The role of Artificial Intelligence applications in supporting Digital Marketing strategy via Social Networks

Layla Al-Youbi [a], Mona Mahnabi [b]

[a] Assistant Professor - Information Science Department - KAU - Saudi Arabia
lalyobi@kau.edu.sa

[b] Assistant Professor - Information Science Department - KAU - Saudi Arabia
mmahnabi@kau.edu.sa

Abstract: The study aimed to identify the role of artificial intelligence applications in supporting the digital marketing strategy via social networking platforms and to clarify its uses and benefits for marketing, by relying on both documentary research to create a cognitive framework and the content analysis method through reviewing and analyzing the literature and analyzing a group of models of marketing strategies via Social networks and artificial intelligence applications in order to develop a proposal for effective artificial intelligence applications and marketing strategies through social networks. The proposal begins with a study of the current situation and ends with measurement and evaluation. One of the most important findings of this study is that there are several types of marketing strategies via social media networks, including the social commerce strategy, the social content strategy, and others. Among the findings of the study is the availability of many artificial intelligence applications that can be used to support digital marketing strategy. It has also been shown that social media platforms increase awareness of brands and the products or services provided by them and it also helps maintain long-term communication and interaction between customers and businesses. The study recommends activating the role of artificial intelligence in the field of digital marketing through the use of various artificial intelligence applications and developing a detailed marketing strategy that takes advantage of all social media platforms in addition to employing appropriate tools and techniques in this field through the implementation of this strategy to ensure its success and achieve the goals.

Keywords: Artificial Intelligence, Social Networks, Artificial Intelligence Applications, social networking platforms, Digital marketing, AI in Marketing.

1. Introduction

Marketing is a ceaseless, changing and dynamic business. However, its role has changed radically due to various crises, such as shortage of raw material and energy, inflation, economic stagnation, high unemployment, death of industries and companies, terrorism, wars, in addition to the impacts of rapid technical changes in certain areas such as the internet, the rise of social networks, and activation of AI. All such factors have compelled marketing officers to become more aware of the market while making strategic decisions, which, in turn, requires them to obtain accurate, correct, and updated information about the customers, products, market, and general environment (Bala & Verma, 2018). As social networks are expanding and going viral, taking most of the time of people with different perspectives, they have become a very important marketing and promotional tool. The number of such networks' users increases on a daily basis, and therefore it is considered an extremely

important marketing tool with regard to influence and the information reaching individuals and society. Through these networks, the relationship between the service provider and the customer has become more interactive, besides, the service provider is able now to receive customers feedback about whether they are satisfied or dissatisfied, and post their experiences directly to other customers, which strengthens the product or services provided, or indicates flaws that must be addressed by the organization and its employees (Al-Khabrani & Al-Qarni, 2017). One of the primary objectives of every organization is to anticipate and understand the needs and requirements of their customers. To achieve this, many organizations have historically employed specialists in various fields to gather and analyze information and data over extended periods, in order to create foresight regarding customers and the market. However, with the development of AI, organizations now have the ability to replace such specialists with a single system that can efficiently and effectively perform all the necessary foresight tasks, including data collection, analysis, and trend forecasting. Furthermore, with the advancement of AI and machine learning, the AI system can significantly increase the speed of predicting market trends. When it comes to the application of AI in marketing, it is worth highlighting that AI can be utilized for conducting various types of predictive analysis, which is particularly valuable when organizations are formulating their marketing strategies. The main objective of such predictive analysis is to simulate possible trends and outcomes resulting from the implementation of different strategies. It serves as a foundation for decision-making, enabling organizations to make informed choices based on projected results (Buntak et al., 2021).The current study will provide an explanation of the role of artificial intelligence in supporting the digital marketing strategy via social media platforms and clarify its benefits for digital marketing and how to employ all social media platforms effectively in digital marketing by presenting a proposal that explains marketing strategies via social networks and activating artificial intelligence applications.

2. Basic Terminology

2-1 Social Networks:

The networks that provide social e-services through interactive dialogue via the internet or mobile phones, allowing all individuals and groups to exchange ideas and photos and have instant conversations (Naili & Lamouchi, 2020) .

2-1-1 The Concept of Social Networks Marketing

Digital marketing uses social networks, blogs, wikis, and any other online participatory tools for marketing, selling, PR, or customer service purpose. These tools allow customers to interact with business organizations rather than simply being targeted by one-way means. Moreover, they allow organizations to open customer communication channels, which in turn enables them to communicate interactively with customers (BRIK, 2022) .

2-2 Digital Marketing:

It is the application of interactive digital technology to achieve the organizational goals by identifying and meeting the needs and expectations of customers (Hussein & Jilali, 2022).

2-2-1 Types of Social Networks as Digital Marketing Tools

There are many types of social media networks, they differ according to their nature, characteristics, content provided and target audience. The top types and examples of social media networks can be summarized as follows (Kingsnorth, 2022).

Social Media:
Such as Facebook, which allows users to post and share most types of media with a close group of friends, or worldwide.

Blogs and Microblogging
Such as Blogger, WordPress and Twitter. Blogs can provide an opportunity to organizations with rich content to share, or products and services to be promoted via the related blogging sites. Microblogs like Twitter can also deliver a large amount of advertising to the audience with limited time who is looking for interesting content to share and absorb.

Visual Media Sharing Platforms:
A number of social platforms that focus on visual media have been developed. The video sharing platform, YouTube, is probably the most widespread among such platforms. There

are also photo sharing sites including Pinterest, Flickr, and Instagram. In addition to Snapchat, which is one of the most popular personal video sharing platforms.
Professional Networks:
As suggested by the name, professional networking sites are basically concerned with the business world and academia. Most famous is LinkedIn, which has replaced the business cards for many people.
Reviews and Ratings Sites:
Reviews and ratings sites fulfil a very basic human need, that is, peer compatibility. TripAdvisor is one of the world's most popular review sites, covering more than 4.5 million places to stay and tourist attractions, and operating in 45 countries.
Forums:
Forums are often deemed to be a bit outdated, and even some social networking specialists question their inclusion in social networks. However, there are still many active social forums, usually as a part of a larger site. The two most popular forums are Netmums and PistonHeads.

2-2-2 Benefits of Social Networks Marketing
There are several benefits of social networks marketing have mentioned the following: (Ziyoush & Khalid, 2018)
1. Optimized targeting: If properly implemented, social media marketing can motivate the target segment of the internet users to visit the website and interact very effectively by using various elements and tools on social media sites, which enables business owners to raise awareness of the company's products and services, at both local and global level.
2. Higher ranking on search engines: When a website has a large number of external links from trusted domains, such website will acquire "authority" over the nature of the content posted, that is, it becomes trusted by search engines. Therefore, when your website is part of the conversations on blogs, social networks and social networking sites, you will be able to get more links directing to the company website, which, in turn, improve your ranking on search engines.
3. Complementation of other marketing efforts: Social media marketing is usually an effort directed at a specific social group. It does not conflict with any other marketing strategies aim to get more traffic and visitors to your website. On the contrary, it can fit perfectly with your other advertising campaigns.
4. Low cost with high return: Return on investment is one of the most important parameters considered by most marketing campaigns. The returns of social networking often exceed the cost, given that social media has the potential to give the brand or company a lot of exposure for free. Furthermore, social media marketing is one of the most low-cost marketing strategies now available.
5. Online Reputation Management: Social networks have become a leading reputation management tool, which is deemed to be a crucial point in brand marketing. Since brands can be an active participant in online conversations, marketers can gain better access and control over existing conversations about their brand.
6. Raising awareness: If you create new content that people actually need, you will not have a problem attracting people to your website or webpage, as social media marketing helps spread information. Such information can then be linked to the online presence of the brand or company, which makes it more popular.

2-3 Artificial Intelligence:
"Many theoretical definitions of artificial intelligence center on a machine's capacity to mimic human behavior or carry out tasks that call for intelligence, but given the majority of current applications, artificial intelligence can be described as: Systems that employ methods that can gather data and use it to predict, suggest, or make decisions with varying degrees of autonomy and select the best course of action to accomplish particular objectives" (SDAIA, n.d.) .

2-4 Artificial Intelligence in Marketing:
The rapid proliferation of AI applications has been facilitated by recent technological advancements and the availability of vast amounts of data. Among various machine learning

technologies, deep learning has gained significant popularity due to its exceptional abilities in processing large datasets, distinguishing patterns and relationships, drawing accurate conclusions, and making high-quality decisions in specific tasks. Machine learning has played a crucial role in advancing the capabilities of data analysis to a remarkable extent (SDAIA, n.d.) .

2-4-1 Artificial Intelligence Applications in Marketing:

Several Segments for AI applications in Marketing Domain:

• Pricing Management
• Strategic Planning
• Product Management
• Promotion Management
• Place Management
• Targeting and Positioning
• Real-Time Price Variation and Fluctuating Demand
• Understanding End-Customer Needs (Haleem et al., 2022)

Benefits of using AI Applications in Marketing:

    • Enhance digital marketing efforts
    • Minimize human errors
    • Streamline and integrate business processes
    • Analyze vast amounts of market data
    • Provide valuable insights and information
    • Enable convenient customer support
    • Improve marketing automation capabilities
    • Alleviate workload and improve efficiency
    • Accelerate data processing speed
    • Make customer-centric decisions
    • Analyze customer data for insights
    • Enhance inventory management and control
    • Personalize shopping experiences
    • Support digital advertising campaigns
    • Enhance overall customer experience
    • Aid marketers in their tasks
    • Increase customer satisfaction and revenue
    • Develop predictive models for forecasting
    • Gain insights into customer preferences
    • Make more informed decisions
    • Identify and target specific audiences
    • Deliver timely and relevant messages
    • Assist businesses in various aspects (Haleem et al., 2022)

Digital Marketing Strategies:

    • Search Engine Marketing (SEM)
    • Search Engine Optimization (SEO)
    • App Search Optimization (ASO)
    • Social Media Marketing (SMM)
    • Email Marketing (EM)
    • Programmatic Advertising (PA)
    • Influencer Marketing (IM) (Lacárcel, 2022)

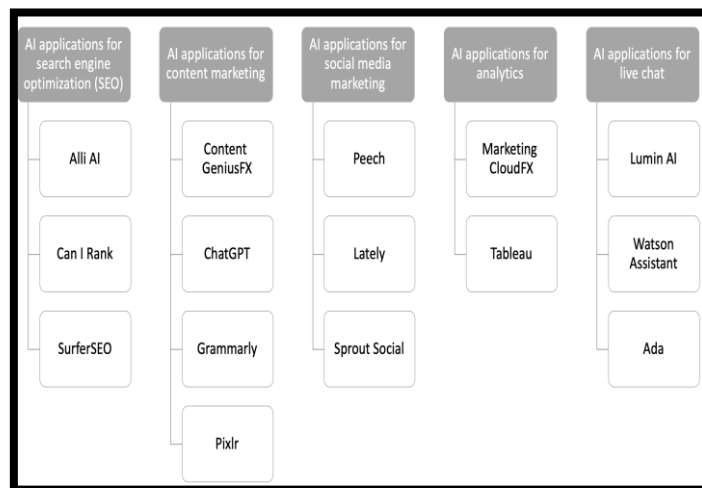**Types of AI Applications for Digital Marketing:** (Carpena, 2023)

Figure 1. Types of AI Applications for Digital Marketing

3. Literature Review

Previous study utilizes a systematic literature review (SLR) conducted on the Web of Science (WOS) database (Lacárcel, 2022). The systematic review aimed to identify the key applications of artificial intelligence (AI) in digital marketing strategies, focusing on decision-making processes of future tourists, destination selection, automation of decision-making processes, and actions taken by tourists in the destination itself. By employing this methodology, 24 potential results have been identified and categorized into the following groups: (i) data-driven learning for decision support, (ii) decision support systems, (iii) social data analysis, (iv) artificial intelligence algorithms, and (v) artificial intelligence strategies for enhancing user experience (Lacárcel, 2022) .The research and significant articles on Artificial intelligence(AI) in marketing are also identified from Scopus, Google Scholar, Research Gate and other platforms. Then these articles were read, and the research theme was developed. The researchers evaluate the role of AI in marketing and examine the specific applications of AI in various marketing segments and their transformations for marketing sectors. Finally, the researchers recognised and analysed the critical applications of AI for marketing (Haleem et al., 2022). This has also been explored by prior studies and discusses the significance of AI in social media marketing. The study conducted by aimed to understand how artificial intelligence impacts the marketing scenario on social media sites. The study investigates the implementation of AI in marketing, and the pros and cons associated with the use of AI-powered tools in marketing (Mishra, 2022).Through secondary research, the study demonstrates how companies reap the benefits of early adoption of AI in their businesses, and concludes that AI has become inevitable for a marketer who wants to enjoy a competitive edge over the others. It therefore advises businesses to welcome AI technology, and in particular, urges marketing managers to make AI training mandatory for their marketing teams (Tayob & Hoshin, 2022).

4. Problem and Methods

The coronavirus pandemic and the subsequent general closure imposed by the quarantine led to the development of digital marketing, as many companies and oraganizations have increasingly turned to websites, especially social networks, to display their various services and products and retain their customers. In such intense competitive atmosphere of the digital space, it has been found that each company seeks to attract the largest number of customers, sweep the market and earn profits through adoption of methods and means that provide them with a better understanding of customers and an extensive study of the market (Tayob & Hoshin, 2022)

Whereas, artificial intelligence affects all aspects of the marketing mix, which affects the provision of value to the consumer as well as the organization and management of marketing (Jarek & Mazurek, 2019). Also social networks allow business organizations to communicate interactively with their customers in order to measure their satisfaction with

products and services and understand the market needs. Also, social networks allow business organizations to collect customers opinions on the products and services provided thereby, which in turn allow them to evaluate and develop them.

From the above, we conclude that artificial intelligence and social networks are extremely important. Effective digital marketing strategies should be developed to be implemented thereon. The research question examined in this study was:

What is the role of artificial intelligence applications in supporting digital marketing strategy via social networks?

The study relied upon the documentary research to create the knowledge framework by utilization of various references and sources. It also used the content analysis method through review of a range of models of social networks marketing strategies and development of a proposal for effective social networks marketing strategies use AI applications.

5. Results

5-1   The study's proposal for marketing strategies via social media networks by activating the role of artificial intelligence applications

5-1-1 Study the current situation of all accounts on all platforms through:
• Conduct SWOT analysis for all social networking platforms.
• Review of performance indicators.
• Study customer behavior.
• Study Market trends.
• Analysis of competitor trends.
• Analysis of available capabilities and resources.

Example:

Swot Analysis Of Apple:(PEREIRA, 2023)

Figure 1. Swot Analysis Of Apple

5-1-2 Set Goals:
• Write down the sub-goals for each main goals.
• Determine the main indicators to be used to measure the achievement of all goals and evaluate performance.
• Set a time frame for achieving all goals.
• Provide a brief explanation of every goal and its role in the strategy.
• Determine the human, material and financial resources required to achieve the goals.
• Choose the right social networks for achieving all goals.
• Assessment of further details about the actions and steps needed to achieve the goal.

The right social networks for achieving the goals are selected as follows:
• Blogs (Publication of articles and studies)
• Forum (Discussion of issues and exchange of experiences).

- Twitter (Dissemination of news and achievements and respond to inquiries).
- YouTube (Post videos of the organization's achievements and introductory and awareness films for customers).
- Instagram (Post pictures of the organization's achievements and informative and educational short films for customers).
- Facebook (Dissemination of news and achievements and respond to inquiries).
- Tik Tok (Post educational, informative and humorous videos for customers).

Example:
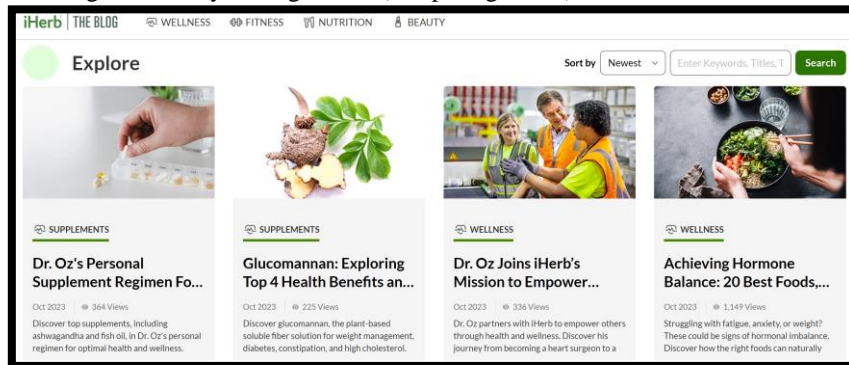I herb Blog: A Healthy Living Guide (Iherp blog, 2023)

Figure 2. I herb Blog

Artificial Intelligence for Set Goals:
- Analyzing big and complex data and dealing with multiple factors that affect the achievement of strategic goals.
- Utilizing machine learning to predict future trends, anticipate potential conditions that will affect the company, and write goals based on these expectations.

5-1-3 Identify Customers

Identify the organization's current and prospective clients. In order to determine the category that is most interested in following you, it is recommended to apply the Shotgun Approach, which helps with the following points:
- Identify the category that is most interested in following you (Gender - Age group - Interests).
- Create a content that suits the category following you.
- Post the content at the right times for the category following you.

It is possible to apply some techniques to identify the target audience, such as:
  i)   Market research and surveys.
  ii) Data analysis and industrial intelligence.
  iii) Geospatial research techniques such as Geographic Information Systems (GIS).

Artificial Intelligence for Identify Customers: (Jaby, 2023)
- Personalized Recommendations
- Predictive Customer Service
- Advanced Analytics
- Customer Segmentation
- AI-Powered CRM

Artificial Intelligence Strategies for Improving User Experience:
- Virtual Reality (VR)
- Chatbots
- Self-service kiosks (Lacárcel, 2022)

5-1-4 Decide the most appropriate social networks to contribute to the achievement of the goals and decide the most appropriate AI applications:

- After determination of the goal to be achieved, the content to be published, and the target customers, the right platform is decided, given that social networking platforms differ in content.
- Applications of AI in Digital Marketing. (Vadapalli, 2023)

5-1-5 Implementation of the Content Strategy

a) **General Content Strategy**:

- Choose the content type
- Determine how many times the content have been shared
- Identify the target audience for each content type
- Decide how to promote the content
- Assign a person responsible for publishing content
- Create a content calendar using Hootsuite Pro to determine the days, times, and content publishing platforms

Artificial Intelligence for General Content Strategy: (Sadiku et al., 2021)

• Instagram employs artificial intelligence to detect and propose visuals and images. One instance of Instagram utilizing artificial intelligence is evident on its Explore page.

• Snapchat utilizes AI technology, specifically computer vision, to track and analyze your facial features, allowing for real-time application of filters to your face.

• LinkedIn harnesses the capabilities of AI to make connection recommendations, suggest job vacancies, curate tailored posts in your feed, and suggest people you may want to follow. Its technology facilitates connection suggestions, targets posts to individual users, and provides personalized job recommendations.

b) **Special Content Strategy:**

Artificial Intelligence for Special Content Strategy:

- Amazon leverages AI technology to provide customers with personalized product recommendations. By analyzing customer data such as purchase history and browsing behavior, Amazon's recommendation engine suggests products that are highly relevant to each customer's interests. This intelligent approach has led to a substantial boost in sales for the company. In fact, it is estimated that approximately 35% of Amazon's revenue is attributed to these product recommendations. (Dowling, 2023)
- Pinterest: One of the main factors that attract users to Pinterest is its ability to provide personalized content. With Pinterest Lens, users can simply take photos and use them to search for related items, eliminating the need to type in keywords. This feature contributes to a highly personalized experience on the platform. In fact, more than 80% of Pinterest's active users make purchases through the platform, largely due to the hyper-personalized content that Pinterest offers. (Sadiku et al., 2021)

c) **Content Integration Strategy:**

The strategy aims to determine the content that can be repurposed, recombined, or recycled for implementation of the organization's social networking platform strategy.

5-1-6 Determine liability

- Monitoring Officer: Responsible for following up and monitoring everything published about the organization on all social networking platforms.
- Analyst: Responsible for analyzing the monitoring results into positive, negative and neutral results.
- Response Specialist: Responsible for responding to all negative results, such as criticism or rumors, etc.
- Reports Officer: Responsible for issuing reports on the status of the organization on social networking platforms constantly.

• Social Networking Platforms Officer: Responsible for creating a positive brand image through dissemination of the organization's achievements, development, and news, and following up on responding to the audience's interaction and comments constantly.

Artificial Intelligence for Determine liability

Task automation.

These applications are specifically designed to carry out repetitive and structured tasks, following predefined rules. On the other hand, machine learning refers to the utilization of algorithms that can execute a predetermined sequence of operations based on input. For instance, an example of this would be a system that automatically sends a welcome email to each new customer. Machine learning algorithms are trained using extensive amounts of data, enabling them to make intricate predictions and decisions. These models possess the capability to identify images, interpret text, segment customers, and anticipate how customers will respond to various initiatives, such as promotional campaigns. Machine learning is already being employed in diverse applications, including programmatic buying in online advertising, e-commerce recommendation engines, and sales probability models in customer relationship management (CRM) systems. (Davenport, 2023)

5-1-8 Timetable

Set out a timetable for all tasks.

Include a timetable or timeline for the main tasks.

Example:

Sony and Netflix use (Tasked AI) AI-powered social media content calendar generator has many benefits, including:

• Saves time: By automating the process of creating a social media content calendar, you can save valuable time that can be used to focus on other aspects of your business.

• Improves organization: A social media content calendar generator helps you stay organized by providing an easy-to-use platform where you can plan and schedule your posts in advance.

• Increases engagement: By ensuring that your content is timely, relevant, and engaging, you can increase your social media engagement, attract new followers, and retain existing ones.

• Boosts productivity: With an AI-powered social media content calendar generator, you can create a more productive workflow, enabling you to plan and execute your social media strategy more effectively.

5-1-9 Determine the Budget:

Create a budget detailing how financial resources can be used to implement the plan, so that the organization's positive content on social networking platforms is promoted to serve its objectives through awareness campaigns, community activities, effective participation with the public for environmental protection, running competitions to develop talents, etc. Also, the cost of using social networking platforms management tools must be calculated, monitored and analyzed. All financial requirements needed to ensure the success of time plan and the achievement of goals should be considered.

5-1-10 Analysis of the organization's social networking platforms (SNA):

• Use appropriate analytics tools to determine the number of readers, follower interactions, and how many times the content have been shared.

• Use Facebook Insights to decide the right times for followers, and the number of viewers and interactions with content.

• Use Simply Measured to analyze Twitter content.

• Use Social bakers to analyze Instagram content.

Appropriate actions after analysis of social networking platforms:

o The analyst performs analysis and classifies the monitoring results into positive, negative and neutral results.

o The Response specialist responds to any negative results, this includes clarification or correction and treatment.

o   The promotion specialist promotes the positive and neutral results in several ways, such as posting and sharing them on all social networking platforms.

o   The reports officer saves and archives the results, issues monthly reports, makes comparisons between the results of each month and the previous month and studies the reasons for the improvement and deterioration in aceiving goals, so that all tasks whether accomplished well or poorly are recorded. Also, the goal for the next period, and the related appropriate procedures and changes should be recorded.

o   E-media Officer continuously participates and interactes on social networking platforms.

5-1-11 Measurement and Evaluation :

Analysis, evaluation and measurement are carried using several tools as follows:

•   Facebook Insights: This tool provides detailed analytics data about the performance of the organization's Facebook page (customers; number of likes; reach rate; interactions such as likes, comments, shares, CTR, etc.).

•   Twitter Analytics: This tool provides detailed Twitter account statistics on number of followers, tweets, and interactions (such as like likes, retweets, replies), reach rate, follower details and top tweets.

•   Instagram Insights: This tool provides analytical data about Instagram account (followers; reach; interactions such as likes, comments, link clicks and other details on followers).

•   Google Analytics: This tool is used to analyze traffic from social networking platforms to the organization's website and track the source, access, conversions, website interactions, demographic analyses and interests and behavior of website visits from social networking platforms.

•   Hootsuite: This tool is used to manage and analyze social networking platforms, schedule posts, monitor interactions and measure the performance of marketing campaigns of multiple platforms such as Facebook, Twitter and Instagram.

In general, evaluation is conducted through monitoring and analysis of comments and the number of followers, views and likes, and then measuring the achievement of goals. The social networking platforms content is analyzed into positive, negative, or neutral content, and the right action for each case is taken, as positive and neutral content is promoted, while negative content is corrected and responded to.

In other words, the organization's social networks marketing strategy is continuously monitored, measured and evaluated. The results are reported through:

Weekly status updates:

- Working conditions
- Influence conditions
- Discussing the actions to be taken with regard to revision, editing and evaluation.

Check the success criteria every 3 months.

Review the set goals, and decide the next steps after answering the following questions:

- Have the goals been reached?
- Have the goals been exceeded?
- Did the level suddenly decline?

Examples of companies using Artificial Intelligence applications in marketing:

•   Amazon uses artificial intelligence technologies to improve the shopping experience for customers through product experts and shape the offers and preferences of each customer (Davenport, 2018).By leveraging the Amazon Personalize feature, Amazon AWS users now have the capability to enhance the customer experience and improve their conversion rates by delivering significantly improved recommendations. This tool enables users to provide up to a 50% enhancement in recommendations across various channels, including website visitors, email marketing lists, and more. As a result, customers can enjoy a more personalized experience while businesses benefit from higher conversion rates and improved click-through rates (userpilot, 2023).

•   Google relies on artificial intelligence to improve ads and customize search results according to the transparency and previous behaviors of users. Google harnesses the potential of voice search engines to enhance search result optimization. Utilizing its AI-driven speech recognition technology, Google Assistant can accurately identify and comprehend user queries, providing them with relevant and tailored search results. With a significant number of teenagers (55%) and adults (44%) relying on Google's voice search on a daily basis, this powerful feature has created a fresh avenue for businesses to engage with their customers through effective optimization for voice search. Furthermore, marketers have the opportunity to leverage Google's speech recognition technology by targeting more natural keyword phrases, which in turn improves their rankings for voice searches on search engines. This approach allows businesses to adapt to the shifting search landscape and capitalize on the growing prominence of voice-based interactions (userpilot, 2023)

•   Facebook uses artificial intelligence to effectively analyze user data, social interactions, especially ads, and ad conversions on its platform.

•   Uber applications use artificial intelligence to analyze and predict requests and customer expectations and their effects on users.

•   Apple its AI applications use applications such as Siri, Apple News, and photo applications to enhance the user experience and improve relevant content and personalized recommendations.

6. Results

The most important conclusions of the study are summarized as follows:: there are many artificial intelligence applications that can be used to support the digital marketing strategy, there are several types of social networks marketing strategies, including the social commerce strategy, the social content strategy, etc. Social networking platforms raise awareness of the brand and the products or services provided by the organization, Social networking platforms help enhance continuous communication and interaction between customers and business organizations and social networks provide analytics tools for measurement and evaluation of digital marketing campaigns.

7. Recommendations

The study recommends activating the role of artificial intelligence in the field of digital marketing through the use of various artificial intelligence applications, develop a detailed digital marketing strategy, employing all social networking platforms, identify customers and their characteristics is one of the key points in the development of a social networks marketing strategy and appropriate tools and techniques must be employed in implementation of the strategy to ensure that it succeeds and achieves its goals.

References

Al-Khabrani, M., and Al-Qarni, Abdul Rahman, (2017). The role of Social Media in the Marketing of Information Services in the Library of King Abdul-Aziz University, The Twenty-Eighth Conference: social media and their Impact on Information Institutions in the Arab World, Cairo, 1-30. [CrossRef]

Bala, M., and Verma, D., A (2018). Critical Review of Digital Marketing, International Journal of Management, IT & Engineering, 8 (10), 321- 339.[CrossRef]

BRIK, Z., (2022). Social media Marketing, planning strategy and practice reality An analytical study of Facebook pages for mobile phone calls in Algeria « Djezzy and Mobilis", Humanities Sciences Journal, 2, 755-772. [CrossRef]

Buntak, K., Kovačić, M., & Mutavdžija, M, (2021). Application of Artificial Intelligence in the business, international journal for quality research , 15(2), 403. [CrossRef]

Carpena, M. (2023). 15 AI Applications for Digital Marketers to Stay Competitive. Webfx , Available online:: https://www.webfx.com/blog/marketing/ai-applications/ (accessed1 Oct 2023).

Davenport, T.H, How to Design an AI Marketing Strategy. Harvard Business Review. Available online: https://hbr.org/2021/07/how-to-design-an-ai-marketing-strategy, (accessed7 Oct 2023)

Davenport, T.H. (2018). The AI Advantage: How to Put the Artificial Intelligence Revolution to Work. MIT Press. [CrossRef]

Dowling, L, (2023). What is AI Marketing: A Guide to Understanding the Basics. Available online: https://pathmonk.com/what-is-ai-marketing-understanding-the-basics/ne (accessed7 Oct 2023)

Haleem, A., Javaid, M., Qadri, M. A., Singh, R. P., & Suman, R. (2022). Artificial intelligence (AI) applications for marketing: A literature-based study. International Journal of Intelligent Networks. [CrossRef]

Hussein, H., and Jilali, B. (2022). Digital Marketing in the Light of Social Media Platforms Data, Virtual International Forum on: Big Data and the Digital Economy as a Mechanism for Achieving Economic Takeoff in Developing Countries "Opportunities, Challenges and Prospects." Faculty of Economic, Commercial and Management Sciences. Martyr Hama Lakhdar, University of Eloued. [CrossRef]

Iherp blog Explore ,(2023). Blog. In: iHerp. Available online: https://sa.iherb.com/blog/all. (accessed31 Oct 2023)

Jaby , 10 Excellent Ways AI is Enhancing Customer Experience, Available online: https://surveysparrow.com/blog/ai-customer-experience/ (accessed14 Oct 2023).

Jarek, K., & Mazurek, G. (2019). Marketing and Artificial Intelligence. Central European Business Review , 8(2). [CrossRef]

Kingsnorth, S., (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing, Kogan Page Publishers. [CrossRef]

Lacárcel, F. J. S. (2022). Main uses of artificial intelligence in digital marketing strategies linked to tourism. Journal of Tourism, Sustainability and Well-being, 10(3), 215-226. [CrossRef]

Mishra, A, (2021). Role of Artificial Intelligence in Social Media Marketing, International Journal of Business Analytics & Intelligence, Volume 9 Issue1&2 , 34-40. [CrossRef]

Naili E., Lamouchi, Z., (2020). Social Media Marketing and its Impact on Improving the Brand's Mental Image of Mobilis Company, Knowledge Groups Magazine, 6 (2), 393-409. [CrossRef]

PEREIRA, D, Apple SWOT Analysis, Available online: https://businessmodelanalyst.com/apple-swot-analysis/ (accessed1 Oct 2023).

Rahul, (2023). 10 AI Social Media Management Tools to Use in 2023. In: Geekflare. Available online: https://geekflare.com/ai-social-media-management-tools/   . (accessed 31 Oct 2023)

Sadiku, M. N., Ashaolu, T. J., Ajayi-Majebi, A., & Musa, S. M. (2021). Artificial intelligence in social media. International Journal of Scientific Advances, 2(1), 15-20..[CrossRef]

SDAIA, Saudi Authority for Data and Artificial Intelligence, Available online: https://sdaia.gov.sa/en/SDAIA/about/Pages/AboutAI.aspx (accessed1 Oct 2023).

Tayob, A and Hoshin, Y, (2022). Role Of Big Data And Artificial Intelligence Techniques In Social Media Marketing, The virtual international forum: Big data and the Digital Economy as a Mechanism for Achieving Economic Take-off in Developing Countries: Opportunities, Challenges and Prospects, University of Eloued. [CrossRef]

Userpilot, Best Examples of AI in Marketing: Tools & Best Practices., Available online: https://userpilot.com/blog/examples-of-ai-in-marketing/ (accessed2 Oct 2023)

Vadapalli ,Pavan, Top 10 AI Applications in Digital Marketing in 2023. Available online:. https://www.upgrad.com/blog/top-ai-applications-in-digital-marketing/ (accessed2 Oct 2023).

Ziyoush ,U, Khalid, Q., (2018). Marketing under social networking sites (Facebook marketing as a model), Journal of Economic Papers, 10 (2), 364 - 377. [CrossRef]