

THE PLACE AND FUTURE OF ARTIFICIAL INTELLIGENCE IN MARKETING STRATEGIES

(Araştırma Makalesi)

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Abstract

With the developing and fast changing technology, marketing strategies have also necessarily changed in order to meet the demands and needs of consumers. The fact that businesses don't keep up with this changing system puts them out of the wheel. In daily life, where consumption never ends, marketing strategies are also consumed very quickly. Its name changes according to the ages, but the main goal is always more profitability. Sales and marketing are now digitalized and shopping has become widespread in virtual environments. Most customer services are performed by Chatbots. Each one from Siri to augmented reality application is in our lives. These smart systems date back to the 1970s. Well, where are the artificial intelligence and smart robots that take their place in almost every sector, which is the favorite of recent years, from health to defense? Although the answer to this question has just begun to be researched, it isn't difficult to predict that it will be one of the most important issues in the near future. The exact answer to this question is sought in this study, the place and future of artificial intelligence in marketing strategies are mentioned. In addition to the fact that the study contributes to the academic world, it is thought that it will also be useful in artificial intelligence studies.

Keywords: Marketing, Artificial Intelligence, Robot, Big Data, Learning of Machines.

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Pazarlama Stratejilerinde Yapay Zekanın Yeri ve Geleceği

Öz

Gelişen ve hızlı değişen teknoloji ile birlikte tüketicilerin istek ve ihtiyaçlarına cevap verebilmek adına pazarlama stratejileride zorunlu olarak değişmiştir. Bu değişen sisteme işletmelerin hızlıca ayak uydurmaması onları çarkın dışına atmaktadır. Tüketicinin asla bitmediği günlük yaşamda pazarlama stratejileride çok çabuk tüketilmektedir. Çağlara göre ismi değişmekte ama asıl amaç hep daha fazla karlılık olmaktadır. Satış ve pazarlama artık dijitalleşmiş, sanal ortamlarda alışveriş yaygınlaşmıştır. Çoğu müşteri hizmetleri Chatbotlar tarafından yerine getirilmektedir. Siri'den artırılmış gerçeklik uygulamasına kadar her biri hayatımızın içindedir. Bu akıllı sistemler 1970'lere kadar dayanmaktadır. Peki son yılların gözdesi, sağlıktan savunmaya kadar hemen hemen her sektörde yerini alan yapay zeka ve akıllı robotlar pazarlamanın neresindedir? Bu sorunun cevabı yeni yeni araştırılmaya başlanmış olsada yakın geleceğin en önemli konularından olacağını tahmin etmek zor değil. İşte tamda bu sorunun cevabı bu çalışmada aranmakta, yapay zekanın pazarlama stratejilerindeki yeri ve geleceğine değinilmiştir. Ayrıca çalışmanın akademik dünyaya katkıda bulunmasının yanı sıra yapay zeka çalışmalarınada yararlı olacağı düşünülmektedir.

Anahtar Kelimeler: Pazarlama, Yapay Zeka, Robot, Büyük Veri, Makinelerin Öğrenimi.

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1. Introduction

Artificial intelligence technologies appear in all areas of our lives and make our lives easier. The inevitable development of artificial intelligence has started to manifest itself in marketing strategies, brand management and sustainable customer relations management. It is almost impossible to ignore artificial intelligence in our world where approximately 4 billion people are internet users today. Humanity, who made the first, second and third industrial revolution with the invention of steam engine, electricity and computer respectively, is now experiencing the "Industry 4.0 revolution in which cyber-physical systems, which connect the physical world with the virtual computing world with the help of sensors and actuators, is the indispensable artificial intelligence of our era." has become decisive (Kurt, 2019). It means the application of artificial intelligence to marketing; it means that the target consumers are constantly following up on their next purchase decisions, anticipating and presenting products to them in this direction. In this way, enterprises will be able to realize effective, efficient and profitable sales.

"If you're looking at a tree full of fruits, our suggestion is that you first pick the fruits you can reach. Artificial intelligence and machine learning is a new technology. For this reason, it has become the subject

of a new agenda by people. If something is being talked about, there will soon be more people interested in it. Who knows, maybe in the future, everyone will develop their own chatbot or virtual assistant.”

Artificial intelligence, which is still in the incubation stage, is one of the topics that occupy the world agenda. It can even be said that each of the studies on artificial intelligence raises more questions than answers. In this regard, Marvin Minsky, the pioneer of the studies on artificial intelligence in MIT (Massachusetts Technical University) research group, states that artificial intelligence is a moving horizon (McCorduck & Cfe, 2004). According to some, it is thought that the need for manpower will decrease in practice and most of the things done by human hand will be done through artificial intelligence and therefore it will lead to a great unemployment.

So, "Will artificial intelligence replace man?", "Will it destroy humanity?" questions like that come to mind most of the time (Afza, & Kumar, 2018).

2. Artificial Intelligence (AI)

The term artificial intelligence dating back to the Turing machines in the 1940s; was first used by Minsky and McCarthy at a Machine Intelligence conference in the United States in 1956, and since then, especially in computer hardware and software, vision, recognition, image and speech detection in robots, learning, cognitive modeling, access to information, information search, game theory has been used in thousands of academic publications, research projects and doctoral studies (Gere, 2019). These studies; it is usually aimed at analyzing human thinking methods and developing similar artificial guidelines. In other words, computers that are installed with software to solve problems requiring intelligence and intelligence solve complex problems in a similar way to people and think like people and perform tasks performed by people. Artificial intelligence programs need human knowledge to recognize patterns in complex data, to benefit from their experience, and to implement decisions taken by people. Artificial intelligence systems observe something and then try to recognize it on the basis of predetermined parameters. Therefore, according to a certain situation, artificial intelligence systems work and respond to the problem.

Artificial intelligence, sometimes a robot and sometimes a telephone, can automate repetitive tasks of people, remember things that are forgotten, intelligently summarize complex data, learn from you, and even give you advice (Gilbert, 1997).

The power of artificial intelligence is based on big data, machine learning, and powerful solutions. Here, the concept of "big data"; It provides businesses with the opportunity to use more assimilated data by enabling businesses to collect and divide large and complex amounts of data with less effort. Based on these customer self-data, it ensures that the products corresponding to customers' requests and needs are delivered to them at the right time and place with the right distribution methods. Businesses that want to capture

this important opportunity, which will affect the decision-making and purchasing feelings of businesses, should use new technologies with artificial intelligence that can analyze consumer orientation faster, more deeply and more easily instead of past applications.

Big data is explained by 3V model (Laney, 2001). The volume that expresses the size of the data, the diversity of unstructured and semi-structured data describing the complex data, the time of analyzing the big data and the most important phenomenon today is speed.

The concept of machine learning (deep learning); It is another important concept that enables marketers to strengthen their hands against competitors in the market in order to understand the logical results from their big data collections and to have the power to attract consumers to their brands. Most importantly, thanks to this concept of artificial intelligence, businesses that incorporate artificial intelligence into their marketing strategies can predict customer orientations, monitor and analyze purchasing behavior, and predict the next purchasing behavior of the consumer.

The third basic concept, “strong solutions” is; in the 21st century, where machines and people understand the world in the same way, machines can easily identify concepts and themes with a range of data, interpret emotions and human communication, and provide consumers with adequate responses, anticipate consumers' behavior and decisions, and use this data to solve future problems. (Dimitrieska, Stankovska, & Efremova, 2018).

1.1. Artificial Intelligence in Marketing Strategies

In the last 60 years, marketing has turned from product-oriented to consumer-centered and then to humanity issues from consumers. Marketing 4.0 is an effort to look at marketing in different dimensions. While one-way communication is dominant in traditional marketing; Marketing 4.0, which enables consumers to participate in marketing by changing the approach to connections and technology marketing; adopting the changing roles of traditional and digital marketing (Kotler et al., 2003; Ertuğrul & Deniz, 2018). The process up to Marketing 4.0 is summarized in Table 1.

Table 1 summarizes the evolution of marketing.

Table 1. The Evolution of Marketing

	Marketing 1.0	Marketing 2.0	Marketing 3.0	Marketing 4.0
Goal	Sell Product	Satisfying The Customer	Make the world a better place	Creating the future from today
Power of Opportunity	Industrial Revolution	Information Technology	New wave technology	Cybernetic Revolution and Web 4.0
Key Marketing Concept	Product development	Differentiation	Values	Production according to customer and just in time production
Value Propositions	Functional	Functional and Emotional	Functional, emotional and spiritual	Functional, emotional, spiritual and self-creativity
Interaction with Customers	Multiple operations	one to one relationship	Multi-to-Many collaboration	Together creation and collaboration

Source: (Ertuğrul & Deniz, 2018)

Artificial intelligence is known to be very good at data searching, scanning and learning. From this point of view, it is clear that many main steps of marketing are made by artificial intelligence (Sterne, 2017).

- Market research and understanding the customer
- Segmentation and targeting
- Proposal management

Nowadays, brands are competing in the digital world and they are researching and working on how to integrate artificial intelligence technologies, which have become the most essential requirement of digital marketing, into their brands' marketing strategies. Since artificial intelligence technologies enable customer experience to be more seamless, reduce costs and provide the opportunity to analyze the whole experience process in real time (Cannella, 2018). In order to attract customers' interest, increase return rates and provide a personalized customer experience, they spend a great deal of time developing chatbot services and artificial intelligence applications. It is an undeniable fact that artificial intelligence, including voice recognition, dictation technology and communication technologies, will increase productivity in almost all business fields. For this reason, brand managers provide personalized search engine services and virtual assistants for their potential customers (Chung et al., 2018).

The necessary and appropriate use of artificial intelligence is a very useful tool and resource for all retail sectors in the retail sector where marketing is most intense. Artificial intelligence is the perfect solution for retail companies that collect and retain customer data to deliver personalized experiences; With the data it collects, it is able to segment many separate titles from web site design to the products they sell, from the audience interaction to the content they share, and has the opportunity to develop with artificial intelligence analysis. In this way, the companies that have the opportunity to get to know their customers better, have the opportunity to take their brands and customers one step further by designing experiences that meet the expectations of their customers. Ultimately, the artificial intelligence applied to the marketing strategies of the enterprise paves the way for efficient, profitable and effective sales (Kotler et al, 2003). Already in today's retail sector, most of the customer interaction tools are supported by artificial intelligence technologies and smart customer experience campaigns are established and managed based on long term customer relations. Thus, supporting the user experiences with artificial intelligence in both digital and physical life enables enterprises to communicate with their customers more effectively and efficiently (Yılmaz, 2018). In the future, with the development of machine learning, enterprises that realize artificial intelligence that will provide mutual benefit interactions to customers and brands are developing artificial intelligence in marketing strategies to be one step ahead of their competitors.

In addition to all these; the introduction of artificial intelligence in the enterprise, and the increase in efficiency and efficiency of marketing, customer relations, accounting, production, audit and finance, etc. department employees. All units of the enterprise should follow the studies of artificial intelligence and unit managers should ensure that the steps taken in the direction of development are implemented by their unit employees. The informatics department, which will become one of the indispensable departments of the organization chart, should work in constant contact with the marketing department and this situation should be accepted from the bottom to the top level manager and the whole enterprise should be acted upon. For example, while the department's personnel performing the promotion activities return from the usual advertising activities to the active advertising activities in the social environment, employees providing the customer relationship management of the enterprise should use artificial intelligence applications based on customer satisfaction; should benefit from artificial intelligence. In the broadest sense, although this study has been particularly focused on marketing strategies, it is not enough to apply artificial intelligence to marketing.

3. Where Can We Meet With Artificial Intelligence Technologies?

It is no longer impossible to encounter artificial intelligence in almost every place from daily life to health sector, defense industry, banking sector, law and human resources selection of enterprises. In many international academic studies, the issue of artificial intelligence is inevitable in our lives.

Smart assistants, which we encounter as virtual assistants, digital assistants or artificial intelligence assistants, are applications that have the ability to process natural language, understand voice commands and perform related tasks within the commands. For example, Alexa, the voice assistant with artificial intelligence infrastructure, is seen as a very important platform for today's marketers and personalized campaign experiences are managed through this platform (Brill, Munoz, & Miller, 2019).

Online chat is also one of the areas where marketers work and invest; because online chat offers customers a personalized experience. Instead of employing salaried employees because most customers ask questions about their main needs, using a chatbot with all the details and solutions related to the product or brand is a wise solution to both reduce business costs and strengthen communication with customers. In the near future, thanks to artificial intelligence, chatbotlar, chatbotlar communicates with customers, smarter and strategic answers to the incoming questions will greatly increase the purchase rate (Chung, Ko, Joung, & Kim, 2018).

On the other hand, artificial intelligence technologies can be applied to businesses' websites, mobile applications, or kiosks in stores, creating new marketing strategies, and strengthening businesses against competitors in the marketplace to make more profitable sales by increasing communication channels with customers. Today it is not directly used as a personal assistant, but in any way everyone benefits from intelligent assistant solutions. Reminder services, reading messages aloud, location services, voice calls and message writing processes, such as making use of artificial intelligence-supported solutions make our lives easier. Most of us perform their daily operations with artificial intelligence supported solutions such as Siri, Alexa or Google Now, and even get advice from these assistants about where to go on holiday, what music to listen to and many more. Smart assistants can make use of any time, communicate continuously and in real time and make our lives easier with these advantages. In the marketing world, the places covered by artificial intelligence technologies are given as titles respectively (Pehlivan, 2019).

3.1. Augmented Reality

While communicating with the customer using augmented realism technology, there is a transition to a higher level in customer communication. Customers share their favorite views and experience the highest level of personalization (Köse, 2017). Population structure, body structure, weight, and many specific data means new figures for companies to shoot points for advertising or advice. It means more data that software can process, whether visual, auditory or chatty. The more data they process, the more they achieve their goals. In order to reach the target audience which is important in marketing at a high rate, to be able to determine and understand personal preferences comes to the fore (Köse, 2017). Smart phones, social media, devices that connect to objects with more data than ever. It is necessary to use artificial intelligence tools to convert this data into valuable merchandise.

Augmented Reality (AR), which is one of the most popular solutions of today, is the name given to the virtual objects on the real image by using the object recognition feature of the devices. Augmented reality (AR) is currently one of the biggest technology trends and will only evolve as AR-ready smartphones and other devices around the world become more accessible. The easiest way to understand AR technology is already available on smartphones used by everyone in the world and in our country, such as Snapchat, Instagram and Facebook lenses. It is also used in applications that help you find your car in a crowded parking lot, and even in a variety of shopping applications that allow you to try without clothes (Liao, 2015).

3.2. Fashion and textile products for digital shelves

With the help of artificial intelligence and machine learning technologies, the traditional store experience in the field of textile can be moved to a very different dimension. By creating digital booths on touch screens, users can wear the clothes they want, question the colors they are looking for, and even share the clothes they wear on social media as soon as possible. The imagination here is up to you; but as a result, both in-store clothes trial problems will be solved, as well as the expectations of unhappy customers waiting in cabin queues (Luce, 2018).

3.3. Digital Or Physical Store Assistants

Retail stores using artificial intelligence, intelligent analytics and natural language processing technology can provide immediate support to customers in the store. They can enhance their store experience by answering questions such as kiosks, robots or touch panels, finding products, discovering opportunity products and other questions. In addition, with the help of artificial intelligence-supported customer service intelligent assistants, labor costs can be reduced and customers can provide 24/7 support (Williams, 2002).

3.4. Artificial Intelligence Assisted Customer Behavior Analysis

Using image detection technologies, retailers who monitor customer movements within the store can determine where they will exhibit their store designs and products to be highlighted in line with customer movements. In-store image processing can also prevent theft in the store and improve store security.

3.5. Efficient Customer Support with Chatbot

Today, chat bots that provide customer support in social media and other channels are quite common. Chat bots answer our questions and help us meet relevant content and interact 24 hours a day.

Brands in the retail sector, who want to improve customer interaction and want to continue with a structure that makes it permanent, should create their own chatbot. First of all, digital marketing is one of the greatest beneficiaries of artificial intelligence development, since it has made several leaps and bounds since the introduction of AI, transforming it into a means of disseminating purified and calculated content from primitive forms (Chung, Ko, Joung, & Kim, 2018).

There are many companies working in the fields of artificial intelligence, depending on how central artificial intelligence is for their business. One of these, Google's intensive investment in artificial intelligence algorithms; has helped automate all online marketing contracts for organic and paid marketing. With the latest updates, the Google AdWords administrator will not need human-generated campaigns, but will automatically create ads and run them live without any interference (Cannella, 2018).

4. Artificial Intelligence According to Types of Marketing Strategies

As a result of using computer and communication technologies in the field of marketing; internet marketing, digital marketing, social media marketing and similar marketing methods have emerged (Tantawy & George, 2016).

4.1. Artificial Intelligence in Digital Marketing

In previous years, marketers had been reluctant to use artificial intelligence when planning their strategies. However, in recent years, many successful brands like Amazon and Spotify have integrated this into their works and used it actively. For example, Amazon uses this system to provide the most relevant product that is relevant to its users' interest in search, purchase, and viewing history. In this way, customized options allow users to immediately review the most relevant products and direct their purchasing behavior (Leventler, 2019). The most important element of this transformation is the collection, analysis and interpretation of the data. As the amount of data about potential users increases, the importance of artificial intelligence in increasing the speed and accuracy of data-based decision-making is gradually increasing.

4.1.1. Artificial Intelligence in Content Marketing

Every business that wants to attract potential customers in the digital marketing world and wants to be the first choice of its customers should offer as high quality content as possible and work regularly to develop these content. If businesses are not preparing for the content development channels for the future today, they will become powerless against their competitors over time. It is not possible to resist technologies that progress fast compared to time. Therefore, it is of great importance to keep up with the transformation in order not to fall behind the system in this order. It is precisely in this basket that

marketing employees are the right decision to integrate artificial intelligence into the enterprise's digital development, content development and creation strategy.

Content marketing; includes preparation, implementation and revision stages. It is possible to use artificial intelligence techniques at each of these stages. Some of these are estimation, optimization, expert support, adaptive guidance (for customers / users) and correcting errors detected throughout the marketing process (Mitchell, 1998).

When we focus on the detail regarding the content marketing process, it becomes possible to diversify the solutions with artificial intelligence. The important point here is to customize content marketing and processes with artificial intelligence technology according to the needs and interests of consumers (Klir and Yuan, 1995). Because there are different types of content marketing environments and approaches, it is possible to design many combinations of smart content marketing processes (Kose & Sert, 2017).

4.2. E-Mail Marketing with Artificial Intelligence

E-mails, which are electronic communication techniques between 2 or more people using the Internet, are now used by businesses as a marketing tool that includes their products or services and campaigns.

In this marketing strategy, called e-mail marketing, artificial intelligence makes use of the personalization feature and sends the right campaigns to the right person according to the wishes and needs of the customer instead of sending any E-mail to customers and turning it into spa. They increase their e-mail efficiency by using artificial intelligence automation tools (IBM Watson Campaign Automation, Intercom, Crystal, Conversica), which can also optimize topics such as content structure, design, frequency of delivery, time of delivery, and interest usage (Alghoul et al., 2018).

Artificial intelligence keeps track of each user's past behavior and informs marketing professionals about the ideal delivery time. Thanks to artificial intelligence technology, businesses can monitor customer behavior and determine which discount rate is valuable for which customer and send their promotional campaigns to relevant customers (Kumar et al., 2019).

4.3. Artificial Intelligence in Social Media Marketing

In the last quarter of 2019, where the number of social media users reached 3.72 billion, 48% of the world's social media users and mobile social media users reached 3.66 billion. In this sense, the impact of social media on consumers is undeniable. Social media is an active advertising and virtual sales location to increase the business's marketing initiatives throughout the sales process. Therefore, social media is a critical component of every marketer's strategic tools that need to be integrated with artificial intelligence. Every day, billions of images are shared on social media and labels are used. Before

image recognition and computer vision, it was difficult to measure and analyze the full extent of brand performance on social media.

On the social media side, the following three situations regarding the use of artificial intelligence are important (Pehlivan, 2019):

Better CRM: Messages, audio or video calls, media feeds, time spent on various pages, comments, and more may be overlooked for now; However, with the help of machine learning solutions, artificial intelligence will be able to present more valuable data in the future and brands that benefit from this data will be able to approach user expectations with a much better targeting than today.

More efficient personalization: When a better CRM is created, we are confident that artificial intelligence will meet user expectations with better solutions. When it comes to artificial intelligence users not only brand products; it will also deliver brand blog posts, white papers or training videos to relevant users. Perhaps each brand will have its own more detailed media program. Thus, the loyalty of the users who come together with the relevant content to the brand will increase much more than today.

Social sensitivity analysis: If you want to get to know your customers better, it is important that you know what they are interested in, not just them, but the people around them. However, it is impossible to work with a person to access and evaluate these data.

Artificial intelligence is indispensable for these operations today. It is also not difficult to predict that brands that will recognize their customers much better will benefit from this data in the future and offer unique offers to their users.

4.4. Artificial Intelligence in Affiliate Marketing

Affiliate marketing is to generate revenue from the sale of brands or customers. Affiliate marketing is a type of digital marketing in which a user or website in the digital environment that promotes and advertises a business that wants to promote online products or services earns commissions based on the sales or potential sales produced for this business.

It is possible to use artificial intelligence technologies in the use of automation, big data, and mutual reliability of the partners to take advantage of the customer's decision making processes.

Artificial intelligence technologies provide an insight to the customers of the business and provide forecasting consumer behavior based on data. Places where the interviewees receive artificial intelligence assistance in the form of relevant data selection and presentation; commission negotiations are bid selection, joint portfolio analysis and trend analysis.

5. Studies on the Effect of Artificial Intelligence on Marketing

Table 2 shows the researches where artificial intelligence and marketing strategies work together.

Table 2. Studies on the Effect of Artificial Intelligence on Marketing

Category	Article Title	Results of Article
AI Platforms	(Marinchak, Forrest, & Hoanca, 2018)	It is just a literature search on the place of artificial intelligence and virtual assistants in marketing strategies. Discussing artificial neural networks and deep learning algorithms, it lists some real examples about marketers currently using a range of advanced AI platforms, services and technologies.
	(Goolsbee, 2018)	It discusses the commercial applications of major AI platforms, their prices, personal data for customers, their behavior towards competitors, and the ongoing consolidation of market power.
	(McCorduck & Cfe, 2004)	The article provides sample applications such as Skype SDK by discussing chat bots.
Natural language processing (NLP)	(Khanna, Garg, & Bhalla, Springer/2018)	The company has begun the development of QuickScript as an open source platform for creating artificial speech tools to show more interest in Natural Language Processing (NLP) and chatbot design.
	(McGregor & Whicker, 2018)	It explores ways people use social media to talk about HPV vaccine using natural language processing (NLP) techniques.
Fraud Prevention	(Deepak, 2018)	The learning of machines has been used to study normal user behavior patterns in a company's network. It also lists some real examples of AI effects in preventing fraud.
	(Todd, 2018)	AI collects numbers to make predictive decisions, as it collects large amounts and various types of data. It lists AI-related trends such as fraud prevention and detection and customer service.

Table 2. Continuation

AI Website Design	(Miikkulainen, Iscoe, Shagrin, & Rapp, 2018, April)	Describes an AI-powered technology for evolutionary search-based transformation optimization. Technology depends on optimization tools like Optimizely and Visual Website Optimizer. Tools simplify the task of designing effective web interfaces.
	(Catalin, 2018)	It explains the disadvantages and advantages of AI website Builders.
	(Bharat, 2017)	AI promises much more advanced website development with chats, artificial intelligence in web design, AI-powered search engine optimization and marketing.
	(Burgess, 2018)	Lists some real life examples in three different areas; improves customer service, optimizes processes and generates information.
	(Milgrom & Tadelis, 2018)	It provides some examples of how AI helps market designers improve their operations and to better predict fluctuations that may cause friction in the markets.
	(Turban, Outland, King, Lee, & Liang, 2018)	Predictive analytics and AI are used to customize and automate email marketing campaigns to help companies predict consumer behavior and decide when to decide.
Ad Target	(Daniel, 2018)	AI provides some examples of its use for companies such as Facebook, Baidu, IBM and AT&T for marketing and sales.
	(Turban et al., 2018)	Consumer behavior can be analyzed to create personalized services. It describes a variety of AI usage of online advertising strategies and promotional types.

6. The Future of Artificial Intelligence in Marketing

The field of sales and marketing is influenced by advanced technologies, and artificial intelligence, robotics and machine learning will undoubtedly accelerate the impact. Robots are expected to replace salespeople and marketers in the near future. Websites will be automatically updated according to usage and web pages will be automatically reformatted according to eye tracking data. In the future, marketers can expect the following effects from artificial intelligence (Dimitrieska et al., 2018):

Smarter Calls: It is important to remember that as technological solutions become smarter and more perfect, they become more complex in the needs of consumers. Thanks to the internet and fast search engines, consumers find what they need in a short time. With artificial intelligence technology, these searches of customers are analyzed by

businesses and they offer alternative solutions to customers in the next step and provide more focused search results (Trifu & Ivan, 2014).

Smarter Ads: Traditional ads reach a wider consumer mass with digitalization. Businesses that integrate digital ads with artificial intelligence should make it faster and more efficient (Perkins & Rao, 1990).

Refined Content Delivery: Through artificial intelligence, marketers can identify their target audiences and analyze their targeted consumers, marketers can understand consumers as well as demographics individually. Now developers of artificial intelligence, big data, machine learning and using them with a combination of two levels: to offer potential customers the most relevant content for easier identification and brands.

Trusting Bots: Consumer capture and retention is the most important role of artificial intelligence in the future. Coming soon, speech functions and other direct customer loyalty can be realized by AI bots. Thanks to artificial intelligence will save time and reduce costs for businesses and employees. Artificial boots, all data to be more effective than people that have access to information and search history.

Continuous Learning: Artificial intelligence doesn't only reveal some confidential data, but also will incorporate them in their new promotional campaigns and optimize the most relevant messages to users. Over time, artificial intelligence solutions for smarter, become more efficient and will encourage decision-making in real time.

Many managers are optimistic that this change in their business, which is focused on artificial intelligence, will create more jobs than loss. As we develop innovative technologies, artificial intelligence; it will have a positive impact on our economy by creating jobs that require the skills needed to implement new systems.

Artificial intelligence will soon replace jobs that involve repetitive or basic problem-solving tasks and are likely to go beyond existing human capacity. AI systems will take decisions instead of people in industrial environments, customer service roles, and financial institutions. It will be responsible for tasks such as automatic decision making, credit approval, deciding whether a client should be involved, or detecting corruption and financial crimes (Trifu & Ivan, 2014).

As artificial intelligence remains a prominent term in 2019, businesses need to realize that their self-learning and black box capabilities aren't a panacea. Many organizations are starting to see the incredible capabilities of AI using these advantages to improve human intelligence and gain real value from their data (Drosou et al., 2017).

There is no need to be a futurist to see that artificial intelligence will increasingly be involved in marketing over the next 10-15 years. In this period, artificial intelligence enables marketers to do their jobs much better; we think that the management will have great pictures and initiative people. Artificial intelligence will help marketers make healthier decisions by making sure nothing is overlooked by looking at more people and data than ever before. The brands that foresee this change have quickly turned their

investments into this field. Driverless cars, kitchens that meet their own needs, let you bring the content you will love in front of you shaped according to your preferences, platforms that make customized films are now in our lives.

So the future has already arrived. A period of less human intervention in the field of marketing begins. In the recent past, the coolest agency heads have been driving the marketing world. However, in the future, IT managers who make good AI software can replace them. Now the era of those who manage the best data with the software, not the ones that create the most interesting ads. In other words, a period starts when we will ask whether the consumer's red, blue or more attractive 001100 or 110011 codes are more effective (Burgess, 2018).

In a slightly more distant future, for example, 20-25 years from now, artificial intelligence that manages a brand alone, writes a film script, listens to customer conversations in the cloud, develops products on its own, and even makes millions of campaigns without the need for approval for each customer of a brand with millions of customers. We will talk about.

We are the first marketers engaged in marketing in the internet age. Our children seem to be the first marketers in the era of artificial intelligence marketing.

7. Conclusion and Suggestions

Artificial intelligence, big data, machine learning and thanks to excellent solutions, the company is changing technological fields. Their marketing strategies more responsive to business, they make efforts to become more productive and more competitive. Technological developments have created new opportunities for marketing all the time. Just as radio's invention, the emergence of television, for businesses as promotion to carry out their activities facilitate access to consumer led, through data collection and development that included artificial intelligence, internet and smartphones have changed the ways humans interact with brands and services.

Artificial intelligence is a technology that has the ability to solve problems rather than as people with learning machine. In essence, it is a new way of creating problem solving systems by learning machine, that is, becoming smart. For years, programmers have developed software for the provision of output through data entry. In this case, that thanks to artificial intelligence technology combined with machine learning has led to having to program with strict rules to computers. For these marketers; real world that paved the way for more integration of technology, new interactions with consumers more simply and instantly create. This situation; today's expectation is a new opportunity for brands and marketers that appeal to a large customer base.

Artificial intelligence helps marketers gain product development and complete personalization based on customer data. Google, etc. platforms such as browsing programs, Facebook, YouTube and Instagram reach billions of people every day and are advertising

tools for digital marketing. Traditional promotion activities have to be replaced by these intermediaries. Artificial intelligence possible with these platforms is coming in the near future campaigns personalized brand means can be adapted to fit the whole world. For example; A video of the brand reaches the world through Youtube at less cost in seconds. The world of the future, in marketing, as in all sectors in the implementation of artificial intelligence.

In this study, the main reason for examining the effects of artificial intelligence on marketing strategies is to investigate the state of the art in the world from past to future in the marketing world.

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