

Trends, Tools, and Challenges: Artificial Intelligence in Marketing*

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Melinda Klausz – Viktória Sáringer – Kata Rózsa – Zsófia Páczkán:

*AI-marketing – Hogyan használd a mesterséges intelligenciát az üzleti növekedéshez?
(AI Marketing – How to Use Artificial Intelligence for Business Growth)*

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The authors of the book – Melinda Klausz, Viktória Sáringer, Kata Rózsa, and Zsófia Páczkán – are social media communications specialists who began their careers during the iWiW and MyVIP era, when they first developed marketing communications and advertising management for companies. In 2007, they founded their company, which now not only deals with advertising management and marketing communications but also chatbot development and application creation. Their work has been recognised with several awards from the Hungarian Marketing Association, and in 2022, the company won the title of ‘Most Digital Domestic ‘SME’. Their professional focus is on marketing and business growth. Their business book, ‘AI Marketing: How to Use Artificial Intelligence for Business Growth’, was published in Veszprém in 2025 by Klausz Social Group Kft. This work presents the relationship between artificial intelligence (hereinafter referred to as ‘AI’), a rapidly evolving and increasingly popular field, and marketing communication, emphasising the related opportunities for business growth. Their target audience is primarily employees who are concerned about how the new technological era brought about by AI may transform or even threaten their jobs. By sharing their extensive experience, they aim to provide support for the practical application of AI, the selection of appropriate AI platforms, and the customisation of related marketing strategies.

* The papers in this issue contain the views of the authors which are not necessarily the same as the official views of the Magyar Nemzeti Bank.

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In a brief introduction, the authors outline the book's potential target audience and address them directly. The introduction is followed by a presentation of the practical applications of AI, starting with its general positive effects, such as performance enhancement and faster processing of large databases. Next, we are introduced to the basic concepts used in the field, followed by detailed instructions on prompt creation. Moving on to the connections with the marketing profession and a comparison of offline and online marketing tools, emphasis is placed on the important elements of the latter (online), such as data-driven decision-making, trend recognition, real-time data processing, and the automation of marketing campaigns. Several case studies are also presented on how large companies – such as Netflix, Coca-Cola, and Nike – have used AI for product development or to boost user engagement. Another chapter examines the personalisation of customer experience, from data collection to performance measurement. The authors then describe AI tools for campaign management, from testing and analysis to reporting. They focus separately on the successes and pitfalls of AI-based customer services, as well as the future of the profession and the possible tools associated with it. The following sections present trends, concepts, and tools.

One particular strength of the book is that it presents the most widely used AI tools, including ChatGPT, DeepSeek, and Copilot, along with their unique features and most important areas of application. *ChatGPT* is an AI-based chatbot developed by OpenAI that can answer complex questions, write creative text, and simulate conversations. Its applications in marketing include content creation, social media posts and campaigns, customer support, e-mail marketing, and personalised messages. It also plays a role in SEO (search engine optimisation¹), a crucial step in which is keyword research, as well as market research, advertising campaigns, customer feedback analysis, customer service support, and competitor analysis. ChatGPT supports marketers' work, accelerates processes, and enables better results to be achieved. *DeepSeek* is a China-based artificial intelligence software company that strives for cost- and energy-efficient solutions. Its system can autonomously develop its problem-solving abilities. While it is more affordable for users, there are still unresolved issues in data management and storage. From a marketing perspective, it can be used primarily for data collection, SEO, content creation, automated analysis, interactions, and communication. Its main focus is on market research and data collection, while ChatGPT concentrates more on content generation and interactive dialogue. *Copilot* is an AI-based assistant developed by GitHub and Microsoft, aimed at increasing work efficiency. It is primarily used as a code completion and generation tool. However, it can also be beneficial for

¹ Its objective is to elevate a website or its content as high as possible, ideally to the top of the search results list among organic, i.e. unpaid search results. This increases the visibility and traffic of the website, generating free traffic.

marketing experts, for example, in keyword research, competitor analysis, campaign idea generation, website and content optimisation, social media monitoring and analysis, influencer and partnership research, content strategy and campaign planning, and email marketing. Its primary purpose, however, is to support developers and expedite coding processes.

The book also highlights the possibilities for corporate use, detailing and presenting the integration of AI into corporate processes step-by-step, and finally, addressing unresolved issues such as copyright, data protection, and counterfeiting, as well as the future role of artificial intelligence in digital marketing.

As a reader, I particularly appreciated the emphasis in the introduction on the important point that AI tools are indeed *tools* that must be used appropriately to increase productivity. Another positive aspect was that the book provides detailed, yet easy-to-follow insight into background knowledge and various areas of application. The capabilities and practical application opportunities of each tool are presented in sufficient detail. However, given the dynamic developments in this field, the question arises as to how long the information provided will remain relevant, especially since the book was published in March 2025. The situation is well illustrated by the fact that the fifth version of ChatGPT, the most widely used AI tool, was released just five months later. This highlights that no matter how hard a printed publication strives to provide up-to-date information, technological upgrades will always be faster. Therefore, those working in this field must constantly monitor industry developments and cannot be satisfied solely with the knowledge provided by a newly published book.

The use of artificial intelligence, however, not only has advantages, but also presents challenges. While it is necessary to keep up with the constant changes in the world of AI, a significant proportion of copyright issues have yet to be resolved. Keeping pace requires proactive thinking to ensure that artificial intelligence does not take precedence over humans. It is important to emphasise the necessary separation of AI and human factors, as opinions, insights, and values can only be incorporated into work processes through human involvement.

In summary, the book presents the relationship between artificial intelligence and marketing, with a particular focus on the opportunities for business growth. It provides a detailed overview of the most well-known AI tools, such as ChatGPT, DeepSeek, and Copilot, as well as their areas of application. It focuses on content creation, social media campaigns, email marketing and market research. It places great emphasis on personalising the customer experience, from data collection to performance measurement. It introduces AI tools for campaign management and the processes of testing, analysis, and reporting. A separate chapter deals with the

advantages and pitfalls of AI-based customer services and their future role. The text explains the concepts understandably, making it useful reading for both laypersons and professionals. One of the central messages of the book is that AI tools are indeed tools that must be used consciously to increase productivity. One criticism that could be levelled at the book is that, despite its well-structured themes and numerous practical examples, the analyses are sometimes more descriptive than interpretative in terms of depth and detail.