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**Artificial Intelligence and Its Impact on Digital
Marketing:**
Innovation, Tools, and the Future of Marketing Strategy

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Introduction

Marketing, at its heart, has always been about one thing: understanding people. Whether it was a merchant calling out in an ancient marketplace or a brand running a targeted campaign across multiple social platforms, the core mission never changes, find the right person, give them the right message, at exactly the right time. What changes, generation after generation, is the method.

Over the past few decades, the rise of digital technology has reshaped marketing in ways that would have seemed extraordinary to the professionals of earlier eras. The internet, email, search engines, social media, and smartphones together opened entirely new channels for businesses to communicate with their audiences. For the first time, it became possible to measure, in near real time, how many people had seen a message, clicked on it, and actually done something as a result. Marketing moved from educated guesswork to data-driven precision, and the industry would never be the same again.

(Chaffey & Ellis-Chadwick, 2019; Kotler, Kartajaya, & Setiawan, 2021)

But even digital marketing had its ceiling. The dream of delivering a perfectly personalized message to every single customer, at the precise moment they were ready to hear it, remained largely out of reach for most organizations. Personalizing content at scale, making sense of millions of behavioral data points, generating creative assets quickly and cheaply, responding to market changes in real time, these were challenges that required a level of processing power and speed that human teams simply could not provide.

That is exactly where Artificial Intelligence steps in. AI refers to computer systems capable of performing tasks that would normally require human intelligence: understanding and generating language, recognizing visual patterns, making decisions under uncertainty, and improving through experience. When applied to marketing, AI turns those long-standing problems into manageable, even exciting opportunities. It makes it possible to process billions of data points in seconds, understand each customer as an individual, generate targeted content automatically, and fine-tune campaigns continuously without constant human intervention.

(Davenport, Guha, Grewal, & Bressgott, 2020)

The idea of using technology to enhance marketing is not new, of course. Recommendation engines have been quietly powering the 'You might also like' suggestions on Amazon and Netflix for over a decade. But the real turning point came in November 2022, when OpenAI launched ChatGPT to the public. Overnight, sophisticated AI capabilities were no longer the exclusive territory of technology giants with armies of data scientists, they were available to any marketer with an internet connection. Within two months, ChatGPT had reached 100 million users, becoming the fastest-growing consumer application in history.

(OpenAI, 2022; Brown et al., 2020)

Since that watershed moment, the marketing world has seen an extraordinary explosion of AI-powered tools. Today, marketers can use AI to write blog posts, generate advertising images, craft email sequences, analyses competitor strategies, build intelligent chatbots, automate entire campaign workflows, and much more. These tools are not here to replace

human marketers, they are here to amplify them, allowing smaller teams to produce more output, at higher quality, and with greater precision than ever before.

This thesis is a structured exploration of how artificial intelligence is reshaping the marketing landscape across three dimensions: its broader impact on technology and strategy, the specific tools that are driving that impact in practice, and a personal reflection on what it feels like to work with these tools.

Chapter One establishes the context. It traces the evolution of marketing technology from the early days of the web through to the AI era of today. It examines the core frameworks (machine learning, natural language processing, computer vision, and generative AI) and reports on the measurable changes AI is producing in three key areas: e-commerce, digital advertising, and overall marketing strategy. It also looks at how data analytics (the fuel that powers all AI systems) has been transformed.

Chapter Two brings the theory to life through practical tool analysis. It introduces generative AI and then takes a detailed look at seven of the most important tools being used by marketers today: ChatGPT, Claude, Midjourney, Google Gemini, HubSpot AI, Jasper AI, and Canva AI. For each tool, the chapter explains how it works, what makes it special, and crucially how marketers are using it with real prompts and real examples. The chapter also dedicates significant attention to the art and science of prompt engineering, which has quickly become one of the most valuable skills any modern marketer can develop. It then shows how all these tools can be stitched together into a single, seamless campaign workflow.

Chapter Three is a personal chapter, reserved for my own hands-on experience using these tools in real marketing contexts.

The conclusion brings all these threads together, reflecting on the broader significance of what AI means for marketing not just as a set of tools, but as a fundamental shift in what the profession can do and who can do it.

One central argument runs through all of this: AI is not simply a new layer of technology added on top of marketing as it has always existed. It is a redefinition of the boundaries of what marketing can achieve, who can create it, how fast it can move, and how personal it can feel. The marketers who take the time to understand and work with AI will not just save time and money; they will discover possibilities that simply did not exist before. That is both the opportunity and the challenge of this remarkable moment in the history of marketing.

(Kotler, Kartajaya, & Setiawan, 2021; Davenport & Ronanki, 2018)

Chapter 1: The Impact of Artificial Intelligence on Marketing

The relationship between AI and marketing did not begin overnight. It has been building steadily for years, and understanding how we got here is just as important as understanding where we are now. This chapter traces that journey, from the early days of digital marketing, through the development of AI frameworks, and into the specific domains where AI is producing its most visible results today.

1.1 The Evolution of Marketing Technologies

Marketing technology often called 'martech' within the industry has gone through several distinct phases over the past three decades, each driven by a new technological capability that opened new possibilities for how businesses could reach, understand, and serve their customers.

The 1990s brought the first wave of digital marketing alongside the commercial internet. Businesses created websites, began collecting email addresses, and experimented with online advertising in the form of banner ads. These were basic tools by today's standards, but they represented something genuinely new: a communication channel that was faster, cheaper, and far more measurable than anything that had come before. The ability to count how many people saw a message, and link that to actions they took, changed how marketers thought about their work.

(Chaffey & Ellis-Chadwick, 2019)

The 2000s brought a second major wave, defined by search engines and social media. Google's rise to dominance transformed the marketing landscape. Search engine optimization (SEO) and pay-per-click advertising meant that businesses could now appear exactly when a potential customer was actively looking for what they offered; a level of precision and timing that was revolutionary. At the same time, Facebook, Twitter, and LinkedIn created entirely new platforms where brands could build communities and have genuine conversations with their audiences. Web analytics tools, particularly Google Analytics, gave marketers unprecedented visibility into user behavior.

(Scott, 2020; Tuten, 2020)

The 2010s were shaped by mobile technology and the explosion of big data. As smartphones became indispensable, marketing followed users everywhere they went. Mobile advertising, app-based marketing, location-based targeting all of this opened new dimension of personalization and immediacy. But with that expansion came a new challenge: the sheer volume of data being generated by billions of people interacting across hundreds of platforms every day was rapidly outpacing the human capacity to analyze and act on it meaningfully.

That is precisely where AI became not just useful but necessary. By the early 2020s, machine learning algorithms were already working behind the scenes of the major advertising platforms, optimizing bids, and targeting in ways no human team could match. But when generative AI tools became widely accessible from 2022 onwards, AI moved from background infrastructure to a direct, interactive tool in the hands of individual marketers and everything changed again.

(Brinker, 2023; Davenport, Guha, Grewal, & Bressgott, 2020)

Figure 1.1 - The Evolution of Marketing Technology: From the 1990s to the AI Era

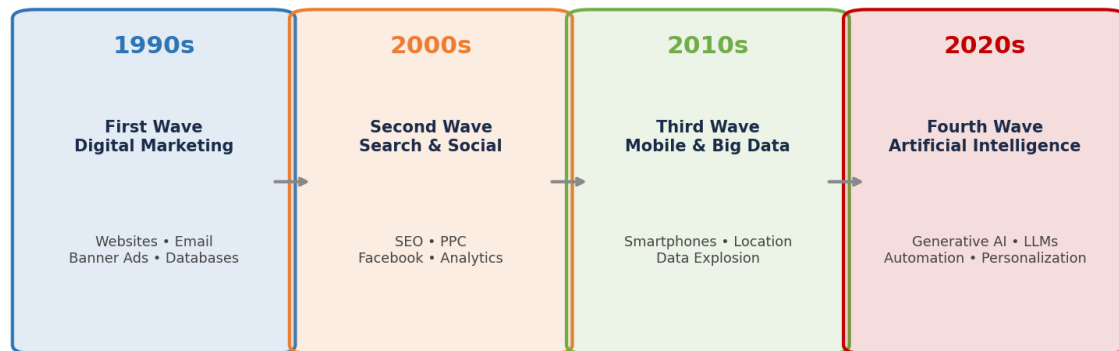


Figure 1.1 – The Evolution of Marketing Technology: From the 1990s to the AI Era

1.2 Understanding AI: Definitions and Frameworks in Marketing

Artificial Intelligence, at its most fundamental level, is about building computer systems that can do things that normally require human intelligence; things like understanding language, recognizing images, making decisions, solving problems, and learning from experience. Within marketing specifically, AI shows up in several distinct but related forms, each with its own strengths and applications.

Machine Learning (ML) is the most foundational type of AI in marketing. A machine learning model is trained on large datasets, often millions of examples, until it learns to recognize patterns and make predictions. Once trained, it can apply what it has learned to new data it has never seen before. What makes ML particularly powerful is that it gets better over time: the more data it processes, the more accurate its predictions become, without needing to be manually reprogrammed. In marketing, ML powers recommendation engines, customer segmentation, predictive analytics, and much more.

(Russell & Norvig, 2020)

Natural Language Processing (NLP) is the branch of AI concerned with understanding and generating human language. For marketing, NLP is transformative: it enables chatbots that can hold genuine conversations with customers, tools that analyses social media posts to gauge how people feel about a brand (sentiment analysis), systems that generate personalized email copy, and AI assistants like ChatGPT and Claude that can write virtually any form of marketing content on demand.

(Brown et al., 2020)

Computer Vision allows AI to interpret and understand visual content like images and video. In marketing, this means visual search (where a customer uploads a photo to find a matching product), brand monitoring (automatically detecting a company's logo across millions of social media images), and advertising effectiveness analysis. It is the technology that makes tools like Google Lens and Pinterest's visual search function work so naturally.

Generative AI is the newest and most commercially disruptive category for marketing. These systems can create entirely original content (text, images, video, audio, code) in response to instructions. This is the technology behind ChatGPT, Claude, Midjourney, and many others. For marketers, the significance is enormous: content creation tasks that once required hours of skilled human work can now be completed in minutes, at a fraction of the cost, and at practically unlimited scale.

(Eloundou, Manning, Mishkin, & Rock, 2023)

These AI capabilities work together in marketing through a four-step framework. First, data is collected from every available source (website behavior, purchase records, social media activity, email engagement). Second, AI analyses that data to find patterns, trends, and insights that would be invisible to human analysts working alone. Third, AI takes automated action based on those insights (sending a personalized email at the optimal time, showing a targeted ad to the right person, generating relevant content for a specific audience segment). Fourth, results are measured and fed back into the system, making AI models progressively smarter with every cycle.

(Huang & Rust, 2021)

Figure 1.2 - The Four-Step AI Marketing Framework: Collect, Analyse, Act, Measure

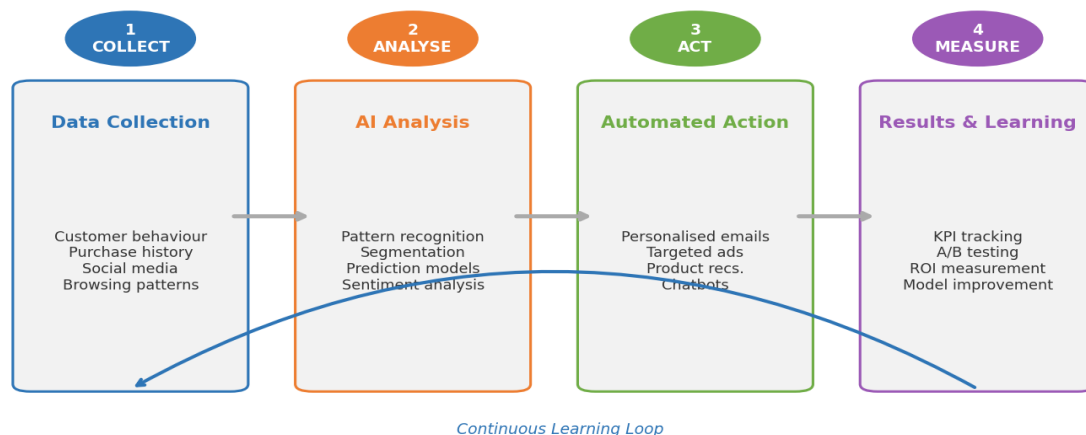


Figure 1.2 – The Four-Step AI Marketing Framework: Collect, Analyse, Act, Measure

1.3 AI in E-Commerce

E-commerce is arguably the domain where AI's impact on marketing has been most visible, most measurable, and most commercially significant. Online retail generates enormous volumes of data with every click, search, and purchase, and AI is uniquely equipped to make sense of that data and use it to drive sales in ways that would have been impossible just a few years ago.

The recommendation engine is probably the most recognizable AI application in e-commerce. When Amazon shows you 'Customers who bought this also bought...' or Netflix suggests something you might enjoy, that is a recommendation engine at work. These systems analyse the behavior of millions of users (what they browse, what they buy, what they skip) to predict what any individual is likely to want next. The commercial impact is remarkable. According to research by McKinsey & Company, recommendation engines account for approximately 35% of Amazon's total revenue, making AI one of the most profitable marketing tools in human history.

(McKinsey & Company, 2021; Sterne, 2017)

Dynamic pricing allows businesses to adjust their prices in real time based on demand, competitor pricing, inventory levels, time of day, and even the individual customer's purchase history and likelihood to convert at different price points. Amazon is reported to update its prices millions of times per day using AI-driven pricing algorithms, a level of market responsiveness that was simply impossible before machine learning.

AI-powered personalized search has changed how customers find products. When someone searches for 'running shoes' on an AI-powered e-commerce platform, the results they see are not just keyword matches, they are filtered and ranked based on that user's browsing history, apparent price preferences, brand affinities, location, and seasonal signals. The result feels almost intuitive, like the platform already knows what you are looking for.

(Huang & Rust, 2021)

Chatbots and virtual shopping assistants, powered by NLP, have changed the economics and experience of customer service in e-commerce. Customers can now get instant answers to questions about products, shipping, returns, and account issues at any hour of the day or night, without waiting for a human agent. More advanced AI chatbots can guide customers through the purchase process, make personalized product recommendations in real time, and handle even complex complaints with remarkable effectiveness.

Visual search is one of the most exciting emerging frontiers. Tools like Google Lens and Pinterest Lens allow users to photograph something they see in the real world (a piece of clothing, a piece of furniture, a plant) and immediately find similar products available for purchase online. This removes the significant friction of having to find the right words to describe something you want to buy, opening entirely new pathways from discovery to purchase.

(Sterne, 2017)

Figure 1.3 - AI Applications in E-Commerce: From Recommendations to Visual Search

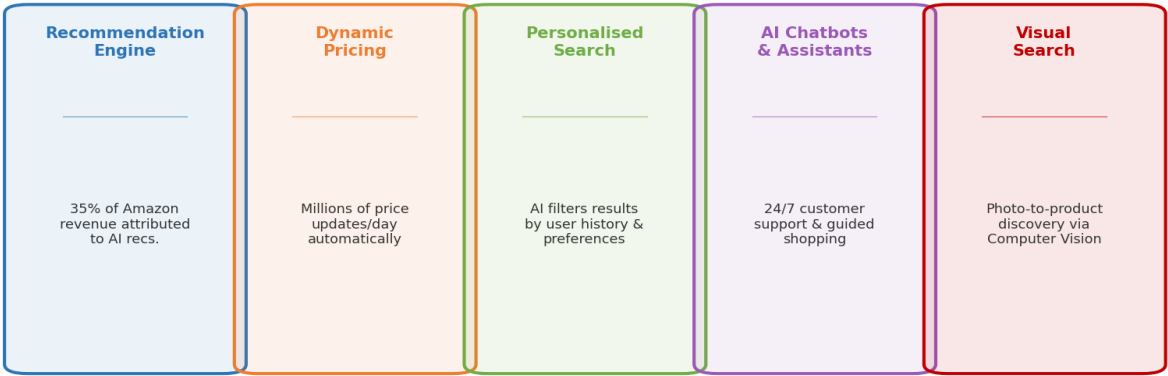


Figure 1.3 – AI Applications in E-Commerce: From Recommendations to Visual Search

1.4 AI in Digital Advertising

If e-commerce is where AI's impact is most commercially visible, digital advertising is where it has caused the deepest structural transformation. Traditional advertising was fundamentally a game of educated guessing, placing messages in channels where you hoped your target audience might encounter them. AI has replaced that guesswork with precision, speed, and scale that would have been impossible for any human team to achieve.

Programmatic advertising is the AI-powered system through which most of the digital advertising is now bought and sold. Every time a webpage loads and contains advertising space, an automated auction takes place in the background, often completing in less than 100 milliseconds, before the page has even finished loading. Dozens of advertisers, each with their own AI-powered bidding systems, compete to show you their ad. The winning bid is calculated based on who you are, what your interests appear to be, what the advertiser is willing to pay, and how statistically likely you are to take a desired action. This entire ecosystem (billions of transactions every day across the global digital advertising market) is orchestrated entirely by AI.

(Interactive Advertising Bureau, 2023)

Audience targeting has become extraordinarily precise because of machine learning. Platforms like Google Ads and Meta Ads Manager analyses vast amounts of user data to identify the specific people most likely to respond to any given advertisement. Advertisers can define audiences not just by basic demographics like age or location, but by interests, behavioral patterns, life stage events (someone who recently moved, got engaged, or had a

child), purchase intent signals, and even 'look-alike audiences' (groups of new potential customers who share behavioral characteristics with a brand's best existing customers).

(Google, 2023; Pergelova, Prior, & Rialp, 2010)

Dynamic Creative Optimization (DCO) has transformed how advertising content is tested and refined. In traditional advertising, a creative team might produce five or ten different ad variations, which would then be manually tested to find the best performer. With DCO, AI can generate and test hundreds or thousands of variations automatically (mixing different headlines, images, calls to action, and color schemes) and learn in real time which combinations work best for which audiences. The scale of this testing would simply be impossible without AI.

Attribution modelling (understanding which marketing touchpoints actually drive a customer to convert) has also been fundamentally improved by AI. A modern customer's path to purchase might involve seeing a social ad, running a Google search, reading a blog post, watching a video, clicking a retargeting banner, and finally converting through an email. Determining which of those touchpoints deserves credit is a genuinely complex analytical problem. AI-powered attribution models can process the full journey data of millions of customers simultaneously, assigning fractional credit to each touchpoint with accuracy that old rule-based models could never achieve.

(Wedel & Kannan, 2016)

Figure 1.4 - Programmatic Advertising Ecosystem: How AI Powers Real-Time Ad Auctions

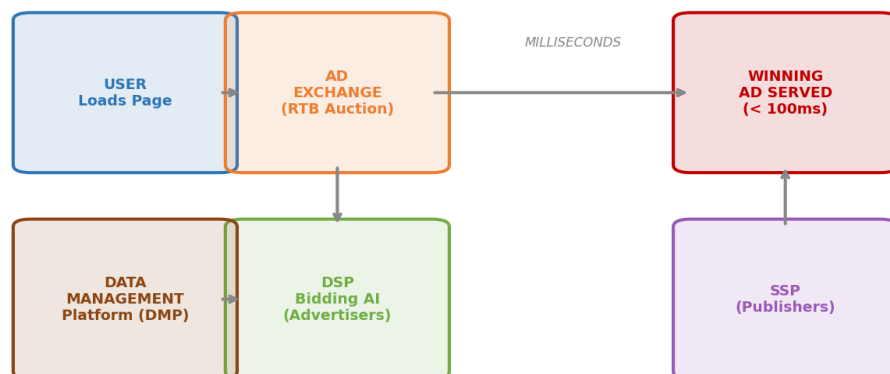


Figure 1.4 – Programmatic Advertising: How AI Powers Real-Time Ad Auctions

1.5 AI in Marketing Strategy

Beyond the tactical execution of individual campaigns, AI is also transforming the higher-level strategic decisions that shape how businesses compete, which markets to target, how to position a brand, where to invest, and how to stay ahead of competitors. These decisions, which once relied entirely on human intuition and relatively limited research, are now being informed and enhanced by AI-powered analysis at a scale and depth that was previously unattainable.

Market research has been radically expanded. Traditional approaches (surveys, focus groups, ethnographic studies) are valuable but expensive, slow, and limited in scale. AI-powered research tools can now analyze millions of customer reviews, social media discussions, forum threads, and news articles in a matter of hours, producing a rich, nuanced picture of what customers care about, what frustrates them, and what trends are emerging in any given market. This type of large-scale text analysis, known as social listening or sentiment analysis, gives strategists access to insights that would have been economically impossible to generate through traditional means.

(Tuten, 2020; Kotler, Kartajaya, & Setiawan, 2021)

Customer segmentation (dividing a market into distinct groups based on shared characteristics) has been elevated from a blunt instrument to a sophisticated, continuously updated science by AI. Traditional segmentation relied on broad demographic categories: age ranges, income brackets, geographic regions. Machine learning-based segmentation goes far deeper, identifying complex behavioral patterns and combinations of characteristics that human analysts would never think to look for. The result is a set of segments that are genuinely predictive of behavior, enabling campaigns that feel precisely calibrated to the people receiving them.

(Wedel & Kannan, 2016)

Predictive marketing uses AI to forecast future customer behavior with a precision that was previously unachievable. Churn prediction identifies customers at risk of leaving for a competitor, enabling proactive retention campaigns. Lifetime value prediction estimates how valuable a new customer will be over their entire relationship with the brand, informing how much to invest in acquiring them. Propensity modelling predicts which customers are most likely to upgrade, cross-purchase, or respond to a specific offer, allowing marketing resources to be concentrated exactly where they will have the greatest impact.

(Davenport, Guha, Grewal, & Bressgott, 2020; Lemon & Verhoef, 2016)

1.6 Data Analytics and Consumer Insights

Every capability described in this chapter, every recommendation, every targeted ad, every personalized message, depends on data. Data is the raw material from which AI builds its intelligence. Understanding how data analytics has evolved alongside AI, and how they are now inseparable, is essential to understanding the full picture of AI's impact on marketing.

The quantity and variety of data available to marketers today is genuinely staggering. First-party data (information collected directly from customers through their own actions on a company's website, app, or email system) has always been the most valuable kind, because it is both accurate and ethically collected with the customer's knowledge and consent. Second-party data, shared between trusted business partners, extends this picture. Third-party data, purchased from external aggregators, adds broader behavioral and demographic dimensions. Together, these streams can build customer profiles of extraordinary depth and detail.

(Provost & Fawcett, 2013)

What AI does with this data is where the transformation truly occurs. Human analysts working with traditional tools can process hundreds or perhaps thousands of data points effectively. Machine learning models can process billions of data points simultaneously, finding patterns and relationships that would be completely invisible to human analysis. An ML model might discover, for instance, that customers who browse a specific combination of product categories, visit the pricing page more than twice within a single session, and have read at least one customer review are 73% more likely to purchase

within 48 hours, a predictive pattern that no analyst would ever think to look for, but that an AI system can extract automatically from the data.

(Provost & Fawcett, 2013)

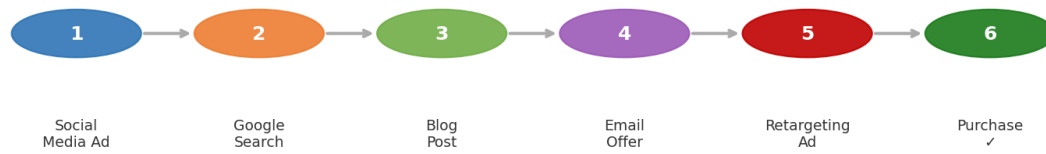
Customer journey analytics has been particularly transformed. Modern customers do not follow a simple, linear path to purchase. They discover brands through social media, search for information on Google, read third-party reviews, visit websites multiple times, compare competitors, receive emails, see retargeting ads, and eventually convert, sometimes online, sometimes in a physical store. Mapping this multi-channel, non-linear journey accurately requires connecting data from many different sources. AI-powered journey analytics platforms can do this automatically, creating a unified view of each customer's experience across every touchpoint.

(Lemon & Verhoef, 2016)

The growing centrality of data in marketing has also brought important ethical and legal responsibilities. Regulations such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States set strict rules about how companies collect, store, and use personal information. These laws require explicit consent, transparency, and the right for customers to access or delete their data. AI tools are increasingly being developed to help marketers operate effectively within these frameworks, using privacy-preserving techniques that generate insights without exposing individual customer records.

(European Parliament, 2016)

Figure 1.5 - Customer Journey Analytics: AI Connecting Multi-Channel Data Touchpoints



AI analyses the full journey across all channels to attribute value and optimise future campaigns

Figure 1.5 – Customer Journey Analytics: AI Connecting Multi-Channel Data Touchpoints

Chapter 2: AI Tools in Practice

Understanding the theory and framework behind AI in marketing is valuable, but the real story of this revolution is being told at the level of tools, the actual software that puts AI capabilities into the hands of everyday marketers. This chapter takes a detailed, practical look at the AI tools that are having the greatest impact on marketing today: what they are, how they work, what makes each one distinctive, and how marketers are using them to achieve better results.

2.1 Introduction to Generative AI

Of all the AI categories discussed in Chapter One, generative AI is the one that has caused the most excitement and the most fundamental shift in marketing practice. Unlike analytical AI, which identifies patterns in existing data, generative AI creates entirely new content: text, images, video, audio, and code, generated from scratch in response to a user's instructions.

The engine behind most modern generative AI text tools is called a Large Language Model, or LLM. An LLM is a neural network (a vast mathematical system loosely inspired by how the human brain processes information) that has been trained on enormous quantities of text drawn from across the internet: books, articles, academic papers, websites, code repositories, and much more. Through this training process, the model learns the deep patterns of human language so thoroughly that it can generate text which is, to most human readers, essentially indistinguishable from something written by a person. The scale of this training is almost impossible to intuitively grasp, the most

advanced models have processed hundreds of billions of words, requiring thousands of specialized processors working continuously for months at a time.

(Brown et al., 2020)

The turning point for generative AI came in November 2022, when OpenAI made ChatGPT freely available to the public. The response was extraordinary: one million users in five days, 100 million users in two months, making it the fastest-growing consumer application ever recorded. For the first time, genuinely capable AI was not just accessible to technology companies and research institutions; it was available to any marketer, entrepreneur, or student who wanted to use it.

(OpenAI, 2022)

For marketing, the significance of generative AI is hard to overstate. A significant proportion of all marketing work involves creating content like writing blog posts, social media captions, email newsletters, product descriptions, advertising copy, video scripts, presentation decks, and much more. This work is time-consuming, expensive, and inevitably subject to human inconsistency. Generative AI does not eliminate the need for human creativity and judgment but it dramatically accelerates and amplifies the content creation process, enabling marketers to produce more, faster, at lower cost, and with greater personalization than was ever previously achievable.

(Eloundou, Manning, Mishkin, & Rock, 2023)

2.2 ChatGPT: Revolutionizing Content Creation

ChatGPT, developed by OpenAI and first launched publicly in November 2022, is the most widely used AI tool in the world today. Built on successive versions of OpenAI's GPT architecture, with GPT-4o being the most current as of 2024, ChatGPT can understand and generate text on virtually any subject with a fluency and depth that was unimaginable just a few years ago. For marketers, it has become an indispensable presence across the entire content creation workflow.

ChatGPT is based on the transformer architecture, a neural network design first published by Google researchers in 2017. After pre-training on massive text datasets, it was further refined through a process called Reinforcement Learning from Human Feedback (RLHF), in which human evaluators rated the quality of its responses and the model was trained to produce the kind of outputs that humans preferred. The result is not just grammatically correct text, but responses that feel contextually appropriate, helpful, and perhaps most importantly genuinely useful for real-world tasks.

(OpenAI, 2023)

In its current form (GPT-4o), ChatGPT can process not just text but images too. It can analyze a photograph, chart, or infographic and provide a detailed written interpretation. Its context window of 128,000 tokens (roughly 90,000 words) means it can read and analyze very long documents, an entire competitor's website, a lengthy research report, or a comprehensive content brief, in a single session.

For marketing, ChatGPT's most valuable applications include generating first drafts of blog posts, social media content, product descriptions, press releases, and email newsletters in seconds; writing SEO-optimized content structured around specific target keywords; powering customer service chatbots when integrated into a website through an API; brainstorming campaign ideas and generating content briefs; and analyzing competitor messaging to identify positioning opportunities.

(HubSpot, 2023)

Below is a practical example of how a marketer would use ChatGPT to generate a product description. Notice how the prompt provides all the key information the AI needs to produce a focused, high-quality result:

Example Prompt (ChatGPT) – Product Description:

Act as an expert e-commerce copywriter. Write a compelling product description for a waterproof Bluetooth speaker designed for outdoor adventures. Key features: IPX7 waterproof rating, 20-hour battery life, 360-degree sound, compact and lightweight (400g). Target audience: adults aged 20–35 who enjoy camping, hiking, and outdoor activities. Tone: energetic and adventurous. Length: approximately 120 words. Include a strong opening hook and a clear call to action.

A well-crafted prompt like this would generate a complete, polished, ready-to-publish product description including a headline, benefit-driven body copy, and a call to action in under 10 seconds. The same task would typically take a skilled human copywriter 30 to 45 minutes to produce from scratch.

Figure 2.1 - ChatGPT: How It Processes Marketing Prompts and Generates Content

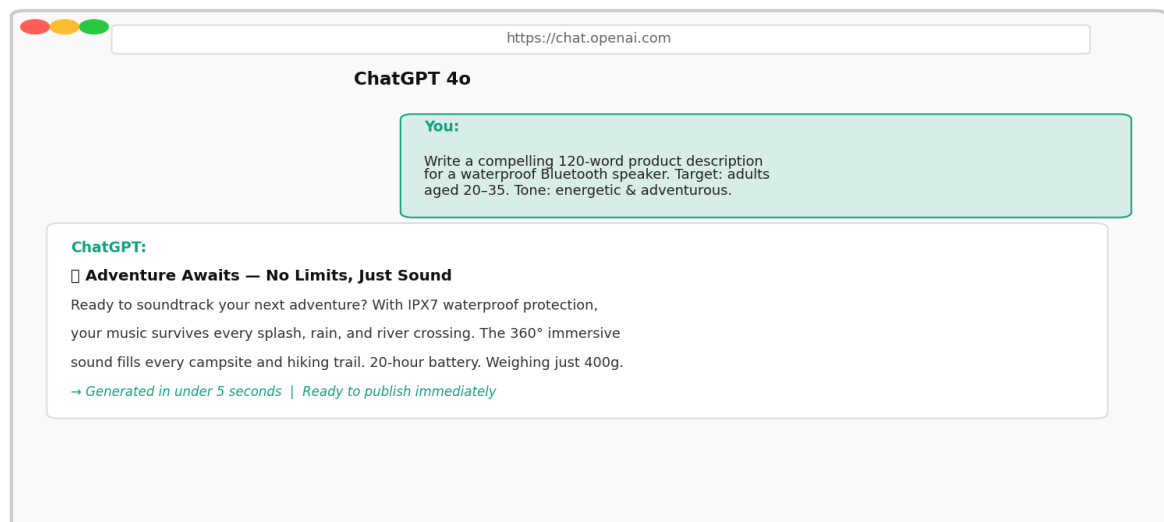


Figure 2.1 – ChatGPT: Processing a Marketing Prompt and Generating a Product Description
(OpenAI, 2023; HubSpot, 2023)

2.3 Claude: Anthropic's AI for Intelligent Marketing

Claude is an AI assistant developed by Anthropic, a company founded in 2021 by former members of OpenAI who shared a particularly strong commitment to building AI that is not just capable, but genuinely safe and trustworthy. The name 'Claude' is a reference to Claude Shannon, the mathematician whose foundational work in information theory made modern computing possible. In a market where AI capabilities are advancing at a dizzying pace, Claude has earned a distinctive reputation not just for what it can do, but for the consistency and reliability with which it does it.

Claude is trained using a methodology that Anthropic calls Constitutional AI (CAI). Rather than relying solely on human feedback to shape the model's behavior, Anthropic gives the model a set of principles (essentially a written 'constitution') and trains it to evaluate and improve its own outputs against those principles. This results in a model that is notably consistent in its commitment to accuracy, helpfulness, and avoiding harmful

outputs. For marketing applications where brand reputation is at stake where a misplaced claim or an off-brand tone can cause real commercial damage, this reliability is genuinely valuable.

(Bai et al., 2022)

Claude's most remarkable technical feature is its context window, up to 200,000 tokens, or roughly 150,000 words. This means Claude can read an entire book, a comprehensive competitor analysis, a full transcript of customer interviews, or a lengthy legal contract in a single session and then produce responses that reflect a deep understanding of the entire document. For strategic marketing tasks that require synthesizing large amounts of information, this capability is particularly powerful.

(Anthropic, 2023)

In marketing, Claude excels at tasks that require sustained logical development and factual rigor: writing detailed white papers, comprehensive industry guides, and research-backed articles; performing deep competitive analysis; drafting multi-step email marketing sequences; maintaining consistent brand voice across large volumes of content; and refining and improving existing drafts for clarity, persuasiveness, and tone.

Below is an example of how Claude would be prompted to create a welcome email sequence a task that requires balancing strategic structure, emotional warmth, and practical action:

Example Prompt (Claude) – Welcome Email Sequence:

You are a skilled email marketing specialist. Write a 3-part welcome email sequence for a premium yoga and wellness app.

Email 1 (sent immediately): Welcome the new user warmly, confirm their account, and encourage them to complete their profile and choose their first class.

Email 2 (sent 3 days later): Suggest a beginner morning routine from the app. Highlight the 3 most popular classes. Motivate daily habits.

Email 3 (sent 7 days later): Celebrate their first week. Share a stat about 21 days of consistent practice. Introduce the community feature.

Tone: warm, encouraging, and aspirational. Max 180 words each.

Claude's response would deliver three complete, professionally written emails, each with a compelling subject line, personalized greeting, engaging body copy, and a specific call to action ready to be loaded directly into an email platform. A skilled copywriter working alone might spend half a day producing the same output.

Figure 2.2 - Claude (Anthropic): Interface and Marketing Applications Overview

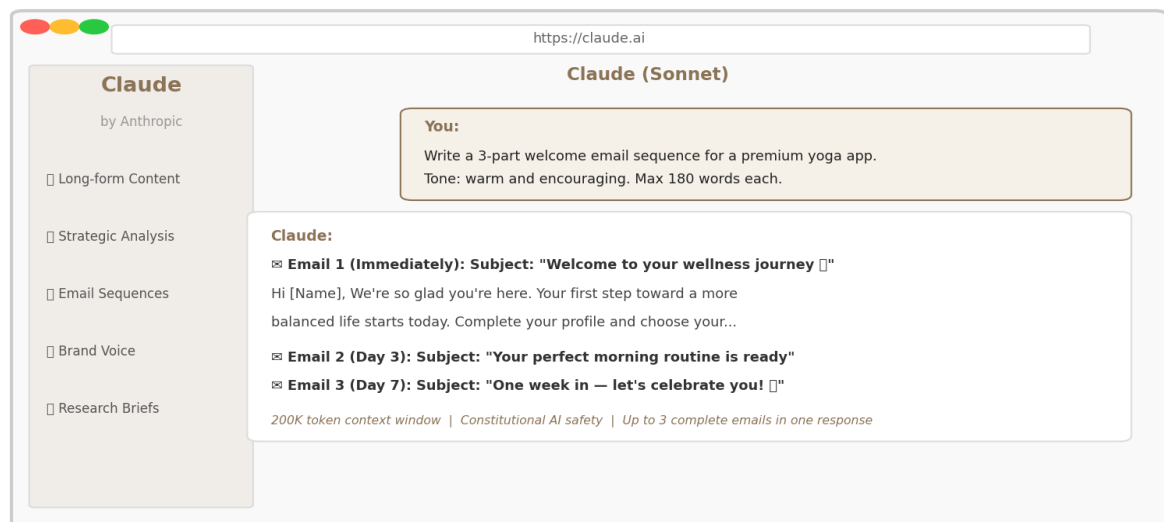


Figure 2.2 – Claude (Anthropic): Interface and Marketing Applications Overview

(Anthropic, 2023; Bai et al., 2022)

2.4 Midjourney: AI-Powered Visual Content Creation

Midjourney is a text-to-image AI platform that allows users to generate original, high-quality images by simply describing what they want in words. Developed by Midjourney Inc. and released in open beta in July 2022, it quickly became the leading AI image generation tool admired by designers, artists, and marketers alike for the remarkable quality and range of its outputs. For marketing professionals, Midjourney represents a genuine shift in the economics of visual content: professional-grade images, illustrations, and creative concepts that once required a photographer, a studio, and a skilled designer can now be generated in under a minute, at virtually zero cost per image.

Midjourney operates on a type of AI called a diffusion model. During training, the model was exposed to hundreds of millions of images from across the internet, learning to associate visual characteristics like colors, textures, compositions, artistic styles, lighting conditions, with the text descriptions that accompanied them. When a user submits a prompt, the model begins with what is essentially a field of visual noise, a random arrangement of pixels, and progressively refines it, guided by those trained associations, until an image emerges that matches the description. The most recent version, Midjourney V6.1, produces images of photorealistic quality that are routinely mistaken for professional photography.

(Midjourney, 2023; Ramesh et al., 2021)

Midjourney is accessed through the Discord platform. Users type the command '/imagine' followed by their description, and the AI returns four image variations in approximately 60 seconds. From there, users can select a preferred variation, upscale it to higher resolution, or generate further variations to explore different interpretations of the brief.

Marketing applications for Midjourney are broad and powerful: creating original social media visuals tailored to a specific brand aesthetic; generating unique advertising creative concepts before any production budget is committed; visualizing product concepts before physical prototypes exist; creating custom illustrations for blog posts, reports, and presentations; and reducing or eliminating the cost of stock photography and commercial photo shoots for small and medium businesses.

(Forbes Technology Council, 2023)

Here is an example of a practical Midjourney prompt used to generate product photography for a marketing campaign:

Example Prompt (Midjourney) – Product Photography:

```
/imagine prompt: professional product photography of a premium glass water bottle on a white marble surface, morning sunlight from the left, shallow depth of field, fresh green mint leaves and sliced lemon as props, minimalist luxury aesthetic, commercial photography style, Canon 5D quality --ar 4:5 --v 6.1 --style raw
```

This prompt would generate four professional-quality product photographs suitable for direct use in advertising, social media, or e-commerce listings, no photoshoot required, no studio booking, no photographer fee, no post-processing time. The '--ar 4:5' sets the aspect ratio for Instagram portrait format; '--v 6.1' specifies the latest Midjourney version; '--style raw' requests photorealistic output without artistic processing.

Figure 2.3 – Midjourney: Text-to-Image Workflow for Marketing Visual Content

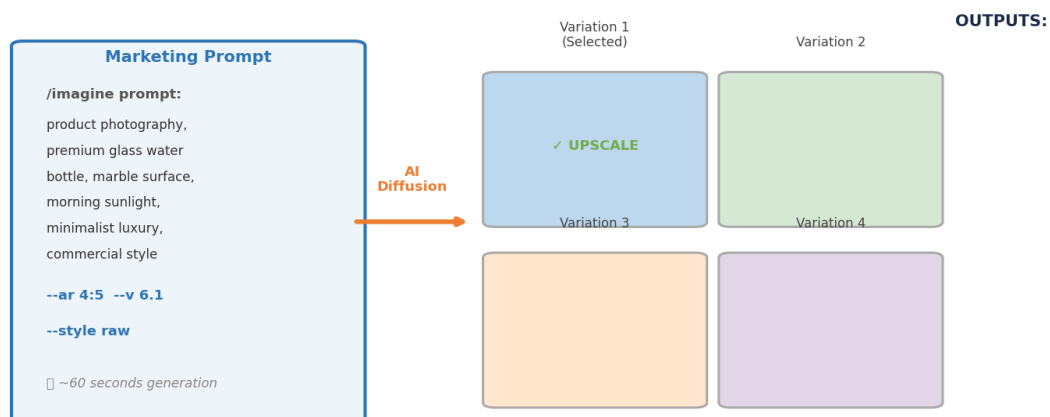


Figure 2.3 – Midjourney: Text-to-Image Workflow and Output Variations

(Midjourney, 2023; Forbes Technology Council, 2023)

2.5 Google Gemini: AI for Search and Marketing Intelligence

Google Gemini, originally launched as Google Bard in March 2023 and rebranded as Gemini in February 2024, is Google's flagship generative AI system, developed by Google DeepMind. For marketers, Gemini carries a significance beyond its raw capabilities, because it is woven deeply into the Google ecosystem that already underpins much of digital marketing practice: Google Search, Google Ads, Google Analytics, Gmail, and Google Workspace. Understanding and using Gemini effectively is therefore not just a matter of adding one more AI tool to the workflow, it is about unlocking a new layer of intelligence within the platforms that most businesses depend on every single day.

Gemini is a multimodal AI, meaning it can process and generate text, images, audio, video, and code simultaneously all within a single model architecture. Unlike earlier AI systems that were specialized for one type of input, Gemini's multimodal design allows it to understand relationships across different types of information: analyzing a report that contains both text and charts, for example, or generating a video advertisement script alongside suggestions for the visual elements that should accompany each line. Gemini also has real-time web access, meaning it can search the internet as part of answering a question, a significant advantage for marketing research tasks that require up-to-date competitive intelligence or market data.

(Google DeepMind, 2023)

Across the Google marketing ecosystem, Gemini's presence is increasingly comprehensive. In Google Ads, it powers AI-assisted campaign creation, generating ad headlines, descriptions, and keyword suggestions based on a business's URL and objectives. In Google Analytics 4, it enables natural language queries. A marketer can simply ask 'Which traffic source drove the most conversions last month?' instead of navigating complex report menus and receive an instant plain-language answer. In Gmail, it drafts email responses and summarizes long threads. In Google Docs, it writes and improves marketing documents. In Google Slides, it generates entire presentation decks from brief outlines.

(Google, 2024; Search Engine Journal, 2024)

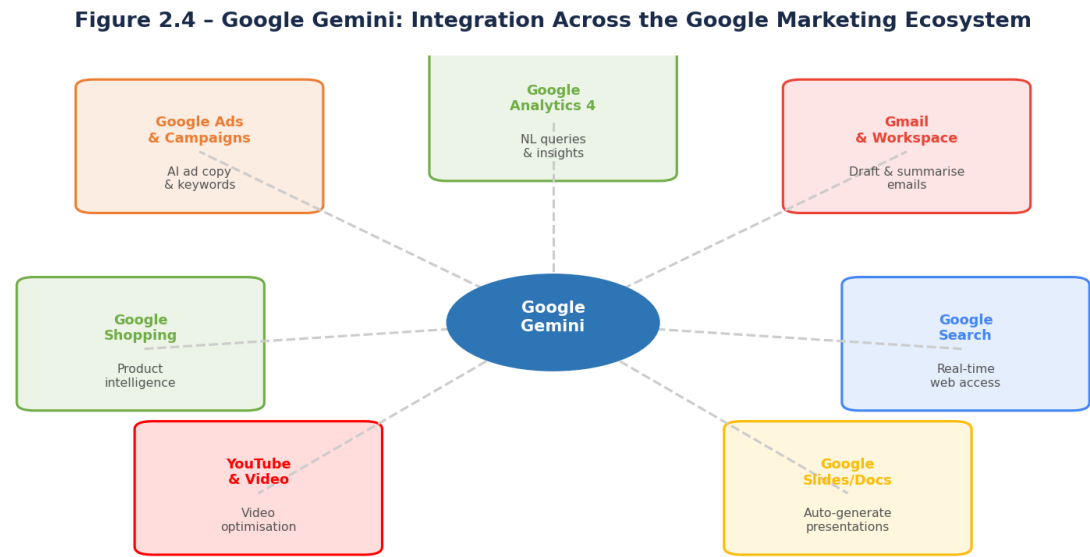


Figure 2.4 – Google Gemini: Integration Across the Google Marketing Ecosystem

2.6 HubSpot AI: Automating the Marketing Funnel

HubSpot is one of the world's most widely used marketing, sales, and CRM platforms, trusted by over 200,000 businesses across more than 120 countries. Since 2023, HubSpot has embedded AI capabilities throughout its entire platform under the umbrella of 'HubSpot AI', transforming what was already a powerful marketing automation system into something closer to an intelligent marketing partner. For organizations that are already HubSpot users, these AI features do not require learning an entirely new tool. They appear as assistants, recommendations, and automated capabilities within the familiar workflows that marketing teams use every day.

(HubSpot, 2023a)

HubSpot AI combines several underlying AI technologies in a unified experience. Machine learning models (trained on data from HubSpot's large customer base) power its predictive analytics and lead scoring features. Large language models, accessed through partnerships with providers like OpenAI, power its content generation tools. The result is an AI layer that is coherent, integrated, and genuinely embedded in every module of the platform.

The range of AI applications in HubSpot covers the entire marketing funnel. The AI Content Writer can generate blog posts, landing page copy, email subject lines, and social media captions directly within HubSpot's content tools. AI-powered Email Optimization

analyses historical campaign data to recommend the best sending times, most effective subject line formats, and highest-performing content elements for maximum open and click-through rates. Lead Scoring uses machine learning to continuously evaluate every contact in the CRM (what pages they visited, what emails they opened, what content they downloaded) and assign a dynamic score predicting their likelihood to convert to a customer. The AI Chatbot Builder allows marketing teams to create sophisticated conversational bots that qualify incoming leads, answer FAQs, and route high-value prospects to sales representatives. Predictive Revenue Forecasting uses historical deal data and current pipeline activity to project future revenue with stated confidence levels.

(HubSpot, 2023b; Brinker, 2023)

Figure 2.5 - HubSpot AI: Marketing Automation, Lead Scoring & Predictive Analytics

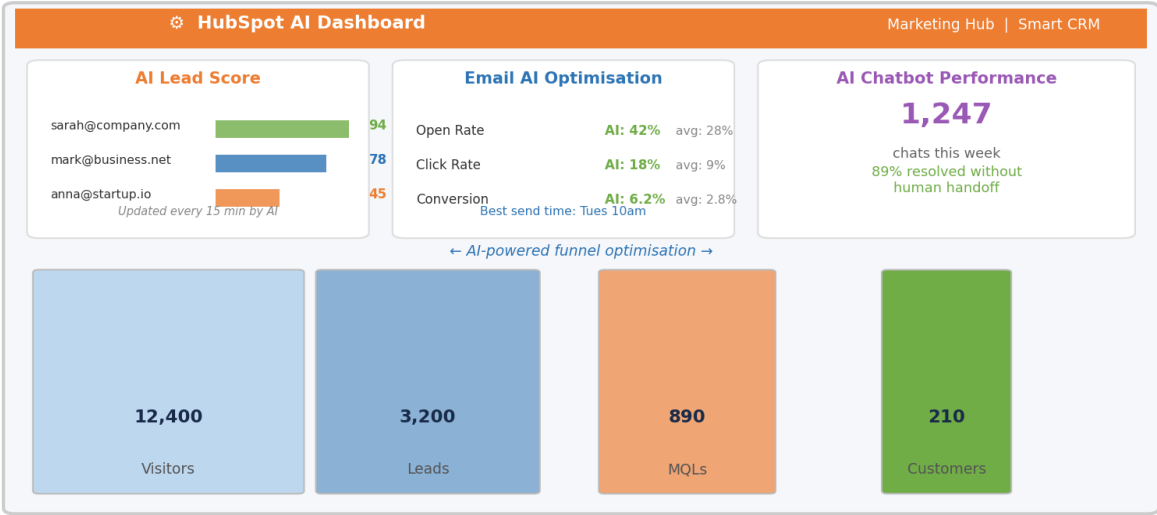


Figure 2.5 – HubSpot AI: Marketing Automation, Lead Scoring & Predictive Analytics

2.7 Jasper AI: Copywriting Powered by AI

Jasper AI, founded in 2021 and initially known as Jarvis, has established itself as the leading AI writing tool specifically designed for marketing and business content. While ChatGPT and Claude are broadly capable AI assistants that can tackle many different types of tasks, Jasper is focused almost entirely on helping marketing teams, content departments, and businesses write high-quality copy faster, more consistently, and more in line with their brand voice. It is used by over 100,000 businesses globally, including marketing teams at Google, Airbnb, HubSpot, and Salesforce.

(Jasper AI, 2023)

Jasper is built on top of GPT-4 and other large language models, accessed through API connections with providers like OpenAI. What distinguishes it from using these underlying models directly is the marketing-specific layer that Jasper adds on top. The Brand Voice feature is particularly powerful: organizations can feed Jasper a selection of their existing content (website copy, past blog posts, brand guidelines) and the AI learns the company's specific tone, vocabulary, and stylistic preferences. All content generated through Jasper will then reflect that trained voice, producing outputs that sound authentically like the brand rather than like generic AI text. The template library containing over 50 marketing-specific frameworks covering every major content format further accelerates the workflow for recurring tasks.

Jasper's Campaigns feature allows marketing teams to generate all the content assets for a complete campaign (ads, emails, landing pages, social posts) from a single brief. Its SEO mode, integrated with the Surfer SEO platform, ensures that generated content is optimized for target keywords. Multilingual support in over 25 languages makes it particularly valuable for international marketing operations.

(Content Marketing Institute, 2023; Jasper AI, 2023)

Here is an example using Jasper's AIDA framework template one of the most widely used structures in direct response marketing:

Example Prompt (Jasper AI) – Facebook Ad using AIDA Framework:

```
Product: Organic, plant-based protein powder
Target Audience: Health-conscious adults aged 25-45 who exercise
Unique Selling Points: 25g protein per serving, no artificial
sweeteners, sustainably sourced, chocolate and vanilla flavors
Tone: Friendly, motivating, health-focused
Framework: AIDA (Attention, Interest, Desire, Action)
Platform: Facebook Feed Ad | Max: 250 words
```

Using the AIDA structure, Jasper's output would open with an attention-grabbing statement, build interest through the product's key differentiators, create desire by connecting the product to the reader's personal health goals, and close with a compelling,

urgent call to action. The entire output is formatted specifically for the Facebook platform and calibrated to the target audience, something that would take a human copywriter significant time to research and craft.

(Jasper AI, 2023; Content Marketing Institute, 2023)

2.8 Canva AI: Designing Marketing Visuals with Intelligence

Canva, founded in Australia in 2013, is the world's most popular online graphic design platform, with over 150 million active users across more than 190 countries. Originally built around a library of pre-made, easily customizable design templates, Canva underwent a major AI transformation in March 2023 with the launch of Magic Studio, a comprehensive suite of AI features that elevates Canva from a template-based design tool to an AI-powered creative platform capable of generating entirely original visual content from text descriptions.

Canva Magic Studio integrates multiple AI technologies in a unified design environment. Magic Media, the text-to-image generation feature, uses a diffusion model similar in concept to Midjourney, allowing users to describe an image in words and have it generated directly within a Canva design. Magic Write is an LLM integration for generating text content within designs. Background Remover uses computer vision to automatically and cleanly separate subjects from backgrounds in photographs. Magic Design generates complete, professionally designed templates based on a brief text description of the desired content and style. Brand Kit AI can extract a company's visual identity from a website URL and automatically apply its colours, fonts, and logo placement to new designs.

(Canva, 2023)

For marketing teams, Canva AI's greatest advantage is accessibility. Professional-quality visual creation requires no design training, no expensive software license, and very limited time. An entire week of platform-specific social media posts, sized correctly for Instagram, LinkedIn, Facebook Stories, and Twitter, each with consistent brand treatment, can be produced in a single working session. Complete marketing presentations, email headers, advertising banners in all required sizes, and event promotional materials can all be created at scale through Canva's AI tools.

(Forbes, 2023)

2.9 Prompt Engineering: The Art of Communicating with AI

Every interaction with an AI tool begins with a prompt (the text instruction that tells the AI what you need it to do). On the surface, this sounds simple: you type a request, the AI responds. But anyone who has used AI tools seriously very quickly discovers that the quality of the output depends enormously on the quality of the input. A vague, underdeveloped prompt produces a generic, often unhelpful response. A clear, detailed, carefully structured prompt produces something specific, relevant, and immediately useful. The craft of writing effective AI prompts is called prompt engineering, and it has emerged rapidly as one of the most important and commercially valuable skills in modern marketing.

2.9.1 What is a Prompt?

A prompt is the text input you give to an AI to initiate a task. At its simplest, a prompt might just be a question: 'What are some ideas for a summer social media campaign for a coffee brand?' But for serious marketing use, an effective prompt is far more structured and information rich. It serves as a brief, a set of instructions, and a quality benchmark all in one.

A well-constructed marketing prompt typically contains five essential components.

- 1) Role: defining who the AI should be for this task: 'Act as a senior social media strategist with ten years of experience in consumer brands.' This framing immediately shapes the expertise level and perspective of the response.
- 2) Task: a precise description of the deliverable needed: 'Write five LinkedIn posts promoting a new B2B project management software.'
- 3) Context: the relevant background: 'The product reduces reporting time by 40%. The target audience is marketing directors at mid-size companies.'
- 4) Format: how the output should be structured: 'Each post should be 150 words, written in first-person professional voice, with a relevant emoji and a clear call to action.'
- 5) Constraints: any specific limitations: 'Do not mention price. Focus on productivity benefits. Avoid technical jargon.'

(White et al., 2023)

2.9.2 Principles of Effective Prompting

Several fundamental principles, developed through extensive experimentation by the AI research and practitioner community, reliably improve prompt quality and output results.

The first and most important principle is specificity. Vague prompts produce vague results, without exception. Every additional piece of relevant context you provide gives the AI more to work with, and the output becomes correspondingly more tailored and useful. The

difference between 'Write an email about our sale' and a prompt that specifies the sale duration, discount level, product category, target customer, brand tone, goal, and structural requirements is not just a difference in length, it is a difference in the quality and usability of the output that can amount to the difference between something you could publish immediately and something you would need to completely rewrite.

Few-shot prompting (providing concrete examples of the type of output you want) is one of the most powerful techniques available. Rather than trying to describe what you want in the abstract, you show the AI two or three examples that match your desired style, tone, and format, and then ask it to produce more in the same vein. This technique consistently produces more aligned, higher-quality outputs than description alone, particularly for stylistic tasks where the desired quality is easier to demonstrate than to articulate.

(Brown et al., 2020)

Assigning a specific professional persona to the AI, 'You are the head of content at a luxury travel brand' or 'You are a direct response copywriter specializing in e-commerce email marketing', activates relevant contextual knowledge and frames the response with an appropriate professional perspective. This single addition to any prompt can significantly improve the relevance and authority of the output.

Finally, treating AI as a collaborative partner rather than a vending machine is essential. The first output is rarely the final product. Providing specific, constructive feedback, 'This is a solid first draft, but please make the opening more conversational, tighten the middle section, and add a specific customer statistic to support the main benefit claim', and

iterating through two or three rounds of refinement consistently produces far better results than any single prompt alone.

2.9.3 Advanced Prompt Engineering Techniques

As marketers develop deeper familiarity with AI tools, several more advanced techniques become valuable additions to their prompt engineering repertoire.

Chain-of-thought prompting involves asking the AI to work through a complex problem systematically before reaching a conclusion. Adding 'Think through this step by step before giving your final answer' to a strategic or analytical prompt often produces more thorough, logical, and reliable outputs. This is particularly useful for complex marketing tasks like competitive strategy analysis, campaign planning, or audience research synthesis.

(Wei et al., 2022)

Template prompts are reusable, parameterized prompt structures developed for recurring tasks. A content team might create a template for writing product descriptions with placeholder fields for product name, features, target audience, tone, length, and platform that any team member can fill in to instantly generate a strong draft. These templates reduce inconsistency, save time, and democratize access to AI capabilities within a team.

Negative prompting explicitly tells the AI what you do not want in the output. This is especially important in image generation, where parameters like '--no text, watermarks, blurry backgrounds' help eliminate unwanted elements. In text generation, phrases like 'Do not use the word innovative,' 'Avoid industry jargon,' or 'Do not mention competitors by name' similarly shape the output away from unwanted patterns.

Multi-step prompting breaks complex tasks into sequential stages, with each prompt building on the output of the previous one. Producing a complete, publication-ready marketing article this way, starting with a detailed outline, then expanding each section, then adding examples and data, then refining for tone and adding a compelling introduction and conclusion, gives the marketer far more control over the final output than attempting to generate everything in a single prompt.

(Schulhoff et al., 2024)

Figure 2.6 - Prompt Engineering: The Five Components of an Effective Marketing Prompt

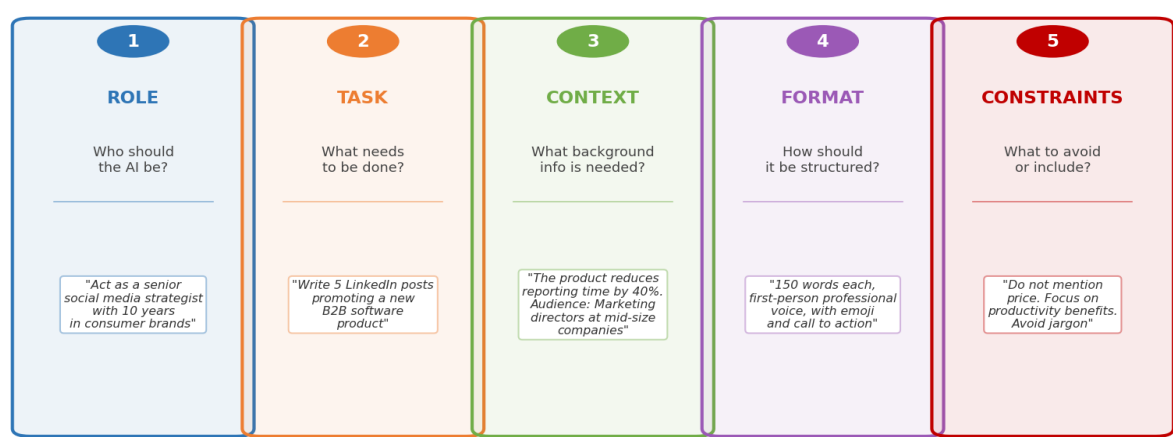


Figure 2.6 – Prompt Engineering: The Five Components of an Effective Marketing Prompt

2.10 Connecting the Tools: A Complete AI Marketing Workflow

Each of the seven AI tools examined in this chapter has distinct strengths and ideal applications. ChatGPT and Claude excel at language, writing, analysis, and strategic thinking. Midjourney produces extraordinary original visual content. Google Gemini connects AI to the live web and the Google advertising ecosystem. HubSpot AI automates marketing operations and customer relationship management. Jasper AI delivers brand-consistent marketing copy at scale. Canva AI makes professional visual design accessible to teams without dedicated designers. The full power of AI in marketing, however, emerges not from any one of these tools in isolation, but from the intelligence with which they are combined into a connected, end-to-end workflow.

Below is a practical step-by-step example of how these tools can be integrated into a complete content marketing campaign, from initial strategy all the way through to published output and performance analysis:

Step 1- Research and Strategy (Claude): The workflow begins with Claude, whose large context window and analytical depth make it ideal for processing large amounts of strategic input. Claude reads the campaign brief, analyses competitor content, identifies content gaps and audience needs, and produces a comprehensive strategic content plan with topic clusters, keyword targets, content formats, and audience messaging guidelines.

(Anthropic, 2023)

Step 2- Content Brief Creation (ChatGPT): Based on the strategy, ChatGPT generates detailed content briefs for each planned piece, specifying target keywords, headline directions, key points to cover, structural recommendations, target audience persona, and tone guidelines. These briefs serve as structured inputs for the production phase.

(OpenAI, 2023)

Step 3- Long-Form Content Writing (Jasper AI): Jasper AI uses each brief to generate a first draft of the content, with its SEO mode ensuring proper keyword integration and its Brand Voice feature guaranteeing that the output sounds authentically like the brand. Claude then reviews key sections of the draft, adding factual depth and analytical nuance where needed.

(Jasper AI, 2023)

Step 4- Visual Asset Creation (Midjourney + Canva AI): Midjourney generates the original images (hero visuals for blog posts, social media imagery, advertising creatives) using detailed prompts informed by the brand's visual identity. These images are imported into Canva, where Canva AI applies the brand kit and formats them for every required platform: blog hero image (1200×630px), LinkedIn post (1200×627px), Instagram feed (1080×1080px), Instagram Story (1080×1920px), and Facebook ad (1200×628px).

(Midjourney, 2023; Canva, 2023)

Step 5- Email Campaign (Claude or Jasper AI): The campaign's key messages are repurposed into a multi-part email sequence. Claude writes a series of emails that guide subscribers through a carefully designed customer journey, a teaser, a full announcement, and a follow-up with additional value, with multiple subject line and call-to-action variations to enable A/B testing.

Step 6- Distribution and Performance Analysis (HubSpot AI + Google Gemini): Completed assets and email sequences are loaded into HubSpot, where AI schedules distribution at the optimal times predicted by historical engagement data. As performance data accumulates, Google Gemini analyses it through natural language queries, identifying which content is performing best, which audience segments are most engaged, and what adjustments should be made to optimize remaining assets.

(HubSpot, 2023a; Google, 2024)

Figure 2.7 - Complete AI Marketing Workflow: Seven Tools Working Together from Strategy to Results

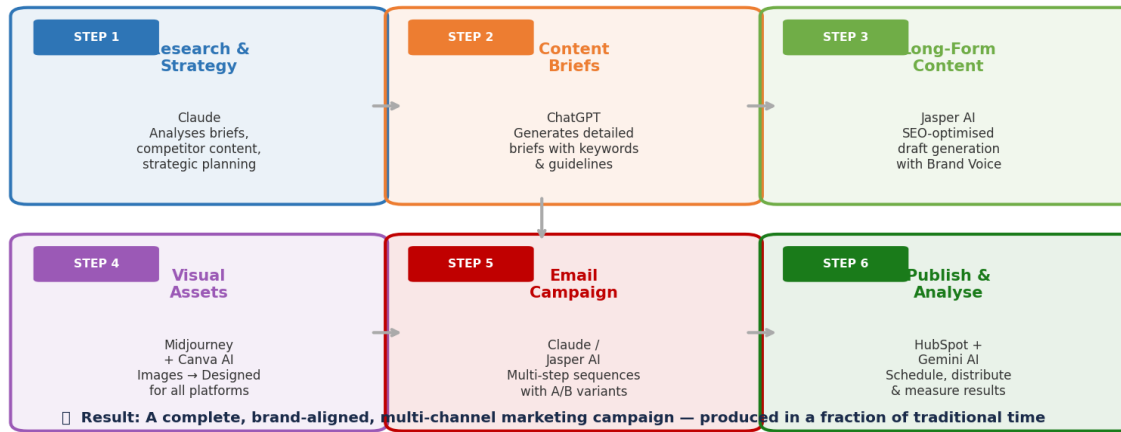


Figure 2.7 – Complete AI Marketing Workflow: Seven Tools from Strategy to Results

This connected workflow illustrates the most important truth about AI in marketing: the tools are most powerful not as isolated capabilities, but as components of an intelligent, interconnected system. Each tool contributes its specific strength to a collaborative process that no single tool could achieve alone. And because every step in the workflow can be executed far faster with AI than through traditional methods, the productivity gain is multiplicative, a campaign that might once have required weeks from a full team can now

be produced in days by a small team equipped with the right tools and the skill to use them well.

(Roetzer & Kaput, 2022; Content Marketing Institute, 2023)

Chapter 3: Case Study

During my internship at the Centro Servizi Linguistici (CSAL) of the Università Politecnica delle Marche, I was involved in the development of LinguaLink, a pilot language exchange program designed to connect Italian and international students through structured and informal language practice. From the very start, I decided to use AI tools as an integral part of my workflow, not as shortcuts, but as genuine collaborators in each phase of the project. This experience became, in many ways, my most practical and personal encounter with everything this thesis discusses in theory.

The first major task I took on was building the LinguaLink website, both the front end that students would see and the back end that would handle form submissions and registrations. Since I am not a trained web developer, this felt daunting at first. I used Replit AI, an intelligent coding assistant integrated directly into an online development environment, and what I learned almost immediately was that the quality of the output depended entirely on the quality of my prompts. When I was vague, the code was generic and disconnected from the project. When I became precise specifying the exact layout, the LinguaLink brand colors from the visual identity guide, the specific fields needed in the registration form, the validation logic, and the structure of the back end the AI produced working, well-organized code that I could actually use and build on. I approached it in layers: first the HTML structure, then the CSS styling aligned to the brand palette, then the JavaScript logic, then the back-end handling. Each step was reviewed before moving to the next. The result was a functional, branded website that I was genuinely proud of and that I could not have produced alone in the time available.

For the benchmarking research phase, my task was to compare the language exchange programs of leading Italian university language centers (Trento, Bologna, Padova, and Bocconi) and identify the structural models, commitment levels, student incentives, and digital tools that each one used. I used Google Gemini for this research, and its real-time web access proved particularly valuable. Rather than spending days manually navigating university websites and compiling information into a spreadsheet, I could ask Gemini targeted, structured questions and receive synthesized, comparative summaries drawn from live sources. I worked iteratively, starting with broad questions, reviewing the output, identifying gaps, and following up with more specific prompts, which felt much more like working with a research assistant than querying a search engine. The benchmarking report that resulted from this process became the analytical foundation for the strategic recommendations included in the final program proposal.

On the visual communication side, I was responsible for designing the promotional posters and social media materials for LinguaLink. I used Canva AI, specifically the Magic Design and Magic Write features, to generate initial layout ideas and draft text blocks. However, the AI's default outputs rarely matched the specific visual identity that LinguaLink required: the restrained academic palette of black, white, UNIVPM Red (#C3002F), and neutral beige, with Montserrat as the primary typeface. So, my workflow became a combination of using AI to rapidly explore layout options and then applying my own design judgment to select, adjust, and refine the results until they were genuinely brand-aligned and visually compelling. This experience clarified something important for me: AI design tools work best in the hands of someone who already has a visual sensibility. Without knowing what good design looks like, it is very easy to accept AI outputs that are

technically functional but aesthetically mediocre. The AI accelerated my process significantly, it did not replace the design thinking itself.

The final stage of the internship involved preparing a closing presentation for my supervisor, summarizing the work completed and presenting strategic recommendations for LinguaLink going forward. For this, I turned to Claude. I used it to process and synthesize the benchmarking data I had gathered, asking it to identify the strongest strategic patterns and frame them as clear, actionable recommendations for CSAL specifically. Claude's ability to hold a long, evolving conversation, remembering the context built up over a session and refining its thinking based on my feedback, made the analytical work feel genuinely collaborative. I would share sections of my notes, ask Claude to draw out the key insight, push back where I disagreed, and refine the argument through dialogue. It also drafted the narrative structure of the presentation itself (the logical flow from context to analysis to recommendation) which I then took into Canva to design the final slides with the LinguaLink visual identity applied consistently. The presentation was well received, and I felt that the quality of the strategic framing reflected what the AI-assisted analytical process had helped me achieve.

Reflecting on the whole experience, the clearest thing I can say is that AI did not do the work for me, it did the work with me. Every time I received a poor or generic output from any of these tools, it was because I had not communicated clearly enough. Every time I got something genuinely useful, it was because I had taken the time to think carefully about what I needed and expressed it with enough context, structure, and precision for the AI to understand. I also came to appreciate that different tools have meaningfully different

strengths, and selecting the right one for each task is itself a skill. Most importantly, this internship gave me a lived, concrete understanding of something I had only read about before: that AI, used thoughtfully, can allow a single person to achieve what would otherwise require a whole team. That realization, more than any specific output or deliverable, is what I carry forward from this experience.

Conclusion

This thesis set out to explore Artificial Intelligence and its impact on digital marketing, a relationship that, as the preceding chapters have demonstrated, is one of the most consequential developments in the history of the marketing profession. What has emerged from this exploration is not simply a catalogue of new tools and techniques, but a picture of a more fundamental shift: AI is not just changing what marketers can do; it is changing what marketing itself can become.

Chapter One established the historical and conceptual foundations of this transformation. AI's impact on marketing is not a sudden disruption, it is the culmination of a decades-long evolution in marketing technology. Each previous technological wave created new capabilities and raised the ceiling of what was achievable. AI raises that ceiling to a point where some of the most longstanding constraints of marketing, the cost and time required to create content at scale, the impossibility of truly personalizing communication to millions of individual customers, the inability to process and act on the full volume of available data, are not just reduced but fundamentally dissolved.

(Kotler, Kartajaya, & Setiawan, 2021; Davenport, Guha, Grewal, & Bressgott, 2020)

The commercial evidence for AI's impact is already substantial and measurable. In e-commerce, AI recommendation engines are responsible for approximately 35% of Amazon's total revenue, a figure that represents one of the most remarkable returns on any technology investment in business history. In digital advertising, programmatic AI handles billions of daily transactions with a precision and efficiency that no human operation could replicate. In marketing strategy, predictive analytics and AI-powered market research are giving companies insight into their customers' needs and future behaviors that was simply unattainable with traditional research methods.

(McKinsey & Company, 2021; Interactive Advertising Bureau, 2023)

Chapter Two provided detailed evidence that the most powerful AI tools are no longer exclusive to large technology companies with extensive technical resources. ChatGPT, Claude, Midjourney, Google Gemini, HubSpot AI, Jasper AI, and Canva AI are accessible, affordable, and increasingly intuitive tools that any marketer can learn to use effectively. Each one addresses a specific dimension of marketing work: language and content creation, visual design, advertising intelligence, operational automation, or strategic analysis. And as the connected workflow demonstrated, they create the greatest combined value when used together, each tool's output becoming the input for the next, producing a chain of AI-assisted production that multiplies the effectiveness of every individual tool.

(Roetzer & Kaput, 2022)

A particularly significant finding running throughout this research is the central importance of prompt engineering. The quality of AI-generated marketing output is not primarily determined by which AI tool you use, it is determined by the quality of the instructions you give it. A vague prompt and a well-crafted prompt directed at the same AI

model can produce outputs that differ not just in degree but in kind: the difference between generic content that could belong to any brand and specific, nuanced, immediately usable material that sounds exactly like the organisation it represents. Prompt engineering, the ability to communicate effectively with AI through structured, detailed, contextually rich instructions, has become one of the genuinely valuable professional skills of the current era.

(White et al., 2023; Schulhoff et al., 2024)

Looking ahead, the trajectory of AI in marketing points firmly toward continued acceleration. Autonomous AI agents, systems capable of taking multi-step independent action in the world, will enable marketing workflows that operate with minimal human intervention. Video generation AI, already advancing rapidly, will soon make professionally produced video as accessible as text and image generation are today. AI integration with augmented and virtual reality will create entirely new marketing formats and immersive customer experiences. And the continued maturation of multimodal AI models, capable of simultaneously understanding and generating text, images, audio, and video, will continue to collapse the boundaries between different types of creative and analytical work.

(Bughin et al., 2018)

It is important, however, to end with a reflection on what AI cannot replace. Human creativity, strategic judgment, cultural sensitivity, ethical awareness, and a genuine understanding of what motivates people, these remain irreducibly human capabilities. They are precisely what gives AI-generated content its direction, purpose, and meaning. The most effective use of AI in marketing is not the one where AI does everything

autonomously, but the one where AI amplifies what skilled humans can do: providing raw material for human creativity to shape, accelerating the production of content that human judgment can then refine, and generating insights that human strategists can act on with wisdom and vision.

In conclusion: AI is not simply a new tool that marketers can choose to add to their existing practice. It is a paradigm shift that is expanding the boundaries of what marketing can achieve, who can do it, how fast it can move, how personalized it can feel, and what quality of results it can produce. The marketing professionals and organizations who invest in genuinely understanding AI, developing real fluency with its tools, and learning to combine human creativity with artificial intelligence will be the ones who define the next chapter of this profession. The opportunity is extraordinary, and the right time to engage with it is now.

(Huang & Rust, 2021; Roetzer & Kaput, 2022; Kotler, Kartajaya, & Setiawan, 2021)

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