Research Paper

Navigating the AI Revolution: Tools and Skills Transforming Marketing Practices.

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ABSTRACT

This study explores the specific AI tools used by marketing professionals, their applications, and the subsequent impact on the skills needed in the AI era. The aim is to understand how these tools are integrated into marketing tasks and the evolving set of skills required for professionals in this field. The study uses a qualitative exploratory method with semi-structured interviews of twelve marketing professionals, selected for their varying expertise in AI tools. Interpretive content analysis was conducted to identify patterns and themes in AI tool usage and required skills.

The study reveals that AI tools boost efficiency and creativity in marketing. Entry-level professionals focus on content creation and data analysis, while senior professionals leverage AI for strategic planning and data-driven decisions. The rapid evolution of AI demands for continuous learning and adaptation. Additionally, concerns about job displacement underscore the importance of cultivating human skills that complement AI capabilities. A limitation of this study is its cross-sectional design, which captures current practices but does not address the long-term evolution of AI's impact. Future research could use a longitudinal approach to explore these changes over time. Marketing professionals should focus on integrating AI tools in a way that enhances their unique human capabilities, such as creativity, empathy, and critical thinking. Continuous education and upskilling are essential to remain competitive in the AI-enhanced marketing landscape. This study provides valuable insights into the practical application of AI tools in marketing and highlights the evolving skill set required for professionals. It contributes to the literature by emphasizing a balanced approach that values both technology and human creativity.

Keywords: Artificial Intelligence, Marketing Professionals, Marketing tasks, AI Tools, Qualitative Approach, Marketing Innovation; Digital transformation

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1. INTRODUCTION

Humanity is living in an era of rapid and disruptive technological advancement, with artificial intelligence (AI) emerging as a major transformative force. AI tools, such as OpenAI's ChatGPT, launched in November 2022, exemplify the democratization of access to advanced technologies. These tools enable users with varying levels of technical expertise to generate text, art, music, and even programming code through simple natural language interactions (Haleem et al., 2022; Kanbach et al., 2023). This widespread accessibility has profound implications for several fields, including marketing, where tasks traditionally performed by professionals are being redefined by the generative capabilities of AI.

AI is not just an additional technology; it is fundamentally changing the nature of functions and processes within organizations. From predictive analytics to real-time personalization, AI is shaping new forms of interaction between organizations and consumers, highlighting the constant need for marketing professionals to adapt. AI tools are now capable of performing complex analyses in seconds, generating actionable insights from large volumes of data, and automating repetitive tasks, allowing professionals to focus on more creative and innovative strategies.

With the proliferation of AI tools such as Generative AI (GenAI), the intersection of AI and marketing has become an emerging and important area of study. The ability of these tools to perform complex analyses and produce content from large amounts of data presents unprecedented opportunities for marketing professionals, enabling more informed decisions and more effective strategies (Kotler et al., 2021). However, this advancement also brings significant challenges. Marketing professionals must not only understand and use these technologies, but also integrate human skills that are irreplaceable by AI, such as creativity, empathy, and critical judgment.

Despite the extensive literature on the impact of AI and its applications, there is a significant gap in research that addresses the role of marketing professionals themselves, particularly at the intersection of human skills and AI tools. Most studies focus on the impact of AI and its applications, but little is discussed about how these technologies are changing the required skills and nature of human functions within marketing (De Bruyn et al., 2020). This study attempts to fill this gap by focusing specifically on the AI tools utilized by marketing professionals.

This paper explores which AI tools marketing professionals use in their tasks and how these tools are applied. By understanding the specific AI tools employed, this research aims to provide insights into their practical applications and benefits in the marketing tasks. This study seeks to identify key AI tools and explore their integration into daily marketing activities, highlighting the practical implications for marketing professionals in the current technological landscape.

As AI continues to advance, it is critical that marketing professionals develop skills that complement and extend the capabilities of these tools, rather than viewing them as replacements. This study contributes to a deeper understanding of how AI tools are effectively utilized in marketing, promoting a balance that values both technology and human creativity and intelligence. By exploring professionals' perceptions of the use of AI and its impact on their tasks, this study provides valuable insights to the literature and academic field, encouraging critical reflection on the role of AI in the emerging technological scenario.

The paper is organised as follows: the next section presents the literature review, followed by the methodology employed in the study. After the discussion of findings, the last section highlights the practical and academic implications of this study.

2. LITERATURE REVIEW

The integration of AI in marketing has been widely studied, highlighting its potential to enhance decision-making, improve customer engagement, and optimize marketing campaigns. AI tools can analyze vast amounts of data, identifying patterns and trends that human analysts might miss, thus enabling more informed strategic decisions (Huang & Rust, 2021). AI technologies, including machine learning, natural language processing (NLP), and predictive analytics, have revolutionized how marketers approach their work. Machine learning algorithms can process large datasets to identify patterns and predict future trends, enhancing the ability of marketers to anticipate consumer behaviour (Bengio et al., 2017). NLP allows for better customer interaction by understanding and responding to customer queries in a more human-like manner, improving customer service and engagement (Kissinger et al., 2021).

2.1 Contextualization of AI Concepts

Briefly, it is important first to understand what exactly is meant by artificial intelligence (AI). AI refers to the ability of computational systems to perform tasks that would typically require human intelligence, including learning, reasoning, pattern recognition, natural language processing (NLP), and decision-making (Helm et al., 2020). AI can be divided into two main types: Narrow AI, designed for more operational tasks, and General AI, which aims to truly replicate the breadth of human intelligence (Bengio et al., 2017). Bengio et al. (2017) further explain that Narrow AI is often used in practical applications such as speech recognition, vision, and programmed decision-making, while General AI can perform a wide range of cognitive tasks through machine learning (ML) and NLP.

Having conceived this technology, it is important to understand how it behaves in the contemporary scenario. Kissinger et al. (2021) explain that Generative AI (GenAI or GAI) is impacting not only society but also shaping individual cognitive processes and common perceptions of reality. This advancement is not merely an incremental change but is also rewriting the narrative of human history, challenging established paradigms, and ushering in an era where the relationship between the artificial and the human is inseparable.

These three important writers of The AI Era, Henry A. Kissinger, the 56th Secretary of State of the United States, technologist, entrepreneur, and philanthropist Eric Schmidt, the former CEO of Google, and Daniel Huttenlocher, the inaugural dean of the MIT, explain why this technological evolution is unlike other technological or Industrial revolutions. Now the world is dealing with a 'machine' that is easily accessible, obtains global data, and most importantly, not only learns by itself but also generates new things, like texts, videos, images, and other outputs as a human creation (Kissinger et al., 2021).

This recently mentioned AI capability, the 'Generative' one, is an important aspect to investigate. Indeed, Susarla et al. (2023) clarify that 'Generative Artificial Intelligence (GAI or GenAI)' is an AI model capable of creating new content, for example, ChatGPT, which is a language model that generates text responses to user inputs, and DALL-E, an image generation tool that creates images from textual descriptions. GAI is the Generative AI tool truly revolutionizing the current scenario of humanity, using deep learning from real-world examples and neural networks to generate human-like responses (Baidoo & Ansah, 2023).

After exploring the relevant literature on AI capabilities and applications, it is evident that AI tools offer numerous opportunities for humans, particularly for professionals and companies. However, they also create some concerns about the future, with writers discussing both the opportunities and the terrifying possibilities of robot control (Shneiderman, 2020). Shneiderman (2020) also defends a third scenario where AI empowers and amplifies human abilities by combining user experiences with AI, focusing on supporting human expectations and necessities. This approach is called Human-Centered AI (HCAI).

2.2 AI and Marketing Professionals Intersections

This section navigates through the literature on marketing in the age of AI, contextualizing the current marketing landscape as presented by Kotler et al. (2021) as Marketing 5.0, from the perspective of impacts, practical applications, trends, and challenges. New technologies have revolutionized all aspects of human life, and it has been no different with businesses, markets, products, services, and especially consumers (Grewall et al., 2020). Kotler et al. (2017) explain that since Marketing 4.0, when marketing transitioned to the digital, marketing has taken an 'omnichannel' perspective between online and offline with the goal of contributing to all aspects of the customer journey, whether it is at the level of sales (profitable activity) or building a relationship with the customer (non-profit activity).

After the vast evolution of the use of technologies such as AI, NLP, and the Internet of Things (IoT), especially after the COVID-19 pandemic and lockdowns, businesses and marketing professionals were forced to adapt rapidly to new digital realities (Kotler et al., 2021). It was from then on that Kotler et al. (2021) introduced Marketing 5.0, redesigning marketing activities from the perspective of using technologies in a humanized and human-centered way, calling it "martech" (applications of technology in marketing). What made this evolution highly revolutionary in marketing is directly linked to its ability to revolutionize all aspects of human life, creating a new world of possibilities and opportunities for new strategies (Yeğin, 2020). Among the new possibilities that AI enhances in marketing management activities, five are highlighted: making more informed decisions on large databases, better predicting the results of strategies and tactics, bridging the digital context experience to the physical world, nurturing the capabilities of marketing professionals in delivering value, and accelerating the entire marketing execution process (Kotler et al., 2021).

Moving towards a more direct view of AI utilization in marketing and connecting it with the activities of a marketing professional, Huang & Rust (2021) demonstrate examples of how AI can be employed in strategic planning, management of the marketing mix, data analysis, and innovation capability. They emphasize that AI tools can be applied across all marketing activities, including data collection for research and market segmentation, understanding consumer behaviour, automating processes such as product delivery, services, and customer service, content creation, improving customer experience, and identifying new markets and opportunities.

When it comes to team management activities and relationships with other departments, the literature in the field of human resources provides valuable contributions. Tewari and Pant (2020) explain that AI can automate repetitive and time-consuming tasks, such as scheduling meetings, sending emails, and generating reports. It also supports decision-making, monitors data across all organizational areas, contributes to efficiency and transparency in the workplace by providing quick and accurate answers to employees' questions, and helps personalize learning and development programs (Tewari & Pant, 2020).

Regarding the direct applications of AI in marketing management, a recent study by Kshetri et al. (2023) summarized some examples of recent AI releases as tools available on the internet, as illustrated in Table 1.

Table 1. Framework of AI tools and Marketing Tasks

Exemple AI Tools	Application in Marketing Tasks
OpenAI's ChatGPT and GPT-4	Content Develoment; Personalized solutions; Brainstorms.
OpenAI's- DALL-E2 and Midjourney.	Creating imagines based on a prompt.
Meta's AI- Sandbox, Copy.ai, Jasper.ai and Peppertype.ai.	Copy development; Generate backgound by prompts.

Source: Developed by the authors based on Kshetri et al. (2023)

It becomes clear that AI will increasingly provide insights and assist marketing professionals in analyses and decision-making throughout all their tasks (Efendioğlu, 2023). However, as these advanced technologies are incorporated, new challenges and potential dangers emerge that need to be considered (Kotler et al., 2021). Kotler et al. (2021) highlight five major dangers of artificial intelligence:

1. Job loss to automation: As technologies advance, jobs with operational and redundant activities, and/or with a higher propensity for human error, will inevitably be replaced.

2. Fear and insecurity: As AI become increasingly capable of not only replicating but often surpassing human intelligence, psychological insecurity and anxiety are prevalent.

3. Fake information and content: The high capacity to generate content, images, text, and information in general makes AI a dangerous tool for fake content, creating significant challenges for trust and ethics.

4. Behavioural side effects: Increased automation can lead to behavioural distortions between convenience and dependency.

5. Data privacy concerns: AI's ability to access and process vast amounts of data, including sensitive and personal information, raises significant privacy issues.

It is important to highlight some relational factors regarding the future of AI technologies, such as certain human skills (Saji et al., 2023). Some human skills are more difficult to be reproduced by AI, such as empathy and emotional recognition (Kotler et al., 2021). Shaji et al. (2023) reinforce this by claiming that AI tools lack emotional intelligence, making it impossible for AI to respond to subtle social situations.

Most experts agree that machines still need significant technological progress to fully replace humans. Computers excel in convergent thinking, such as identifying patterns and groups in multiple data formats and structures, while humans excel in divergent thinking, generating ideas and creative solutions from offline experiences beyond the data (Kotler et al., 2021). Illustrating this collaborative relationship, Huang et al. (2023) provide a good example of human importance, showing how hate speech can be implicit to machines, and even advanced AI models cannot achieve the precision needed to detect certain social norms and cultural contexts, making human interpretation crucial.

3. METHODOLOGY

Exploratory research is particularly effective when the goal is to uncover new opportunities within a research objective, as noted by Kumar et al. (2020). This aligns with the aim of this study, which seeks to delve deeply into the perceptions of marketing professionals regarding the use of AI tools in their field, considering their experiences and future expectations. Given that this research aims to thoroughly explore the views of both professionals and academics on the integration of AI tools, a qualitative methodology is deemed most suitable. This approach allows for a comprehensive examination of phenomena that remain relatively under-explored. Qualitative methods are invaluable for collecting and understanding data directly from individuals involved in the study, as they enable a detailed investigation of the participants' experiences and perspectives. For this study, marketing professionals and professors were selected to provide a holistic perspective on the relationship between AI and marketing. Malhotra (2019) supports the use of qualitative research for studies requiring a profound understanding of complex issues, which is essential for examining the nuanced use of AI tools in various marketing tasks.

This qualitative exploratory study aims to understand which AI tools marketing professionals use in their tasks. The chosen methodology allows for an in-depth exploration of participants' experiences and insights. Given the rapidly evolving nature of AI technologies and their application in marketing, a qualitative approach provides the flexibility needed to capture the nuanced experiences of professionals in the field.

3.1 Data Collection

Data were collected through semi-structured interviews with marketing professionals to deeply explore their experiences and perspectives regarding the use of AI tools in their work. This method allowed for a detailed exploration of how AI tools are integrated into their daily tasks and the perceived benefits and challenges. Saunders et al. (2009), following the logic proposed by Dawson (2002), suggest that flexibility and openness are essential qualities for obtaining significant insights from study participants, which semi-structured interviews offer. Experts such as Fontana and Frey (2005) and Rubin and Rubin (2011) affirm that semi-structured interviews allow researchers to explore complex topics flexibly and thoroughly. This method was essential for understanding the different perceptions of marketing professionals, allowing for detailed contextualization, exchange of experiences, and examples of their responses.

Twelve interviews were conducted equally divided among the three types of participants, as recommended by Guest et al. (2006). However, the participants were divided into profiles: 5 entry-level, 4 high-level, and 3 characterized as high-level and academic marketing professors. An interview guide was first developed and subject to a pilot interview with one professional to test the guide. Few amendments were implemented based on this pilot interview. Interviews were conducted in May 2024 with an average duration of 1 hour, recorded and fully transcribed, after obtaining participants' consent.

3.2 Characterization of Participants

An intentional sampling technique was chosen to ensure comprehensive and diversified views of marketing professionals from the three types of profiles. Table 2 provides the characterization of participants.

Table 2. Characterization of participants

Code	Age	Gender	Function	AI level of use	Tenure	Frequency of AI tool
SF	23	Female	Marketing & Communication Strategic Manager	Entry-level	3 years	Weekly
JP	26	Female	Marketing Strategist Manager	High-level	3 years	Every day
FP	26	Male	Co-Founder/Content Creator	Entry-level	3 years	Every day
DP	55	Male	Digital Marketing Director	High-level	15 years	Every day
FG	43	Male	Head of Growth and Brand Manager	High-level	1 year	Every day
NG	22	Female	Social Media Manager	Entry-level	3 years	Sporadic
RR	26	Male	Social Media Manager	Entry-level	1 year	Every day
GB	26	Female	Marketing Manager	Entry-level	1,5 year	Frequently
ER	29	Female	Marketing Director	High-level	3 years	Frequently
PA	56	Female	Corporate Director of People, Brand and Communication	High-level and Academic Professor	9 years	Frequently
NC	45	Male	Consultant, Co-Founder of a Marketing Courses Company	High-level and Academic Professor	20 years	Every day
JPB	33	Male	Coordinator of an Executive Education Program, Digital Influencer, Content Creator	High-level and Academic Professor	5 years	Every day

3.3 Data Analysis

Data were analysed using interpretive content analysis, focusing on uncovering patterns and themes related to the use of AI tools in marketing. This method was chosen due to its suitability for analysing complex qualitative data and understanding the deeper, often latent, meanings within the text. Interpretive content analysis goes beyond quantifying the straightforward denotative elements of a text and instead focuses on uncovering the subtler connotative meanings (Ahuvia, 2001). This approach was particularly beneficial for this study, as it aimed to investigate the nuanced perceptions and experiences of marketing professionals in the context of AI tools.

The data analysis process involved the following steps:

- **Transcription and Translation**: All 12 interviews conducted in Portuguese were transcribed verbatim and translated into English to ensure accuracy and consistency in capturing the participants' responses.

- **Individual Analysis**: Each interview was analysed individually, focusing on the behavioural aspects described by the participants. The aim was to interpret their responses in the context of their experiences with AI tools and the human skills they perceive as necessary for adapting to this technological shift. This step was crucial in identifying key themes related to AI's impact on marketing professionals.

- **Coding Process**: Open coding was employed to systematically categorise the data. The codes were created based on the study's specific objectives and aligned with the concepts presented in the literature review. These categories helped structure the data and ensured that the analysis addressed the research questions while remaining grounded in the theoretical framework. The coding process allowed for the identification of recurring patterns and significant insights across the interviews.

- **Theme Development**: Once the initial codes were established, they were refined into broader themes. These themes were developed through constant comparison and were used to provide a deeper understanding of how AI tools are perceived and integrated into marketing practices. Each theme was supported by direct quotes from the participants, ensuring that the findings were appropriately connected to the data.

- **Triangulation**: After the initial coding and theme development, triangulation was used to compare the themes across interviews in order to identify patterns, similarities, and contradictions. Triangulation helped cross-check the data and ensure the reliability of the

findings. It also allowed for a better understanding of how different professional levels perceive the use of AI tools in marketing, providing a more comprehensive view of the topic.

These steps facilitated a comprehensive understanding of the relationship between marketing management tasks and AI tools. The use of interpretive content analysis enabled an in-depth exploration of both explicit and implicit elements in the participants' interviews, contributing to a richer understanding of AI's impact on marketing practices.

4. RESULTS AND DISCUSSION

The findings from the semi-structured interviews provide deep insights into how marketing professionals use AI tools in their tasks. This section discusses the main themes and patterns that emerged from the data, focusing on the integration of AI tools in marketing, the benefits and challenges faced by professionals, and the evolving requirements in the AI era.

4.1 AI Use by Participants

Each participant provided detailed insights into how they utilize AI tools in their marketing tasks. Below is a summary of the main AI tools used by each participant and their specific applications. The following tables present the codification of the main AI tools mentioned by the participants and how they use them based on the literature.

Table 3. Participants' use of AI tools

Code	AI tools being used	Tasks using AI
SF	ChatGPT	Copywriting, insights and suggestions, summarising ideas, research
JP	ChatGPT	Research, information search, proofreading texts
FP	ChatGPT Murf AI MidJourney Photoshop generative tool	Spelling check, insights generation, idea structuring; Creation of narratives; Generation of reference images; Image correction and object generation
DP	MidJourney ChatGPT4, DALL-E Adobe AI Tools Gemini AI Perplexity.ai Pica AI	Image content creation; Content creation; Content idea generation and planning; Market research and consumer profile analysis; Detailed research with references; Research with sources; Video Movement
FG	ChatGPT Google Ads AI Meta Ads AI	Script creation and text creation used to generate and describe institutional videos; Image edition; creation of digital ads; Track performance of results; manage traffic based on AI' analysis of the site and products.

NG		ChatGPT	Scripting videos; Content creation; Research topics for content creation; search for relevant information for content creation
RR		ChatGPT Google Bard/Gemini MidJourney	Organizing data; creating methodologies; copy writing; researching trends; image creation; creative support.
GB		ChatGPT	Content creation; Support strategic tasks; gaining insights into different areas while drawing up strategic plans.
ER		ChatGPT	Planning and organising agendas and topics to be discussed at meetings with clients; produce checklists; Campaign planning and management
PA		ChatGPT CoPilot	Summarising and transcribing meetings; search for relevant information; Writing emails; Organising information
NC		ChatGPT DALL-E CoPilot	Writing texts and adapt text; Research data and market information to help build marketing projects; Generate images to illustrate ideas and projects; search for other AI tools for specific tasks.
JPB		ChatGPT Facetune PicsArt OpusClip	Content creation; Expand ideas and get insights; Edit photo content; Adapt video formats to platforms.

4.2 Marketing Professionals' Skills in the AI Era

The integration of AI tools has significantly influenced the skills required for marketing professionals. The interviews highlighted the importance of combining technical proficiency with essential human skills. For entry-level professionals, technical skills in using AI tools for content creation and data analysis were crucial. Participant 8 (GB) emphasized the need for proficiency in AI tools to efficiently manage marketing strategies and align them with business objectives.

For high-level professionals, strategic thinking and data-driven decision-making were essential skills. Participant 5 (FG) noted the importance of understanding AI-generated insights and leveraging them for strategic planning and market expansion. Additionally, the ability to interpret and contextualize data was critical for making informed decisions and developing effective marketing strategies.

These findings are in line with the literature, which emphasizes the evolving skills required in the AI era. Huang and Rust (2021) argue that marketing professionals must develop a blend of technical and human skills to thrive in an AI-enhanced environment. Similarly, Kotler et al. (2021) highlight the need for strategic thinking and creativity, suggesting that these skills are essential for leveraging AI tools effectively.

4.3 Benefits and Challenges of AI Tools in Marketing

The interviews revealed both benefits and challenges associated with the use of AI tools in marketing. One of the main benefits highlighted by participants was the increased efficiency in performing tasks. Participant 1 (SF) mentioned that AI tools streamlined the process of managing client contacts and validating content, saving significant time and effort. This is consistent with Kotler et al. (2021), who emphasize the role of AI in enhancing efficiency and productivity in marketing tasks. Another benefit noted was the enhancement of creativity. Participant 3 (FP) explained that AI tools like MidJourney and Photoshop Generative Tool provided new ways to create and refine content, pushing the boundaries of traditional creative processes. According to Huang and Rust (2021), AI tools can significantly boost creativity by offering new perspectives and generating innovative ideas.

However, challenges were also evident. Continuous learning and adaptation to new tools were mentioned by several participants. Participant 4 (DP) emphasized the need for ongoing education to keep up with rapidly evolving AI technologies. This aligns with the views of Kshetri et al. (2023), who highlight the importance of continuous learning and upskilling in the AI era.

There were also concerns about job displacement, particularly among entry-level professionals. Participant 6 (NG) expressed worries about AI tools potentially replacing certain roles in content creation and social media management. This echoes the concerns raised by Shneiderman (2020), who discusses the potential risks of automation and job loss associated with AI adoption.

In summary, the main benefits of AI tools for marketing professionals are the optimization of tasks and enhanced creativity. While AI automates repetitive tasks, it also opens new creative possibilities. However, concerns about job displacement remain, as professionals fear being replaced by technology. The key to addressing this is the critical and human use of AI, ensuring that professionals leverage AI to enhance their roles rather than replace them. By continuously developing their skills, professionals can harness AI's benefits while mitigating the risks of displacement. These insights will be further explored in the conclusion, highlighting strategies to adapt and thrive in the evolving AI-driven landscape.

5. CONCLUSION

The integration of AI tools into marketing practices has profoundly transformed the landscape of the profession, demanding a re-evaluation of the skills required for success in this field. This study

aimed to explore the specific AI tools used by marketing professionals, their applications, and the subsequent impact on the skills needed in the AI era. Findings allowed us to craft evident practical implications for marketing professionals. Firstly, AI tools are being used diversely across different levels of marketing professionals. Entry-level professionals primarily focus on content creation and data analysis, while high-level professionals leverage AI for strategic planning and data-driven decision-making. This highlights the necessity for continuous learning and development to keep pace with advancements in AI technology.

AI tools have significantly increased efficiency and productivity in performing tasks. For example, they have streamlined routine processes, allowing professionals to focus on more strategic and creative activities. This aligns with the literature, emphasizing the role of AI in enhancing efficiency and productivity in marketing tasks (Kotler et al., 2021). Moreover, the enhancement of creativity through tools like MidJourney and Photoshop Generative Tool has enabled professionals to produce more innovative and engaging content, pushing the boundaries of traditional creative processes (Huang & Rust, 2021).

However, the study also revealed challenges associated with the use of AI tools. The rapid evolution of AI technologies necessitates continuous learning and adaptation, as marketing professionals must stay updated with the latest tools and features to remain competitive. There are also significant concerns about AI potentially replacing certain marketing roles, especially those involving repetitive tasks. This underscores the importance of developing unique human skills that complement AI capabilities, such as creativity, empathy, and critical thinking (Shneiderman, 2020).

Marketing professionals should focus on integrating AI tools in a way that complements and enhances their unique human capabilities. This balanced approach will ensure that both technology and human creativity are leveraged to their fullest potential. The necessity of continuous education is critical, as highlighted by the literature, which suggests that an ongoing commitment to learning is essential for maintaining relevance and effectiveness in an AI-enhanced environment (Kshetri et al., 2023). Future research should explore the long-term impact of AI integration in marketing, particularly concerning job roles and skill requirements. Additionally, studies could investigate the ethical considerations and potential biases associated with AI tools in marketing, ensuring that these technologies are used responsibly and effectively.

This study provides valuable insights into the application of AI tools in marketing but also highlights certain limitations. Firstly, the small sample size of twelve marketing professionals might be questionable, as a larger and more diverse sample could better capture perspectives across different industries and geographic regions. Secondly, while the qualitative approach offers depth, the exploration of job displacement versus continuous learning lacks a comprehensive discussion on the long-term implications of AI integration. Specifically, the study could have examined the socio-economic ripple effects of these changes, such as evolving workforce dynamics and the sustainability of skills in an era of rapid technological advancement. Moreover, ethical considerations, including the risks of bias in AI-generated content and their potential influence on trust and fairness in marketing practices, were not thoroughly addressed. These omissions leave a gap in understanding how AI adoption might align with or challenge broader societal and professional values. Future research should address these gaps through a mixed-methods approach, integrating qualitative and quantitative data from a larger, more representative sample to provide a more robust understanding of AI's impact on marketing professionals. Longitudinal studies could also explore the interplay between AI-driven job displacement and workforce upskilling over time, offering insights into the lasting implications for the industry. Additionally, a more focused investigation into ethical dimensions, including transparency, fairness, and inclusivity, alongside strategies to mitigate bias in AI-generated content, would provide a more balanced perspective. Such research would contribute to a holistic understanding of AI's integration into marketing, ensuring it is both effective and aligned with societal and professional standards.

In conclusion, the integration of AI tools in marketing has significantly transformed the tasks and skills required of professionals in this field. The ability to effectively leverage AI tools while maintaining and developing unique human skills will be crucial for marketing professionals to thrive in the AI era. This study provides valuable insights into the practical application of AI tools in marketing and underscores the importance of a balanced approach that values both technology and human creativity. Marketing professionals must not only adapt to new technological advancements but also cultivate the human skills that are irreplaceable by AI. By embracing both the technological advancements and the irreplaceable human elements of their profession, marketing professionals can ensure their continued relevance and success in an increasingly AI-driven world. This balanced approach, which integrates continuous learning with the development

of essential human skills, will be key to navigating the evolving landscape of marketing in the AI era.

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