [1], [2]. According to S.Gupta, an additional risk remains the fragmentation of the regulatory framework, which creates legal uncertainty and potential reputational threats for companies, especially in terms of compliance with data protection requirements and responsible use of AI [5]. Also, according to scientific research, there are risks of manipulative practices, cyber threats, skills shortages and possible displacement of part of the workforce, which requires systematic change management and human capital development [10].

A separate significant risk of using artificial intelligence in marketing communications is the spread of fake content (deepfakes), which can undermine trust in brands and distort the information environment. Generative models are able to quickly create texts, images and videos that look visually convincing, but contain inaccurate or manipulative data, which increases the threat of disinformation and reputational losses for companies [9]. According to N. Vangelov, the problem of fakes is directly related to the ethical aspects of the use of AI, in particular to the issues of transparency, responsibility and control over the origin of content, since consumers may lose the ability to distinguish authentic messages from artificially generated ones [10]. Also, according to experts, some marketers are already expressing concerns about the accuracy and quality of results obtained using generative tools, which complicates building trust in communications [2]. As S. Gupta notes in his study, the lack of a clear regulatory framework and uniform standards for the responsible use of AI increases the risks of manipulation and legal uncertainty, which can have both economic and social consequences for business [5]. In practical terms, this means the need to introduce internal policies of fact-checking, content validation and algorithm control in order to minimize the negative impact of fake information on the reputation of companies and audience trust [9, 10].

Taken together, these challenges emphasize that the effectiveness of AI in marketing depends not only on the technological maturity of solutions, but also on the quality of management, staff training, and the integration of ethical principles into everyday practice.

Conclusions

So, artificial intelligence is used today at almost all stages of marketing activities: in creating and scaling content, personalizing customer routes, segmenting and targeting audiences, optimizing advertising campaigns and budgets, analyzing performance, social monitoring, customer support, adapting content to new search logic, and dynamic pricing.

The digital solutions market has already formed a wide range of tools to support marketing communications. Key products include analytical platforms, remote site management centers, generative services for texts and creativity, tools for search engine optimization and content optimization, platforms for managing advertising and campaigns, solutions for social monitoring and reputation management, and other AI services. In the future, it is expected that the autonomy of AI systems will increase. They will become more personalized, generative video and images will be used more often, which will also lead to new requirements for the rules for using AI in the context of ethics and security. In practice, communications will become more effective, costs will be reduced, conversions will increase, but companies will have to simultaneously increase investments in the creation of technological products.

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