



The Potential Benefits and Challenges of Adopting AI-tools such as ChatGPT in Marketing Communications and Search Engine Optimization

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Abstract:

This thesis explores the potential benefits and challenges of integrating AI-tools such as ChatGPT into marketing communications and search engine optimization (SEO), addressing the increasing importance of AI-driven tools in these fields. The research aims to provide valuable insights into leveraging ChatGPT effectively while considering broader implications for businesses. The study examines potential challenges and limitations organizations may face when integrating this technology into their marketing communications and SEO activities. The study includes semi-structured interviews with experienced marketing and SEO professionals, with thematic analysis employed to extract key insights. Six experts were interviewed to gather diverse perspectives from the field. Results indicate that ChatGPT offers transformative benefits for marketers, enabling enhanced creativity, efficiency, and customer engagement. However, challenges such as maintaining content quality, addressing ethical dilemmas, and ensuring data privacy remain significant concerns. The study identifies future trends focusing on a customer-centric approach, increased automation, and adaptation to emerging technologies. It also underscores the importance of addressing the challenges while harnessing AI's potential to foster sustainable growth and success in the digital realm. Through careful consideration and proactive strategies, businesses can harness the transformative power of AI to stay competitive in the evolving marketing and SEO landscape.

Keywords:

Artificial intelligence (AI), ChatGPT, Marketing communications, Search engine optimization (SEO), AI-driven tools, Generative AI, Customer Engagement, Qualitative research

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1. Introduction

Traditional marketing communications often struggle to effectively engage with customers and provide personalized experiences. Additionally, the rising demand for real-time interactions and the need to handle large volumes of customer inquiries pose significant challenges for marketing professionals (Marcinuk, 2023). Artificial intelligence (AI) has become an integral part of our daily lives, revolutionizing various industries, and transforming the way we interact with technology. From personalized recommendations on streaming platforms like Netflix and Spotify to advanced language translation programs and intelligent robots, AI has demonstrated its potential in enhancing our experiences and improving efficiency. One prominent application of AI is in marketing communications, where the adoption of AI-powered chatbots has been widely introduced (Pietikäinen et al., 2023). AI can help us do things faster, more efficiently, and creatively. It can assist marketers in optimizing their workflows, provide data insights and innovative and personalized touchpoints with the clients to make marketing even more effective and more powerful. Both AI and machine learning are predicted to increase their role massively with marketing communications (Malthouse & Copulsky, 2023). Prioritizing employees' viewpoints is crucial in integrating AI, such as establishing human trust and acknowledging task importance. When managers decide on AI tasks, they should assess technological capabilities and consider the needs, interests, and incentives of human participants. The central focus of decision-making should be on building trust and boosting productivity through collaborative efforts with AI (Glikson & Wooley, 2020).

Since November 2022, ChatGPT, the conversational Large Language Model developed by OpenAI, has garnered over 100 million users, and captured significant interest (Strowel, 2023). ChatGPT has a great value for marketers to do the work better and faster if the marketers are educated to use the tool correctly. The general conversation is nowadays laying on which prompts and ideas to give ChatGPT and understanding that the outcome is still not necessarily the final product to use but a great tool to build structure, templates, and creative ideas to support the daily work with a critical mindset.

In this research, I will delve into the potential benefits of adopting AI-tools such as ChatGPT in marketing communications and search engine optimization (SEO), including improved

customer engagement, enhanced personalization, and increased efficiency. Additionally, I will explore the challenges, such as data privacy and the need for transparent decision-making. ChatGPT, driven by advanced natural language processing, offers marketers the opportunity to engage with audiences in novel and personalized ways. Moreover, it has the potential to reshape marketing communications and search engine optimization (SEO), altering how brands are discovered and ranked online (Marr, 2023). By critically analyzing the advantages and obstacles, this research aims to provide valuable insights into the effective integration of ChatGPT in marketing communications and SEO while considering the broader implications for businesses and society.

1.1 Research aim & question

The aim of this study is to examine how adopting ChatGPT in marketing communications and SEO can enhance customer engagement, improve personalized experiences, and streamline communication processes. Furthermore, it seeks to identify the potential challenges and limitations that organizations may face in implementing this technology.

The central question guiding this research is as follows: "What are the potential benefits and challenges associated with integrating AI-tools such as ChatGPT into marketing communications and Search Engine Optimization?".

To answer this question, the research will delve into the following sub-questions: how the integration of ChatGPT improves customer engagement, what are the potential benefits of using ChatGPT to provide personalized experiences to customers, what are the key success factors when integrating ChatGPT, how ChatGPT can streamline communication processes and enhance efficiency in marketing communications and what are the possible future trends. This study will be conducted by interviewing marketing and SEO professionals through a semi-structured interview and the results will be coded using thematic analysis.

1.2 Structure of thesis

The second chapter focuses on defining key concepts and establishing the theoretical framework. It starts by defining Artificial Intelligence (AI) and delving into the evolution of ChatGPT. The chapter then explores the integration of AI in marketing communications, discussing AI ecosystems, the value generation of AI in marketing, algorithms and models,

customer data analysis, digital environments, and information technology infrastructure. Additionally, it examines the role of AI in Search Engine Optimization (SEO). The third chapter is discussing of methodology outlines the research approach adopted in the study, focusing on qualitative research methods. It covers data collection techniques, sample selection, research process, design, interview guide, qualitative interviews as a method, data analysis and trustworthiness of the findings. The fourth chapter presents the findings of the study, highlighting potential benefits as well as challenges. It also identifies best practices and future trends in AI-driven marketing communications, providing feedback for researchers and professionals. The last chapter summarizes the key findings, addresses the research questions, and offers insights into the implications of the study for theory and practice in marketing communications. The references section lists the sources cited throughout the thesis.

2. Definitions and a Theoretical Framework

2.1 Definition of Artificial Intelligence

Artificial Intelligence (AI) is a rapidly evolving field that has captured the interest of researchers, businesses, and the public audience. In this chapter, I will discover the concept of AI by dissecting its definition and exploring its fundamental characteristics.

The term "artificial" denotes that the systems are human made, while "intelligence" denotes the capacity for cognitive thought. Consequently, AI systems are human-engineered constructs imbued with cognitive and reasoning capabilities. This intelligence empowers AI systems to perform tasks such as computation, perception, pattern recognition, experiential learning, memory retention, information retrieval, problem-solving, natural language comprehension and communication, classification, and adaptation to novel situations. Given that AI systems rely on data for their proper functioning, there is a pressing requirement for both hardware and software solutions to effectively manage and process vast quantities of data, a domain well-versed in the principles of data science (Malthouse & Copulsky, 2023). AI is destined to be a core component of businesses worldwide. The evolving trends in AI automation indicate significant shifts in how enterprises are embracing and investing in AI technologies (Haleem et al., 2022).

Glikson & Woolley (2020) offer a comprehensive definition of AI divided into four key elements. The first element is information gathering; AI systems can collect data from external sources, encompassing natural language input as well as data from other computer systems. The second element is information interpretation; AI interprets this data through tasks such as pattern recognition, rule induction, and event prediction. The third element is outcome generation; AI generates outcomes, responds to queries, and can even instruct other systems. The fourth element is adaption and learning; AI continuously evaluates its actions, refines its decision-making processes, and strives to achieve specific objectives. Defining AI in the simplest way, its core purpose is to imitate human intelligence through multiple and complex algorithms and models with machine learning (Malthouse & Compulsky, 2023). This component of AI is adjusting their actions by the data they are exposed. This is generated with a set of rules for miss and hit so the computer is learning by experience. As a

result of training, computers can make individual decisions based on the algorithm (Glikson & Wooley, 2020).

The future predictors are forecasting that AI is going to develop in a way that it will be able to perform the tasks better than humans. This type of superintelligence is called as Artificial General Intelligence (AGI). The new AGI doesn't still exist, but it will be one of the most disruptive technologies that will change the world in a whole different level: it will improve our standards of living and working (Glickson & Woolley, 2020).

2.1.1 ChatGPT by OpenAI

I chose to investigate a generative AI model named ChatGPT in this thesis for its versatility and capabilities in natural language processing tasks. ChatGPT can generate human-like text responses, making it suitable for simulating interactions in marketing communications and SEO content. Generative AI is artificial intelligence that creates text, images, audio, and synthetic data. Though it originated in chatbots in the 1960s, it established its position with the introduction of generative adversarial networks (GANs) in 2014. These networks enable AI to produce authentic content quickly (Lawton, 2024).

ChatGPT belongs to a category of large language models (LLMs) that have significantly advanced natural language processing in recent years (Bubeck et al., 2023). The name itself stands for Chat Generative Pre-Trained Transformer and it is built by OpenAI and its first demo was launched in November 2022. The popularity exploded from the start already and it reached over one million users in five days. ChatGPT has already established itself within numerous industries, such as content creation, education, daily business processes, customer service, health care, entertainment, and many others (Marr, 2023).

OpenAI, established in December 2015 by a founding team comprising Sam Altman, Greg Brockman, Ilya Sutskever, Wojciech Zaremba, and John Schulman, was formed to advance artificial intelligence in a way that benefits humanity. They brought together diverse expertise in technology entrepreneurship, machine learning, and software engineering to drive their mission. Sam Altman is currently CEO of the company (Marr, 2023). OpenAI is an organization dedicated to AI research and implementation whose core objective is to

guarantee that artificial general intelligence serves the betterment of humanity (OpenAI, 2023).

2.1.2 The evolution of ChatGPT

In the evolution of ChatGPT, GPT-1 was the inaugural model with 117 million parameters, showcasing the potential of unsupervised learning for language understanding through predicting sentence continuations using book data. GPT-2, introduced in 2019 with 1.5 billion parameters, brought significant advancements in text generation, but initial concerns about misuse delayed its public release until November 2019 after a controlled rollout by OpenAI. GPT-3 marked a ground-breaking leap in June 2020, boasting a massive 175 billion parameters. This model demonstrated remarkable text-generation abilities, enabling its widespread use for tasks ranging from content creation to language translation and factual question answering. Importantly, GPT-3 facilitated direct interactions with ChatGPT, revealing the technology's transformative potential to the world (Marr, 2023).

OpenAI's latest model to this date, GPT-4, represents a significant AI advancement, thanks to unprecedented computing power and data. GPT-4, along with models like ChatGPT and Google's PaLM, exhibits a higher level of general intelligence compared to previous AI models. GPT-4 goes beyond language mastery; it effortlessly handles diverse tasks, from mathematics and coding to medicine and law, without specific instructions. Its performance often matches or surpasses human capabilities, outshining previous models like ChatGPT. Given its broad capabilities, GPT-4 can be seen as an early adaption of Artificial General Intelligence (AGI) (Bubeck et al., 2023). In September 2023, OpenAI introduced a new functionality within ChatGPT with voice and image features. These features present a novel, user-friendly interface, enabling users to engage in voice-based conversations or visually demonstrate concepts to ChatGPT (OpenAI, 2023). It's worth noting that while these features offer enhanced usability, ChatGPT still operates by combining existing ideas and data. (OpenAI, 2023).

Microsoft and Google are actively integrating AI into their core products. Microsoft incorporates AI and natural language understanding into products like GitHub Copilot, utilizing OpenAI's Codex for developer autocompletes. Bing is receiving GPT upgrades to rival Google, while ChatGPT is poised to be integrated into Microsoft's productivity tools.

On the other hand, Google has introduced Gemini, a conversational chatbot powered by LaMDA (Marr, 2023). Both companies have been pioneers in transformer AI techniques. Google released some models for research but lacked a public interface. Microsoft's integration of GPT into Bing prompted Google to quickly launch Google Gemini, resulting in significant stock price decline due to errors. Despite early challenges, Google has upgraded Gemini using its advanced PaLM 2 model, enhancing efficiency and visual responses (Lawton, 2024).

2.2 Marketing communications

In a rapidly evolving world driven by technology and globalization, marketing plays a pivotal role in economic development. Marcom (marketing communications) acts as the vital bridge connecting a company to its market. Broadly speaking, it encompasses all the messages and channels utilized to interact with the market. This involves advertising, direct marketing, branding, packaging, online presence, printed materials, public relations, sales presentations, sponsorships, trade show participation, and various other communication methods (Daniels, 2021). To be effective, company messages need to align with the ever-changing social, cultural, and technological landscape, serving as a catalyst for the sales process. Marcom serves as the voice of the company and its brands, comprising a complex set of strategies and methods aimed at achieving economic goals and influencing external management while targeting consumers (Madan & Rosca, 2021). However, even with advancements like digital body language, marketing automation, and new tools, the timeless marketing principle of customer-centricity endures. Despite changing customer behaviour and technological leaps, the fundamental business principles remain unchanged for over a century within marketing communications: all the communications must be customer centric (Smith & Zook, 2019).

In the modern age of mass communication and the rise of mobile technologies, businesses and individuals must craft a blend of Marcom techniques. This marketing communication mix encompasses various elements, including advertising, personal selling, sales promotion, public relations, direct marketing, and digital media. A robust marketing communication mix hinges on principles of customer confidentiality, ethical conduct, adherence to legal requirements, and compliance with social norms and government regulations to foster the company's growth (Madan & Rosca, 2021). It should also align with the company's overarching marketing strategy. In effective marketing communications, both analytics and

creativity are standing out in a competitive environment. "Relevant creativity" is about consistently creating products, services, and communications that the target audience finds useful. Analytics is including analysing customer and competitor behaviour through comprehensive market research (Smith & Zook, 2019).

Today, businesses face new challenges in a highly competitive landscape, where customers have become more discerning, and technology has revolutionized communication. The emergence of social media, expansion of networks, and social distancing have transformed traditional media and accelerated global information dissemination. In marketing communication, advanced technology and reduced trade barriers have given rise to new trends and phenomena, fostering improved message exchange. The internet has created a virtual world where corporations, brands, and consumers can interact directly. Access to global information, coupled with modern technology, facilitates the seamless flow of information, thoughts, and opinions (Madan & Rosca, 2021). Marketers must adapt by actively listening, analyzing, and participating in conversations. The traditional approach of simply broadcasting advertising and marketing content through social media channels is less effective than before (Smith & Zook, 2019). Many companies now seek direct customer engagement for enhanced service (Madan & Rosca, 2021).

For successful communication, marketers must understand the communication process, which involves nine key elements: (1.) Sender: the party transmitting the message to another party or person, (2.) Encoding: the conversion of thoughts into meaningful symbols, (3.) Message: the group of symbols transmitted by the sender, (4.) Media: the communication channel used to transfer the message from sender to receiver, (5.) Decoding: the receiver's conversion of symbols into meaning, (6.) Receiver: The person or party receiving the sent message, (7.) Response: the reaction displayed by the receiver before fully understanding the message, (8.) Feedback: The portion of the receiver's response sent back to the sender, (9.) Noise: unplanned distortion during communication that leads the receiver to misunderstand the original message. See figure 1. for a visualization of the key components in the marketing communication process. Effective communication occurs when the encoding process aligns with message decoding, and the message consists of words and symbols known to the receiver (Daniels, 2021).

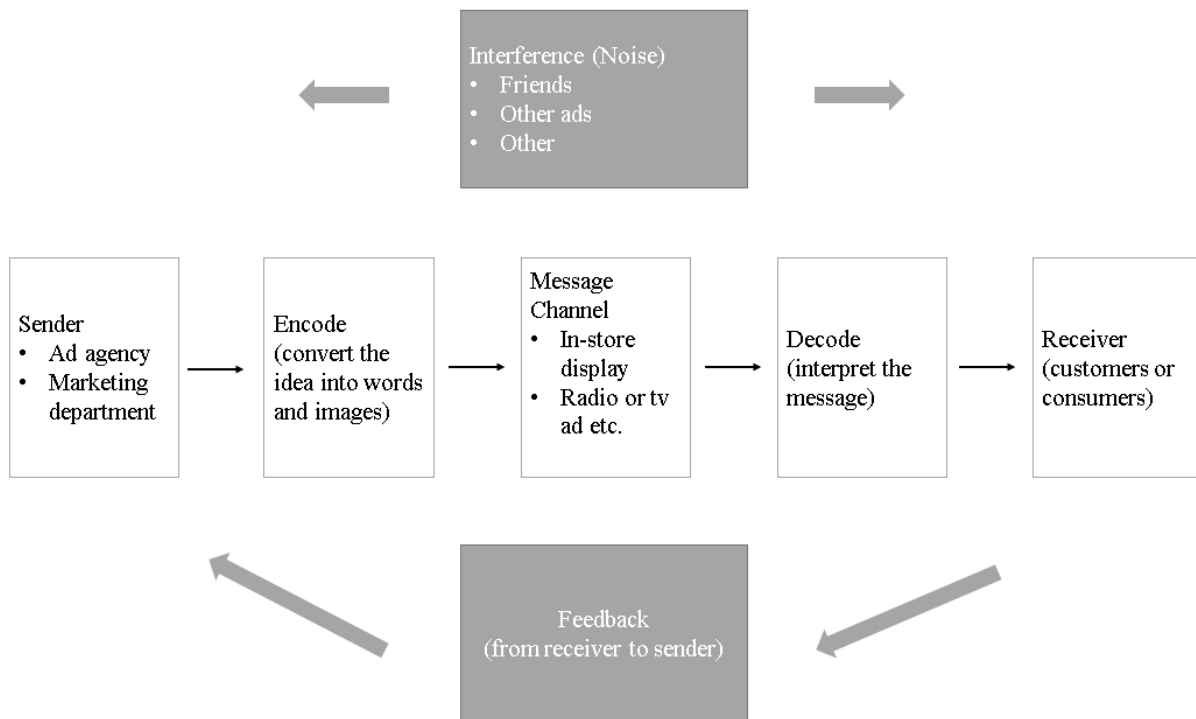


Figure 1. The Marketing Communications Process. (Daniels, 2021, p. 1)

2.3 AI ecosystems for marketing communications

In the realm of marketing communications, businesses often refer to an ecosystem, likening it to a community of adaptable organisms in our interconnected commercial world. This Marcom-AI ecosystem comprises two key aspects: (1) the coordinated components that provide value to marketers for Marcom purposes and (2) the network of individuals and organizations, known as stakeholders, engaged in creating, interacting with, managing, and benefiting from these components (Malthouse & Copulsky, 2023).

Additionally, the concept of a digital ecosystem pertains to the technological infrastructure responsible for delivering online advertisements to users' devices. This infrastructure fundamentally alters how consumers engage with brands, enhancing the ability to capture, quantify, and measure engagement behaviors across various platforms and devices. These transformations are encapsulated through the introduction of emerging engagement arenas, assets, actors, and actions (Malthouse & Copulsky, 2023).

Figure 2. is presenting the Marcom-AI ecosystem and the resulting outcomes, which are also explained in the text above. Stakeholders in this ecosystem involve consumers, who interact with content and make purchasing decisions, influencers who form brand perceptions through

content creation like reviews, brands and advertisers offering products or services, media and messaging platforms facilitating content distribution, data platforms compiling consumer data, publishers and content creators producing marketing materials, MarTech/AdTech vendors supplying technology for marketing processes, AI/ML service providers offering machine learning tools, device manufacturers manufacturing consumer and commercial devices, and regulators establishing standards such as privacy regulations like GDPR (General Data Protection Regulation) (Malthouse & Copulsky, 2023).

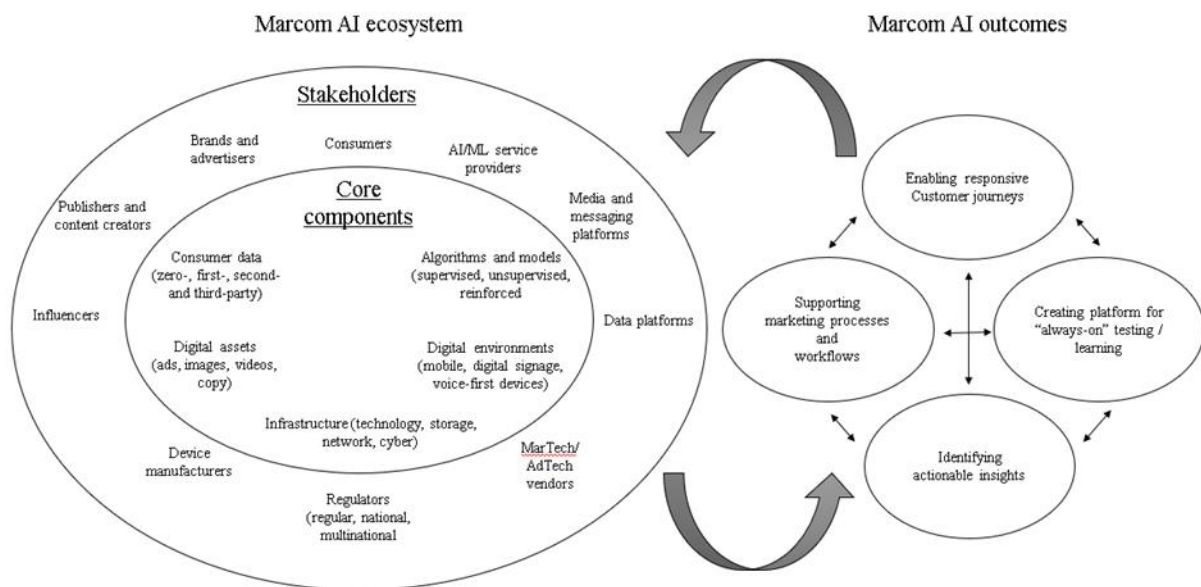


Figure 2. The MarCom-AI ecosystem. (Malthouse & Copulsky, 2023, p. 6)

2.3.1 The value generation of AI in marketing communications

AI presents a multifaceted benefits and challenges for marketers and Marcom, encompassing four primary avenues of value creation (Malthouse & Copulsky, 2023). It holds immense promise in marketing by enhancing data sources, data management, and complex algorithms. It's reshaping how brands and users interact, with its application tailored to specific websites and businesses. AI enables marketers to focus on real-time customer needs, using data-driven insights to target content and channels effectively. Personalized experiences through AI boost user comfort and drive conversions. Additionally, AI tools aid in analysing competitor campaigns and understanding customer expectations (Haleem et al., 2022).

Firstly, AI enables a more responsive customer journey through personalized experiences aimed at achieving various objectives such as acquiring new customers, increasing their spending through strategies like cross-selling and upselling, or enhancing customer retention while reducing churn. This personalization is facilitated by mechanisms like recommendation systems (RecSys) and predictive supervised-learning models (Malthouse & Copulsky, 2023). Utilizing AI-driven tools like Chat GPT, businesses can now effortlessly produce personalized, captivating, and pertinent content for their audience. Customer data is analyzed to craft targeted marketing messages tailored to specific demographics. This personalized approach tends to result in increased engagement and improved conversion rates, as customers are more inclined to positively respond to customized messages (Ben-Seth, 2023).

Secondly, AI contributes to streamlining marketing processes by automating tasks, thereby reducing the time required and increasing organizational efficiency. For instance, voice-first devices like Alexa are utilized for routine customer service inquiries, such as checking product availability, exemplifying this aspect (Malthouse & Copulsky, 2023). AI-driven tools can automate routine tasks, allowing marketers to allocate time to strategic activities. This enables firms to develop more potent campaigns and expedite the accomplishment of their marketing objectives. The rise of AI has significantly enhanced the efficiency and effectiveness of marketing communication (Ben-Seth, 2023).

The third application of AI involves establishing a platform for continuous testing and learning, enabling organizations to experiment with diverse variations, ranging from content and offers to pricing and messaging. While A/B and multivariate testing are not novel concepts, this approach, termed "test and learn," is gaining traction, especially among direct-to-consumer companies. By this reason, AI can be applied to enhance the precision of ad targeting and placement, leading to heightened engagement and boosted sales (Ben-Seth, 2023). Unlike traditional methods relying on historical data, AI employs techniques like reinforcement learning (RL) to proactively engage with customers, gather new data, and inform decision-making (Malthouse & Copulsky, 2023).

Lastly, AI plays a pivotal role in deriving business insights by analysing data, empowering marketers to adapt and adjust their Marcom programs. This analysis identifies novel associations in the data that may not imply causation but prompt discussions leading to the

testing of specific strategies (Malthouse & Copulsky, 2023). AI aids businesses in dynamically optimizing marketing campaigns by analyzing customer data and making real-time adjustments. This empowers businesses to make informed, data-driven decisions that enhance the overall effectiveness of their actions (Ben-Seth, 2023).

These four applications of AI in Marcom—customer journey responsiveness, marketing process scalability, always-on testing, and data-driven business insights—are interconnected and often overlap. Moreover, there exists an iterative relationship between the Marcom-AI ecosystem and the outcomes achieved through AI application in Marcom. Efforts to automate marketing processes may reveal gaps in customer data, while advancements in device capabilities may provide access to more customer data, fostering a continuous cycle of improvement and adaptation (Malthouse & Copulsky, 2023). With the help of intuitive AI chatbots, intelligent email marketing, interactive web design, and other digital marketing services, users are guided toward aligning with the business's objectives. By integrating AI into the marketing communications strategy, companies can optimize data usage and deliver appealing ads to potential customers at opportune moments (Haleem et al., 2022).

2.3.2 Algorithms and models

Algorithms are in a significant role when it comes to AI. In the marketing context, the algorithms are needed to make future predictions of the customers to deliver targeted and personalized material to meet the customers on the right touchpoints (Haleem et al., 2022). Algorithms and models fall into three main categories: supervised, unsupervised, and reinforcement learning (RL). In supervised learning, models link inputs to known outputs, seen in methods like linear regression and neural networks. This is applied in predicting outcomes such as customer churn and responses to advertising. Unsupervised learning uncovers patterns in complex data, like clusters or latent variables, useful in marketing segmentation. RL focuses on actions maximizing rewards, as seen in recommendation systems (RecSys) learning user preferences. Special algorithms handle unstructured data like text, using methods such as clustering and classification (BERT) in text mining, adapting both supervised and unsupervised techniques (Malthouse & Copulsky, 2023).

2.3.3 Customer data

Customer data is crucial for training algorithms and customizing interactions. It comprises first-party data owned by an organization, like purchase history and website visits. Second-party data is shared with business partners, such as a list of recent customers. Third-party data, sold by vendors, includes demographics. Zero-party data is intentionally shared by customers. Contextual data, reflecting the current customer state, includes factors like who they are with, what they are doing, where they are, and when the interaction occurs. Customer data can also be derived through inferences from models and algorithms, such as cross-device identity resolution (Malthouse & Copulsky, 2023). Maintaining the privacy and security of customer data poses challenges for businesses. As they gather increasing amounts of customer information, it becomes crucial to securely store and utilize the data in accordance with relevant privacy regulations. In today's digital environment, where data breaches and privacy breaches can result in substantial reputational and financial harm, businesses must be vigilant. The use of AI, which often involves accessing extensive data, may heighten the risk of potential data breaches (Ben-Seth, 2023).

2.3.4 Digital environments & content assets

Digital environments include devices owned by customers (like mobile handsets and voice-first devices) and touchpoints owned by brands or third parties (such as digital retail signage). Digital assets encompass content generated by brands, customers, and third parties, including advertisements, copy, videos, images, podcasts, and logos (Malthouse & Copulsky, 2023).

2.3.5 Information technology infrastructure

IT infrastructure refers to the technologies employed for the creation and administration of digital assets within the Marcom-AI ecosystem. It facilitates communication among different stakeholders, ensures security, and oversees payment management (Malthouse & Copulsky, 2023).

2.4 Search engine optimization

This chapter delves into the integration of SEO with PageRank and how it applies to Content Management Systems (CMS). In the modern digital landscape, search engines play a

fundamental role, and the algorithmic structure is detailed in the following sections, covering aspects like website fundamentals, on-page, and off-page configurations (Das, 2021).

2.4.1 Page ranking

Two Stanford students introduced the concept of "PageRanking" in their paper on web search engines. Google adopted this approach, which values content quality over keywords alone, marking a fundamental shift in search engine optimization (SEO) in the mid-2000s. PageRank determines a webpage's importance and helps with indexing. PageRank assesses a webpage's importance through links. More links are meaning more votes, and the frequency of iteration matters. Relevant content attracts more links, giving higher-ranking pages more voting weight. This boosts traffic and link generation. PageRank is a key tool for Google rankings (Das, 2021).

In the ever-competitive digital landscape, achieving a high PageRank is paramount for website visibility and success. Here are the most effective ways to enhance PageRank, making the website more attractive to both search engines and users: (a). quality content and consistency, (b). keyword optimization and structure, (c). backlinks building, (d) submit articles to directories with links back to the site, (e). web directory submission for additional backlinks, (f). collaboration and backlink requests with external websites and bloggers, (g). fixing broken links on website (Das, 2021).

2.4.2 Google search engine results and operations

Search engines function through a three-step process for solving, ranking, and returning queries. This process involves web crawling, where keywords are discovered online, uniqueness being key. The next step is indexing, ensuring the uniqueness of keywords, and storing them for retrieval. Algorithms play a crucial role in this, keeping the search engine updated and effective. SEO aids in optimizing websites to improve search rankings. The result is a search engine results page (SERP) based on keywords (Das, 2021).

2.4.3 AI in Search Engine Optimization

Search engines have experienced notable transformations by incorporating AI technology to enhance the accuracy of search outcomes. While the integration of AI in SEO is still

relatively recent, studies indicate that leveraging this technology can enhance search result quality and deliver an improved search experience (Umam, 2023). AI writing, including technologies like artificial intelligence (AI) and large language models (LLMs) such as ChatGPT, is becoming increasingly popular among SEO professionals and content creators. The rapid evolution of this technology suggests a significant surge in the number of AI content writers and an increase in content generation soon (Højris Bæk, 2023).

Search engines like Google rely on complex algorithms to crawl, index, and rank webpages based on relevance and authority. AI-powered algorithms, exemplified by Google's RankBrain, enhance this process by understanding user intent, resulting in more accurate and personalized search results. As AI advances, expect search engines to adopt similar technologies, further improving the understanding of user queries and enhancing overall search outcomes (Bider, 2023). Here are the main future benefits of integrating AI into search engine optimisation:

1. **Improved and personalized user experience:** AI has the potential to transform how search engines operate, enabling them to better grasp the context of search queries and deliver more precise and relevant results. Through analysing substantial data and employing machine learning, AI algorithms can identify patterns and trends, allowing search engines to offer personalized and pertinent results. For instance, AI can analyse a user's search history and location for more tailored outcomes (Umam, 2023). AI enhances user experience by analysing behaviour data, pinpointing areas for improvement, and proposing personalized content. For instance, AI examines user preferences, offering tailored content recommendations to prolong website visits. AI-driven chatbots further enhance customer satisfaction by providing immediate assistance and boosting engagement (Bider, 2023).
2. **Keyword research and content optimization:** AI streamlines these processes by understanding keyword relationships, predicting user behaviour, and recommending content enhancements. AI also plays a role in crafting essential on-page elements like meta tags and headings for SEO success (Bider, 2023). AI-powered tools and platforms can provide a more accessible and cost-efficient avenue for even smaller businesses and individuals to improve their search rankings, even though the

implementation would still require specialised skills and more expertise (Umam, 2023).

3. Local SEO results: AI might enhance the precision and significance of local search outcomes. This is particularly crucial for businesses dependent on local customers or foot traffic (Umam, 2023). AI-driven platforms such as ChatGPT help understand the target audience's geography and offer insights for enhancing local search rankings. They can also automate review monitoring, generate Q&A replies, and help to target local keywords. By improving the local SEO strategy, companies can boost website traffic, generate leads, and grow the local business (Scott, 2023).
4. Enhanced mobile device SEO: AI techniques like deep learning and natural language processing could play a crucial role in improving the accuracy and relevance of search results for mobile users. With the growing number of users accessing the internet through mobile devices, businesses need to prioritize optimizing their websites for mobile search (Umam, 2023). Both mobile app optimization and mobile SEO are needed to reach the target audience effectively. With using AI-powered mobile optimization, companies can automate the process. AI tools analyse user behaviour on websites, suggesting design changes for a better mobile experience. Businesses benefit from time-saving automation in optimizing pages, allowing focus on key digital marketing strategies (Fakhry, 2023).

2.5 Summary

AI has rapidly become a core component for businesses worldwide, mainly because of its intelligent and reasoning skills. When inspecting marketing communications, AI can enhance customer experience by providing personalized interactions and making predictions based on data. AI models like ChatGPT have revolutionized industries and established their place on businesses. In addition, the integration of AI in SEO has the potential to revolutionize SEO algorithms and improve user experiences, from enhancing keyword research and content optimization to optimizing local SEO results and mobile device SEO. Overall, AI is predicted to reshape the landscape of marketing communications and driving business success. As the businesses continue to integrate AI in their actions, it is anticipated to see the new era of growth and opportunities in the future.

3 Methodology

This study's main objective is to identify and understand the perceived benefits and challenges associated with the integration of AI-tools such as ChatGPT in marketing communications and SEO. By exploring the experiences and insights of AI professionals, this research aims to provide valuable insights into the adoption and implementation of ChatGPT in the field. To gain comprehensive insights, six key stakeholders strongly associated with the marketing and SEO aspects were selected for in-depth interviews. These individuals were chosen based on their roles and expertise in these domains, ensuring a diverse range of perspectives and experiences. The interviewees were questioned on various aspects related to the integration of ChatGPT in marketing communications and SEO practices.

3.1 Qualitative research

As the research question "What are the potential benefits and challenges associated with integrating AI-tools such as ChatGPT into marketing communications and Search Engine Optimization?" is investigating a phenomenon without the necessity of measuring any numerical data., I have chosen a qualitative methodology with semi-structured interviews. This approach allows for a comprehensive exploration of the topic, capturing rich insights from marketing professionals and communication experts. I selected to utilize semi-structured interviews as the primary data collection method for my thesis. The semi-structured interview approach sets on a balance between structure and flexibility, effectively minimizing potential risks and maximizing the depth of insights obtained (Myers, 2019). The flexibility of semi-structured interviews accommodates the evolving nature of AI and ensures the research remains responsive. Qualitative research uncovers unexpected insights and provides a platform to address emerging themes, revealing new perspectives and opportunities in the integration of AI-tools such as ChatGPT in marketing communications and SEO. The interview questions were designed to delve into participants' perceptions, challenges, and potential benefits associated with incorporating AI-tools into marketing communication and SEO practices. The open-ended nature of the questions allowed for in-depth exploration of each participant's unique experiences (Myers, 2019).

3.2 Data collection and sample

The participants were selected based on their expertise and hands-on experience in marketing and SEO. To ensure a diverse range of insights, six individuals with varying backgrounds, industry experiences, and roles were approached. The recruitment process involved reaching out to potential participants via professional networks and LinkedIn. The interviews were conducted through virtual meetings in Teams, enabling flexibility for participants to share their insights from different geographical locations. Two of the interviews were conducted in English and the rest in Finnish. The interviews conducted in Finnish were translated into English (see appendix 3). The interviews lasted between 45-60 minutes and took place during February 2024. Each session was recorded with the consent of the participants to ensure accurate representation of their responses. The interview transcripts formed the basis for subsequent analysis. A semi-structured interview format was used, allowing the opportunity to ask follow-up questions.

Table 1. Respondents experience of SEO & marketing communications.

Respondent 1	SEO specialist for 10 years
Respondent 2	Copywriter for 10 years
Respondent 3	Marketing expert for 20 years
Respondent 4	SEO specialist for 9 years
Respondent 5	SEO & e-commerce specialist for 8 years
Respondent 6	Content marketing specialist for 5 years

3.2.1 Interview guide

An interview guide was prepared to help to conduct the semi-structured interview. The interview guide explores the potential benefits and challenges associated with the adoption of AI-tools such as ChatGPT in marketing communications. The interview guide contained eight main questions relevant to the research and two additional questions. These questions aimed to explore various characteristics, beginning with the respondent's background and experience on AI integration in marketing communications and/or SEO, delving into awareness with ChatGPT and its applications in these areas, analyzing potential benefits and challenges, tackling future trends and best practices, and asking feedback and suggestions. Also, two additional questions were included to delve into implementation and technical considerations, as well as user acceptance and strategies for building trust in AI-generated

content. The interview questions were sent in advance to the interviewees by email. No separate consent form was sent for the interviews. See the appendix 1 for the interview guide.

3.3 Data analysis

Analyzing qualitative research data involves recognizing the interconnectedness of data gathering and analysis, challenging the traditional separation. Data analysis plays a fundamental role in making sense of the extensive amounts of collected data, allowing researchers to focus on relevant information while disregarding irrelevant sections. Qualitative data analysis acknowledges the subjectivity inherent in data sourced from individuals and requires expert interpretation to comprehend their pre-structured perspectives (Myers, 2019). In this study, aimed at exploring the potential benefits and challenges of integrating AI-tools such as ChatGPT into marketing communications and SEO, thematic analysis emerges as the most suitable method. Thematic analysis involves identifying recurring themes or patterns in qualitative data, enabling researchers to systematically examine interview transcripts, discern key concepts, and categorize them into meaningful themes aligned with the research questions. This approach's adaptability, capacity for in-depth exploration, and compatibility with semi-structured interviews render it a compelling choice for this study (Myers, 2019). By employing thematic analysis, researchers can derive valuable insights, contribute to knowledge advancement, and offer practical recommendations to inform marketing communication strategies in the era of AI-integration.

To facilitate the data analysis, all interviews were transcribed within 24 hours, each generating 11-18 pages of textual content. This process aimed to capture immediate insights and enhance transcription accuracy through the interviewer's fresh recollection. The quick transcriptions set the stage for in-depth analysis, making sure I thoroughly investigated the themes and insights from the interviews in the upcoming parts. Immersion in the data was achieved through repeated readings and listening to the interview transcripts. This process facilitated familiarity with the content, enabling careful observations and identification of potential patterns and themes. Thematic coding was employed to systematically identify and label segments of data pertaining to key concepts and ideas. This involved breaking down the data into smaller units and assigning descriptive codes to capture the essence of each segment. The identified themes were critically reviewed and named to ensure coherence and relevance to the research question. In the end, the findings were structured and written up as

results. See tables 2., 3., 4., and 5. for the coding schemes. Appendix 2 also includes a demonstration of the coding presented in Word.

3.4 Trustworthiness

In measuring the trustworthiness of research based on interviews with six professionals in SEO and marketing communications conducted via Teams chat, we must consider the strengths and limitations of the study. The semi-structured interviews conducted encourage versatile opinions, enriching the qualitative data. While the depth of insights may not fully represent the diversity of perspectives, the flexible interview format allows for detailed exploration of relevant topics. A saturation point is evident as the main themes have been explored and are recurring with prominent repetition. This repetition indicates a comprehensive understanding of the underlying concepts, suggesting that further data collection may not generate significantly new insights.

Despite its limitations, the research offers valuable insights for future examination and practical applications in the field. Transparency about thematic analysis accompanied with citations from respondents as evidence complement credibility, emphasizing the authenticity of the findings. Overall, while the study's scope may be narrow, the respondents' extensive experience in marketing, SEO, copywriting, and e-commerce serves as core evidence of the trustworthiness. With years of involvement in these fields, they bring a value of practical knowledge and insights, emphasizing the credibility of their perspectives. In addition, their ongoing engagement in the industry ensures that they remain up to date of the latest developments and trends, granting them access to the most relevant and accurate information on the topic.

4 Results

This chapter provides a thematic analysis of the perceptions and experiences shared by industry professionals regarding the utilization of AI, particularly ChatGPT, in marketing communications and SEO. The results are organized to answer the main research question Potential benefits (4.1) and Challenges (4.2). In addition, key success factors (4.3) and future trends (4.4) are analysed, according to the sub-research questions. These findings lead to a comprehensive understanding of the opportunities and challenges faced by AI-driven solutions in the field of digital marketing.

4.1 Potential benefits

The interviews were highlighting the growing adoption of ChatGPT among individuals and companies for various purposes in marketing and SEO. There's a notable shift towards embracing deep learning models and generative AI in SEO practices and marketing communications, although it's still in its early stages. Companies are increasingly experimenting with AI internally, particularly in content production and keyword optimization, recognizing its potential to streamline processes and improve visibility in search results.

The advantages of AI, such as keyword clustering and content generation, are acknowledged in SEO. It is used extensively in content creation, including titles and meta descriptions, as well as for understanding competition through AI insights. In marketing communications, AI simplifies content generation, personalization, and customer segmentation, while chatbots powered by AI have become common in marketing communication and customer service, enhancing responsiveness and overall customer experience.

Furthermore, AI-powered insights play a crucial role in understanding and staying ahead of the competition. By adopting AI, businesses can gain valuable insights into market trends, competitor strategies, and consumer behaviour, enabling them to refine their SEO strategies for optimal results. The adoption of AI in marketing communications and SEO practices represents not just a technological advancement, but an ideal shift in the way businesses approach digital marketing. As AI continues to evolve, its impact on SEO and marketing communications is seen to grow exponentially, offering new opportunities for innovation and growth.

In Table 2 is a presentation of the main themes and coded sub-themes. The sub-chapters are organized according to the main themes identified in the table. In the text the identified codes (sub-themes) are highlighted in bold, followed by citations from the respondents to verify the coding and credibility of the findings.

Table 2. Potential benefits

Theme	Codes / Sub-themes	Explanation
Customer experience and engagement	<ul style="list-style-type: none"> • Visually oriented search results • Personalize and localize content 	<ul style="list-style-type: none"> • Information connected with text, videos and pictures • Multiple content versions tailored to diverse user groups or languages
Scalability and efficiency	<ul style="list-style-type: none"> • Democratize access to advanced marketing capabilities • Allocate resources more strategically • Automating routine tasks • Tracking and evaluating marketing performance • Streamline daily workflows • Content production efficiency 	<ul style="list-style-type: none"> • Small businesses may lack the professional resources of larger companies but benefit from AI generated work • Simplify procedures and automate repetitive tasks, allowing marketers to devote additional time and resources to strategic activities that enhance the value and creativity of marketing campaigns • For example, traffic analysis, keyword discovery, keyword clustering, and comprehensive competition analysis • data-driven decisions with greater accuracy and confidence, leading to more effective campaigns and better outcomes • By automating repetitive tasks, reduce manual effort, and enhance overall operational efficiency • For example, generate lists, transcribe audio, and summarize content
Enhanced creativity and ideation	<ul style="list-style-type: none"> • Potential to generate content efficiently • A sparring partner in content production • Contextual understanding and providing valuable insights for content creation 	<ul style="list-style-type: none"> • Creative ideation and content generation, offering valuable insights and structuring content effectively for various topics • Providing ideas, suggestions, and alternative writing styles to overcome writer's block or enhance content quality • Understands the context and can therefore offer useful advice and suggestions for the drafting of texts

4.1.1 Customer experience and engagement

The respondents were highlighting the high impact of AI on customer experiences and engagement, stressing the significance of personalization, transparency, and maintaining a human-centric approach alongside technological advancements.

In terms of visual presentation, there's an anticipation of a shift towards more **visually oriented search results**, with the potential for personalized content creation tailored to

different target groups. This personalization extends to marketing communications, where AI can enhance the customer experience through tailored messaging and immediate customer service:

It could help people to get information in a more visual way and more connected with text, videos and pictures and like in those informational cards we will see more with voice and so on. And in a personalized way, to get a better and more personal user experience. (Respondent 1)

Now just actually modeled for one customer, that could it be done in such a more difficult job, when they have content that has references to certain popular culture phenomena such as context b, but it's referenced or concretized that difficult phenomenon by comparing it to a movie or TV series, whether it could be artificial intelligence to make it illustrations in which somehow the series or other world would somehow be revealed, but that we do not go to the point that is then used something like a picture bank image. (Respondent 3)

ChatGPT, specifically, appears as a crucial tool in enhancing customer engagement and user experience by enabling conversational commerce, personalized assistance, and efficient content discovery. It aids in addressing user queries, delivering relevant information, and streamlining the buying process, ultimately leading to heightened customer satisfaction.

In the realm of customer experience, transparency and trust are highlighted as essential elements. The interviews emphasize the importance of disclosing AI involvement in content creation and ensuring transparency in processes to build credibility with customers. Furthermore, leveraging ChatGPT for personalized engagement can significantly enhance the overall customer experience. Tailoring content to individual preferences and needs fosters greater engagement and satisfaction.

Additionally, ChatGPT facilitates the creation of multiple content versions tailored to diverse user groups or languages, promoting inclusivity and engagement. This ability to **personalize and localize content contributes** to an enriched customer experience, driving higher levels of engagement and satisfaction:

It is delightful to see that there are many ways to consider using this integration with ChatGPT. For example, creating content for different user groups can be an excellent way to promote inclusivity and diversity. Rather than presenting one perspective, one could consider using different approaches that consider different perspectives and user groups. For example, different language models or translations could be experimented with to make the message more accessible to different cultures or language groups. Such flexibility would allow for the creation of several different versions that could serve a wide audience. (Respondent 6)

Overall, AI, particularly through ChatGPT, holds immense potential in transforming and enhancing customer experiences by facilitating personalized communication, improving transparency, and optimizing content across various channels.

4.1.2 Scalability and efficiency

The interviews are indicating the potential that AI-tools, particularly ChatGPT, bring to marketing activities. By leveraging AI capabilities, marketers can unlock various advantages, including traffic analysis, enhanced keyword discovery, efficient keyword clustering, and comprehensive competition analysis. These tools **streamline processes and automate routine tasks**:

It's [ChatGPT] going to be very good when you want to analyze traffic. And when you want to find new keywords to work with and, like I mentioned before, keyword clustering, follow up and the competitors. You can ask ChatGPT about competitors, how they work and what keywords do they use, how they are working and what is driving traffic. Yeah, you can. It's almost non limits within this. So, it's a little bit scary at the same time.
(Respondent 1)

As automation streamlines repetitive tasks, it allows marketers and SEO professionals to **allocate their time and resources on higher-value activities**. By automating tasks such as content generation, keyword research, and performance tracking, teams can allocate more time to strategic planning, analysis, and creativity, ultimately driving better results. It offers several benefits that enhance efficiency, productivity, and scalability in content creation and optimization processes:

I believe that automation and efficiency have a significant impact, especially in the automation of routines. I hope that automation has the potential to make marketing a clearer and more integrated part of the business. In many companies, marketing may still be a separate department, separate from other activities such as sales. Our aim should be to make these areas work more seamlessly together. (Respondent 6)

You don't have to start building Excel spreadsheets or searching for data so urgently. I think it would be very convenient, and at least from my point of view, it would be great if someone else did that side of it. Once the data is collected, I could ask for it when needed. It would be like an excellent assistant, a scientist on the team that collects the data. This would give the marketer more time to work and resources could be used for more strategic tasks.
(Respondent 2)

One of the key benefits highlighted is the efficiency and productivity by integrating AI into marketing communications and SEO. ChatGPT, for instance, can automate tasks like content

creation. In addition, AI tools offer scalability, making them suitable for businesses of all sizes. They help **democratize access to advanced marketing capabilities**, especially for small businesses that may lack the resources of larger companies:

For some, it [ChatGPT] can be really good that when a small organization does not really have its own market resources, they can use ChatGPT as if to create some posts or other marketing texts. (Respondent 5)

Moreover, AI tools like ChatGPT act as invaluable sparring partners for small businesses, particularly in SEO-related tasks such as keyword research, content creation, and meta descriptions. By providing accessible support and guidance, these tools empower users from diverse backgrounds, including older demographics and those less familiar with traditional interfaces. This accessibility helps to ease fears and reservations about adopting new technologies, making AI more approachable and user-friendly:

So, I can see a sort of like an Etsy seller or a small business or, you know, one person business who struggles with website and social media and everything, being able to have a bit like a sparring partner, you know. From my experience, many small business owners struggle with SEO. My advice to them typically revolves around consistent content creation, which may sound generic, but it's an invaluable asset for their growth. (Respondent 4)

Additionally, AI-powered analytics and measurement capabilities offer significant improvements in **tracking and evaluating marketing performance**. By leveraging AI-driven insights, marketers can make data-driven decisions with greater accuracy and confidence, leading to more effective campaigns and better outcomes. Additionally, AI **streamlines daily workflows** by automating repetitive tasks, reducing manual effort, and enhancing overall operational efficiency:

The real benefits will come in work efficiency, especially in the automation of routines and the use of AI for tasks that are not very relevant in themselves, but which AI can perform faster and more efficiently. For example, basic tasks such as organizing things, transcribing, or summarizing data can benefit from this development. Especially in today's market, it is important to have a broad knowledge base, especially on the B2B side, where there is a lot of research and information available. For this reason, it can be useful to be able to summarize and organize information easily and efficiently to make it easier to process and use. (Respondent 3)

Probably the best concrete benefits that I have experienced become when summarizing and summing up. I know that it has a lot of benefit in generating ideas, but of course it generates a little bit based on what already exists, nothing new. (Respondent 5)

In the context of language complexity, such as Finnish, ChatGPT proves to be an indispensable tool. Its ability to generate text that sounds natural and human-like addresses linguistic challenges inherent in content creation. Furthermore, ChatGPT aids in **content production efficiency** by automating tasks like generating lists, transcribing audio, and summarizing content. This not only saves time but also improves the quality and consistency of output, ultimately contributing to more impactful marketing communications.

...especially in measurement, analysis and other aspects of marketing, there are many benefits that can easily go unnoticed. For example, once we have launched a campaign or carried out an intervention, it is important to look at its impact and learn from it. The idea that AI could perform many tasks, such as collecting data, can be very appealing. It can avoid the need to spend time and effort creating excel files or searching for other resources. Such an integration would act as a kind of excellent assistant, collecting the necessary data and helping the team with various tasks. Especially in marketing, where the various tasks can be scattered and complex, this type of assistance would be extremely useful. (Respondent 5)

4.1.3 Enhanced creativity and ideation

The interviews discuss the role of AI as a marketing tool and its impact on creativity. They recognize AI's **potential to generate content efficiently**, particularly in terms of compression and content production. AI is seen as a tool to enhance efficiency and productivity, allowing for exploration of new presentation methods and adaptation to changes in search result displays. Specifically, ChatGPT is highlighted for facilitating creative ideation and content generation, offering valuable insights and structuring content effectively for various topics. It aids in generating FAQs, listicles, and structuring content, thereby improving the quality and relevance of marketing communication and SEO:

So as a copywriter, I write a lot of content and sometimes you just get that writer's block right. We just kind of look at the blank page and you're like I know all about this topic, but I'm not so sure on the terminology. And I'm very good at structuring content because I've been writing online for like a long time. But I found that ChatGPT is really good at creating like a really good structure and outline and it's really good at listicles. And it's also good at kind of like FAQ led content. (Respondent 4)

A lot of people use it for creating title and method descriptions and automate it in a big way when they have many pages and also it's a really good way to get inspiration what to write about. (Respondent 1)

Moreover, ChatGPT serves as a **sparring partner in content production** by providing ideas, suggestions, and alternative writing styles to overcome writer's block or enhance content quality:

Of course, it is possible that in content production such a sparring partner would be useful. On the other hand, if all decisions and ideas came from your own head, it could be difficult to find ideas or get started in certain situations. For example, difficulties may arise during the writing process, and this is where the need for finalization is highlighted. I sometimes use ChatGPT to ask how I could express things differently or clarify my ideas. (Respondent 6)

Additionally, it assists in generating title ideas for marketing content, although some refinement may be necessary. Compared to Google Translate, ChatGPT is praised for better **contextual understanding and providing valuable insights for content creation**:

It should be noted that automatic translation tools such as Google Translate are not always able to understand the context properly, while ChatGPT may be better at it. ChatGPT can therefore offer useful advice and suggestions for the drafting of texts. (Respondent 3)

4.2 Challenges

There's anticipation of challenges such as duplicated information, declining content quality in the long term, and the importance of maintaining content individuality. Moreover, interviewees discuss concerns about artificial intelligence, emphasizing the need for human oversight to ensure accurate information and fact-checking. They highlight potential copyright issues and future challenges related to content ownership. Additionally, engaging customers with AI is acknowledged as a difficult task.

In Table 3 is a presentation of the main themes and coded sub-themes. The sub-chapters are organized according to the main themes identified in the table. In the text the identified codes (sub-themes) are highlighted in bold, followed by citations from the respondents to verify the coding and credibility of the findings.

Table 3. Challenges

Theme	Codes / Sub-themes	Explanation
Content quality	<ul style="list-style-type: none"> • Potential issues with Google and a preference for human-generated content • The risk of duplicating content • Quality, authenticity, and differentiation • The significance of prioritizing customer needs and preferences 	<ul style="list-style-type: none"> • Google might punish the one that has automated content by ChatGPT • AI is only copying what other writers have already done and mix it up in a new way • Mass production of similar content poses challenges in maintaining uniqueness of the brand and standing out in the market • The delivery of the content from customer perspective: the importance of considering if content produced by artificial intelligence correspond to what the audience wants versus human-produced content
Ethical perspectives	<ul style="list-style-type: none"> • Copyright Challenges • Ownership rights on images • Ethical dilemmas related to data sources, legitimacy, and bias • A risk of fear-based sales tactics and misuse of AI tools leading to unethical practices 	<ul style="list-style-type: none"> • The struggle to differentiate between original and AI-generated content to prevent copyright violations • Ownership rights, particularly when AI-generated content features existing material, potentially impacting competitors, or previously published works on images • Essential to consider where all the information comes from and what legal status it has • Ethical implications of AI usage in SEO, including legal concerns and bias in content creation, necessitate careful consideration to uphold ethical standards and maintain trust within the industry
Security and privacy	<ul style="list-style-type: none"> • Data security • Information leakage and misuse of sensitive data • Risks of sharing sensitive information 	<ul style="list-style-type: none"> • Concerns about data storage and usage risks • When it comes to using ChatGPT, data can end up where it shouldn't go • Make sure that your data remains protected, before starting to run any Excel spreadsheets containing sensitive information
Risk of incorrect or misleading content	<ul style="list-style-type: none"> • The high probability of inaccuracies or intentional manipulation • The spread of misinformation • The critical importance of fact-checking and verifying AI-generated content • Plagiarism 	<ul style="list-style-type: none"> • There's uncertainty about the source and interpretation of information, leading to ambiguity about what's accurate or incorrect • to understand the real-life implications and to be aware of how quickly misinformation can spread • The importance of maintaining accuracy and preventing the spread of misinformation by combining human expertise with AI efficiency to uphold the relevance and reliability of content • Avoid plagiarism by citing sources properly and verifying for duplications from other texts

4.2.1 Content quality

The interviews express caution regarding the direct use of AI-generated content, highlighting **potential issues with Google and a preference for human-generated content**. The introduction of artificial intelligence poses challenges also in data security and data entry concerns:

I used to avoid using text that ChatGPT has created, because I suspect that in the future, Google might punish the one that has automated content by ChatGPT. Google always talks about how they want to leverage human created, good quality content to the searches, so I

am a little bit careful right now until I know how Google is going to handle this in the future. (Respondent 1)

The respondents highlight concerns regarding **the risk of duplicating content** and its impact on content quality in the long term:

Yeah, there is risk of duplicating content. And the copyrights of what others are doing. I think we will see more of this in the future where people are fighting about who was first doing things, yeah. (Respondent 1)

There are also future challenges related to **content ownership** as concerns arise regarding the originality of AI-generated content. As one respondent expressed, AI only imitates existing content rather than creating new concepts, leading to ethical considerations regarding content authenticity:

I am a little bit splitted about it [ChatGPT] because you can do a lot of things with it and that are beneficial. You can make keyword clustering and so in a very easy way. And many are using it to write content titles and meta descriptions and so. But still AI is only copying what others have already done. So, it's not new things you're doing, you're just coping from other and mix it in a new way. And that I start to see more and more. So the question is, who owns the content after all. (Respondent 1)

However, the widespread use of automation tools for content creation raises questions about **quality, authenticity, and differentiation in branding**. Mass production of similar content poses challenges in maintaining uniqueness and standing out in the market:

The important thing to note is that if everyone uses the same tool, which always thinks in the same way, it can lead to mass production of content. This can have the effect of resulting in uniform and similar content, which can feel inauthentic. For brands, this can be a challenge, as it is important to maintain their own identity and personality. Brand management in this situation and differentiation from competitors are key issues. Of course, this does not mean automation instead of human contact, but it does raise questions about how to manage the brand and how to differentiate it. (Respondent 2)

But perhaps the kind of worst scenario that I have is that everything starts to sound more and less the same, that we always go according to what works, and we know that this kind of thing works and here is the most optimal content expressed in an optimal way and everyone has the same, how that would work in the end? (Respondent 3)

And then maybe the differentiation. Surely that somewhere at Google is also wondering if everyone starts to make similar content, because for a long time now, for example, content has been made in the same way as the search engines above, that as if this is just written this way because Google wants for some reason that you write this way, and then start to make ChatGPT-assisted content. So that the algorithm hits the right thing over there, and then you do that and suddenly everyone has the same content. It becomes another copyright issue, that we have almost word for word the same text, when our competitor on

a mutually relevant topic, an article of this kind made in the SEO context, so who does it serve at that point. (Respondent 3)

From a user-centric viewpoint, interviewees stressed **the significance of prioritizing customer needs and preferences** in AI-generated content and not only considering the efficiency and lighter work for the creators. They emphasized the delivery of the content from customer perspective and measuring, if the human-crafted content is preferred more than the almost “too perfect” AI-generated content and images:

But has anyone stopped at any point to ask, hey, does the public want that kind of content [AI-made content]? Does the content produced by artificial intelligence correspond to what the audience wants versus such old school human-produced content, and what the answer is on the other side, because it would be really interesting to me, that it should start from here, that is whether this is something that is really useful to the receiving side. Of course, the fact that we enhance our own work is good, but then if there is on the other side is such that people see only some artificial intelligence. made with images, even if you want something organic, human-created content. Even if it's a little bit rosier or something, but if it's the one that really works. It could be that people are then there just to say, hey, we don't like this. (Respondent 3)

4.2.2 Ethical perspectives

The interviews review ethical concerns surrounding the use of AI, particularly focusing on copyright issues and the dissemination of inaccurate information. The interviewees emphasize human responsibility in respecting copyrights and ensuring the accuracy of information.

Copyright Challenges on images: there's a struggle to differentiate between original and AI-generated content to prevent copyright violations, especially as AI-generated content becomes increasingly similar across various sources. That is seen as a huge challenge especially when it comes to the copyrights of images and art:

Well, I guess it's just that there will be these big copyright issues that I was just thinking about. Especially comes to the question of the image side, that so when what something looks like or where it is practically got its inspiration and all this sort of things. I think it will be a big question. (Respondent 3)

"There's a lot of talk about this on the side of AI-created images, for example, whether the artist has copyright to the image. Where the line is drawn, at what point it is your original work of art, if you have told it to make a picture with this subject for me. So who owns the copyright? The artist or the AI? I think this is an interesting topic. I think it's the kind of thing that we're going to start seeing more cases about. (Respondent 2)

Ownership Rights: concerns arise regarding copyright infringement and ownership rights, particularly when AI-generated content features existing material, potentially impacting competitors, or previously published works:

Yes, copyright issues come up when we talk about the use of technology in content production. Especially on the image side, copyright is an important issue. It is important to know where the image comes from and whether its use is authorized. This also applies to sources of inspiration and similar factors. I see this as an important question that requires careful consideration and proper handling. (Respondent 6)

Ethical dilemmas related to data sources, legitimacy, and bias in content generation by AI tools like ChatGPT are recognized. Ensuring ethical AI functions and addressing user expectations is paramount, including privacy protection and data processing ethics:

Of course, the ethical aspect is important. It is essential to consider where all the information comes from and what legal status it [AI-made content] has. Information from the internet can sometimes be unreliable and questionable, and it is difficult to judge what information has been fed into it and how it affects the outcome. Such uncertainty can lead to questionable attitudes and perceptions, particularly in relation to issues such as artificial intelligence. AI as such does not think or form opinions like humans, but processes information and gives answers according to its rules. However, if information is treated in a certain way or with a certain bias, it can affect the outcome. (Respondent 6)

A risk of fear-based sales tactics and misuse of AI tools leading to unethical practices, eroding trust in SEO are reviewed. Ethical implications of AI usage in SEO, including legal concerns and bias in content creation, necessitate careful consideration to uphold ethical standards and maintain trust within the industry.

Like fear-based sales tactics, where it's like, 'Oh, you're not using that GPT. Ohh, you're so... like, you know, just go away. Like you're gonna, yeah, fail.' And I think that kind of fear factor [...] like I was at a publishing conference, like pretty much, like the week that this sort of hit the news cycle because, like, let's face it, these kinds of tools have been around for like a while. This is like a free model and its finally kind of like out there in people's hands, but in some ways, I was certainly aware that this stuff existed, but this was like the moment when everyone became aware of it and like the whole conference just got, like taken over by this like... mass hysteria of like... everything's gonna change. We're not gonna have... jobs and I was just like, wow. And I think that fear. (Respondent 4)

Ethical considerations were paramount in interviewees' discussions, with a strong emphasis on adhering to ethical guidelines and legal regulations in AI usage. Ensuring ethical data processing and privacy protection was highlighted, along with the importance of educating stakeholders about the ethical considerations and potential risks associated with AI automation in SEO.

4.2.3 Security and privacy

The interviews highlighted significant security concerns regarding the integration of AI-tools like ChatGPT with various platforms. There's a focus on risk assessment to identify and address ethical and privacy issues, considering factors such as context of use, data privacy implications, and societal impact. **Data security** emerged as a major worry, due to the proprietary nature of the tool and concerns about data storage and usage risks:

There are a couple of significant issues here [AI-integration], the first being data security. It's important to make sure that your data remains protected, especially when it comes to using ChatGPT. The current policy has prevented the use of ChatGPT since data can end up where it shouldn't go, this is something to keep in mind before you start running any Excel spreadsheets there. Another major challenge is copyright. (Respondent 3)

Participants highlighted the risks associated with **information leakage and misuse of sensitive data**, stressing the importance of privacy protection:

There's a lot of discussion or has been a lot of discussion in SEO, maybe more so than other industries about things to do with like using big data models, maybe a little bit longer because I think when you're kind of dealing with an algorithm, you have this awareness of like how information can be scraped so like how you know for example, Google uses it to produce search results. So, like featured snippets or stuff like that. It's like your you have a website in the Internet and it gets crawled by bots and you kind of understand how that works and then this information can be then used by the information gatherer. (Respondent 4)

The discussions also referred to security challenges, **risks of sharing sensitive information**, the need to improve security features urgently, and **the importance of awareness about potential risks associated with AI tools**:

We are really worried about the security challenges we're facing, you know? There's this real concern about sharing sensitive information, and we're feeling the pressure to beef up our security features, like now. And let's not forget the importance of spreading awareness about the risks that come with using AI tools. (Respondent 1)

Continuous learning and adaptation were emphasized as crucial aspects of successful ChatGPT integration. Interviewees emphasized the importance of staying updated on advancements in AI technology and SEO algorithms, fostering a culture of continuous learning and adaptation within the SEO community to drive innovation and improvement.

Regulatory compliance was also a key concern for interviewees, who emphasized the importance of staying informed about relevant regulations and guidelines to ensure

compliance with legal and ethical standards. Collaborating with legal experts to navigate data protection laws and industry regulations was identified as essential to mitigate compliance risks and safeguard user privacy.

Transparency and accountability were highlighted as critical principles in AI-driven content creation, with interviewees emphasizing the importance of implementing clear policies and practices for disclosing AI involvement and ensuring accountability to promote responsible AI usage and ethical conduct.

Building and maintaining consumer trust emerged as a paramount consideration for interviewees, who stressed the importance of proactively addressing user concerns about privacy and data security. Demonstrating responsible AI usage and implementing transparent and accountable practices were identified as key strategies for fostering trust and confidence in AI-driven content.

In summary, interviewees emphasized the importance of fact-checking and verifying AI-generated content, leveraging a user-centric approach, adhering to ethical guidelines, maintaining a balanced perspective, continuous learning and adaptation, regulatory compliance, transparency, accountability, and building consumer trust as essential best practices when implementing ChatGPT in marketing communications and SEO.

4.2.4 Risk of incorrect or misleading content

The interviews underlined concerns about the reliability of AI-generated content, citing **the high probability of inaccuracies or intentional manipulation**. Participants emphasized the importance of caution, critical evaluation, and fact-checking to weaken potential misinformation and its real-life consequences when engaging with AI-generated content:

And then there's this aspect where, you know, you can't control everything that happens in the public domain, especially when it comes to how content is displayed. Brands might have qualms about their website being linked to specific words, but in a semantic language model, those associations are pretty much unavoidable. This lack of control raises the likelihood of inaccuracies or even intentional manipulation within the content environment. (Respondent 4)

They discussed challenges in trusting AI-generated information and highlighted the need for user awareness in interpreting such content. Additionally, there were warnings about **the**

spread of misinformation and exaggerated claims about AI capabilities, which could lead to unnecessary anxiety and confusion within the industry:

It is important to understand the real-life implications and to be aware of how quickly misinformation can spread. There is uncertainty about what information is being fed in, who is interpreting it and what is right or wrong. This can pose a significant challenge and it is important to internalize these risks before rushing into action. (Respondent 2)

Interviewees emphasized **the critical importance of fact-checking and verifying AI-generated content** to uphold accuracy and mitigate the risks of spreading misinformation. They highlighted the need to leverage both human expertise and AI efficiency to ensure that content remains relevant and reliable. Continuously testing and optimizing AI functionality emerged as a fundamental aspect to maintain effectiveness over time:

One key point is that human strengths such as thinking, creativity and decision-making should not be outsourced. While automation and AI can help with fact-checking, for example, the human role is still irreplaceable, especially when it comes to generating new ideas and making decisions. Instead of outsourcing, we should use AI as a tool to make our work more efficient and faster, helping us to find new and surprising combinations. It is important to understand that AI's role is to support and complement human work, not replace it or use it solely to combat laziness. (Respondent 5)

But then there have been cases, like one client, that I did a blog post here. He asked me to have a look, that the content is sensible, and it was so terrible operation. It was a typical text produced by ChatGPT: it's really long, really wordy and such that at a quick glance it seems like it sounds good, but then when I went deeper into it, I realized that it has maybe 2000 words or something, and no red thread or any idea that it was done just so, that the language was given free rein. When you really started to digest it, there were factual errors and then such as ChatGPT's certain kinds of quirks quickly emerged. So, it had considered two related but separate terms to each other and talking about them wildly crossed and all that. This was perhaps a good example of how not to use it, i.e., externalizing in quotation marks your thinking for the language model and then just make a person correct it afterwards. Shouldn't it rather go in such a way that the human takes care of what the human is good at and then use ChatGPT as an aid. (Respondent 3)

Interviewees stressed **the critical importance of always checking content accuracy and avoiding plagiarism** in ChatGPT integration for marketing communications and SEO.

Ensuring content accuracy is essential to maintain credibility and trust with the audience. With the vast amount of information available online, there's a heightened risk of misinformation spreading rapidly. Therefore, fact-checking and verifying the accuracy of AI-generated content are paramount. This involves cross-referencing information with reliable sources, verifying statistics, and ensuring that claims are supported by evidence. By

prioritizing content accuracy, businesses can avoid spreading false information, build trust with their audience, and protect their reputation:

The best practice I can say right now is to really check the content you create. It's imperative to fact-check the information you read to ensure its authenticity. We need to verify that it's not merely fabricated by some tool on the go. This diligence is paramount at present. Moreover, avoid copying content from elsewhere without proper citation and check for any duplications from other sources. (Respondent 4)

Another key aspect addressed was the responsibility shared between users and developers in ensuring the reliability of AI-generated information. While developers bear the responsibility of implementing safeguards and refining algorithms to enhance accuracy, users must also play an active role in discerning and verifying the information presented to them.

4.3 Key factors for success

In terms of key success factors, the interviews highlight several critical aspects. Firstly, they stress **the importance of innovative research approaches** that expand our understanding of ChatGPT integration beyond conventional analyses. Exploring diverse use cases and potential applications is seen as vital for driving advancements and unlocking new opportunities for optimization:

Success hinges on thinking outside the box when it comes to integrating ChatGPT. It's not just about the usual analyses; we need fresh, innovative approaches. By exploring different ways to use it and finding new applications, we open doors to exciting opportunities for improvement. (Respondent 4)

In Table 4 is a presentation of the main themes and coded sub-themes. The sub-chapters are organized according to the main themes identified in the table. In the text the identified codes (sub-themes) are highlighted in bold, followed by citations from the respondents to verify the coding and credibility of the findings.

Table 4. Key factors for success and best practices

Theme	Codes / Sub-themes	Explanation
Key factors for success	<ul style="list-style-type: none"> • Innovative research approaches • Maintaining a balanced perspective • Utilize AI as an inspirational tool • Continuous process optimization • Maintaining human involvement 	<ul style="list-style-type: none"> • Thinking outside the box, the need for fresh and innovative approaches when integrating ChatGPT • The need to avoid both excessive hype and unwarranted fear regarding ChatGPT integration • AI usage as an inspirational tool alongside human creativity to boost creativity, maintain uniqueness of the content and avoid content challenges • Adapting to trends and ethics boosts AI integration effectiveness • Human involvement is crucial to prevent AI-generated inaccuracies, ensuring the quality and reliability of information for users

Maintaining a balanced perspective was deemed essential by interviewees, who emphasized the need to avoid both excessive hype and unwarranted fear regarding ChatGPT integration. They stressed the importance of accessible communication about ChatGPT integration to facilitate meaningful dialogue and awareness among stakeholders:

Keeping things in perspective is so important. We can't afford to get carried away with hype or get frightened by speculative fears about ChatGPT integration. What we really need is open, easy-to-understand communication to have meaningful conversations and make sure everyone's on the same page. (Respondent 1)

The interviews underscore the significance of rewriting AI-generated content rather than solely depending on AI as a direct content creator, primarily for safety reasons. Instead, they advocate for **utilizing AI as an inspirational tool** while integrating it into various platforms to amplify human creativity and efficiency. Regarding content rewriting, the interviews highlight the importance of emphasizing content uniqueness and avoiding duplication, suggesting that professionals take advantage of integrated tools within platforms. By combining human creativity with AI efficiency, they assert that content creators can better meet users' needs and expectations while minimizing the risks associated with AI-generated content:

Rewrite it as much as you can. That's the most important key factor. And I also believe that if you use it just as an inspirational tool right now, it will make it safer for you against the Google. (Respondent 4)

Additionally, **continuous process optimization** is deemed essential for maximizing the impact and effectiveness of ChatGPT integration. Adapting to emerging trends and addressing ethical considerations ensures alignment with evolving industry standards and best practices, thereby enhancing the overall efficacy of AI integration efforts:

When it comes to deploying ChatGPT, continuous adjustment and optimization is key. We need to stay awake, follow trends and take ethical issues into account. Not just to follow the rules, but to make our work with AI as efficient as possible. (Respondent 6)

Lastly, human oversight and decision-making are underscored as crucial elements in content creation, decision-making, and fact-checking processes. **Maintaining human involvement** is seen as essential to mitigate the risks of AI-produced inaccurate or misleading content, safeguarding the quality and reliability of information delivered to users:

At the end of the day, having real people involved in creating content, making decisions, and fact-checking is key. It's what helps us avoid those AI-generated slip-ups and keeps the info we deliver trustworthy and reliable for users. (Respondent 4)

4.4 Future trends

In Table 5 is a presentation of the main themes and coded sub-themes. The sub-chapters are organized according to the main themes identified in the table. In the text the identified codes (sub-themes) are highlighted in bold, followed by citations from the respondents to verify the coding and credibility of the findings.

Table 5. Future trends

Theme	Codes / Sub-themes	Explanation
Customer-centric approach	<ul style="list-style-type: none"> Understand and cater to the preferences of the target audience Utilizing AI for testing different content variations for various audience segments 	<ul style="list-style-type: none"> Tailoring messages to consider recipients by delivering relevant content and better outcome Testing diverse content variations for specific audience segments, offering valuable insights for targeted content creation
Time saving	<ul style="list-style-type: none"> The importance to adapt to new tools and changes in search result presentation Streamlined workflows and increased productivity 	<ul style="list-style-type: none"> Adapting to evolving tools and changes in search result presentation is paramount: professionals must embrace new methods of information presentation to stay ahead AI will enhance efficiency, automate routines, and save time, thereby boosting productivity
Emerging technologies	<ul style="list-style-type: none"> Various technologies being tested, emphasizing the necessity for quicker updates to maintain the currency of information 	<ul style="list-style-type: none"> AI tools must keep pace with advancements, necessitating swift updates to maintain current information

4.4.1 Customer-centric approach

The interviewees discuss the future development of artificial intelligence in marketing, foreseeing it bringing efficiency and clarity to marketing efforts. They emphasize the importance of adopting a customer-centric approach, leveraging AI to **understand and cater to the preferences of the target audience**:

Probably just the fact that if you can get it to work in a way that it really thinks about the recipient of the message, which now may still seem a bit challenging for it. The way it is expressed is often a kind of really wordy and complicated, so I think that probably when we get right to the use of data and what we have done, what we could do better, so I think that it could be a lot of joy and of course the fact that if, for example, you would get the same content for different user groups and maybe a little more inclusive approach. (Respondent 5)

This involves delivering relevant and valuable content while **utilizing AI for testing different content variations for various audience segments**:

And certainly, one interesting aspect for the future could be what you can use for testing. For example, how can you create ideas and messages for a specific audience and test them before they are published - could AI be used for that? We could model different audiences and see how they react. Such an approach could help us assess whether a particular message or idea would work in advance. It would be useful to find out what the probability of success would be for a given audience. (Respondent 3)

4.4.2 Time saving

The interviewees foresee that integrating AI into daily work will save time but highlights the importance for SEO and marketing professionals to **adapt to new tools and changes in search result presentation**:

I believe it will save time. I truly believe that. I believe also within SEO you must learn to work in a completely different way in future to adapt to these new tools and the plan of how you present information on the search results in future, through this type of functions. So, I'm very curious and I try to follow what's happening within this area and there is a lot of people within SEO that are testing right now a lot of things. So, within half a year there will be much more information on where we are going within this because it's still quite new and I believe people don't really know yet. But I yeah, I believe we will save time in our daily work. (Respondent 1)

The respondents express confidence in the future time-saving potential of AI and forecast a period of innovation and challenge in SEO and copywriting. Overall, they expect AI integration to enhance efficiency and automation in marketing processes, leading to **streamlined workflows and increased productivity**:

“I believe that in the future it will bring efficiency and that it will help to automate routines in a way, a certain kind of productivity and time saving. And probably one of what could be interesting with the fact that what it is able to use in testing, that we have these ideas for this target group and such messages that we could measure before it goes live, that the AI would act as a model of different audience, that how they would work.” (Respondent 2)

4.4.3 Emerging technologies

The present situation involves **various technologies being tested, emphasizing the necessity for quicker updates to maintain the currency of information** within AI systems. There are concerns regarding the accuracy of data updates and information. Additionally, ensuring equal access to AI tools and addressing biases in algorithmic outputs are crucial challenges for promoting fair and ethical SEO practices.

In the future, it will be crucial for AI tools to keep up with developments. It is important to consider how we update data quickly and ensure that everyone has consistent access to these tools. This is a journey towards fair and ethical search engine optimization practices where accuracy and inclusiveness play a major role. (Respondent 5)

5 Discussion and conclusion

The main research question for this study is as follows: "What are the potential benefits and challenges associated with integrating AI-tools such as ChatGPT into marketing communications and SEO?"

The experts delved into the anticipation of significant transformations in the foreseeable future, particularly within the domain of AI integration into marketing communications. While highlighting the potential for enhanced efficiency and personalized interactions facilitated by AI technologies, there's a profound acknowledgment of the challenges associated with ensuring security and the necessity for thorough evaluation before embracing AI tools into mainstream practices. Marketers are urged to approach AI integration responsibly, emphasizing the importance of maintaining human oversight and continuously prioritizing the needs and expectations of their target audience to effectively leverage the capabilities of AI while mitigating associated risks and challenges.

5.1 Potential benefits

The interviewees underscore the transformative impact of AI, particularly ChatGPT, across various surfaces of marketing communications and SEO. Businesses are recognizing the potential of AI in streamlining processes, enhancing visibility, and improving customer experiences. This trend is evident in the integration of deep learning models and generative AI into marketing strategies, where AI's advantages in keyword clustering, content generation, and personalized engagement are widely acknowledged. These advancements contribute significantly to more effective marketing communications and SEO practices.

In terms of customer experience and engagement, ChatGPT emerges as a crucial tool for facilitating conversational commerce, personalized assistance, and efficient content discovery. This is stated also in Donovan (2023) that AI-tools like ChatGPT are valuable for tasks beyond content creation, such as brainstorming blog topics, gaining insights into subjects, and generating ideas for social media posts. By leveraging AI, businesses can heighten customer satisfaction through visually oriented search results and personalized, localized content. Likewise, in Ben-Seth (2023) found that with integrating AI for personalized approach tends to result in increased engagement and improved conversion rates, as customers are more inclined to positively respond to customized messages.

Transparency and trust remain essential, with businesses emphasizing the disclosure of AI involvement in content creation to build credibility.

The scalability and efficiency afforded by AI-tools like ChatGPT are significant, enabling marketers to automate routine tasks, allocate resources more strategically, and democratize access to advanced marketing capabilities. This is also noted in Ben-Seth (2023) how AI-driven tools streamline routine tasks for marketers, freeing up time for strategic activities and how this empowers firms to create stronger campaigns and achieve their marketing goals more quickly. This democratization ensures that businesses of all sizes can leverage AI to enhance their marketing efforts. Similarly, in Umam (2023) stated that AI tools offer smaller businesses and individuals a cost-effective means to enhance search rankings, though implementation demands specialized skills and expertise. Moreover, AI-powered analytics further enhance decision-making processes, leading to more effective campaigns and content production. Tracking and evaluating marketing performance become more streamlined, allowing for agile adjustments and optimization of strategies. Similar observations are also done by Malthouse & Copulsky (2023) how AI streamlines marketing by automating tasks, saving time, and boosting organizational efficiency.

Furthermore, AI fosters enhanced creativity and ideation by facilitating content generation, structuring, and providing valuable insights. ChatGPT serves as a valuable sparring partner in content production, offering ideas, suggestions, and alternative writing styles to overcome challenges and improve content quality. The potential to generate content efficiently and the contextual understanding provided by AI contribute to more innovative and engaging marketing materials. This is also noted by Bider (2023) how AI enables efficient content production by understanding keyword relationships, predicting user behaviour, suggesting content improvements, and crafting crucial on-page elements such as meta tags and headings for SEO success.

Overall, the interviews highlight AI's growing role as a transformative force in marketing and SEO, offering new opportunities for innovation, efficiency, and enhanced customer experiences. As AI technology continues to evolve, its impact on marketing strategies and customer engagement is poised to expand further, heralding a new era of possibilities for businesses in the digital landscape.

5.2 Challenges

The integration of AI, particularly generative tools like ChatGPT, into content creation, SEO practices, and marketing actions presents critical considerations. While AI offers promising advancements in automation and efficiency, there are significant concerns and challenges that warrant careful attention.

One of the primary concerns revolves around content quality. There are potential issues with Google's algorithms, which may favor human-generated work over AI-generated content. Similarly in Donovan (2023), Google's algorithms prioritize original content during website crawls and search engines may develop ways to detect unoriginal content, including content generated by AI. This could impact AI-supported websites, leading to decreased keyword rankings, organic traffic, and conversions. Furthermore, there's a risk of duplicating content, emphasizing the importance of maintaining quality, authenticity, and differentiation. Similar thoughts are also stated in Crabill (2024) as for effective AI utilization in marketing, high-quality data is essential, requiring ample amounts for comprehensive understanding and AI is lacking human creativity. Additionally, existing datasets must be thoroughly cleaned to ensure optimal content outcome. Prioritizing customer needs and preferences becomes paramount to ensure that AI-generated content effectively resonates with target audiences.

Ethical perspectives play a significant role in AI integration. Copyright challenges arise concerning AI-generated content, along with ownership rights on images used in such content. Ethical dilemmas cover issues related to data sources, legitimacy, and bias in AI-generated content creation. Additionally, there's a risk of fear-based sales tactics and misuse of AI tools leading to unethical practices, underscoring the importance of ethical guidelines and oversight.

Security and privacy are crucial considerations in AI-driven content creation. Data security risks, including information leakage and misuse of sensitive data, highlight the need for robust security measures. Moreover, sharing sensitive information in AI-generated content poses additional risks, necessitating careful handling and protection of data.

The risk of incorrect or misleading content is another significant theme. AI-generated content may have a high probability of inaccuracies or intentional manipulation, raising concerns

about the spread of misinformation. Fact-checking and verifying AI-generated content become essential to ensure its reliability and accuracy. Likewise, in Crabill (2024), AI-based predictions and analyses can occasionally be faulty. Furthermore, plagiarism remains a concern, emphasizing the importance of ethical content creation practices and proper attribution. Donovan (2023) is also underlining this challenge as ChatGPT generates content by drawing from existing publications and information. Although the specific wordings may not directly match those found elsewhere online, the content essentially consists of rephrased words sourced from human-authored materials, potentially leading to issues with plagiarism.

In conclusion, these themes underscore the complexities and challenges associated with AI integration in content creation, SEO practices, and marketing. Addressing issues related to content quality, ethical perspectives, security and privacy, and the risk of incorrect or misleading content is crucial for ensuring responsible and ethical AI utilization. By prioritizing transparency, accountability, and adherence to ethical standards, businesses can harness the transformative potential of AI while modifying potential risks and safeguarding trust with their audiences.

5.3 Future trends

The interviews conducted underscore the transformative potential of AI in marketing communications and SEO in the future, particularly in its ability to foster a customer-centric approach, save time through automation, and navigate emerging technologies. Respondents emphasized the importance of leveraging AI to gain insights into and cater to the preferences of their target audiences. Likewise in Haleem et al. (2022) found that AI-driven personalized experiences enhance user comfort and drive conversions, while also aiding in competitor campaign analysis and understanding customer expectations. The respondents highlighted the significance of utilizing AI for testing different content variations tailored to various audience segments, enabling marketers to optimize engagement and conversion rates effectively. Equally in Ben-Seth (2023), AI is stated to enable continuous testing and learning, allowing organizations to experiment with various content, offers, pricing, and messaging. “Test and learn” approach is increasingly adopted to enhance ad targeting precision and placement, resulting in increased engagement and sales.

Moreover, interviewees expressed confidence in the future time-saving potential of AI. They acknowledged the importance of adapting to new tools and changes in search result presentation facilitated by AI advancements, particularly in the domains of SEO and copywriting. This is also found in Umam (2023) how AI has the transformative potential in revolutionizing search engine operations, empowering them to comprehensively understand the context of search queries and provide highly accurate and relevant results. The streamlining of workflows and increased productivity resulting from AI integration were also noted as significant benefits, reflecting the broader trend towards automation and efficiency in marketing processes.

In discussing emerging technologies, interviewees highlighted the various tools and platforms being tested to enhance marketing strategies. They emphasized the importance of staying abreast of emerging technologies and the necessity for quicker updates to maintain the currency of information in an ever-evolving digital landscape. This recognition underscores the dynamic nature of marketing and the need for continuous innovation to remain competitive in the market.

In conclusion, while AI integration promises enhanced efficiency and automation in marketing processes, it requires continuous monitoring and adaptation to remain effective and ethical in a rapidly evolving technological landscape. The discussions from the interviews provide valuable insights into the opportunities and challenges associated with AI in marketing and SEO, emphasizing the importance of striking a balance between innovation and ethical considerations to drive sustainable growth and success in the digital age.

5.4 Practical implications

In the realm of AI integration in marketing and SEO, several key factors contribute to success. One crucial aspect is **the adoption of innovative research approaches**. This involves embracing creativity and experimentation to unlock new possibilities in leveraging AI for marketing strategies and SEO practices. By exploring new research methodologies, such as advanced data analytics or machine learning algorithms, businesses can gain insights and develop innovative solutions to enhance their marketing efforts and improve search engine optimization.

Maintaining a balanced perspective is another essential factor for success in AI integration. While AI offers significant advantages in automation and efficiency, it's crucial to strike a balance between AI-driven processes and human involvement. This balance ensures that ethical considerations are addressed, and human expertise is leveraged where necessary to supplement AI capabilities. By maintaining a balanced perspective, businesses can harness the full potential of AI while mitigating potential risks and ensuring ethical and effective implementations.

Continuous process optimization is also critical in AI integration. As technology and user preferences evolve, it's essential to continuously refine and optimize AI-driven processes to adapt to changing conditions. This involves ongoing monitoring, analysis, and adjustment to improve performance and effectiveness over time. By prioritizing continuous process optimization, businesses can stay ahead and maximize the benefits of AI integration in marketing and SEO.

Human involvement remains a foundation of successful AI integration efforts. Despite the advancements in AI technology, human oversight, creativity, and decision-making are indispensable in ensuring the ethical and effective use of AI. Human expertise complements AI capabilities by providing context, judgment, and empathy in decision-making processes. By prioritizing human involvement alongside automation, businesses can foster a collaborative environment where AI technologies and human expertise work together to achieve optimal results.

In conclusion, innovative research approaches, maintaining a balanced perspective, continuous process optimization, and human involvement are key factors for success in AI integration in marketing and SEO. By embracing these principles, businesses can exploit the full potential of AI while ensuring ethical and effective implementations. As AI technology continues to evolve, businesses that prioritize these key factors will be well-positioned to stay competitive and drive innovation in the ever-changing landscape of marketing and SEO.

5.5 Suggestions for future research

Future studies could explore the long-term impacts of AI integration in marketing communications and SEO, tracking changes in customer engagement, brand perception, and

ROI (return on investment) over time to estimate sustainability and effectiveness. Additionally, research focusing on ethical frameworks for AI usage in these areas could help businesses navigate ethical implications regarding data privacy, transparency, and accountability. Understanding user experience and trust in AI-generated content could define consumer attitudes and strategies to improve transparency and credibility. Investigating biases in AI algorithms used in marketing and SEO activities could ensure fair outcomes and diversity. Further research into AI's role in assisting content creators and marketers, analyzing industry dynamics, regulatory implications, cross-industry applications, creativity, and user-centric development practices could deepen our understanding and inform decision-making in this exponentially evolving landscape.

5.6 Final conclusion

The interviews offer valuable insights into the field of AI integration within marketing communications and SEO, highlighting its potential benefits, challenges, and future trends. AI presents transformative opportunities across various aspects of marketing, streamlining processes, enhancing visibility, and enhancing customer experiences. ChatGPT emerges as a central tool for facilitating conversational commerce, personalized assistance, and efficient content generation. It also promotes scalability, efficiency, and enhanced creativity in content creation. Through automation, personalized content creation, and strategic resource allocation, effectively implemented AI tools provide businesses with opportunities for growth and a competitive advantage.

However, alongside these opportunities AI integration offers, significant challenges emerge, including concerns over content quality, ethical considerations, and security and data privacy risks. Maintaining the authenticity of AI-generated content, addressing ethical dilemmas regarding data usage, and safeguarding against security breaches pose critical obstacles.

In the future, AI's role in marketing and SEO will continue to evolve, focusing on a customer-centric approach, increased automation, and adapting to emerging technologies. AI's capacity for continuous learning and experimentation, combined with its ability to adapt to evolving search result presentation, underscores its ongoing relevance and importance in shaping the future of marketing. Through careful navigation of these challenges and a

proactive approach to leveraging AI's potential, businesses can employ its transformative power to drive sustainable growth and success in the digital landscape.

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Appendices

Appendix 1: Interview guide

1. Introduction and Background: a. Can you briefly introduce yourself and your experience in the field of AI, marketing, or SEO? b. What is your perspective on the current state of AI integration in marketing and SEO?
2. ChatGPT and Its Applications: a. How familiar are you with ChatGPT or similar AI-powered language models? b. In what ways have you seen ChatGPT or similar models being used in marketing and SEO?
3. Benefits: a. What do you see as the potential benefits of integrating ChatGPT into marketing communications and SEO? b. Can you provide specific examples or use cases where ChatGPT has demonstrated advantages in these domains? c. How can ChatGPT enhance customer engagement and user experience in marketing and SEO?
4. Challenges: a. What challenges or limitations do you foresee when integrating ChatGPT into marketing and SEO? b. Are there ethical or privacy concerns associated with using AI in these domains? c. How do you address the risk of generating incorrect or misleading content with AI?
5. Future Trends: a. What do you think the future holds for AI integration in marketing communications and SEO? b. Are there emerging technologies or approaches that will significantly impact these fields?
6. Best Practices: a. Can you share any best practices or guidelines for successfully integrating ChatGPT into marketing and SEO? b. What are the key factors for a successful AI-driven marketing or SEO strategy?
7. Feedback and Suggestions: a. Do you have any feedback or suggestions for researchers and professionals looking to utilize ChatGPT in marketing and SEO?
8. Conclusion: a. Is there anything else you would like to add regarding the integration of ChatGPT into marketing and SEO that we haven't discussed?

(Additional questions):

1. Implementation and Technical Considerations: a. What technical considerations need to be considered when implementing ChatGPT in marketing and SEO strategies? b. How do you assess the accuracy and reliability of AI-generated content? c. Are there

any specific tools or platforms that you recommend for AI integration in these domains?

2. User Acceptance: a. How do you gauge user acceptance and trust in AI-generated content in marketing and SEO? b. What strategies can be employed to improve user trust and confidence in AI-driven communication?

Appendix 2: Example of a coding scheme (Respondent 1)

Potential Benefits	Challenges
<p>Customer experience and engagement</p>	<p>Content quality</p>
<p>- "It's going to be very good when you want to analyze traffic. And when you want to find new keywords to work with and, like I mentioned before, keyboard clustering, follow up and the competitors. You can ask ChatGPT about competitors, how they work and what keywords do they use, how they are working and what is driving traffic. Yeah, you can. It's almost non limits within this. So, it's a little bit scary at the same time." "</p> <p>- "ChatGPT emerges as a central tool for facilitating conversational commerce, personalized assistance, and efficient content generation." "It could help people to get information in a more visual way and more connected with text, videos and pictures and like in those informational cards we will see more with voice and so on. And in a personalized way, to get a better and more personal user experience."</p>	<p>"I am a little bit splitted about it because you can do a lot of things with it and that are beneficial. You can make keyword clustering and so in a very easy way. And many are using it to write content titles and meta descriptions and so. But still AI is only copying what others have already done. So, it's not new things you're doing, you're just coping from other and mix it in a new way. And that I start to see more and more. Yeah, there is risk of duplicating content. And the copyrights of what others are doing. I think we will see more of this in the future where people are fighting about who was first doing things, yeah."</p>
<p>- "In the same time, it will save time, of course, when you write... but within SEO, you really need to make sure you use individual content."</p> <p>- "It's so... if you don't wear about this, I think everyone needs to take a step back and be a little bit critical about what is sharing the information on the ChatGPT right now."</p>	<p>- "I used to avoid using text that ChatGPT has created, because I suspect that in the future, Google might punish the one that has automated content by ChatGPT. Google always talks about how they want to leverage human created, good quality content to the searches, so I am a little bit careful right now until I know how Google is going to handle this in the future."</p> <p>- "Yeah, right now everything is in a testing phase in some way and that capacity is not fully open also and it's based on 2-year-old data, right. Yeah, they have not updated it. So, when people are using it then they also need to be aware of that there is slightly different."</p> <p>"People might be too much positive for using it for SEO before they know really... I probably am a person that is a little bit suspect few things and I really want to look through it and see."</p> <p>- "Yeah, I I think everyone need to take a step back and and yes, be a little bit critic about what is sharing the information on ChatGPT right now"</p>

Potential Benefits	Challenges
	because. If there is a possibility to manipulate, there will be people doing that."
Scalability and efficiency	- Ethical perspectives
<p>- "I believe it's very individual how you want to choose to work with it. And I can see more and more of the different SEO platforms are integrating in ChatGPT capacity in in their tools, so you can use it directly in there."</p> <p>- "Rewrite it as much as you can... and if you use it just as an inspirational tool right now, it will make it safer for you against Google."</p> <p>- "You might not need to have your own account... you can use their safe build."</p>	<p>"Using ChatGPT in SEO can cause ethical challenges because it blurs the lines between real human engagement and automated manipulation. It makes you wonder about being transparent and maintaining integrity in the process."</p>
<p>- "And I also believe that people are. They might be. Too much positive for this before they know really, and you should. You should test new things and see how you can use it, but I but I maybe I I probably are a person that is a little bit suspect."</p>	
Security and privacy	- Future Trends
<p>- "For some weeks ago I read about one that someone had shared information with a colleague through ChatGPT, they shared a link from ChatGPT and that got indexed on Google so others could find it and it was company secrets. So yeah, it's the most danger right now, security in this."</p> <p>- "The future of this, of course, it will change a lot... I think the security will be a really big challenge... people might underestimate it."</p> <p>- "But at the same time, what we can see right now is the ChatGPT is making a lot of information. You cannot trust the information fully because when they don't really find any good answer. They are just making active information, so right now it's it's fun to sit and play around with ChatGPT, but you must be aware of you cannot trust all the information."</p> <p>- "Yeah, it is because the security has not been developed so well yet. And I have read about that. Hackers, they they can find, they can ask questions and they can find information that they should not be able to read, and that people are using it in in a way they are sharing information, they should not share and that's quite serious, I believe, because people don't understand."</p>	<p>- "Yeah, yeah, we can see that Google is planning to roll out SEO. And I I think it could, it could help people to get information in a more visual way and more connected with text, movies and pictures and like in those informational cards we will see more."</p> <p>"I believe it will save time. I truly believe that. I believe also within SEO you must learn to work in a completely different way in future to adapt to these new tools and the plan of how you present information on the search results in future, through this type of functions. So, I'm very curious and I try to follow what's happening within this area and there is a lot of people within SEO that are testing right now a lot of things. So, within half a year there will be much more information on where we are going within this because it's still quite new and I believe people don't really know yet. But I yeah, I believe we will save time in our daily work."</p>

Potential Benefits	Challenges
Key Factors for Success	
<p>- "Yeah, the best practice I can say right now is to really check the content you create. The information that you you read and yeah fact check it. So it's really true. So it's not also copying something from something else and check the duplicate, so it's not duplicated from some other place or something."</p> <p>"Keeping things in perspective is so important. We can't afford to get carried away with hype or get frightened by speculative fears about ChatGPT integration. What we really need is open, easy-to-understand communication to have meaningful conversations and make sure everyone's on the same page."</p>	

Appendix 3: Translations

Original version	Translated version
<p>Nyt just itse asiassa mallinnettiin yhdelle asiakkaalle, että voisiko sitä sillä tehdä tällaisessa vähän hankalammassa hommassa, kun niillä on sisältöjä joissa on viitataan tiettyihin populaarikulttuurin ilmiöihin että niinku b konteksti, mutta että niinku viitataan tai konkretisoidaan sitä hankalaa ilmiötä vertaamalla sitä vaikka johonkin elokuvaan tai TV-sarjaan, että voisiko sillä tekoälyllä tehdä sen kuvituksia, joissa jotenkin se sarjan tai muun maailma tulisi jotenkin ilmi, mutta ettei me mennä siihen että käytetään sitten jotain niinku kuvapankkikuva. (Respondent 3)</p>	<p>Now just actually modeled for one customer, that could it be done in such a more difficult job, when they have content that has references to certain popular culture phenomena such as context b, but it's referenced or concretized that difficult phenomenon by comparing it to a movie or TV series, whether it could be artificial intelligence to make it illustrations in which somehow the series or other world would somehow be revealed, but that we do not go to the point that is then used something like a picture bank image. (Respondent 3)</p>
<p>On ilahduttavaa huomata, että voidaan harkita monia tapoja käyttää tätä integraatiota ChatGPT:n avulla. Esimerkiksi sisältöjen luominen eri käyttäjäryhmille voi olla erinomainen tapa edistää inklusiivisuutta ja monimuotoisuutta. Sen sijaan että esitetään yksi näkökulma, voitaisiin harkita erilaisten lähestymistapojen käyttöä, jotka huomioivat eri näkökulmat ja käyttäjäryhmät. Esimerkiksi, voitaisiin kokeilla erilaisia kielimalleja tai käännöksiä, jotta viesti tavoittaisi paremmin eri kulttuurit tai kieliryhmät. Tällainen joustavuus mahdollistaisi useiden eri versioiden luomisen, joka voisi palvella laajaa yleisöä. (Respondent 6)</p>	<p>It is delightful to see that there are many ways to consider using this integration with ChatGPT. For example, creating content for different user groups can be an excellent way to promote inclusivity and diversity. Rather than presenting one perspective, one could consider using different approaches that consider different perspectives and user groups. For example, different language models or translations could be experimented with to make the message more accessible to different cultures or language groups. Such flexibility would allow for the creation of several different versions that could serve a wide audience. (Respondent 6)</p>
<p>Joillekin se voi olla ihan valtavan hyvä, että tuossa vaikka pieni organisaatio ei varsinaisesti omaa markkinoiden resursseja ja käyttää ChatGPT:tä niinku vaikka somepostausten tai muuhun markkinointitekstien luomiseen. (Respondent 5)</p>	<p>For some, it can be really good that when a small organization does not really have its own market resources, they can use ChatGPT as if to create some posts or other marketing texts. (Respondent 5)</p>
<p>Uskon, että automatisoinnilla ja tehokkuudella on merkittävä vaikutus, erityisesti rutiinien automatisoinnissa. Toivon, että automatisoinnilla on mahdollisuus tehdä markkinoinnista</p>	<p>I believe that automation and efficiency have a significant impact, especially in the automation of routines. I hope that automation has the</p>

<p>selkeämpää ja integroidumpaa osaa yritystoimintaa. Monissa yrityksissä markkinointi saattaa edelleen olla erillinen osasto, erillään muusta toiminnasta kuten myynnistä.</p> <p>Tavoitteenamme tulisi olla saada nämä osa-alueet toimimaan saumattomammin yhdessä. (Respondent 6)</p>	<p>potential to make marketing a clearer and more integrated part of the business. In many companies, marketing may still be a separate department, separate from other activities such as sales. Our aim should be to make these areas work more seamlessly together. (Respondent 6)</p>
<p>Ei tarvitse ihmisen itse ruveta askartelemaan Excel-taulukoita tai etsimään tietoja niin kiireellisesti. Se olisi mielestäni erittäin kätevää, ja ainakin omasta näkökulmastani katsottuna, olisi hienoa, jos joku muu hoitaisi sen puolen. Kun tiedot kerätään valmiiksi, voisin pyytää niitä tarvittaessa. Se olisi ikään kuin erinomainen avustaja, tieteilijä tiimissä, joka kerää tiedot. Tämä antaisi markkinoijalle enemmän aikaa muihin töihin, ja resursseja voitaisiin hyödyntää strategisempiin tehtäviin. (Respondent 2)</p>	<p>You don't have to start building Excel spreadsheets or searching for data so urgently. I think it would be very convenient, and at least from my point of view, it would be great if someone else did that side of it. Once the data is collected, I could ask for it when needed. It would be like an excellent assistant, a scientist on the team that collects the data. This would give the marketer more time to work and resources could be used for more strategic tasks. (Respondent 2)</p>
<p>Todellinen hyöty tulee työn tehostamisessa, erityisesti rutiinien automatisoinnissa ja tekoälyn käytössä sellaisissa tehtävissä, jotka eivät itsessään ole kovin merkityksellisiä, mutta joita tekoäly voi suorittaa nopeammin ja tehokkaammin. Esimerkiksi perustyylliset työt, asioiden järjestely, litterointi tai tietojen tiivistäminen voivat hyötyä tästä kehityksestä. Erityisesti nykypäivän markkinoilla on tärkeää olla laaja-alainen tietämys, etenkin B2B-puolella, jossa on paljon tutkimuksia ja tietoa tarjolla. Tästä syystä voi olla hyödyllistä pystyä tiivistämään ja järjestämään tietoa helposti ja tehokkaasti, jotta se olisi helpommin käsiteltävissä ja hyödynnettävissä. (Respondent 3)</p>	<p>The real benefits will come in work efficiency, especially in the automation of routines and the use of AI for tasks that are not very relevant in themselves, but which AI can perform faster and more efficiently. For example, basic tasks such as organizing things, transcribing, or summarizing data can benefit from this development. Especially in today's market, it is important to have a broad knowledge base, especially on the B2B side, where there is a lot of research and information available. For this reason, it can be useful to be able to summarize and organize information easily and efficiently to make it easier to process and use. (Respondent 3)</p>
<p>No kyllä varmaan tullut ehkä tähän mennessä ehkä suurimmat konkreettiset hyödyt mitä itse on ehkä kokenut just siinä, että vaikka tämmöinen niin kun tiivistäminen ja summaaminen, että voitko tiivistää ton. Tiedän, että siinä on paljon hyötyä myös ideoiden generoinnissa, mutta tietenkin se vaan generoi vähän sen pohjalta mitä et jo on olemassa, ettei mitään uutta. (Respondent 5)</p>	<p>Probably the best concrete benefits that I have experienced become when summarizing and summing up. I know that it has a lot of benefit in generating ideas, but of course it generates a little bit on the basis of what already exists, nothing new. (Respondent 5)</p>

<p>...erityisesti mittaukseen, analysointiin ja muihin markkinoinnin osa-alueisiin, sisältyy monia hyötyjä, jotka saattavat helposti jäädä huomaamatta. Esimerkiksi kun olemme lanseeranneet kampanjan tai suorittaneet jonkin toimenpiteen, on tärkeää tarkastella sen vaikutuksia ja oppia niistä. Ajatus siitä, että tekoäly voisi hoitaa monia tehtäviä, kuten datan keräämisen, voi olla erittäin houkutteleva. Sen avulla voidaan välttää tarvetta käyttää aikaa ja vaivaa excel-tiedostojen luomiseen tai muiden resurssien etsimiseen. Tällainen integraatio toimisi ikään kuin erinomaisena avustajana, joka kerää tarvittavat tiedot ja auttaa tiimissä eri tehtävissä. Erityisesti markkinoinnin alalla, jossa erilaiset tehtävät voivat olla hajallaan ja monimutkaisia, tämäntyyppinen avustus olisi äärimmäisen hyödyllistä. (Respondent 5)</p>	<p>...especially in measurement, analysis and other aspects of marketing, there are many benefits that can easily go unnoticed. For example, once we have launched a campaign or carried out an intervention, it is important to look at its impact and learn from it. The idea that AI could perform many tasks, such as collecting data, can be very appealing. It can avoid the need to spend time and effort creating excel files or searching for other resources. Such an integration would act as a kind of excellent assistant, collecting the necessary data and helping the team with various tasks. Especially in marketing, where the various tasks can be scattered and complex, this type of assistance would be extremely useful. (Respondent 5)</p>
<p>Tietysti, on mahdollista, että sisällöntuotannossa tällainen sparrauskumppani olisi hyödyllinen. Toisaalta, jos kaikki päätökset ja ajatukset tulisivat vain omasta päästä, voisi olla vaikea löytää ideoita tai päästä alkuun tietyissä tilanteissa. Esimerkiksi kirjoittamisen aikana voi kohdata vaikeuksia, ja tässä vaiheessa viimeistelyn tarpeellisuus korostuu. Itse käytänkin välillä ChatGPT:tä kysyen, miten voisin ilmaista asian eri tavalla tai kirkastaa ajatustani. (Respondent 6)</p>	<p>Of course, it is possible that in content production such a sparring partner would be useful. On the other hand, if all decisions and ideas came from your own head, it could be difficult to find ideas or get started in certain situations. For example, difficulties may arise during the writing process, and this is where the need for finalization is highlighted. I sometimes use ChatGPT to ask how I could express things differently or clarify my ideas. (Respondent 6)</p>
<p>”On huomattava, että automaattiset käännösohjelmat, kuten Google Translate, eivät aina pysty ymmärtämään kontekstia kunnolla, kun taas ChatGPT saattaa olla parempi siinä. Näin ollen ChatGPT voi tarjota hyödyllisiä neuvoja ja ehdotuksia tekstien laadintaan.”(Respondent 3)</p>	<p>It should be noted that automatic translation tools such as Google Translate are not always able to understand the context properly, while ChatGPT may be better at it. ChatGPT can therefore offer useful advice and suggestions for the drafting of texts. (Respondent 3)</p>
<p>Tärkeä huomio on, että jos kaikki käyttävät täsmälleen samaa työkalua, joka ajattelee aina samalla tavalla, se saattaa johtaa sisällön massatuotantoon. Tämä voi vaikuttaa siihen, että lopputuloksena on yhtenäistä ja samankaltaista sisältöä, mikä saattaa tuntua epäaidolta. Erityisesti brändille tämä voi olla</p>	<p>The important thing to note is that if everyone uses exactly the same tool, which always thinks in the same way, it can lead to mass production of content. This can have the effect of resulting in uniform and similar content, which can feel</p>

<p>haaste, sillä on tärkeää säilyttää oma identiteetti ja persoonallisuus. Brändin hallinta tässä tilanteessa sekä erottuminen kilpailijoista ovat keskeisiä kysymyksiä. Tämä ei tietenkään tarkoita automaatiota ihmiskontaktin sijasta, mutta se herättää pohdintoja siitä, miten brändi hallitaan ja miten se erottuu joukosta. (Respondent 2)</p>	<p>inauthentic. For brands in particular, this can be a challenge, as it is important to maintain their own identity and personality. Brand management in this situation and differentiation from competitors are key issues. Of course, this does not mean automation instead of human contact, but it does raise questions about how to manage the brand and how to differentiate it. (Respondent 2)</p>
<p>Mut ehkä sellainen ankein skenaario mikä mulla on se, että kaikki alkaa kuulostaa enemmän ja vähemmän samalta, että että mennään aina sen mukaan että mikä toimii, ja tiedetään, että tällainen toimii ja tässä on optimaalisen optimaalisella tavalla ilmaistu optimaalinen sisältö ja kaikilla on se sama, että miten se sitten enää toimii? (Respondent 3)</p>	<p>But perhaps the kind of worst scenario that I have is that everything starts to sound more and less the same, that we always go according to what works, and we know that this kind of thing works and here is the most optimal content expressed in an optimal way and everyone has the same, how that would work in the end? (Respondent 3)</p>
<p>Ja sitten ehkä se erottautuminen. Varmasti sitä jossain Googlellakin mietitään, että jos kaikki rupeaa tekemään samanlaisia sisältöjä, koska nythän pitkään kuitenkin esimerkiksi sisältöjä on tehty paljon sillä tavalla niin kuin hakukoneet edellä, että niinku tää vaan kirjoitetaan sen takia näin, koska Google haluaa jostain syystä että kirjoitetaan näin, ja sitten aletaan tehdä ChatGPT-avusteista sisältöä. Vähän, että algoritmi osuu tuollakin tänne oikein, niin sitten säkin teet niin ja yhtäkkiä kaikilla on ne samat sisällöt. Siinä tulee taas toinen niinku tällainen niinku tekijänoikeuskysymys, että hei meillä on niinku melkein sanasta sanasta samaan sama teksti, kun meidän kilpailijalla jostain molempia koskettavasta aiheesta, joku tällainen SEO-hengessä tehty artikkeli, niin ketä tää enää palvelee siinä vaiheessa. (Respondent 3)</p>	<p>And then maybe the differentiation. Surely that somewhere at Google is also wondering if everyone starts to make similar content, because for a long time now, for example, content has been made in the same way as the search engines above, that as if this is just written this way because Google wants for some reason that you write this way, and then start to make ChatGPT-assisted content. So that the algorithm hits the right thing over there, and then you do that and suddenly everyone has the same content. It becomes another copyright issue, that we have almost word for word the same text, when our competitor on a mutually relevant topic, an article of this kind made in the SEO context, so who does it serve at that point. (Respondent 3)</p>
<p>Mutta onko kukaan pysähtynyt missään vaiheessa vielä kysymään, että hei että haluaako yleisö sellaista sisältöä? Vastaako se tekoälyn tuottama sisältö sitä mitä yleisö haluaa versus tällainen old school ihmisen tuottama sisältö, että mikä</p>	<p>But has anyone stopped at any point to ask, hey, does the public want that kind of content? Does the content produced by artificial intelligence correspond to what the audience</p>

<p>se vastaus on toisella puolella, koska musta se olisi tosi kiinnostavaa, että sehän siitähän se pitäisi lähteä, että onko tää sellaista mikä oikeasti on hyödyllistä myös sille niinku vastaanottavalle puolelle. Totta kai se, että tehostetaan omaa tekemistämme on hyvä, mutta sitten jos siellä on toisella puolella on sellainen, että ihminen näkee vaan jotain tekoälyllä. tehtyjä kuvia, vaikka haluaisikin jotain orgaanista, ihmisen luomaa sisältöä. Vaikka se olisikin vähän rosoisempaa tai muuta, mutta jos se onkin se, joka oikeesti toimii. Voihan se olla niin, että ihmiset on sitten siellä vaan, että hei ei me tykätä tästä. (Respondent 3)</p>	<p>wants versus such old school human-produced content, and what the answer is on the other side, because it would be really interesting to me, that it should start from here, that is whether this is something that is really useful to the receiving side. Of course, the fact that we enhance our own work is good, but then if there is on the other side is such that people see only some artificial intelligence. made with images, even if you want something organic, human-created content. Even if it's a little bit rosier or something, but if it's the one that really works. It could be that people are then there just to say, hey, we don't like this. (Respondent 3)</p>
<p>No kyllä varmaan just se että tulee sitten nää tekijä isot tekijänoikeuskysymykset mitä mä just mietin. Etenkin tulee kysymykseen varmaan kuvapuolella, että niin kun miltä joku asia näyttää tai että mistä se on niinku käytännössä saanut sen inspiraationsa ja kaikki tämmöinen. Mä luulen että se tulee olemaan semmoinen iso kysymys. (Respondent 3)</p>	<p>Well, I guess it's just that there will be these big copyright issues that I was just thinking about. Especially comes to the question of the image side, that so when what something looks like or where it is practically got its inspiration and all this sort of things. I think it will be a big question. (Respondent 3)</p>
<p>Tästä tosi paljon esimerkiksi tekoälyn luomien kuvien puolella puhutaan, että onko taiteilijalla tekijänoikeus siihen kuvaan. Että missä menee se raja, missä vaiheessa se on sun alkuperäinen taideteos, jos sä oot kertonut sille, että tee tällä aiheella mulle kuva. Niin kenelle ne tekijänoikeudet kuuluu? Sille taiteilijalle vai sille tekoälylle? Tää se on mun mielestä mielenkiintoinen aihe. Mä luulen, että se on semmoinen asia mistä kohta aletaan nähdä enemmän tapauksia. (Respondent 2)</p>	<p>There's a lot of talk about this on the side of AI-created images, for example, whether the artist has copyright to the image. Where the line is drawn, at what point it is your original work of art, if you have told it to make a picture with this subject for me. So who owns the copyright? The artist or the AI? I think this is an interesting topic. I think it's the kind of thing that we're going to start seeing more cases about. (Respondent 2)</p>
<p>Kyllä, erityisesti tekijänoikeuskysymykset nousevat esiin, kun puhutaan tekniikan käytöstä sisällöntuotannossa. Erityisesti kuvapuolella tekijänoikeudet ovat merkittävä asia. On tärkeää tietää, mistä kuva on peräisin ja onko sen käyttö luvallista vai ei. Tämä koskee myös inspiraation lähteitä ja muita vastaavia tekijöitä. Näen tämän olevan merkittävä</p>	<p>Yes, copyright issues in particular come up when we talk about the use of technology in content production. Especially on the image side, copyright is an important issue. It is important to know where the image comes from and whether or not its use is authorized.</p>

<p>kysymys, joka vaatii huolellista harkintaa ja asianmukaista käsittelyä. (Respondent 6)</p>	<p>This also applies to sources of inspiration and similar factors. I see this as an important question that requires careful consideration and proper handling. (Respondent 6)</p>
<p>Tietysti eettinen näkökulma on tärkeä. On olennaista pohtia, mistä kaikki tieto on peräisin ja millainen oikeudellinen asema sillä on. Internetistä peräisin oleva tieto saattaa joskus olla epäluotettavaa ja kyseenalaista, ja on vaikea arvioida, mitä tietoa siihen on syötetty ja miten se vaikuttaa lopputulokseen. Tällainen epävarmuus voi johtaa kyseenalaisiin asenteisiin ja näkemyksiin, erityisesti esimerkiksi tekoälyyn liittyen. Tekoäly ei sinänsä ajattele tai muodosta mielipiteitä kuten ihminen, vaan se prosessoi tietoa ja antaa vastauksia sääntöjensä mukaisesti. Kuitenkin, jos tietoa käsitellään tietyllä tavalla tai siihen suhtaudutaan ennakkoluuloisesti, se saattaa vaikuttaa lopputulokseen. (Respondent 6)</p>	<p>Of course, the ethical aspect is important. It is essential to consider where all the information comes from and what legal status it has. Information from the internet can sometimes be unreliable and questionable, and it is difficult to judge what information has been fed into it and how it affects the outcome. Such uncertainty can lead to questionable attitudes and perceptions, particularly in relation to issues such as artificial intelligence. AI as such does not think or form opinions like humans, but processes information and gives answers according to its rules. However, if information is treated in a certain way or with a certain bias, it can affect the outcome. (Respondent 6)</p>
<p>Tässä on pari merkittävää kysymystä, ensimmäisenä tietoturva. On tärkeää varmistaa, että tiedot pysyvät suojattuina, erityisesti kun kyseessä on ChatGPT:n käyttö. Tämänhetkinen käytäntö on estänyt ChatGPT:n käytön sen vuoksi, että tiedot voivat päätyä sinne, minne niiden ei pitäisi mennä, tämä on hyvä pitää mielessä, ennenkuin alkaa mitään omia Excel-taulukoita sinne ajaa. Toinen merkittävä haaste on tekijänoikeudet. (Respondent 3)</p>	<p>There are a couple of significant issues here, the first being data security. It's important to make sure that your data remains protected, especially when it comes to using ChatGPT. The current policy has prevented the use of ChatGPT since data can end up where it shouldn't go, this is something to keep in mind before you start running any custom Excel spreadsheets there. Another major challenge is copyright. (Respondent 3)</p>
<p>On tärkeää ymmärtää todellisen elämän vaikutuksia ja tiedostaa, kuinka nopeasti väärä tieto voi levitä. On epävarmaa, mitä tietoa sinne syötetään, kuka sitä tulkaa ja mikä on oikeaa tai väärää tietoa. Tämä voi muodostaa merkittävän haasteen, ja on tärkeää sisäistää nämä riskit ennen kuin ryhdytään innokkaasti toimiin. (Respondent 2)</p>	<p>It is important to understand the real-life implications and to be aware of how quickly misinformation can spread. There is uncertainty about what information is being fed in, who is interpreting it and what is right or wrong. This can pose a significant challenge and it is important to internalize these risks before rushing into action. (Respondent 2)</p>
<p>Yksi keskeinen pointti on se, että ihmisen vahvuuksia, kuten</p>	<p>One key point is that human strengths such as</p>

<p>ajattelua, luovuutta ja päätöksentekoa, ei tulisi ulkoistaa. Vaikka automaatio ja tekoäly voivat auttaa esimerkiksi faktantarkistuksessa, ihmisen rooli on silti korvaamaton erityisesti uusien ideoiden luomisessa ja päätösten tekemisessä. Ulkoistamisen sijaan meidän tulisi käyttää tekoälyä työkaluna, joka tehostaa ja nopeuttaa työskentelyämme, auttaen meitä löytämään uusia ja yllättäviä yhdistelmiä. Tärkeää onkin ymmärtää, että tekoälyn rooli on tukea ja täydentää ihmisen työtä, ei korvata sitä tai käyttää sitä pelkästään laiskuutta vastaan. (Respondent 5)</p>	<p>thinking, creativity and decision-making should not be outsourced. While automation and AI can help with fact-checking, for example, the human role is still irreplaceable, especially when it comes to generating new ideas and making decisions. Instead of outsourcing, we should use AI as a tool to make our work more efficient and faster, helping us to find new and surprising combinations. It is important to understand that AI's role is to support and complement human work, not replace it or use it solely to combat laziness. (Respondent 5)</p>
<p>Mutta on sitten ollut sellaisia tapauksia, kuten eräällä asiakkaalla, että tein tässä blogitekstin. Hän sanoi, että katso vaan, että se on niinku suht järkevää ja se oli siis niin hirveä operaatio. Se oli oikeastaan tyypillinen chatGPT:n tuottama teksti: se on ihan sairaan pitkä, tosi monisanainen ja sellainen, että nopealla vilkaisulla vaikuttaa ihan hyvältä, että niinku kuulostaa hyvältä, mutta sitten kun meni siihen syvemmin, niin tajusin, että siinä on ehkä 2000 sanaa tai jotain, eikä mitään punaista lankaa tai sellaista ajatusta, että se oli tehty just niin päin, että annettu kielimallille vapaat kädet. Kun sitä alkoi oikeasti perkaamaan, niin siellä oli asiavirheitä ja sitten tällaiset niin kun ChatGPT:n tietynlaiset vinoumat aika nopeasti esiin. Se oli siis katsonut kaksi toisiinsa liittyvää, mutta erillistä termiä keskenään ja puhuu niistä villisti ristiin ja kaikkea tällaista. Tätä oli ehkä hyvä esimerkki siitä, että miten sitä ei kannata käyttää, eli ulkoistaan lainausmerkeissä sun ajattelua sille kielimallille ja sitten vaan laitetaan ihminen korjailemaan sen jälkeen. Eikö sen pitäisi mieluummin mennä niin päin, että ihminen hoitaa sen missä ihminen on hyvä ja sitten käyttää ehkä sitä ChatGPT:tä apuna. (Respondent 3)</p>	<p>But then there have been cases, like one client, that I did a blog post here. He asked me to have a look, that the content is sensible, and it was so terrible operation. It was a typical text produced by chatGPT: it's really long, really wordy and such that at a quick glance it seems like it sounds good, but then when I went deeper into it, I realized that it has maybe 2000 words or something, and no red thread or any idea that it was done just so, that the language was given free rein. When you really started to digest it, there were factual errors and then such as ChatGPT's certain kinds of quirks quickly emerged. So, it had considered two related but separate terms to each other and talking about them wildly crossed and all that. This was perhaps a good example of how not to use it, i.e., externalizing in quotation marks your thinking for the language model and then just make a person correct it afterwards. Shouldn't it rather go in such a way that the human takes care of what the human is good at and then use ChatGPT as an aid. (Respondent 3)</p>
<p>Ja varmasti yksi mielenkiintoinen näkökulma tulevaisuudessa voisi olla se, mitä kaikkea pystyy käyttämään testauksessa. Esimerkiksi, miten voidaan luoda ideoita ja viestejä tietylle</p>	<p>And certainly one interesting aspect for the future could be what you can use for testing. For example, how can you create ideas and</p>

<p>kohderyhmälle ja testata niitä ennen niiden julkaisua - voisiko tässä käyttää tekoälyä? Voisimme mallintaa erilaisia yleisöjä ja selvittää, miten he reagoivat. Tällainen lähestymistapa voisi auttaa meitä arvioimaan, toimisiko tietty viesti tai idea etukäteen. Olisi hyödyllistä selvittää, millainen todennäköisyys onnistumiselle olisi tietyn yleisön keskuudessa. (Respondent 3)</p>	<p>messages for a specific audience and test them before they are published - could AI be used for that? We could model different audiences and see how they react. Such an approach could help us assess whether a particular message or idea would work in advance. It would be useful to find out what the probability of success would be for a given audience. (Respondent 3)</p>
<p>Varmaan just se, että jos sen saa sillä tavalla toimimaan, että se oikeasti miettii sitä viestin vastaanottajaa, mikä tällä hetkellä ehkä tuntuu olevan sille vielä vähän haastavaa. Se ilmaisutapa on usein sellaista tosi monisanaista ja semmoista monimutkaista, niin mä luulen että varmaan sitten kun päästään oikeasti niinku data datan hyödyntämiseen ja siihen, että mitä me ollaan tehty, mitä me voitaisiin tehdä paremmin, niin mä luulen että siinä siitä voisi olla paljon iloa ja tietenkin se, että jos että esimerkiksi saisi vaikka samoja sisältöjä erilaisille käyttäjäryhmille ja ehkä vähän inklusiivisempaa lähestymistapaa. (Respondent 5)</p>	<p>Probably just the fact that if you can get it to work in a way that it really thinks about the recipient of the message, which now may still seem a bit challenging for it. The way it is expressed is often a kind of really wordy and complicated, so I think that probably when we get right to the use of data and what we have done, what we could do better, so I think that it could be a lot of joy and of course the fact that if, for example, you would get the same content for different user groups and maybe a little more inclusive approach. (Respondent 5)</p>
<p>Uskon, että se tuo tulevaisuudessa tehokkuutta ja sellaista apua just niinkuin rutiinien automatisointiin, sellaista tietynlaista tuottavuutta ja ajan säästöä. Ja varmaan yksi mikä voisi olla kanssa mielenkiintoista, että mitä sitä pystyy käyttämään testauksessa, just niinku, että meillä on tällaisia ideoita tällaiselle kohderyhmälle ja tällaisia viestejä, että tehtäisiin se mittaus ennen kun se menee liveksi, että se tekoäly toimisi vähän niin kun mallina erilaisesta yleisöstä, että miten ne toimii. (Respondent 2)</p>	<p>I believe that in the future it will bring efficiency and that it will help to automate routines in a way, a certain kind of productivity and time saving. And probably one of what could be interesting with the fact that what it is able to use in testing, that we have these ideas for this target group and such messages that we could measure before it goes live, that the AI would act as a model of different audience, that how they would work. (Respondent 2)</p>
<p>Tulevaisuudessa tekoälyohjelmien kannalta on keskeistä pysyä mukana kehityksen tasalla. On tärkeää pohtia, miten päivitämme tietoja nopeasti ja varmistaa, että kaikilla on yhdenmukainen pääsy näihin työkaluihin. Kyseessä on matka kohti reiluja ja eettisiä hakukoneoptimointikäytäntöjä, joissa tarkkuus ja osallisuus on isoimmassa roolissa. (Respondent 5)</p>	<p>In the future, it will be crucial for AI tools to keep up with developments. It is important to consider how we update data quickly and ensure that everyone has consistent access to these tools. This is a journey towards fair and ethical search engine optimization practices where accuracy and inclusiveness play a major</p>

	role. (Respondent 5)
<p>Kun puhutaan ChatGPT:n käyttöönotosta, jatkuva säätö ja optimointi on avainasemassa. Meidän täytyy pysyä hereillä, seurata trendejä ja ottaa huomioon eettiset asiat. Ei vaan sen vuoksi, että noudatettaisiin sääntöjä, vaan jotta meidän tekoälyn kanssa puuhastelu olisi mahdollisimman tehokasta. (Respondent 6)</p>	<p>When it comes to deploying ChatGPT, continuous adjustment and optimization is key. We need to stay awake, follow trends and take ethical issues into account. Not just to follow the rules, but to make our work with AI as efficient as possible. (Respondent 6)</p>