

AI AS A CREATIVE PARTNER: A CONTENT REVOLUTION IN DIGITAL MARKETING

Abstract: *Artificial intelligence (AI) is rapidly becoming a dominant force in the creation, personalisation, and dissemination of content in the fast-paced digital landscape of today. It's changing the way brands connect with their audiences. This review paper examines in detail how artificial intelligence serves as a creative ally in digital marketing. Some of the latest advances in technology are highlighted, such as generative models, natural language processing (NLP), machine learning, and tools for automatic content generation (NLG). Additionally, it explores how incorporating AI into marketing strategies can enhance personalised communication, speed up content creation, streamline the management of multichannel campaigns, and provide real-time analytics. This article addresses the challenges brought about by this technological change and draws attention to issues such as the lack of emotional depth in our communications, the dangers of creating clichéd or repetitive content, ethical issues related to data privacy, and possible negative impacts on brand identity. By examining in-depth case studies of prominent brands like Coca-Cola, Spotify, Heinz, and HOMFurniture, it uncovers how AI serves not only as a means of automation but also as a source of creative inspiration for marketing content. In conclusion, the paper emphasises that AI doesn't replace human creativity; it actually enhances it, opening doors to more efficient, scalable, and personalised communication with target audiences in the ever-evolving digital marketplace of the future.*

Keywords: *Artificial intelligence, Digital marketing, Content generation, Personalisation*

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1. INTRODUCTION

Technological developments have made it possible for traditional marketing to give way to digital marketing, which opens up new avenues for companies to market and sell their goods to consumers through platforms like the internet.¹ Artificial intelligence integration in digital marketing offers a number of benefits that aid in the optimisation of marketing initiatives and plans.² Big data and machine learning (ML), AI's sister fields, are well-positioned to close the gap between vast volumes of data and useful extractions like business insights, predictive power, and personalisation. Additionally, AI is anticipated to impact consumer behaviour and marketing strategies.³

Nevertheless, the most notable benefit of AI in digital marketing is the effectiveness of customer-specific marketing. By analysing huge data patterns, marketers may use AI technology to gain insights about customer preferences and habits. This allows them to target and connect with each client more effectively.⁴ From being a specialised technology tool, artificial intelligence (AI) is now a key component of marketing efforts. As a result, it is expected that the global market for AI in marketing will generate around 47 billion dollars in 2025 and surpass 107 billion by 2028. Businesses worldwide are investing more and more in data-driven automation and personalisation technologies, and this growing trend is changing how consumers interact with brands across the marketing landscape as well as how businesses approach marketing.⁵

One of the most intriguing applications of AI is automated content creation. Natural language generation (NLG) programmes can generate text that appears to have been produced by a person. This enables large-scale personalised content creation by marketers. With little assistance from humans, tools such as natural language generation may produce excellent written material, such as blog entries, social media updates, and product descriptions. Businesses that need to create a lot of material quickly can particularly benefit from this.⁶ According to 44% of

¹ Rao, S., Srivatsala, V. & Suneetha, V. (2016): "Optimizing technical ecosystem of digital marketing", *Advances in Intelligent Systems and Computing*, 394, 691–703. DOI: 10.1007/978-81-322-2656-7_63

² Nyong, T.A.E. & Samson, A.C. (2023): "Role of Artificial Intelligence in Enhancing Digital Marketing in Nigeria", *Triumph*, 9(1), 74 – 90.

³ Davenport, T., Guha, A., Grewal, D. & Bressgott, T. (2020): "How artificial intelligence will change the future of marketing", *Journal of the Academy of Marketing Science*, 48(1), 24–42. DOI: 10.1007/s11747-019-00696-0

⁴ Dašić, D., Vučić, V., Turčinović, Ž. & Tošić, M. (2023): "Digital marketing - Marketing opportunities and the power of digital consumers", *Ekonomika poljoprivrede*, 70(4), 1187–1199.

⁵ Ross, C. (2025a): *Artificial intelligence (AI) use in marketing - statistics & facts*, <https://www.statista.com/topics/5017/ai-use-in-marketing/>

⁶ Bansal, D. (2024): *The Role of AI in Digital Marketing: What You Need to Know*, <https://www.forbes.com/councils/forbesbusinesscouncil/2024/06/28/>

executives polled by Narrative Science, automated content creation driven by AI will play a significant role in their business's success over the next five years.⁷

AI is here to stay, and it's making marketing operations easier. Marketing departments can gain significant insight and efficiency by utilising AI. However, human marketers are still necessary, though. Humans provide traits like empathy, creativity, and judgement that are impossible to replicate. Partnerships are the way of the future in marketing. While human marketers maintain creativity, strategy, and brand control, AI marketing tools speed up execution.⁸

2. LITERATURE REVIEW

Any communication that makes use of an electronic device or the internet is considered digital marketing. To connect with current and potential customers, businesses employ computer-based tools and technology platforms, such as social networks, email, search engines, and other websites.⁹ To stand out and endure in hostile market conditions, companies today must connect with customers in increasingly innovative and efficient ways.¹⁰

AI functions as the intelligence that propels data-driven analysis and decision-making in the domains of automation and continuous learning. AI can teach machines to recognise patterns in vast amounts of data and to take appropriate action by using a variety of techniques like deep learning (DL), genetic algorithms, and natural language processing (NLP). This allows tasks that can aid in the creation and management of an organisation's offerings to be automated. Another method to characterise AI is based on its business and marketing applications, such as automating company operations, obtaining insights from data, or communicating with clients and staff, rather than its underlying technology.¹¹

In content marketing, artificial intelligence (AI) refers to the use of technology that can analyse data, comprehend language, and provide recommendations in order

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⁷ Moses, L. (2017): *The Washington Post's robot reporter has published 850 articles in the past year*, <https://digiday.com/media/washington-posts-robot-reporter-published-500-articles-last-year/>

⁸ Papirfly (2025): *AI in marketing vs. human marketers: Comparing performance, creativity, and brand control*, <https://www.papirfly.com/blog/ai/ai-marketing-vs-human-creativity/>

⁹ Gkikas, D.C. & Theodoridis, P.K. (2019): "Artificial intelligence (AI) impact on digital marketing research,' in *Strategic Innovative Marketing and Tourism: 7th ICSIMAT*", *Athenian Riviera*, Greece 2018, Springer International Publishing, pp. 1251-1259.

¹⁰ Baltezarević, I. & Baltezarević, R. (2019): "Prikriveno oglašavanje u novim medijima", *Baština*, 48, 171-179. doi: 10.5937/bastina1948171B

¹¹ Davenport, T. & Ronanki, R. (2018): "Artificial intelligence for the real world", *Harvard Business Review*, 96(1), 108-116.

to produce, publish, and disseminate material that is intended to engage an online audience.¹² AI-powered programmes may produce excellent product descriptions, social media postings, and articles based on predetermined criteria. In order to produce logical, engaging content, these systems use natural language processing (NLP) to comprehend and mimic human language. For example, OpenAI's GPT-3 can create a variety of content types, allowing marketers to concentrate on their primary goals.¹³

Campaign management is another area where AI is significant. Multichannel marketing campaigns can be planned, carried out, and optimised using AI-powered platforms. These platforms examine performance data in real time using ML techniques to optimize processes.¹⁴ Generative AI can facilitate the creation of texts, images, and videos. ChatGPT is the most popular generative AI tool among marketers, with 55% of the market, followed by Copy.AI (42%), and Jasper.AI (36%). MidJourney and DALL-E 2, are the most frequently utilised tools for text-based and design-related tasks.¹⁵

Today's tech-savvy marketing teams use AI solutions for a variety of important activities, according to a SurveyMonkey survey. According to the results, 50% use artificial intelligence to provide content to support their work. As per 43% of those surveyed, AI is crucial to their social media approach. Based on 73% of respondents, AI is essential to creating personalised consumer experiences. 51% of marketers use ChatGPT and other generative AI tools to optimise content rather than crafting endless words on particular topics. Whether improving fresh or pre-existing content, a lot of marketers employ AI solutions to: a) naturally include target keywords into text. b) To adapt a piece of material to a new platform. c) To modify material to meet the requirements of various audiences. d) To ask for advice and comments from editors. These AI use cases demonstrate how AI technologies may support human labour in order to increase efficiency and enhance marketing results.¹⁶

The ability of AI to produce personalised content on a wide scale is among its best features for content creation. According to a case study from the AI content

¹² Adebayo, K.S. (2025): *AI in content marketing: How creators and marketers are using AI to speed up & succeed [data]*, <https://blog.hubspot.com/marketing/ai-in-content-marketing>.

¹³ Simion, P.C. & Popescu, M.A.M. (2023): "Assessing the Use of Artificial Intelligence in Digital Marketing. Evidence from Romanian Companies", in *Proceedings of the International Conference on Business Excellence*, 17(1), 1128-1138.

¹⁴ Peyravi, B., Nekrošienė, J. & Lobanova, L. (2020): "Revolutionised technologies for marketing: Theoretical review with a focus on artificial intelligence", *Business: Theory and Practice*, 21(2), 827-834.

¹⁵ Ross, C. (2025b): *Leading generative artificial intelligence (AI) tools and platforms used in marketing and advertising worldwide as of July 2023*, <https://www.statista.com/statistics/1405052/gen-ai-tools-used-marketing-advertising/>.

¹⁶ Digital Marketing Institute (2025): *10 Eye Opening AI Marketing Stats in 2025*, <https://digitalmarketinginstitute.com/blog/10-eye-opening-ai-marketing-stats-in-2025>.

creation tool Persado, its AI-authored email subject lines were 95% more likely to be opened than those produced by humans. This demonstrates how materials could be enhanced with AI to increase engagement and sales.¹⁷ AI systems are also capable of searching through vast volumes of data to identify patterns and human preferences. This enables marketers to deliver each user highly targeted content.¹⁸

Furthermore, AI is changing the way that material is created and thought about. It helps with a variety of creative tasks and provides new inspiration, such as a) Creative Ideation: using data and trends, AI systems can produce original notions and ideas. b) Design Automation: by automating image editing and design modifications, platforms such as Adobe Sensei free up creatives to concentrate on more complex choices. Multimedia Production: AI simplifies intricate production procedures while assisting in the creation of captivating films and animations.¹⁹

AI is becoming the main attraction rather than merely being used in the background. AI took the creative lead in the following campaigns: Heinz's AI Ketchup: with their initiative to reinvent ketchup packaging, Heinz capitalised on the AI trend. Through social media, they invited their audience to join in the creative process while using AI-generated designs. This strategy increased client engagement while showcasing innovation. Coca-Cola's "Create Real Magic" campaign: Coca-Cola let people make their own artwork with the famous brand by using AI. This strengthened Coca-Cola's reputation as a world leader in creativity and invention while simultaneously providing consumers with a means of establishing a personal connection with the company. Spotify's Personalised Wrapped Campaign: each year, Spotify Wrapped creates incredibly shareable summaries of customers' listening preferences using AI. Through data-driven creativity, this campaign has become a cultural phenomenon that promotes user engagement and increases brand loyalty.²⁰ The use of AI in HOMFurniture's copywriting process has revolutionised their company's operations. The business has been able to produce excellent, captivating, and customised product descriptions for their e-commerce website at a never-before-seen pace with the aid of AI-powered copywriting tools.²¹

AI is far from being able to write emotionally charged stories or profoundly moving prose. It can, however, provide a great deal of help in generating content

¹⁷ Persado (2025): *AI Marketing Platform for Banks [Better, Faster, Compliant]*, <https://www.persado.com/>.

¹⁸ Wedel, M. & Kannan, P. K. (2016): "Marketing Analytics for Data-Rich Environments", *Journal of Marketing*, 80(6), 97-121. doi: 10.1509/jm.15.0413

¹⁹ Yang, T. (2025): *The Future of AI in Marketing and Creative Roles*, <https://www.netcomlearning.com/blog/the-future-of-ai-in-marketing-and-creative-roles>.

²⁰ Ascent digital agency (2025): *How AI and Creativity Collide in Digital Marketing*, <https://ascentdigitalagency.com/how-ai-and-creativity-collide-in-digital-marketing/>

²¹ Kalwar, S. (2025): *10 Fascinating Use Cases and Examples of AI in Digital Marketing*, <https://www.digitalfirst.ai/blog/use-cases-and-examples-of-ai-digital-marketing>

quickly and efficiently. Scalability and Speed: AI tools can generate draft manuscripts, topic ideas, outlines, and a list of attention-grabbing headlines in only a few minutes. Especially if you're handling multiple projects at once, this makes it easier to increase your blog and content production on a regular basis. Search Engine Optimisation Assistance: AI can ensure that content satisfies SEO objectives by suggesting relevant keywords, headings, and meta descriptions. With the use of tools like Surfer SEO, companies can produce well-optimised content that both users and search engines value.

However, in this context, it is also necessary to highlight the drawbacks of AI. Imitation is AI's forte, but it finds it difficult to produce anything genuinely unique. Without the human touch, content could feel formulaic and stale. Additionally, Google detests entirely AI-generated material, so this could lower the rankings. Regarding the risk of plagiarism, unknowingly, some AI tools copy words or ideas from already existing information. For this reason, it is necessary to use AI as a starting point, not as a finished product.²²

Big data, which emphasises variety, volume, and the speed at which data is generated, is used to train machines to learn and subsequently create accurate ML models. From this, it can be inferred that big data analysis is a component and foundation of both ML and AI, and that AI is the application of ML.²³ It is crucial to remember that ML relies heavily on human inputs. Furthermore, AI is susceptible to human prejudices since it can only learn from the information and guidelines that people provide it. Because these biases might manifest in unexpected ways, marketers must be on the lookout for them. For instance, the system can assume that doctors can only be men if it is trained to recognise photographs of doctors and 80% of the training images submitted feature male doctors.²⁴

Even with the benefits of speed and volume, AI presents marketers with significant obstacles. Marketing generative AI can produce content quickly, nevertheless, human intervention is necessary to ensure that material reflects emotional nuance, brand voice, and local relevance. Risks to brand impression and trust are increased by AI's continued difficulties with sarcasm, humour, cultural sensitivity, and message alignment. The effectiveness of even the best AI marketing solutions depends on the quality of the data they are trained on. The output may deceive rather than enlighten if the inputs are skewed or out of date, which would undermine strategy

²² Stokes, M. (2025): *AI in Content Marketing: How We're Wielding AI for Good (Results)*, <https://digitalcommerce.com/ai-in-content-marketing/>.

²³ Chandra, H. (2019): *Artificial Intelligence (AI) vs Machine Learning (ML) vs Big Data*, <https://heart-beat.fritz.ai/artificial-intelligence-ai-vs-machine-learning-ml-vs-big-data-909906eb6a92>.

²⁴ Walker, B. (2025): *How AI Can be a Powerful Creative Partner for your Digital Campaigns*, <https://thisisgrow.com/insights/how-ai-can-be-a-powerful-creative-partner-for-your-digital-campaigns>.

and return on investment (ROI).²⁵ For AI to work well, user data is necessary. This calls into question the use of data, adherence to privacy regulations, and moral marketing techniques. Additionally, marketers who depend too much on AI risk losing the analytical and problem-solving abilities needed to adjust to erratic shifts in the market.²⁶

The foundation of effective customer engagement in the highly interconnected digital world of today is content marketing. It is more than just producing content; it involves planning a smooth transition from concept to delivery and making sure that each piece of content adds to the compelling story.²⁷

3. CONCLUSION

The impact of artificial intelligence on digital marketing represents a significant change in the landscape of modern business. This paper illustrates that AI goes beyond being a mere technical tool; it has evolved into a creative collaborator that plays a vital role in crafting content, enhancing user experiences, and optimising marketing strategies. Its capability to sift through enormous data sets, comprehend language, and produce text, images, and videos empowers brands to engage with consumers in a personalised, efficient, and scalable way.

Despite the numerous advantages, the use of AI technology in marketing also carries a number of challenges, including risks of loss of authenticity, emotional shallowness of content, potential bias, ethical and privacy issues, as well as dependence on the quality of input data. This is why the human touch is something we just can't replace, especially when it comes to areas that need empathy, creative insight, and strategic thinking.

Looking at modern tools and the triumphs of top global brands, it's clear that the future of marketing is all about the partnership between people and technology. AI isn't here to take over creative talent; instead, it's all about enhancing it. It speeds up workflows and gives us more time to strategize and come up with innovative ideas in communication. Brands that cleverly blend AI's tech capabilities with genuine human insight will stand out in the digital world, forging deeper and more authentic connections with their audience.

²⁵ Papirfly (2025): *AI in marketing vs. human marketers: Comparing performance, creativity, and brand control*, <https://www.papirfly.com/blog/ai/ai-marketing-vs-human-creativity/>.

²⁶ Cumberland college (2025): *The Pros and Cons of AI in Digital Marketing*, <https://www.cumberland.college/blog/pros-and-cons-of-ai-in-digital-marketing/>.

²⁷ Adams, B. (2023): *Deloitte Digital's latest research forecasts generative AI's transformation of content marketing*, <https://www.deloitte.com/za/en/services/consulting/research/generative-ai-transformation.html>.

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VEŠTAČKA INTELIGENCIJA KAO KREATIVNI PARTNER: REVOLUCIJA SADRŽAJA U DIGITALNOM MARKETINGU

Sažetak: Veštačka inteligencija (AI) brzo postaje dominantna sila u kreiranju, personalizaciji i širenju sadržaja u brzom digitalnom okruženju današnjice. Ona menja način na koji se brendovi povezuju sa svojom publikom. Ovaj pregledni rad detaljno ispituje kako veštačka inteligencija služi kao kreativni saveznik u digitalnom marketingu. Istaknuti su neki od najnovijih tehnoloških dostignuća, kao što su generativni modeli, obrada prirodnog jezika (NLP), mašinsko učenje i alati za automatsko generisanje sadržaja (NGS). Pored toga, istražuje se kako uključivanje AI u marketinške strategije može poboljšati personalizovanu komunikaciju, ubrzati kreiranje sadržaja, pojednostaviti upravljanje višekanalnim kampanjama i pružiti analitiku u realnom vremenu. Ovaj članak se bavi izazovima koje donosi ova tehnološka promena i skreće pažnju na pitanja kao što su nedostatak emocionalne dubine u našim komunikacijama, opasnosti od stvaranja klišeiziranog ili ponavljajućeg sadržaja, etička pitanja vezana za privatnost podataka i mogući negativni uticaji na identitet brenda. Ispitivanjem detaljnih studija slučaja istaknutih brendova poput Koka-Kole, Spotifaja, Hajnca i HOMFurnitura, otkriva se kako AI služi ne samo kao sredstvo automatizacije već i kao izvor kreativne inspiracije za marketinški sadržaj. U zaključku, rad naglašava da veštačka inteligencija ne zamenjuje ljudsku kreativnost; ona je zapravo unapređuje, otvarajući vrata efikasnijoj, skalabilnijoj i personalizovanijoj komunikaciji sa ciljnim publikama na stalno evoluirajućem digitalnom tržištu budućnosti.

Ključne reči: Veštačka inteligencija, Digitalni marketing, Generisanje sadržaja, Personalizacija