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AI IN CONTENT MARKETING: ADVANTAGES AND DISADVANTAGES IN THE AI ERA

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Abstract: *Artificial intelligence (AI) is rapidly changing many industries, including content marketing. AI tools can automate various content creation and distribution tasks, allowing marketers and content creators to increase*

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their efforts. However, it also brings new threats and challenges that need to be addressed. This project examines the key ways AI influences content marketing strategies. More specifically, it aims to understand the benefits and drawbacks of AI in content marketing and anticipate the future of AI integration into content marketing. The research collected data through a structured interview conducted with a marketing expert and then compared gathered insights regarding the advantages and disadvantages of AI in content marketing with ChatGPT-generated responses. The main findings reveal that efficiency and imagination enhancement are the main advantages of AI in content marketing, with the lack of human touch, data privacy and ethical concerns as the disadvantages. The study contributes to the current theoretical discussions on AI in content marketing, providing insights that are beneficial for marketers and helping marketing managers refine strategies for using AI more effectively in content marketing.

Keywords: *AI tools, content marketing, advantages, disadvantages, interview, ChatGPT.*

INTRODUCTION

In today's competitive business world, people want to finish their tasks quickly. Computers are used a lot, which creates a ton of data. Artificial Intelligence (AI) refers to the ability of computer systems to perform tasks that typically require human intelligence, such as recognizing visual images, understanding speech, making decisions, and translating languages (Chintalapati and Pandey, 2022). In the marketing industry, Artificial Intelligence Marketing (AIM) is an approach of optimally utilizing technology and customer data to enhance the customer's experience (Chintalapati and Pandey, 2022). Content marketing is a marketing strategy that focuses on sharing useful information to

attract and keep the attention of a specific group of people (Jain and Aggarwal, 2020). Content marketing aims to change or improve customer behavior by consistently providing high-quality content through AIM as an assistant. In marketing, creating and sharing content is very important. The rise of digital platforms and the attention economy has made it crucial to have engaging content that helps build brand awareness and communicates value. However, it can be hard for brands to handle the large amount of text and media data. It is important to use AI responsibly to get the most out of it and avoid problems. More research is needed to understand both the benefits and risks of using AI in content marketing as it continues to grow and change.

The main research question of this research is: What are the advantages and disadvantages of the implementation of AI in content marketing in the AI era?

In order to answer the main research question, we use the following sub-questions:

Q1: How is AI used in content marketing?

Q2: What are the differences between human-based and AI-based insights in content marketing?

LITERATURE REVIEW

Changes in marketing in the AI era

In today's dynamic digital marketing environment, businesses encounter numerous challenges, including managing vast datasets, adapting to changing consumer preferences and competing intensely. The advent of AI is fundamentally transforming marketing strategies, empowering personalized customer interactions, streamlining data analysis processes, and facilitating automated decision-making. This transition towards AI-driven marketing signifies a significant shift towards utilizing data-driven insights to inform decision-making processes.

Integration of AI in Content Marketing

Content marketing is a marketing strategy that involves the creation and distribution of online content such as videos, blog articles, social media posts, and other materials which are used to attract, and engage an audience and customers. (Lintulahti, 2023). AI technologies are revolutionizing content creation by providing marketers with powerful tools to streamline the process, enhance efficiency, and improve the quality of content. Nowadays, AI has totally changed how we do content marketing. Think of AI as a really smart helper who makes creating, sharing, and understanding our content much easier. First, AI can quickly create different types of content using something called Natural Language Generation. This means we can make articles, blogs, or even product descriptions super-fast. And it is not just any content – it has content that is made specifically for each person based on what they like and do online. AI looks at a bunch of data from different places to figure out what people are interested in. Once we have our content, AI helps us share it in the best way possible. It knows the right time and place to post stuff so more people see it. And if someone has a question about our content, AI-powered chatbots can step in and help them, making it seem like we are available all the time. Moreover, AI helps us find cool things from the internet to share with our audience, which keeps them engaged and interested. In short, AI has made content marketing much simpler and more effective, and it is only getting better with time (Chintalapati and Pandey, 2022).

Advantages of AI in Content Marketing

AI in content marketing can be very useful because it permits the generation of ideas and the automatic creation of text about almost everything. For example, marketers can ask Chat GPT to create a short text about content to inspire them. It is also possible to change the nature of the text and for example make it more

funny, professional, or more understandable for kids. AI bridges communication gaps. It simplifies complex jargon, making content accessible to wider audiences. Nowadays AI can also generate videos, images, music, design, and text. The creation possibilities are very wide. AI can also analyze many databases such as user behavior, preferences, and demographics to segment audiences effectively. It tailors content to specific groups, enhancing engagement. For instance, AI can create personalized product recommendations based on browsing history or send targeted email campaigns with relevant content. AI is also a great tool for repetitive and annoying tasks. AI handles mundane chores, such as scheduling social media posts, and keyword optimization. It liberates marketers from routine tasks, allowing them to focus on strategic planning. AI in marketing is a real assistant that can assist in every daily task for short-term and long-term missions and make inconvenient tasks more convenient (Lintulahti, 2023).

Disadvantages of AI in Content Marketing

Lack of human touch and authenticity

It is important to remember, though, that everything ChatGPT writes or creates is based on what it understands about something that has been written before. This means it is not actually capable of original thought or creativity in the same way as humans (Hauser, Li, and Mao, 2023).

AI has trouble being truly original and creative like humans because it does not have human experiences, deep knowledge, or understanding. It mostly just combines existing information from the internet. AI cannot set goals, imagine, or improve ideas like humans can over time. So, while AI can copy some creative tasks, humans are still better at real innovation. Humans have skills like imagination that AI cannot replicate. We can understand things in ways that do not make sense to AI. When AI does creative tasks, they often lack a human touch and seem strange or unsettling. Imagine you are trying to write a story. You can draw from your own life experiences and feelings to make it

interesting and unique. But AI does not have those experiences to draw from, so it relies on information it finds on the internet. This means its stories might feel a bit stale or unoriginal like they are just copying what is already out there.

Privacy And Ethical Concerns

AI in content marketing uses your personal info to tailor advertisements and suggestions, which can be a privacy problem. It looks at what you do online, buy, and share on social media to target you better. But this can feel like an invasion of privacy because it has been done without asking you first. Also, if the AI learns from biased data, it might unfairly target certain groups. Since there are no rules on how companies can use your information, there is worry about manipulation. To fix this, marketers need clear rules on how AI can use personal data and ways to make sure it is fair for everyone.

Create a strategy to integrate AI into Content Marketing

Creating a strategy to integrate AI into Content Marketing is very essential in the AI era. It can make AI more reliable for marketers while using AI tools for their work. Here are three stages of a circle of content improvement that marketers or the content team can use to improve effective AI integration into content marketing.

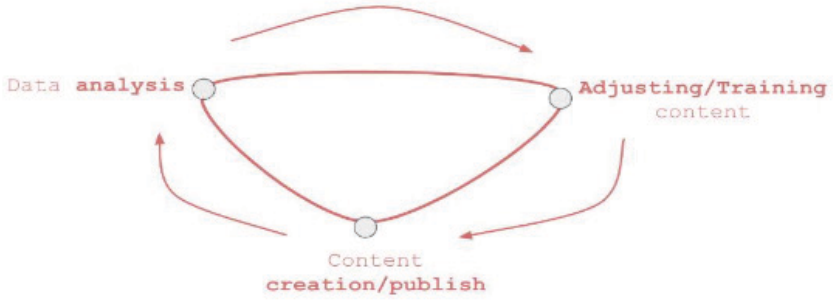

Figure 1. Circle of Content Improvement (Lintulahti, 2023)

First Stage: Content Creation

The content team first looks at what they already have and thinks up new ideas that match their marketing goals. Then, they figure out who we are trying to reach, study what they want, and come up with more ideas, even looking at what our competitors are doing. After that, they make the content using special AI tools and check it to make sure it fits our brand, what our customers like, and what's popular right now.

Second Stage: Gathering and Analyzing Data

After publishing content, the team keeps an eye on how it is doing across different platforms. They look at things like engagement rate, and bounce rate to figure out how well it is performing. Then, they dive into the data to see what trends and insights they can find. This helps them decide what kind of content to make in the future, based on what works best for the audience.

Third Stage: Adjustment and Training

Data analysis guides content adjustments, getting in on successful content types, and optimizing traffic sources for effectiveness. The team undergoes specialized training to enhance their AI content creation skills and catch up with current trends and technologies in the field.

METHOD

Data collection

We first conducted a structured interview with an esteemed expert in marketing, with rich experience spanning over a decade. The expert has been actively contributing to the field of marketing. With a strong foundation in both academia and practical experience, he has been a great source of valuable insights regarding our main research questions. We tried to approach the expert when we were conducting the project about content marketing in March 2024, and by sending an email with a list of questions to the expert we already prepared before about content marketing, we got the answers from the experts that are presented in Table 1.

ChatGPT is a virtual assistant or chatbot that uses a field of machine learning known as natural language processing (NLP). It is an example of generative AI because it can create something completely new that has never existed before. It can engage in conversations, answer questions, generate text, and assist with various tasks. Trained on a diverse dataset from the internet, ChatGPT can understand and produce human-like responses across different subjects. Its applications range from customer service to content creation and education. However, ethical considerations regarding misinformation and bias are important in its use. Overall, ChatGPT represents a significant advancement in AI-driven communication and interaction (Hauser, Li, and Mao, 2023).

The reason we chose ChatGPT to answer the list of questions about AI in Content Marketing is that ChatGPT nowadays is one of the most famous and approachable AI tools all over the world. Almost everyone knows about ChatGPT and uses it for their work, studies, and research. Although precise details of the training data have not been made public, it's known that it includes a massive dataset of 175 billion parameters, including books, newspapers, and research papers, and a snapshot of the internet taken in 2021. It was trained using unsupervised learning, meaning that the information it was given was not labeled. Instead, it simply records which words are used and analyzes the context and relationships between them. This allows it to then predict what words, and in what order, it should use to create the best response. Although the results it is capable of may seem amazing, the algorithms that make up ChatGPT are really quite simple and are all based on statistics. The "intelligence" is all possible due to the sheer size of the training dataset and the speed at which it is capable of processing requests (Hauser, Li, and Mao, 2023). That is the reason why we chose ChatGPT to answer the list of questions about Content Marketing we prepared before.

Results

All results are presented in Table 1.

Questions	**Expert's answer**	**ChatGPT's answer**
1. What role does AI play in content marketing in general?	"AI significantly transforms content marketing by streamlining content creation, personalization, and analysis. It aids marketers in generating tailored content, predicting consumer behavior, and automating routine tasks, thereby allowing them to concentrate more on creative and strategic aspects of marketing."	AI plays a significant role in various aspects of content marketing, including content creation, optimization, personalization, distribution, and analysis. It enables marketers to understand audience preferences, create targeted content, automate repetitive tasks, and improve overall efficiency.
2. What are the benefits of using AI in content marketing?	"The benefits of integrating AI into content marketing include heightened efficiency through automation, enhanced personalization capabilities leading to better engagement, valuable insights gained from data analysis to inform strategies, improved search engine optimization, and content performance optimization through real-time testing."	Scalable Content: AI produces content for diverse audiences. Personalization: AI enhances engagement with tailored content. Efficiency: AI automates tasks, saving time and resources. Insightful Analytics: AI-driven analytics optimize content strategies.

Questions	Expert's answer	ChatGPT's answer
3. What are the drawbacks or challenges associated with AI in content marketing?	"Drawbacks of using AI in content marketing include the potential loss of the personal touch in content, concerns regarding data privacy and ethics, high initial implementation costs, the complexity of AI tools requiring a steep learning curve, and the risk of generating content that may not always be accurate or contextually appropriate without human oversight".	Quality Concerns: AI-generated content may lack authenticity. Ethical Issues: Concerns about data privacy and bias. Cost and Complexity: Implementation can be expensive. Data Dependency: AI relies on accurate and unbiased data.
4. How do you suggest addressing the disadvantages or challenges previously mentioned?	"To mitigate these challenges, it is recommended to maintain human oversight over AI-generated content, prioritize data privacy and compliance with regulations, evaluate the potential ROI before investing, invest in training for effective AI tool utilization, and adopt a hybrid approach that combines the strengths of AI with human creativity and insight."	Human Oversight: Combine AI automation with human creativity. Ethical Guidelines: Establish clear ethical guidelines. Training: Provide training for effective AI usage. Monitoring: Regularly monitor AI systems for biases and errors.
5. What are your predictions for the future of AI in content marketing?	"Predictions for the future of AI in content marketing include deeper integration across all aspects of content marketing, the emergence of more advanced personalization techniques, improvements in the quality of AI-generated content to closely resemble human writing, an increasing focus on ethical use and regulation of AI technologies, and the creative blending of AI with other emerging technologies to create new content marketing opportunities."	Enhanced Personalization: Deeper levels of content personalization. Sophisticated Content Creation: AI-generated content becomes more sophisticated. Ethical Focus: Increased attention to ethical AI usage. Integration: AI integrates with emerging technologies for immersive experiences.

Table 1.Answer from interviewing the expert and ChatGPT

Data Analysis

Data received from the expert and ChatGPT-generated was analyzed to identify similarities and differences that are presented in Chapter IV.

DISCUSSION

The expert and ChatGPT responses share many similarities but differ in clarity, specificity, and speed. The expert's answers are easy to understand, specific, and creative, while ChatGPT's responses are faster but sometimes use advanced language, requiring more time for comprehension and a lack of future prediction and human judgment.

Question 1: Role of AI in Content Marketing

Similarities: Both mention AI's role in content creation, personalization, and analysis, and its help in automating tasks and focusing on creative and strategic marketing aspects.

Differences: The expert says AI helps make content and predicts what people will like and uses it as an assistant tool to help marketing managers plan marketing strategies, while ChatGPT means that AI can help make content better, send it out, and figure out what people want. So, while the expert looks at the potential of AI, ChatGPT wants to cover more areas where AI helps in content marketing.

Question 2: Benefits of using AI in Content Marketing

Similarities: Both answers highlight efficiency through automation, enhanced personalization, and valuable insights from data analysis.

Differences: Expert adds improved search engine optimization and real-time testing for content performance, whereas ChatGPT mentions scalable content production and insightful analytics to optimize content strategies.

Question 3: Drawbacks/Challenges of AI in Content Marketing

Similarities: Both acknowledge the potential lack of human touch brain and data privacy concerns.

Differences: Expert discusses high initial costs and the complexity of AI tools, while ChatGPT points out quality concerns with AI-generated content (reality) and the dependency on accurate data.

Question 4: Addressing drawbacks/challenges

Similarities: Both suggest maintaining human oversight and prioritizing data privacy.

Differences: Expert recommends evaluating ROI before investing and adopting a hybrid approach, while ChatGPT advises establishing ethical guidelines, providing training, and monitoring AI systems for biases.

Question 5: Predictions for the future of AI in Content Marketing

Similarities: Both show a deeper integration of AI in content marketing and an increase in ethical use and regulation.

Differences: Expert predicts improvements in AI-generated content quality and creative blending with other technologies, while ChatGPT expects more sophisticated content creation and integration with emerging technologies for immersive experiences.

Based on previous studies, comparison results and Table 1, the main advantages of AI in content marketing are firstly efficiency because it helps

to generate new ideas, content, pictures, text, and more for humans. The role of a human worker is to use his brain to innovate or create new ideas then he can ask AI to generate them by writing, drawing, analyzing, and classifying among others. The human worker only needs to use his imagination which cannot be done by AI because AI comes from the human, so it does not have yet the possibility to do more than what he knows or what he is made for. So, the human is the brain and AI is the physical worker that quickly executes and achieves missions and repetitive tasks that allow the human to focus on the core of ideas, projects, innovations, or inventions. Secondly, AI is an advantage to help increase imagination and possibilities for humans. With AI we can quickly access most of the knowledge in the world, so because many things have already been done in the past, humans can use it as inspiration. It helps him to increase his imagination and become a better thinker.

Based on previous studies, comparison results and Table 1, AI in content marketing has some drawbacks. One big problem is that it is not as good as humans at being creative and reliable. Even though AI can make lots of content quickly, it often lacks the special understanding and originality that people have. Also, sometimes AI content feels too general and does not connect well with certain groups of people. Another worry is keeping people's data private and being ethical when using AI. People wonder if AI will change the jobs humans do in the future and, if so, what those jobs might be. Therefore, AI should be viewed as an assistant rather than a replacement for human roles. While AI might automate some tasks, there are still things humans are better at, like understanding feelings, being creative, and solving hard problems. So, even though AI has a lot of potential, we need to be careful about how we use it.

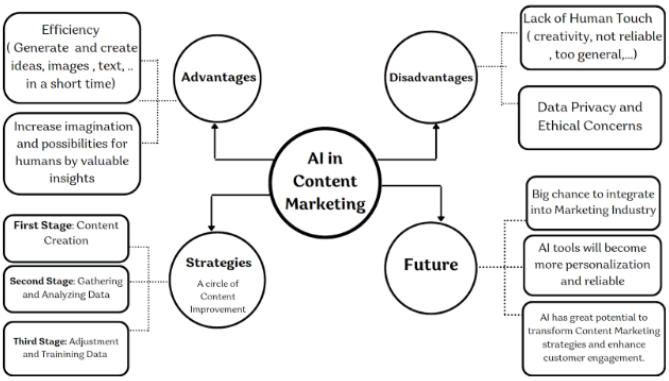

Figure 2. General findings of integration of AI in Content Marketing

CONCLUSION

In conclusion, this project has examined the advantages and disadvantages of using AI in content marketing. It is clear that AI brings significant benefits by automating routine tasks, generating personalized content at scale, and providing valuable insights through data analysis. These capabilities allow marketers to increase productivity and focus more on strategic and creative work. However, AI also faces limitations compared to human creativity, such as human creativity and reality. There are also ethical concerns regarding data privacy and potential biases.

The integration of artificial intelligence (AI) into content marketing has significant contributions to both theoretical and practical aspects of the marketing field. In marketing theoretical aspects, AI brings super-fast ideas, inspiring human workers with its ability to generate new concepts and offer unique viewpoints. By automating routine tasks like data analysis and content creation, AI acts as a helpful assistant, giving marketers more time to concentrate on important decisions and strategic planning. With AI's

support, marketers can get into higher-level thinking, ultimately leading to more innovative and effective marketing strategies. In practical marketing aspects, AI enhances content creation processes by analyzing vast amounts of data, identifying trends, and optimizing content. It ensures precision and relevance. AI also can create new content, including articles, social media posts, and product descriptions. It generates personalized content at scale. Overall, AI analyzes user behavior, preferences, and demographics to tailor marketing messages. It ensures that content reaches the right audience and right customers.

Throughout the project, we got some limitations that we realized, after finishing, could have been addressed better if we had the opportunity to start again. Firstly, we did not have enough time to interview multiple experts, which would have made our findings more reliable and clearer. Secondly, the list of questions we had prepared was not careful or deep enough for our topic and this project. Finally, lack of time and research experience significantly limit the quality of our findings.

Looking to the future, AI will become more integrated across the content marketing process. AI tools for content creation and personalization will become more reliable. If developed and applied carefully with appropriate guidelines, AI has great potential to transform content marketing strategies and enhance customer engagement. At the same time, human judgment remains crucial, especially for strategic planning, brand positioning, and evaluating qualitative aspects like tone and messaging. An optimal approach combines the strengths of AI for automation and analytics with human creativity, perspective, and decision-making. With balanced and responsible development, AI will serve to assist, not replace, the expertise of content marketing professionals. Continued research on its applications and impacts is still needed to maximize benefits and address new challenges.

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