

Study on the Innovative Application of Chat GPT in Digital Marketing

GUO NYUHUAN

The School of Foreign Studies, Zhaoqing University, Guangdong, China

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Abstract: This study systematically explores the application of Chat GPT in the field of digital marketing, with a particular focus on its innovative impact on text processing capabilities. The study analyzes the use of Chat GPT in various aspects such as Search Engine Optimization (SEO) ad copywriting, marketing copy editing, marketing plan development, and basic textual tasks, revealing its ability to effectively enhance work efficiency and text quality through advanced natural language processing technology, thus positively impacting digital marketing.

The study points out that Chat GPT can automatically generate high-quality copies that meet the standards of SEO, reducing the burden on marketing teams. In the field of marketing copy editing, its application can enhance the attractiveness and readability of the copy, accelerating the content creation process. Additionally, Chat GPT promotes strategic innovation and optimization in marketing plan development through data-driven insights and creative suggestions. In basic textual tasks, it demonstrates its capabilities in content generation, information distillation, and text optimization.

Despite the significant advantages of Chat GPT in the realm of digital marketing, its application also faces limitations related to reliance on human editing, creativity, and personalization, as well as challenges in culture and language. The paper emphasizes that with the continuous development of AI technology, Chat GPT is expected to show greater potential in personalized marketing and consumer behaviour analysis, among other areas. Thus, ongoing research and development of Chat GPT technology are vital for grasping the future trends of digital marketing.

Keywords: Chat GPT, Marketing, Text Processing, Digital Strategy, Technology Application.

I. INTRODUCTION

Amid the digitalization wave, the field of marketing is undergoing unprecedented transformation, not only in the diversification of marketing means and channels but also in the fundamental refreshment of information processing and data analysis methods. The rapid development of artificial intelligence technology, particularly the emergence of large language processing models like Chat GPT, has had a profound impact on marketing. As an advanced text processing tool, Chat GPT has shown enormous potential in handling massive textual data and improving work efficiency and accuracy, garnering widespread attention and research within the industry. This study aims to delve into the application of Chat GPT in digital marketing, focusing particularly on its innovative role in text processing and its potential impact on marketing strategies.

With the explosive growth of social media and digital content, marketers face significant challenges in analyzing and processing large-scale text data. Against this backdrop, Chat GPT, with its unique text-processing abilities, becomes a key tool to address these challenges. Its automated text categorization, sentence analysis, and content generation capabilities not only enhance the efficiency of text processing but also strengthen the accuracy and specificity of marketing strategies. This study will analyze how Chat GPT assists marketers in deciphering social media comments and feedback, enabling a more precise grasp of consumer needs and preferences.

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However, Chat GPT also has certain limitations in practical applications. Its language and cultural understanding capabilities may be limited by the range and depth of its training data, especially evident in handling cross-cultural texts. Additionally, its ability to understand complex sentences and to handle data privacy are also issues of concern. This study aims to comprehensively assess the advantages and challenges of Chat GPT in digital marketing and explore strategies to maximize its potential.

This study specifically focuses on the application of Chat GPT in text processing within digital marketing, including but not limited to SEO optimization, creation and editing of marketing copy, and marketing plan development. Through case studies, this study will demonstrate how Chat GPT effectively processes textual data, supports marketing personnel, and enhances the overall effectiveness of marketing strategies.

Ultimately, This study will explore the potential applications of Chat GPT in future marketing, especially in areas like personalized promotion and consumer behaviour analysis. It will also discuss how technological advancements impact the marketing industry and emphasize the importance of ongoing research and development of Chat GPT technology. In summary, This study aims to provide readers with a comprehensive perspective to deeply understand the innovative role of Chat GPT in digital marketing and its significance in future marketing strategies.

II. LITERATURE REVIEW

Chat GPT is a powerful technological tool with significant potential in the field of digital marketing. This technology can rapidly process large volumes of textual data, gather crucial insights about consumer needs and market information, and help improve work efficiency and accuracy. Marketers can better understand consumer needs and preferences by analyzing consumer comments and feedback posted on social media and other channels (Netzer et al., 2017). The application of Chat GPT in digital marketing is gradually revealing its potential role. It has been proven capable of rapidly processing large volumes of textual data, playing a vital role for marketers (Abdulla Shafeeg et al., 2023). Moreover, Chat GPT can also help marketers create personalized user experiences and provide automated customer service, thus enhancing the interaction between brands and consumers.

However, Chat GPT also has its weaknesses and threats. The digital marketing field has been seeking the application of innovative technologies to improve work efficiency, understand consumer needs, and provide personalized user experiences. Chat GPT is a technology with potential, capable of quickly processing large amounts of textual data and playing a significant role in the field of market marketing. Existing literature reveals the potential advantages and difficulties of Chat GPT in scientific research (Obaid et al., 2023). For instance, due to the training data of the model and its basis on specific languages and cultures, it might be limited by language and culture (Lent et al., 2023). Additionally, over-reliance on Chat GPT could lead to misunderstandings or erroneous results, causing marketers to overlook other information sources or lack judgment. Despite these challenges, the application prospects of Chat GPT in digital marketing are still vast. It can be used for SEO optimization of advertising copy, editing marketing copy, planning marketing schemes, and assisting marketing sales personnel in content communication and collaboration, thus improving work efficiency (Capra & Arguello, 2023). As technology continues to evolve, Chat GPT can also expand into new marketing areas, such as natural language processing and sentiment analysis, thereby enhancing the competitiveness of marketers and keeping up with technological trends (Capra & Arguello, 2023).

Chat GPT, as a powerful digital marketing tool, can help marketers better understand consumer needs and market trends, improve work efficiency, and enhance the accuracy and personalization of marketing strategies.

The use of language and culture is an efficient tool for evaluating our ability to automate many repetitive tasks and potentially create more efficient marketing strategies (Owczarski, 2017). In the SEO optimization scenario, Chat GPT is used for training and optimizing advertising copy creation, thereby enhancing content production efficiency (Capra & Arguello, 2023). Chat GPT can also be applied to editing marketing copy, allowing initial drafts to be revised and implemented more quickly (Nadhia Syafiyah Setiady & Amalia, 2023).

Saha et al. (2023) introduced "Branch-Solve-Merge Improves Large Language Model Evaluation and Generation", which discusses the Branch-Solve-Merge (BSM) technique, a method for improving the evaluation and generation of large language models. It emphasizes parameterizing the branching, solving, and merging modules of the base language model through specific prompts, thereby improving the evaluation accuracy and consistency of each language model. This study

provides new ideas for performance enhancement of Chat GPT. Additionally, Lai (2023) explored the potential application of generative artificial intelligence in surgical training and proposed how writing “prompts” could enhance the generation of better content by Chat GPT. Moreover, research by Abdulla Shafeeg et al. (2023) on "Voice Assistant Integrated with Chat GPT" showed that combining GPT chatbots with voice assistant functionality offers players a new way to familiarize themselves with game mechanics, contributing to the overall development of Chat GPT in a digital society.

Based on these papers, the application of Chat GPT in digital marketing can involve the creation of advertising copy, editing of marketing copy, planning of marketing schemes, and basic textual tasks. Regarding marketing scheme planning, specifying topics for Chat GPT brainstorming can provide us with general directions and ideas for reference (Patchimnan et al., 2022). It is important to note the limitations of Chat GPT, especially in terms of language and cultural constraints, data privacy, and security issues, to better guide its application in the field of marketing (Saha et al., 2023).

III. APPLICATIONS OF CHAT GPT IN MARKETING BASED ON TEXT PROCESSING CAPABILITIES

Before delving into the specific applications of Chat GPT in marketing activities, it is worth emphasizing its role in overall digital marketing strategies. Chat GPT's core strength lies in its ability to process and generate textual data quickly and efficiently as an advanced language processing tool. This capability makes it a valuable asset in the field of digital marketing, especially in today's content-driven marketing environment. Chat GPT can provide data support and insights for formulating marketing strategies by rapidly analyzing market trends, consumer feedback, and competitor dynamics. Additionally, its ability to autonomously generate high-quality and relevant content enables marketing teams to maintain brand consistency while achieving content diversification.

A. SEO Optimization of Advertising Copy

In exploring the application of Chat GPT in digital marketing, its role in Search Engine Optimization (SEO) is particularly noteworthy. SEO, a core component of digital marketing, requires content to be not only engaging but also compliant with search engine optimization standards. Chat GPT shows significant potential in this aspect, especially in creating and modifying ad copy.

Chat GPT, through natural language processing technology, understands and generates copy that meets SEO standards. This means it can automatically generate keyword-rich texts, which are not only search-engine-friendly but also captivating and engaging for the target audience. This capability greatly reduces the workload of marketers in keyword research and copywriting, thereby increasing efficiency.

Chat GPT also has unique advantages in content innovation. It can generate diversified copy based on different marketing themes and target audiences. This flexibility is crucial for the personalization and innovation of marketing campaigns, as it can produce more attractive and targeted content, thereby increasing the effectiveness of advertisements.

Chat GPT also has the ability to learn and adapt continuously. As more data is fed into the system, Chat GPT can adjust its content generation strategy based on historical performance and audience feedback. This means that it can continuously optimize ad copy over time, ensuring that the content remains up-to-date and relevant. However, there are also challenges in using Chat GPT for SEO optimization. For example, the generated content may need further manual editing and adjustment to align with the brand's tone and style. Additionally, over-reliance on auto-generated content may lead to a lack of originality and personalization.

Despite these challenges, the application prospects of Chat GPT in SEO optimization of advertising copy remain broad. It can not only enhance content production efficiency but also help brands improve online visibility and audience engagement by generating high-quality, SEO-compliant content. The application of Chat GPT in SEO optimization of advertising copy demonstrates its powerful potential in text processing and digital marketing. By effectively combining AI with human creativity, Chat GPT can help brands stand out in the competitive field of digital marketing. As technology continues to evolve and improve, Chat GPT is expected to bring more innovations and breakthroughs to digital marketing.

B. Marketing Copy Editing

In the realm of digital marketing, Search Engine Optimization (SEO) plays a crucial role, requiring content to be not only engaging but also compliant with search engine standards. Chat GPT showcases its significant application potential in this domain, especially in creating and modifying advertising copy. Utilizing its advanced natural language processing

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technology, Chat GPT can understand and generate copy that meets SEO standards. This capability means it can automate the generation of keyword-rich texts, which are not only search-engine-friendly but also capable of captivating and retaining the attention of the target audience. This ability significantly reduces the workload of marketers in keyword research and copywriting, and increases work efficiency.

Chat GPT also exhibits its unique advantages in content innovation in generating diverse copy based on different marketing themes and target audiences. This flexibility is crucial for achieving personalization and innovation in marketing campaigns, as it can create more attractive and targeted content, thereby enhancing the effectiveness of advertisements.

Moreover, Chat GPT possesses the ability to learn and adapt continuously. As more data is inputted, Chat GPT can adjust its content generation strategy based on historical performance and audience feedback, which means it can continually optimize advertising copy over time, ensuring the content remains current and relevant. However, there are challenges in using Chat GPT for SEO optimization. For instance, auto-generated content may require further manual editing and adjustment to match the brand's tone and style. Additionally, over-reliance on auto-generated content may lead to a lack of originality and personalization.

Despite these challenges, Chat GPT's application prospects in SEO optimization of advertising copy are broad. It can not only enhance the efficiency of content production but also help brands increase online visibility and audience engagement by generating high-quality, SEO-compliant content. In summary, the application of Chat GPT in SEO optimization of advertising copy showcases its formidable potential in text processing and digital marketing. By effectively integrating artificial intelligence technology with human creativity, Chat GPT can assist brands in distinguishing themselves in the fiercely competitive field of digital marketing. With the ongoing development and refinement of technology, Chat GPT is poised to bring more innovations and breakthroughs to digital marketing.

C. Marketing Plan Development

In digital marketing planning, creating ideas and strategies is a core component, which is crucial for achieving marketing objectives. The application of Chat GPT in marketing plan development showcases its immense potential in assisting with creative ideation and strategy optimization.

Chat GPT can assist marketing teams in creative brainstorming. By analyzing vast amounts of market data and trends, Chat GPT can propose various marketing ideas and strategic suggestions. These ideas and suggestions can serve as starting points for team discussions, sparking creativity among team members and leading to more innovative and effective marketing plans.

Chat GPT also excels in the evaluation and optimization of plans. It can assess proposed marketing plans based on historical data and case analyses, identifying potential strengths and risks. Such analysis helps marketing teams more objectively evaluate the feasibility of plans, enabling wiser decision-making.

Additionally, Chat GPT can assist in market trend analysis and target audience research. By analyzing a wealth of market reports, consumer data, and social media content, Chat GPT can provide in-depth insights into market trends and consumer preferences. This information is crucial for customized and precise marketing planning, helping marketing teams target their market and audience more accurately.

Relying on Chat GPT for marketing plan development also presents certain challenges. While Chat GPT can offer valuable data analysis and creative suggestions, the final planning decisions still rely on the expertise of marketing specialists and a deep understanding of brand characteristics. Moreover, over-reliance on auto-generated planning suggestions may lead to a lack of personalization and innovation.

Nevertheless, the application prospects of Chat GPT in marketing plan development remain broad. As technology evolves, Chat GPT is expected to provide more accurate and innovative marketing planning assistance, helping brands gain an advantage in competitive markets. The application of Chat GPT in marketing plan development not only improves the efficiency and quality of planning but also promotes the innovation and optimization of marketing strategies through data-driven insights and creative suggestions. With the further development of Chat GPT technology, its influence in the field of digital marketing planning is expected to grow, bringing more opportunities and challenges for marketers.

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Chat GPT's application in marketing copy editing is crucial to digital marketing innovation. By enhancing editing efficiency and the quality of the copy, it provides strong support for the optimization and innovation of brand marketing strategies. As Chat GPT technology continues to improve, its role in marketing copy editing will become even more significant, bringing more possibilities to digital marketing.

D. Basic Textual Tasks

In the practice of digital marketing, basic textual tasks are an important component of the overall marketing strategy, including content writing, editing, and adjustment. The application of Chat GPT in this field shows its great potential in enhancing work efficiency and content quality.

Chat GPT can efficiently complete a large volume of text generation tasks. In daily marketing activities, such as social media posts, ad copy, press releases, and more, a continuous and substantial amount of textual content is needed. Chat GPT can rapidly generate these contents, significantly easing the workload of marketing teams. Furthermore, its generated content is wide-ranging and can be customized according to specific marketing goals and styles.

Chat GPT excels in distilling key information and summarizing main points. It can quickly identify and extract core information from a vast array of texts, which is particularly useful in preparing reports, compiling market research results and preparing speeches etc. This ability makes extracting value from complex information more efficient and precise.

Chat GPT can also assist in revising and optimizing content. By analyzing existing texts' style and content, it can offer suggestions for improvement, such as adding appropriate keywords, adjusting the tone, or improving text structure, which is vital for ensuring content quality and consistency, especially in brand messaging.

Using Chat GPT for basic textual tasks also faces some challenges. Firstly, auto-generated content may require human review and editing to ensure it aligns with the brand's tone and standards. Secondly, over-reliance on auto-generated content could lead to a lack of creativity and personalization, which are significant issues in digital marketing.

Despite these challenges, the application prospects of Chat GPT in basic textual tasks remain broad. It can not only increase the efficiency of content generation but also, by optimizing text quality, enhance the effectiveness of marketing activities.

The application of Chat GPT in basic textual tasks provides strong support for digital marketing. It not only accelerates content production and optimization but also enhances the quality and specificity of content. With the continued progress of technology, Chat GPT is expected to bring more conveniences and innovations to digital marketing in the future.

IV. CONCLUSION

This study comprehensively explores the application of Chat GPT in digital marketing, especially its role in text-processing functions. Through an in-depth analysis of Chat GPT's applications in SEO optimization of advertising copy, marketing copy editing, marketing plan development, and basic textual tasks, we can see that Chat GPT, as an advanced artificial intelligence tool, plays a significant role in improving and innovating digital marketing practices.

Chat GPT effectively enhances work efficiency, particularly in rapidly generating and editing large volumes of textual content, which not only lightens the workload of marketing teams but also speeds up the content production process, offering more flexibility. Secondly, Chat GPT demonstrates significant advantages in improving text quality. Through natural language processing technology, it can generate more engaging and relevant copies, thus increasing the effectiveness of marketing campaigns.

However, the application of Chat GPT also faces challenges, such as dependence on human editing, limitations in creativity and personalization, and constraints in culture and language. These challenges require us to use Chat GPT cautiously, ensuring its auxiliary role is combined with human expertise and creativity. In the future, as artificial intelligence technology continues to advance, Chat GPT's application in the field of digital marketing is expected to become more widespread and in-depth. We look forward to it playing a greater role areas like in personalized marketing and consumer behaviour analysis, providing more precise and effective marketing strategies for brands. Additionally, technological advancements will also bring new opportunities and challenges to the industry, requiring marketing experts to continually update their knowledge and skills to adapt to these changes.

The application of Chat GPT in digital marketing not only showcases the powerful potential of artificial intelligence technology but also indicates the future direction of digital marketing. With further technological development, Chat GPT is expected to become an indispensable tool in the field of digital marketing, offering more support and possibilities for marketers. Therefore, continued research and development of Chat GPT technology are crucial for grasping the future trends of digital marketing.

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