

MARKETING THROUGH THE PRISM OF TIME: TRADITIONAL, DIGITAL AND AI – WHAT’S NEXT?

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SUMMARY

In addition to the large number of definitions of marketing, which have been given by researchers and marketers for decades, the simplest conclusion is that marketing is a discipline that is constantly developing, adapting to changes in society, technology and, above all, consumer behavior. The future of marketing is rapidly evolving, driven by the shift from traditional to digital platforms and the integration of AI technologies. The future of marketing will likely see an even greater reliance on AI-driven insights, augmented reality experiences, and voice search optimization. As technology advances, the boundaries between traditional and digital marketing will continue to blur, leading to a more integrated, data-driven approach that prioritizes consumer experience and engagement. There is only one truth - Marketers who adapt to these changes will thrive in this dynamic environment.

KEY WORDS: traditional marketing, digital marketing, AI marketing

MARKETING KROZ PRIZMU VREMENA: TRADICIONALNI, DIGITALNI I AI - ŠTA JE SLJEDEĆE?

SAŽETAK

Uz veliki broj definicija marketinga, koje desetljećima daju istraživači i marketari, najjednostavniji je zaključak da je marketing disciplina, koja se neprestano razvija, prilagođava promjenama u društvu, tehnologiji i, prije svega, ponašanju potrošača. Budućnost marketinga brzo se razvija, potaknuta prelaskom s tradicionalnih na digitalne platforme i integracijom AI tehnologija. Budućnost marketinga vjerojatno će se još više oslanjati na uvide vođene umjetnom inteligencijom, iskustva proširene stvarnosti i optimizaciju glasovnog pretraživanja. Kako tehnologija napreduje, granice između tradicionalnog i digitalnog marketinga nastaviće se brisati, što će dovesti do integriranijeg pristupa, koji se temelji na podacima, koji daje prednost iskustvu

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i angažmanu potrošača. Istina je samo jedna - marketari koji se prilagode ovim promjenama napredovaće u ovom dinamičnom okruženju.

KLJUČNE RIJEČI: *tradicionalni marketing, digitalni marketing, AI marketing*

INTRODUCTION

The authors of this article exist in the marketing industry and are constantly improving and developing from traditional forms of marketing, print ads, television commercials and radio advertising, billboards and other outdoor advertising, to digital marketing. Digital advertising brought a revolution in communication with consumers via the Internet, like social media, search engines, and Viber and Email marketing. This transformation is fueled by the ability to target specific audiences with precision, analyze consumer behavior in real-time, and adapt strategies quickly.

Artificial intelligence is poised to revolutionize the marketing landscape further. AI enables hyper-personalization, automating customer interactions through chatbots, and predicting trends with advanced analytics. Marketers can now leverage AI to optimize campaigns, creating more relevant and engaging content for consumers. In the last few years, the rapid development of technology has led to the emergence of a new form of marketing - marketing based on artificial intelligence (AI). Therefore, the mentioned evolution raises the question: what next? Given the speed of change in marketing and technology, a key question arises: what is the next phase of development? Will marketing continue to evolve with technological progress or will new trends emerge that will redefine this industry? This paper aims to investigate current trends in marketing, analyze how they have developed and consider possible directions for future development, because whatever it is called, marketing has always been at the center of business strategies.

LITERATURE BACKGORUND

Traditional marketing, as the basis of all subsequent forms, played a key role in shaping brand awareness and consumer loyalty (Perić, Vranešević, & Milovanović, 2020; Kotler, Wong, Saunders & Armstrong, 2006; Baker& Hart, 2016; Al-Khalif & Al Mubarak, 2024) (Figure 1).

However, the advent of the digital era has introduced new tools and platforms, allowing marketers to more precisely target audiences, measure campaign results in real time, and adjust content based on feedback. Many researchers have written about the wide range of activities that digital marketing encompasses, from search engine optimization (SEO) to social media advertising, and its importance has become undeniable in a world where the Internet is the main source of information (Kotler, Kartajaya, & Setiawan, 2017; Milovanović, Miljanović & Novaković, 2022; Milovanović & Mamula Nikolić, 2021). Results from Rani & Sahu (2023) study on impulsive buying behaviour in online shopping show a significant association between income and impulsiveness buying, different categories of products and tendency for impulsive buying, and discounts and offers are found to be the most significant factors driving impulsive buying online along with a tendency to buy online for mood upliftment and an urge to gratify the needs instantly. Advances in technolo-

gy, in particular, are having a profound impact on marketing, resulting in the deepening of customer relationships and the continuous expansion of the service economy (Rust, 2020).

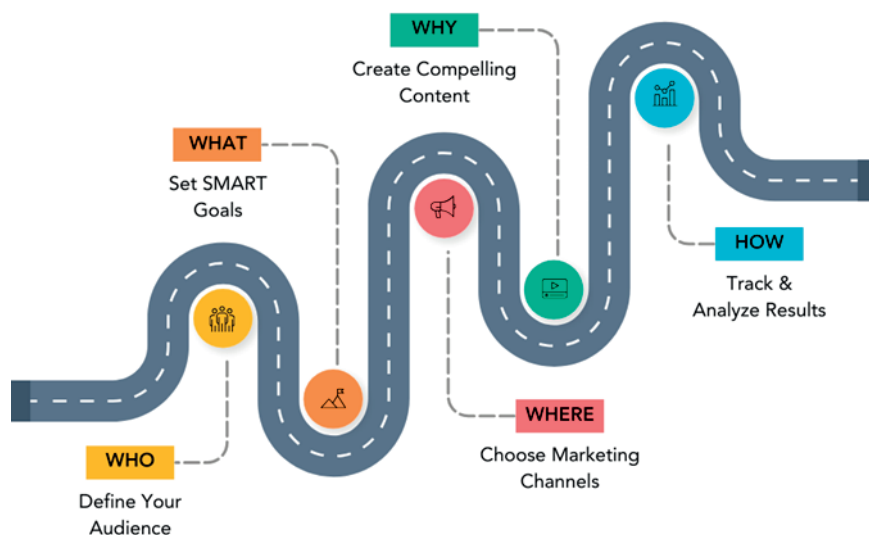


Figure 1. How did we work in traditional marketing?

Source: Adapted by the authors via Canva

The latest breakthrough in marketing comes through the application of artificial intelligence. AI marketing uses machine learning, algorithms, and data analytics to automatically optimize campaigns, personalize content, and predict consumer behavior. These technologies enable marketers to make informed decisions based on large amounts of data and improve the effectiveness of campaigns. Moravcikova & Klietkova (2017), and also Rehman, Gulzar & Aslam (2022) in their articles and research, they state that modern consumers, who have been evaluating for years, point out that it is easier for them to communicate with brands through online channels than in a traditional way (Figure 2). Firms also employ AI at every stage of the customer journey.

When potential customers are in the “consideration” phase and researching a product, AI will target ads at them and can help guide their search (Devenport, Guha & Grewal, 2021). It is clear to everyone that as AI continues to evolve, businesses that embrace AI marketing will lead the way. By adopting these technologies, they can boost efficiency, deliver personalized experiences, and maintain a competitive edge in the digital age (Rathore, 2016). Artificial Intelligence is a tool that enables marketers to create highly personalized customer experiences, increases organization’s responsiveness and solve customers’ problems. In this paper, the chatbot is analyzed as an artificial intelligence tool in marketing (Aresnjevica & Jovic, 2019). Gallin & Portes (2024) in their study, which is based on a survey and an experiment, showed that consumer trust in algorithmically driven product recommendations is associated with increased impulse buying of the recommended product, especially when a large number of recommendations are presented. Also, marketers can

now focus more on the customer and meet their needs in real time. By using AI, they can quickly determine what content to target customers and which channel to employ at what moment, thanks to the data collected and generated by its algorithms (Haleem et al, 2022). AI agents are increasingly becoming viable substitutes for human employees in directly presenting products and services to consumers (Garvey, Kim & Duhachek, 2023; Gallin & Portes, 2024). Also a hyper-connected digital universe referred to as the ‘metaverse’ bears the promise of fundamentally changing how consumers, brands, and firms will transact and interact in a seamlessly interconnected space of virtual realities. The potential of the metaverse is being accelerated by the increasing tendency of (i) consumers engaging and transacting in virtual spaces and (ii) firms investing millions of dollars in developing metaverse-related technologies (Barrera & Shah, 2023).



Figure 2. Steps in digital marketing and how did we analyse data?

Source: Adapted by the authors via Canva

INTEGRATING AI INTO MODERN MARKETING STRATEGIES

If the tools and solutions created by artificial intelligence are properly implemented, marketers can be more effective for their clients, because these tools improve market analysis, the precise determination of the target group, and based on this, the determination of the best marketing strategy. In digital marketing and advertising, as well as sponsoring ads on social networks, AI tools can be used to optimize the consumption of advertising funds on all platforms. New customers can also be identified, according to their preferences and market conditions. As shown in Figure 3, practice has shown that it is better to follow the following steps.

In traditional marketing, customers' needs were studied by long-term monitoring of their behavior (Milovanović, 2019), surveys and satisfaction surveys. Demographic, behavioral and other factors were included. Artificial intelligence does this much faster today. Chatbots can manage customer inquiries, answering them and offering them personalized

product recommendations. They also help them throughout the shopping process and thus improve customer service. By following customers, AI tools predict trends, changes and customer behavior, developing new marketing strategies. In the continuation of the work, some of the most used AI tools for generating content, updating them for social media, websites, promo campaigns will be presented. Also, creating videos, graphic solutions and media monitoring, responding to e-mail messages, etc... Advanced algorithms aim to show the ad to the exact target audience in real time. In the beginning, when advertising in digital marketing and more precisely on social networks, it was very important at what time certain content would be published so that the followers of certain brands could see it. In today's competitive environment, this is not enough, but it is necessary to monitor the mood towards the brand, in order to manage social networks more efficiently and at the same time easier.



Figure 3. Steps for integrating AI into marketing

Source: Adapted by the authors based on research

We are witnessing an increasing presence of voice-activated devices, where new tools help companies to optimize content for voice search, and improve ad visibility and subsequently user engagement. The former traditional CRM, which has been evaluated in digital marketing, can also be improved with artificial intelligence. Companies will thus have a more developed relationship with customers, monitoring their interactions and developing more modern loyalty programs.

Based on the research of the author of this article about the best or most used AI tools in marketing, Figure 4 was created, which illustratively mentions these tools, where readers could visit or start using them.

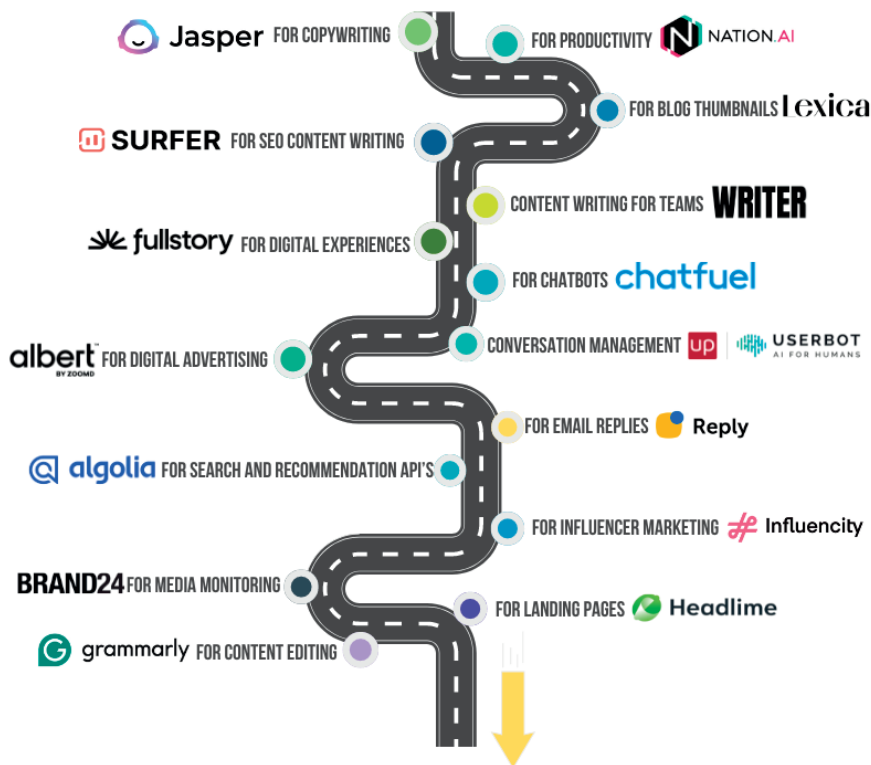


Figure 4. The most used AI tools for marketing purposes.

Source: Adapted by the authors based on research

CONSLUSION

Marketing through the prism of time from traditional methods to digital platforms, and now to the inclusion of artificial intelligence, illustrates a significant transformation in the way companies reach their audiences. While traditional marketing was focused on mass communication through print media, radio and television, outdoor advertising, etc., digital marketing focused on reaching a specific audience with customized messages. Traditional marketing developed the brand, simultaneously influencing consumer behavior and psychology, with mandatory market segmentation and determination of the target group. Long-term market research, based on demographic and other factors, in order to adapt existing or develop new marketing strategies, increased costs and were never completely effective. The results were monitored by the reach of the campaign and the frequency of purchase.

Digital platforms have perfected targeted advertising and consumer engagement. The communication process, where brands addressed consumers, becomes two-way and interactive. Consumers began to encounter a large number of advertisements and advertis-

ers, which became boring and unnecessary. Because of all of the above, AI tools have been developed, which help marketers quickly analyze a large amount of data, thus targeting individuals. The AI-driven tools discussed in this article lead to more innovative marketing strategies and a deeper understanding of consumer behavior. The development of marketing will continue at a high speed, so the development of new technologies for hyper-personalization can be expected, which, in addition to the existing possibilities, will also introduce the possibility of manipulating consumers, regardless of the ethical implications.

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