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**ARTIFICIAL INTELLIGENCE AND DIGITAL MARKETING: ASSESSING THE AI ENHANCING TOOLS FOR  
EFFECTIVE MARKETING IN AKWA IBOM STATE**

By

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**ABSTRACT**

*This study examined artificial intelligence and digital marketing, assessing its enhancing tools for effective marketing in Akwa Ibom State. In carrying out this research, numerous subheads were also expounded on, such as the concept of marketing, concept of digital marketing, types of artificial intelligence tools for digital marketing, and the effect of artificial intelligence on digital marketing. The study mentioned that artificial intelligence (AI) is significantly transforming digital marketing, offering advanced tools that enhance the effectiveness of marketing strategies. The study mentioned that chatbots and conversational artificial intelligence are two types of artificial intelligence tools for digital marketing. It also stated enhanced personalisation, among others, as the effects of artificial intelligence on digital marketing. The study concluded that artificial intelligence (AI) is transforming digital marketing by enhancing strategies through advanced tools. The integration of AI tools is becoming increasingly relevant, offering personalised customer experiences, predictive analytics, and automated content creation. One of the recommendations made was that businesses in Akwa Ibom State should invest in AI tools that provide advanced customer analytics and insights. These tools can help businesses understand consumer behaviour, preferences, and trends, allowing for more targeted and personalised marketing strategies.*

**KEYWORDS: Artificial Intelligence, Digital Marketing, Effective Marketing and Akwa Ibom State**

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**INTRODUCTION**

Artificial intelligence (AI) is significantly transforming digital marketing, offering advanced tools that enhance the effectiveness of marketing strategies. In Akwa Ibom State, the integration of AI into digital marketing practices is becoming increasingly relevant. This paper explores the role of AI-enhancing tools in optimising marketing efforts and assesses their impact on the effectiveness of digital marketing in the region.

AI-driven tools provide several advantages for digital marketing, including personalised customer experiences, predictive analytics, and automated content creation. Personalisation, powered by AI, allows businesses to tailor marketing strategies based on individual customer preferences and behaviours, leading to improved engagement and higher conversion rates (Chaffey, 2022). Predictive analytics helps businesses anticipate market trends and customer needs by analysing historical data, thus enabling more informed decision-making and strategy optimisation (Davenport & Ronanki, 2018). Furthermore, AI-powered content creation tools streamline the production process, saving time and resources while ensuring high-quality output (Kumar et al., 2021).

In Akwa Ibom State, the adoption of AI tools in digital marketing is on the rise. Local businesses are increasingly utilising AI to enhance their reach and engagement with target audiences. For example, AI algorithms are being used to optimise social media campaigns and analyse user interactions, providing insights into customer preferences and behaviours (Lemon & Verhoef, 2016). AI-driven

chatbots are also being deployed to improve customer service by offering instant responses and support, thereby enhancing customer satisfaction (Grewal et al., 2017).

The impact of AI on digital marketing in Akwa Ibom State is evident in several success stories. Businesses that have adopted AI tools report increased efficiency in their marketing activities and a notable improvement in return on investment (ROI). By leveraging AI for data analysis and strategic decision-making, these companies can better allocate resources and tailor their campaigns to meet customer needs (Jarek & Stoltman, 2019). The successful integration of AI tools highlights their potential to drive growth and innovation in the region.

However, there are challenges associated with the implementation of AI-enhancing tools in digital marketing. Some businesses in Akwa Ibom State face difficulties adapting to new technologies and integrating AI into their existing systems (Baines et al., 2021). Additionally, there is a need for skilled professionals who can effectively use AI tools and interpret the resulting data. Addressing these challenges requires investment in training and resources, as well as ongoing support for businesses navigating the evolving digital marketing landscape (Baker et al., 2022).

## **CONCEPT OF MARKETING**

Marketing refers to the procedures and actions that create value, allow offering exchanges within the business sector, and benefit society as a whole. Marketing is the exchange of goods and services that benefit partners, consumers, clients, and society as a whole. The exchange of values between various social units is referred to as a transaction in marketing, and it is the fundamental idea of marketing. Liu (2017) defines marketing as that field of study that investigates the conditions and laws affecting the distribution of commodities and services. Given the constant evolution of technology and business practices, it is difficult to define what marketing means as a fundamental aspect of a corporation.

Marketing is the practice of focussing on client wants rather than what is easiest to deliver. The realities of the modern world demonstrate that a functional economy is one in which marketing is strongly concentrated and functions as a philosophy that guides organisational activity of all kinds as well as practical action that produces noteworthy and impressive outcomes. Joseph, Omotayo, Mosunmola, & Taiye. (2016) defined marketing as a total system of interacting business activities designed to plan, price, promote, and allocate want-satisfying products and services to present and also potential customers at a profit.

Furthermore, Shah, Khan, & Haq (2018) affirmed that marketing is a process that starts with the demand of the commodity and ends with reaching the consumer table. It is essential to the way the world is developing. Conventionally, marketing has also been seen as a business activity. Human needs, particularly those that are material in character, are met by organisations. Marketing is perceived as providing a better quality of life. Marketing is a process of exchange. The buyer and seller are the two persons with whom this process deals at least. Broadly speaking, marketing encompasses all commercial endeavours related to the establishment of temporal and spatial utilities.

As a result, there are mental and physical components to the marketing process: vendors must understand what buyers want, and consumers must understand what sellers have to offer; also, the commodities must be physically carried to the desired locations by the desired time. Marketing encompasses all commercial operations related to the transfer of goods and services from manufacturer to customer; only actions involving form modification are excluded. The activities that transfer ownership of products and manage their physical distribution are together referred to as marketing. Buying and selling is the business of marketing. It includes those business activities involved in the flow of goods and services from production to consumption (Brunswick, 2014).

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## **CONCEPT OF DIGITAL MARKETING**

Digital marketing, sometimes referred to as online or web marketing, is the process of promoting brands online and through other digital media in order to reach potential consumers. This covers text and multimedia messaging as well as social media, web-based, email, and other marketing channels. Put otherwise, it refers to the process of promoting and selling goods and services through the use of websites, apps, mobile devices, social media, search engines, and other digital tools. As mentioned by Rasmuson (2015), cited in Okon, Basse, Eyo, & Jato (2023), the World Wide Web has become a popular medium for publishing and retrieving information of all kinds. As of right now, it's the most popular platform for distributing digital content. Digital marketing is frequently seen as an extra tool for businesses to reach customers and comprehend their behaviour, and it incorporates many of the same concepts as traditional marketing. Traditional and digital marketing strategies are frequently combined by businesses. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s (James, 2024).

According to Gillis & Yasar (2023), digital marketing includes a range of approaches to reach and persuade the target audience through digital media, including email marketing, social media marketing, search engine optimisation (SEO), content marketing, and online advertising. Digital marketing strategies that are comparable to those used in traditional marketing, such as building an omnichannel presence, utilising marketing automation tools, building client trust, and personalising marketing content, can be used in the process. In addition to mobile and traditional TV and radio, Ponde & Jain (2019) underlined that digital marketing encompasses a broad range of service, product, and brand marketing methods that primarily leverage the Internet as a fundamental promotional channel. Digital marketing tactics present significant opportunities for brands and organisations.

Organisations may support more extensive marketing initiatives to enhance lead generation, improve brand awareness and recognition, boost website traffic, and ultimately increase sales and business growth by implementing a digital marketing strategy. Because businesses can target both large and niche groups with pertinent campaigns and messaging, digital marketing is a successful strategy. Apart from traditional marketing channels, such as television, newspapers, billboards, and so on, marketers use these digital channels to guide prospects through their purchase journey and keep in touch with their existing customers (Deshpande, 2020).

Additionally, since customers can readily find the information they need by browsing the internet, digital marketing enables marketers to keep an eye on and cater to all of their demands. Tresnawati and Prasetyo (2018), cited in Umani & Darma (2021), explained that there are at least four benefits of digital marketing in maximising a business, namely saving costs, reaching a wider market, as a means for increasing sales, and a connection for both sellers and consumers. Organisations may support more extensive marketing initiatives to enhance lead generation, improve brand awareness and recognition, boost website traffic, and ultimately increase sales and business growth by implementing a digital marketing strategy. Because businesses can target both large and niche groups with pertinent campaigns and messaging, digital marketing is a successful strategy.

## **CONCEPT OF ARTIFICIAL INTELLIGENCE**

Nowadays, a broad variety of technologies that underpin several products and services that people use on a daily basis are referred to as "AI." The simulation of human intelligence processes by machines, particularly computer systems, is known as artificial intelligence. The term artificial intelligence (AI) describes computer programs that are able to carry out sophisticated operations that were previously limited to human performance, such as problem-solving, thinking, and decision-making. Basse & Owushi (2023) mentioned that artificial intelligence is based on the principle that human intelligence can be defined in such a way that a machine can easily mimic it and execute tasks,

from the simplest to those that are even more complex. One of artificial intelligence's objectives is to simulate human thought processes.

Artificial intelligence refers to the research and programming of computers to carry out intelligence tasks that require human intervention (Udo-Okon & Akpan, 2024). The field of artificial intelligence is often concerned with creating systems that possess human-like cognitive abilities, such as reasoning, meaning-making, generalisation, and experience-based learning. The perfect feature of artificial intelligence would be its capacity for reasoning and action towards a certain objective. AI-enabled apps and gadgets are able to see and recognise items. They are able to comprehend and react to human words. They are able to pick up new skills and knowledge.

The ability of a digital computer or computer-controlled robot to carry out actions often associated with intelligent beings is known as artificial intelligence (AI). The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalise, or learn from past experience (Akpanobong & Essien, 2022). In its widest definition, artificial intelligence (AI) refers to the intelligence displayed by machines, especially computer systems. This area of computer science study focusses on creating and analysing tools and software that allow machines to sense their surroundings and use intelligence and learning to make decisions that will increase their chances of accomplishing specific objectives. These devices could be called "artificial intelligence" (AI) systems.

The field of artificial intelligence encompasses various technologies, including computer vision, natural language processing, machine learning, and more. Computer systems can now comprehend human language, learn from examples, and make predictions thanks to these cutting-edge technologies. Even if each technology is developing on its own, when combined with automation, data, analytics, and other technologies, it may completely transform businesses and help them reach their objectives, whether that be improving customer service or streamlining supply chains.

## TYPES OF ARTIFICIAL INTELLIGENCE TOOLS FOR DIGITAL MARKETING

Artificial intelligence (AI) tools have revolutionised digital marketing by enabling more personalised, efficient, and data-driven strategies. These tools leverage machine learning, natural language processing, and predictive analytics to optimise various aspects of digital marketing. From customer segmentation to content creation, AI tools offer diverse applications that enhance marketing effectiveness. Below are some of the types of AI tools used in digital marketing:

- **Chatbots and Conversational AI**

Chatbots and conversational AI are among the most widely used AI tools in digital marketing. These tools facilitate real-time customer engagement by simulating human-like conversations. Chatbots can handle customer enquiries, provide recommendations, and even assist with transactions, improving customer experience and satisfaction (Huang & Rust, 2018). Advanced chatbots, powered by natural language processing (NLP), can understand and respond to complex queries, making them valuable for customer support and lead generation.

- **Predictive Analytics Tools**

Predictive analytics tools use AI to analyse historical data and predict future outcomes. In digital marketing, these tools are used to forecast customer behavior, optimize marketing campaigns, and identify potential leads. By predicting which customers are most likely to convert, marketers can tailor their strategies and allocate resources more effectively, leading to a higher return on investment (ROI).

- **Content Creation and Curation Tools**

AI-driven content creation tools can generate personalised content at scale. These tools analyse user data to create targeted content that resonates with specific audiences. AI can also curate content by

selecting relevant articles, videos, and social media posts based on user preferences. This automation allows marketers to deliver consistent and engaging content, enhancing brand loyalty and customer engagement.

- **Programmatic Advertising Platforms**

Programmatic advertising platforms use AI to automate the buying and placement of ads. These platforms analyse vast amounts of data to determine the most effective ad placements and bids in real-time (Bauer, 2020). AI ensures that ads are shown to the right audience at the right time, optimising ad spend and improving campaign performance. Programmatic advertising is now a standard practice in digital marketing, driven by the precision and efficiency of AI.

- **Sentiment Analysis Tools**

Sentiment analysis tools use AI to assess public sentiment towards a brand, product, or service by analysing social media posts, reviews, and other user-generated content (Pang, 2017). These tools help marketers understand customer opinions and emotions, enabling them to adjust their strategies accordingly. Sentiment analysis is crucial for reputation management and can provide insights into customer satisfaction and market trends.

- **Customer Relationship Management (CRM) Systems**

AI-enhanced CRM systems offer advanced customer segmentation, predictive scoring, and personalised communication strategies (Gartner, 2019). These systems use machine learning algorithms to analyse customer data, predict future behaviours, and automate marketing actions. By leveraging AI, CRM systems can improve customer retention, enhance user experiences, and drive revenue growth.

## EFFECT OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING

Artificial intelligence (AI) has become a transformative force in digital marketing, reshaping how businesses interact with customers, optimise campaigns, and personalise experiences. Below are the key effects of AI on digital marketing:

- **Enhanced Personalisation**

AI enables marketers to deliver highly personalised experiences by analysing large volumes of data to understand customer preferences, behaviour, and purchasing patterns. Through AI-driven algorithms, companies can create personalised content and product recommendations, which lead to increased engagement and higher conversion rates. Personalised marketing not only improves customer satisfaction but also fosters brand loyalty by making customers feel understood and valued (Chen & Zhang, 2020).

- **Optimised Content Creation and Curation**

AI has revolutionised content marketing by enabling automated content creation and curation. AI tools can generate high-quality content at scale, such as blog posts, social media updates, and product descriptions, tailored to the specific needs of different audience segments. This automation allows businesses to maintain a consistent content strategy while saving time and resources. AI also helps in curating content by analysing user preferences and recommending relevant content, enhancing user engagement (Li, 2019).

- **Improved Customer Engagement with Chatbots**

AI-powered chatbots have become integral to customer service in digital marketing. These chatbots provide instant, 24/7 customer support, answering queries, guiding users through the purchasing

process, and even recommending products. By handling multiple customer interactions simultaneously, AI chatbots enhance customer satisfaction and reduce operational costs. Their ability to learn and improve from each interaction also leads to more accurate and personalised responses over time (Shah, 2019).

- **Predictive Analytics for Better Decision-Making**

AI-driven predictive analytics allows marketers to anticipate customer behaviour and trends by analysing historical data and current market conditions. This predictive capability helps businesses optimize their marketing strategies by identifying the most effective channels, content types, and timing for campaigns. For example, AI can predict which products a customer is likely to purchase next, enabling targeted marketing efforts that are more likely to result in sales (Nguyen & Kowalczyk, 2021).

- **Automation of Marketing Processes**

AI facilitates the automation of various marketing tasks, such as email marketing, social media management, and ad targeting. Automated email campaigns can be personalised based on user behaviour, such as past purchases or browsing history, leading to higher open and click-through rates. Similarly, AI can automate the placement and targeting of online ads, ensuring they reach the most relevant audience. This automation not only improves efficiency but also frees up time for marketers to focus on more strategic activities (Huang & Rust, 2021).

- **Enhanced Social Media Marketing**

AI plays a crucial role in optimising social media marketing by analysing vast amounts of social media data to provide insights into customer sentiment, engagement, and emerging trends. AI tools can track brand mentions, analyse sentiment, and identify influencers, allowing businesses to adjust their social media strategies in real-time. This responsiveness helps companies stay relevant and engage more effectively with their target audience (Gursoy, 2022).

- **Data-Driven Decision-Making**

AI empowers marketers with data-driven insights, enabling more informed decision-making. By analysing consumer data, AI can uncover patterns and trends that humans might overlook. A study by Nwachukwu & Ohalete (2024) highlights that the insights from data can guide the strategic decision, ensuring resources and information are allocated efficiently and effectively to the targeted audience. This information is invaluable in crafting marketing strategies that resonate with the target audience, improving ROI. AI-driven analytics can also identify inefficiencies in existing campaigns, allowing for real-time adjustments that enhance performance (Chen & Zhang, 2020).

## CONCLUSION

Artificial intelligence (AI) is transforming digital marketing by enhancing strategies through advanced tools. The integration of AI tools is becoming increasingly relevant, offering personalised customer experiences, predictive analytics, and automated content creation. These tools improve engagement, optimise decision-making, and streamline content production. Local businesses are leveraging AI for social media optimisation and customer service through chatbots, resulting in increased efficiency and a better return on investment (ROI). Despite these benefits, challenges such as technology adaptation and the need for skilled professionals remain. Addressing these issues through training and resources is essential for maximising AI's impact on marketing in the region.

## RECOMMENDATIONS

- **Businesses in Akwa Ibom State should invest in AI tools that provide advanced customer analytics and insights. These tools can help businesses understand consumer behaviour, preferences, and trends, allowing for more targeted and personalised marketing strategies.**
- **To stay competitive in the digital marketing landscape, businesses should integrate AI-based tools for content creation and optimization. These tools can assist in generating high-quality content, optimising it for search engines, and ensuring it resonates with the target audience. \**
- **Companies and marketing professionals in Akwa Ibom State should prioritise training and skills development in AI technologies. Investing in education and training programs focused on AI applications in digital marketing will help professionals stay updated with the latest tools and techniques.**

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