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The AI And Its Impact On PR Strategies In Digital Marketing

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ABSTRACT

The importance of artificial intelligence (AI) in forming public relations (PR) strategies within digital marketing has grown in the age of digital transformation. In order to better understand AI's revolutionary impact on audience engagement, content development, data analytics, and crisis management, this study examines the various effects of AI on PR tactics. The way PR professionals engage with audiences has changed dramatically with the introduction of AI technology. Artificial Intelligence (AI) facilitates more meaningful and focused contact with customers by using complex algorithms. PR professionals may examine enormous volumes of data to determine audience preferences, attitudes, and behaviors by utilizing machine learning algorithms. This allows them to create customized message that appeals to particular groups of people.

The importance of artificial intelligence (AI) in forming public relations (PR) strategies within digital marketing has grown in the age of digital transformation. In order to better understand AI's revolutionary impact on audience engagement, content development, data analytics, and crisis management, this study examines the various effects of AI on PR tactics. The way PR professionals engage with audiences has changed dramatically with the introduction of AI technology. Artificial Intelligence (AI) facilitates more meaningful and focused contact with customers by using complex algorithms. PR professionals may examine enormous volumes of data to determine audience preferences, attitudes, and behaviors by utilizing machine learning algorithms. This allows them to create customized message that appeals to particular groups of people.

Furthermore, in the PR industry, AI technologies have completely changed crisis management tactics. Organizations may protect their brand and sustain stakeholder trust by promptly identifying and addressing potential crises with real-time monitoring systems that are equipped with AI-driven sentiment analysis. PR experts can determine the importance of a crisis, pinpoint important stakeholders, and adjust their communication plans by using sentiment analysis of news stories and social media conversations.

Nevertheless, there are moral and legal issues with using AI into PR tactics. Ethical rules and careful thought are necessary for addressing concerns related to data privacy, algorithmic bias, and the legitimacy of content created by artificial intelligence. PR pros need to be on the lookout for ways to ensure accountability, equity, and transparency in their AI-driven projects as the technology develops.

Keywords: Artificial Intelligence (AI), Machine learning (ML), Digital Marketing (DM) Research question:

Research methodology

In order to thoroughly examine how artificial intelligence (AI) is affecting public relations (PR) tactics in the context of digital marketing, this study uses a mixed-methods methodology. The study approach is set up to combine quantitative and qualitative methods, enabling a comprehensive examination of the intricate connection between PR strategies and AI technology. The varied perspectives, experiences, and insights of PR professionals about the incorporation of AI into their plans are explored using qualitative methodologies. Professionals from agencies, companies, and non-profit organizations are among the varied sample of PR practitioners with whom semi-structured interviews and focus groups are held. These qualitative data gathering methods provide a thorough examination of the difficulties, prospects, and moral dilemmas related to PR campaigns powered by AI.

The influence of artificial intelligence (AI) on public relations (PR) techniques in the context of digital marketing is thoroughly investigated in this study using a mixed-methods approach. A comprehensive examination of the intricate interaction between AI technology and PR practices is made possible by the study methodology's integration of qualitative and quantitative approaches. To investigate the complex views, experiences, and insights of PR professionals about the incorporation of AI into their plans, qualitative methodologies are applied. A wide range of PR practitioners, including experts from agencies, businesses, and nonprofits, are interviewed in semi-structured interviews and focus groups. An in-depth examination of the difficulties, prospects, and moral issues surrounding AI-driven PR efforts is made easier by these qualitative data gathering methods.

A thorough grasp of the influence of AI on PR tactics in digital marketing is provided by the synthesis of the results obtained from the mixed-methods approach. This study provides nuanced insights into the prospects, constraints, and ethical implications of AI adoption within the PR domain by triangulating qualitative observations with quantitative data. In the end, the research approach used in this study permits a thorough and comprehensive analysis of the revolutionary impact that AI technology will play in reshaping PR techniques in the digital era.

Literature Review

Debbie O'Brien , Chief Communications Officer

The rise of AI tools, specifically ChatGPT, has dominated the news for the past few months. ChatGPT already has, and will continue to have, far-ranging implications on humanity and our daily interactions with technology. Communications and marketing professionals have been thinking about and experimenting with ChatGPT, which I encourage. However, at the same time, the world is looking for trusted sources of factual information they can rely on. As a profession, we in communications need to ask ourselves, what will drive the most significant trust between corporations and the stakeholders we serve? I will always fall on the side of authentic communication with real people.

There is likely a place for ChatGPT to help with a social post, draft a blog, and perform some fact-checking, but when it comes to C-level communication with employees and stakeholders, using leaders' authentic voice

will have the most significant impact. Continue to explore how technology can supplement and assist in the future of communications, but the real, trusted dialog is best when it is human lead.

INTRODUCTION

With its superior analysis, targeting capabilities, and automation, AI has completely changed PR techniques in digital marketing, enabling more efficient and customized engagement with theThe efficacy and efficiency of campaigns are significantly impacted by the application of AI in PR techniques in digital marketing.

Artificial intelligence has a profound and revolutionary influence on public relations tactics in digital marketing. Digital marketing has been greatly impacted by the usage of AI in PR tactics. It has increased campaign efficacy and efficiency and made data analysis, individualized communication, and better targeting possible. By providing sophisticated data analysis, targeting capabilities, and automation, AI has completely changed PR methods in digital marketing, leading to more efficient and customized contact with the target audience. How AI is helping people in PR team to make strategies.

AI has also improved the tracking and measurement of PR initiatives, offering insightful data and analytics for better campaign management. The way businesses interact with their target audience and communicate with them has been completely transformed by the usage of AI in PR tactics in digital marketing. PR teams can examine vast volumes of data, spot patterns and trends, and make data-driven choices about their strategy by utilizing AI-powered tools and algorithms. Digital marketing has been completely transformed by the application of AI in PR techniques, which have increased productivity, customization, and data analytic skills. PR specialists may concentrate on strategy planning and relationship development by using AI to automate repetitive chores like sentiment analysis and media monitoring. AI helps to streamline PR efforts by automating tasks such as media monitoring and sentiment analysis, allowing PR professionals to focus on strategic planning and relationship building

Artificial Intelligence (AI) is revolutionizing the field of Public Relations (PR) by providing valuable insights, automating tasks, and enabling more strategic decision-making. Here's how AI is helping PR teams formulate effective strategies:

Data Analysis and Insights: AI-powered tools can analyze vast amounts of data from various sources such as social media, news articles, blogs, and customer feedback. These tools can extract valuable insights regarding audience sentiments, emerging trends, and competitor activities. PR teams can leverage these insights to better understand their target audience, identify opportunities, and refine their messaging and strategies accordingly.

Media Monitoring and Coverage Analysis: AI-driven media monitoring tools can track mentions of a company, brand, or industry across different media channels in real-time. These tools can identify relevant news articles, social media posts, and other mentions, allowing PR teams to monitor their brand's reputation, track the effectiveness of their campaigns, and respond promptly to emerging issues or crises.

News releases, blog pieces, and social media updates may all be produced with the help of PR teams using artificial intelligence (AI) technologies like natural language processing (NLP) and machine learning. These tools also enable content personalization. Additionally, using data on preferences, interests, and behaviors, AI may assist tailor content for various audience segments, boosting relevance and engagement.

AI-powered technologies are able to identify and engage opinion leaders and prominent people in certain groups or sectors by analyzing social media data. By utilizing these information, public relations teams may find possible influencers to work with, establish rapport with them, and leverage influencer marketing campaigns to spread the word about their business.

AI algorithms are capable of analyzing data patterns to anticipate possible crises or reputational issues before they materialize, so aiding in crisis prediction and management. PR teams may reduce risks, construct proactive crisis communication plans, and lessen the bad effects of occurrences on their brand's image by spotting early warning indicators.

Sentiment analysis, reach, engagement, conversion rates, and other metrics are just a few of the performance indicators that AI analytics tools may provide in real-time when evaluating the effectiveness of PR initiatives. By analyzing these data, PR teams may assess the success of their tactics, pinpoint areas in need of development, and tailor their next campaigns to achieve even greater outcomes.

All things considered, artificial intelligence is enabling public relations teams to make better judgments, expedite their processes, and increase the effect of their communication strategies. PR pros may remain ahead of the curve in the fast-paced, digitally-driven media world of today by utilizing AI-driven solutions.

How AI is making things easier for PR agency

Writers at PR agencies are seeing their jobs transformed by artificial intelligence (AI), which increases productivity, creativity, and influence. For writers at PR agencies, AI is simplifying tasks in the following ways:

Content Creation: Writers at PR agencies may benefit from AI-powered technologies that enable them to produce excellent content fast. Press releases, articles, blog entries, and other written material can be automatically generated by Natural Language Generation (NLG) algorithms given certain settings and inputs. With the use of these tools, public relations writers may fulfill deadlines with ease, save time, and ensure consistency in their messaging.

Improvement of Language: PR writers may increase the efficacy, coherence, and clarity of their writing by utilizing AI-driven writing assistance. With real-time recommendations and fixes, these tools check text for faults in grammar, spelling, punctuation, and style. PR writers may make sure that their words reach their target audience and have the desired effect by improving the language used in their material.

AI-powered analytics solutions may furnish PR agency writers with significant insights into the preferences, habits, and interests of their target audience. Through the analysis of data from social media, website traffic, and other sources, these technologies may assist authors in developing a deeper understanding of their target audience and creating material that speaks to them. This makes it possible for PR writers to provide material that appeals to their audience and is more pertinent, interesting, and customized.

Automated Research: PR agency writers may obtain data, figures, and quotations for their writing more quickly and effectively with the use of AI-powered research tools. These technologies are capable of doing extensive database searches, news archives searches, and web source searches to locate pertinent data and analysis on particular subjects. PR writers may guarantee the correctness and reliability of their material, save time, and access a greater variety of sources by automating the research process.

Optimization and Performance Monitoring: Artificial Intelligence analytics systems are able to evaluate PR content performance in real-time, offering insights into metrics related to reach, engagement, and conversion. With the use of these data, PR agency writers may better target their messaging, find high-performing subjects and formats, and streamline their content strategy.

In summary, artificial intelligence (AI) is revolutionizing the work of public relations (PR) writers by automating research, improving performance tracking, speeding content creation, improving language quality, offering audience insights, and aiding subject brainstorming. PR writers may operate more productively, creatively, and successfully by utilizing AI-driven technology. As a result, they can provide their clients with higher value and precisely and impactfully accomplish their communication goals.

Leveraging AI in PR Strategy: A Case Study of Infosys

First of all, Adopting cutting-edge technology is crucial for keeping ahead of the curve and successfully interacting with stakeholders in the dynamic field of public relations (PR). Leading provider of technology, consulting, and outsourcing services worldwide Infosys has shown that it is committed to using artificial intelligence (AI) in its public relations campaigns. This case study examines Infosys's integration of AI into PR agency operations, emphasizing the initiative's advantages, difficulties, and most important lessons.

Context: Since its founding in 1981, Infosys has expanded to rank among the biggest providers of IT services globally, catering to customers in more than 50 nations. Infosys, which prioritises innovation and digital transformation, has seen the potential of artificial intelligence (AI) to bolster its public relations endeavours and fortify its brand image against the fierce competition in the technology sector.

AI Integration into PR Strategy: Infosys has integrated AI into a number of areas of its PR strategy, using AI-enabled platforms and tools to analyse data, expedite workflows, and maximise communication efforts. Here are a few significant areas where Infosys has incorporated AI into its PR agency practises:

Media Monitoring and Analysis: Infosys uses AI-powered solutions for media monitoring to keep tabs on mentions of the firm in a variety of online and offline media. Real-time analysis of news stories, social media posts, and other media coverage sources is done by these technologies, which yield insightful data about audience sentiment, popular subjects, and rivalry. Proactive communication strategies are made possible for Infosys by automating the process of media monitoring, which allows the company to keep updated about industry trends and brand perception.

Content Creation and Personalization: Infosys uses AI algorithms to help with content creation and optimization for its public relations initiatives. In order to find pertinent subjects, keywords, and themes for content generation, Natural Language Processing (NLP) systems examine data from a variety of sources. To create blog entries, press releases, and social media updates that are specific to the tastes and interests of its target audience, Infosys uses AI-driven content generating systems. Infosys can improve engagement and resonance with stakeholders by using AI data to personalize content.

Audience Insights and Targeting: Infosys obtains actionable insights into the demographics, preferences, and behavior of its audience through the use of AI analytics technologies. Infosys obtains a better grasp of its target audience groups through the analysis of data from social media interactions, website traffic, and other sources. Infosys uses AI algorithms for crisis prediction and management in order to foresee and minimize any public relations issues. AI systems are able to detect early warning signals of impending difficulties or reputational hazards by studying trends in internet sentiment, social media conversations, and media coverage. By employing crisis communication techniques, interacting with stakeholders openly, and skillfully controlling the narrative, Infosys can proactively handle these difficulties. Infosys is able to preserve stakeholder confidence and protect its brand image because to AI-driven crisis prediction and management.

Evaluation and Improvement of Performance: Infosys can assess the success of its public relations campaigns and make real-time adjustments to its communication plans thanks to AI analytics tools.

Important Takeaways and Learnings: Infosys has gained valuable insights into a number of important areas by implementing AI into their PR strategy.

Increased Productivity and Efficiency: AI speeds up workflows, eliminates manual labor, and automates repetitive activities in PR firm operations. PR specialists can now concentrate on strategic objectives and value-added activities as Infosys has seen improvements in efficiency in media monitoring, content creation, and audience targeting.

Data-Driven Decision-Making: AI analytics offer useful information that influences decision-making and PR strategy. Infosys use data-driven intelligence to precisely gauge the results of its PR initiatives, spot new trends, and maximize communication efforts. Infosys makes sure that its PR campaigns connect with target audiences and are in line with business objectives by utilizing AI insights.

Better Customization and Interaction: Infosys can now interact with stakeholders more successfully and customize communications thanks to artificial intelligence. Infosys creates marketing and content that is specifically suited to each of its many audience categories by examining preferences and behavior patterns. Personalized marketing builds relationships with stakeholders, improves engagement, and encourages brand loyalty.

Preventive Reputation Management: Infosys is able to foresee and handle possible PR issues before they worsen because to AI-driven crisis prediction and management. Infosys is able to manage reputational risks, keep stakeholders' confidence, and react quickly to new challenges by continuously observing sentiment and media coverage. Effective brand protection and corporate value upholding are made possible by proactive reputation management for Infosys.

Can AI Replace PR? Exploring the Potential Impact of Artificial Intelligence on Public Relations

The possible replacement of human roles by Artificial Intelligence (AI) has been a topic of controversy in several industries due to its ascent. Can AI really replace public relations (PR) specialists in an industry where human creativity, empathy, and strategic thinking are frequently considered essential? AI has undoubtedly transformed several facets of public relations, including data analysis and content creation, but given the complexity and diversity of PR, it may not be possible for AI to replace PR entirely.

AI may greatly enhance the job of public relations professionals by analyzing large volumes of data and automating repetitive chores. AI-driven technologies can provide reports with unmatched speed and precision, track social media trends, and assess media coverage. Grammar accuracy and stylistic coherence may be ensured in content creation and editing with the use of AI-driven language processing schemes.

Additionally, PR professionals may better adapt their messaging to effectively engage with target audiences by using AI's capacity to evaluate audience behavior and sentiment to influence their plans. Trends, inclinations, and hot subjects may all be detected by AI algorithms, which aids PR pros in creating campaigns that are timely and pertinent. In addition, chatbots powered by artificial intelligence have the potential to improve customer satisfaction by delivering prompt answers to queries and enhancing consumer interaction.

In difficult circumstances, human intervention is crucial for developing thoughtful answers and controlling stakeholder perceptions, even while AI may offer data-driven insights and support crisis monitoring.

Strategic planning, creative thinking, and storytelling—all of which have a strong foundation in human cognition—are also vital to the PR industry, which is by nature creative. Although AI is capable of producing content based on pre-established criteria and data inputs, it is devoid of the creative and emotional intelligence required to produce engaging stories that appeal to a wide range of media consumers.

To sum up, although artificial intelligence has definitely changed a lot about public relations, there is still a long way to go before AI can completely replace human communicators. In public relations, human qualities like as empathy, creativity, and relationship-building are vital, even if AI can expedite procedures, evaluate data, and support decision-making. Eventually, the best public relations plans will probably combine AI technology with human knowledge in a way that works well for both, allowing for the best outcomes in a media environment that is changing quickly.

Are humans important for the working of AI?

In order to ensure artificial intelligence (AI) systems are successful, used ethically, and in line with human values, humans are essential to the creation, deployment, and supervision of these systems. Even if AI technologies have enormous potential to automate activities, analyze data, and optimize processes, human intervention is still necessary for a number of reasons:

Design and Development: The goals, algorithms, and constraints of AI systems must be defined by humans during the design and development process. In order to guarantee that AI technologies are in line with particular objectives, efficiently solve pertinent issues, and satisfy user demands, human involvement is important.

Data Gathering and Annotation: In order to learn and forecast, artificial intelligence (AI) systems need to process enormous volumes of data. To ensure the quality, relevance, and correctness of the data, humans are involved in the processes of data collection, curation, and annotation.

Training and Supervision: By giving labeled samples and comments, humans help AI models learn. In order to track AI performance, identify mistakes, and optimize algorithms for increased precision and dependability, human oversight is necessary. Instances of moral quandaries or unanticipated results also require human action.

Contextual knowledge: AI systems are devoid of human common sense reasoning and contextual knowledge. AI systems benefit from human insights into the social, cultural, and ethical aspects of decision-making,

which enable humans to clarify unclear circumstances, comprehend the intentions of others, and negotiate challenging settings.

Ethical Considerations: It is on to humans to make sure AI technologies abide by moral standards and legal requirements. Human monitoring and deliberation are necessary to ensure human rights are protected and ethical issues including justice, openness, privacy, and accountability are met.

Creative Problem-Solving: Intuition, emotional intelligence, and creativity are qualities that AI systems do not have. Humans are highly skilled at solving problems creatively, thinking strategically, and adjusting to new circumstances. While AI technologies can improve human talents, they cannot take the place of the human mind's creativity and flexibility.

User Interaction & Interpretation: People are essential to the interpretation of AI results, decision-making process based on AI advice, and feedback loop for ongoing development. AI technologies are guaranteed to be intuitive, approachable, and available to a wide range of user groups through the use of human-centered design principles.

To put it simply, artificial intelligence (AI) technologies provide never-before-seen possibilities for automation and optimization, but they work best when combined with human knowledge, discretion, and morality. By combining the strengths of people and machines, human-AI collaboration generates synergies that promote creativity, solve difficult problems, and improve society as a whole.

To see the example that which companies have fully adopted AI in making PR strategies

In order to improve their communication efforts, a number of businesses have completely embraced artificial intelligence (AI) in their PR strategy, utilizing AI-powered tools and platforms. Although several organizations may not always make public the specifics of their internal strategy, some have publicly embraced AI in their PR campaigns. As some instances, here are several:

IBM: When it comes to integrating AI into every facet of its business, including communications and public relations, IBM has led the way. In order to track media attention, assess audience mood, and spot new trends, the organization has been using AI-powered analytics tools. Effective data analysis, insight generation, and PR strategy guidance are all made possible by the Watson AI platform from IBM.

Microsoft: A lot of AI technology has been included into Microsoft's PR and communications campaigns. To analyze media mentions, keep an eye on social media conversations, and assess the effectiveness of its PR operations, the corporation employs AI-powered technologies. Enhancing the entire customer experience, Microsoft's AI-powered chatbots manage queries, engage customers, and offer real-time help.

Coca-Cola: In order to improve its PR tactics and involve customers more successfully, Coca-Cola has adopted AI. To evaluate customer data, determine preferences, and adjust communication tactics appropriately, the organization has made use of AI systems. Through targeted messaging sent to specific groups, Coca-Cola has been able to increase brand loyalty and engagement through its AI-powered marketing initiatives.

Salesforce: AI has been integrated into the PR and communications strategies of Salesforce, a prominent supplier of customer relationship management (CRM) software. The business tracks media coverage, evaluates campaign effectiveness, and finds media outreach possibilities using AI-driven analytics tools. Chatbots enabled by AI from Salesforce provide smooth communication with stakeholders, increasing engagement and response.

Amazon: Amazon has successfully managed its large network of stakeholders and improved its PR strategy by utilizing AI. The organization use artificial intelligence (AI)-powered sentiment analysis instruments to track public opinion, spot any problems, and proactively resolve grievances. Recommendation engines driven by AI at Amazon allow for personalized contact with consumers by presenting offers and information that are tailored to their interests and usage patterns. Though these instances show how some businesses have completely incorporated

AI into their PR strategy, it's important to remember that a large number of other businesses from a variety of industries are also using AI into their PR and communications efforts to varied degrees. AI will probably become more important in PR strategy formulation as it develops, giving businesses the ability to use data-driven insights, automate repetitive processes, and improve communication efficacy all around.

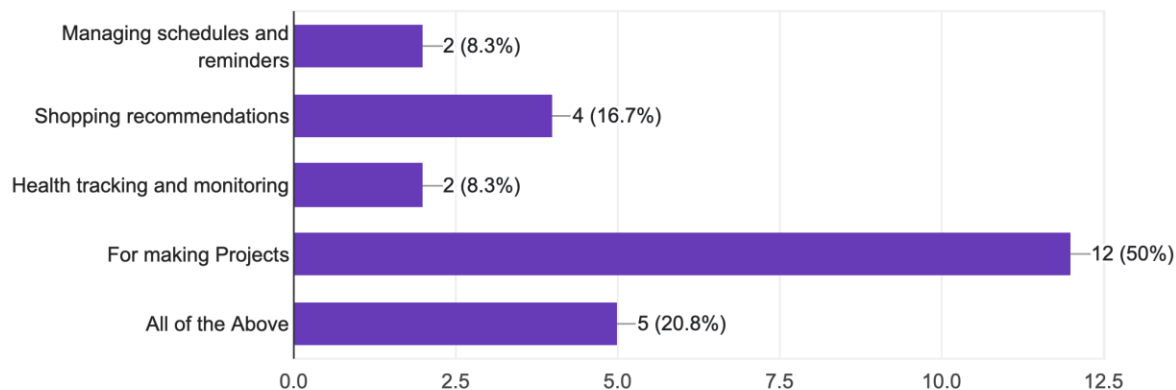
DATA ANALYSIS

In this topic I have done a survey On how much people are dependent on Ai

In which I have got 24 responses.

Which of the following tasks do you use AI for in your personal life?

24 responses



In this question-Which of the following tasks do you use AI for in your personal life?

Responses- Managing schedules and reminders (8.3%)

Shopping recommendations (16.7%)

Health tracking and monitoring (8.3%)

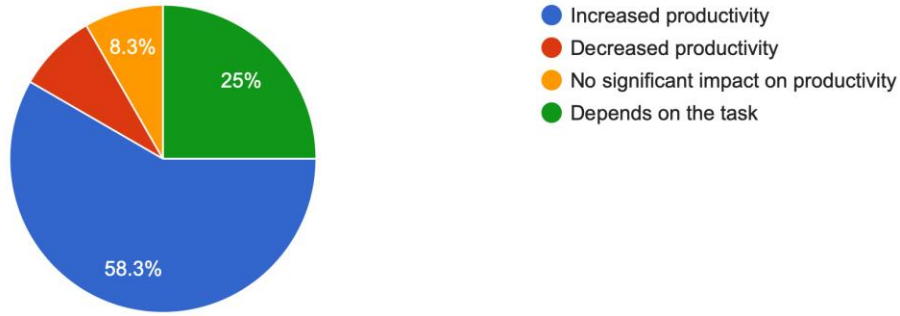
For making Projects (50%)

All of the Above (20.8%)

People have chosen Highest – For Making projects 50%

How has AI impacted your productivity in daily tasks?

24 responses



Question- How has AI impacted your productivity in daily tasks?

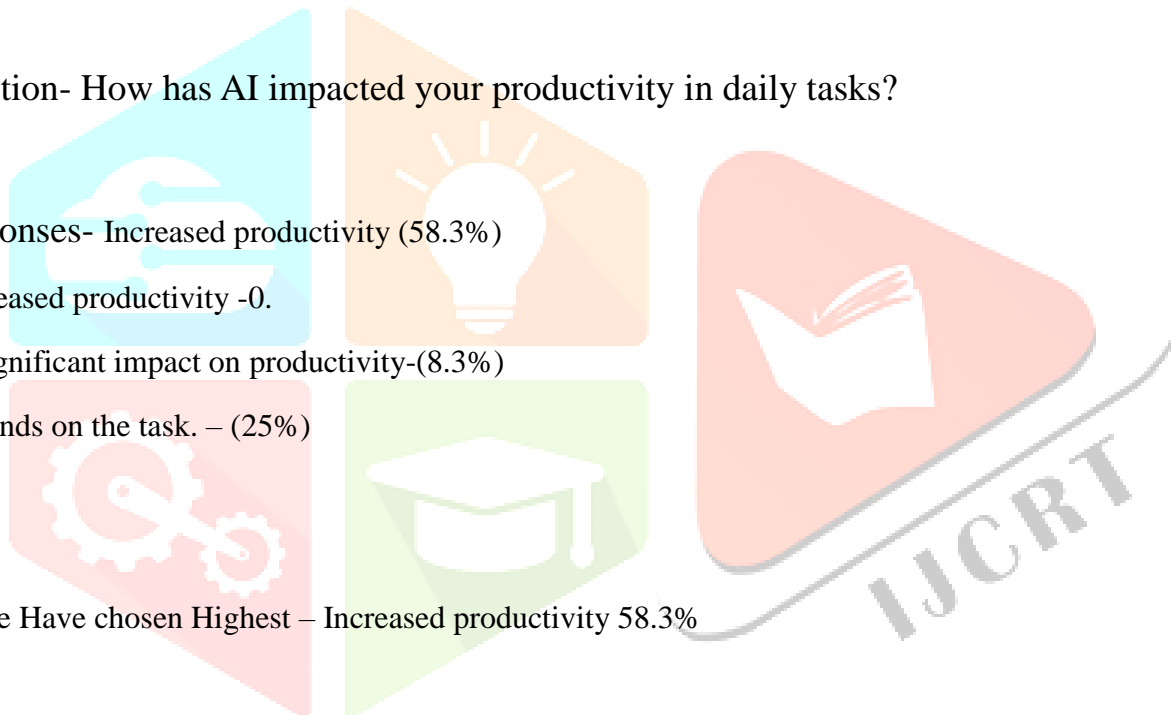
Responses- Increased productivity (58.3%)

Decreased productivity -0.

No significant impact on productivity-(8.3%)

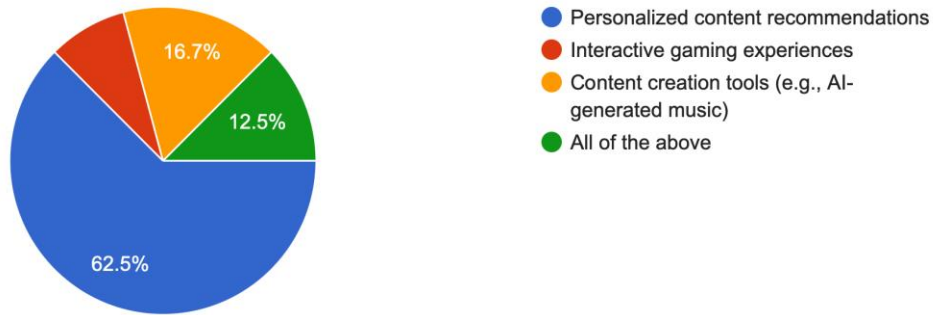
Depends on the task. – (25%)

People Have chosen Highest – Increased productivity 58.3%



In what ways does AI enhance your entertainment experience?

24 responses



Question- In what ways does AI enhance your entertainment experience?

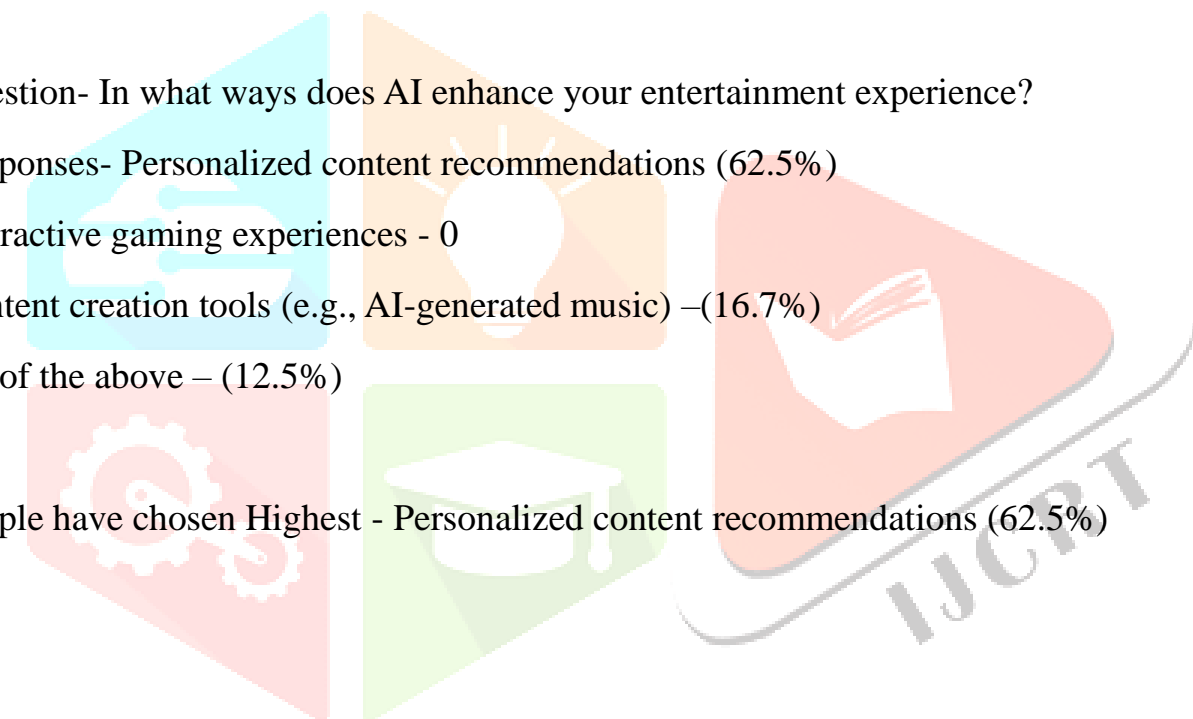
Responses- Personalized content recommendations (62.5%)

Interactive gaming experiences - 0

Content creation tools (e.g., AI-generated music) –(16.7%)

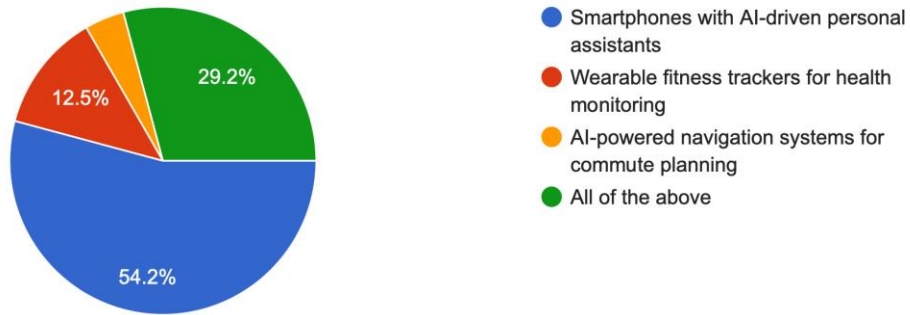
All of the above – (12.5%)

People have chosen Highest - Personalized content recommendations (62.5%)



Which AI-powered device or service has had the most positive impact on your daily routine?

24 responses



Question - Which AI-powered device or service has had the most positive impact on your daily routine?

Responses- Smartphones with AI-driven personal assistants – (54.2%)

Wearable fitness trackers for health monitoring – (12.5%)

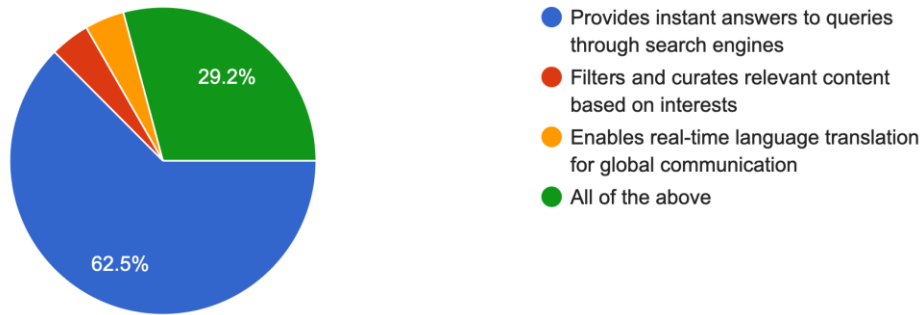
AI-powered navigation systems for commute planning – 0

All of the above- (29.2%)

People have chosen Highest- - Smartphones with AI-driven personal assistants – (54.2%)

In what ways has AI improved your access to information?

24 responses



Question- In what ways has AI improved your access to information?

Responses - Provides instant answers to queries through search engines (62.5%)

Filters and curates relevant content based on interests – 0%

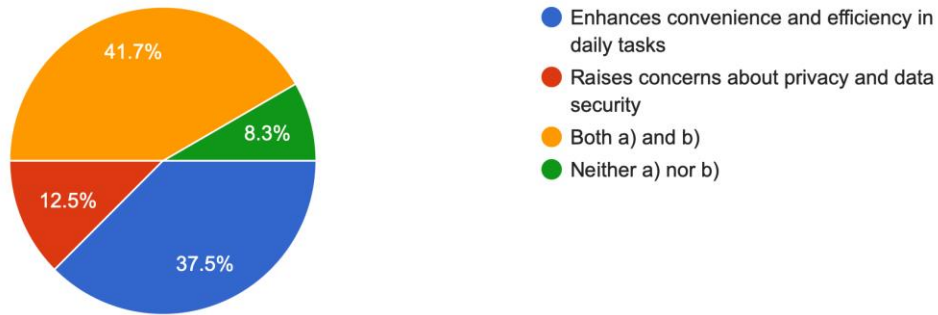
Enables real-time language translation for global communication- 0%

All of the above (29.2%)

People have chosen Highest- Provides instant answers to queries through search engines (62.5%)

How do you perceive the role of AI in improving your overall quality of life?

24 responses



Question- How do you perceive the role of AI in improving your overall quality of life?

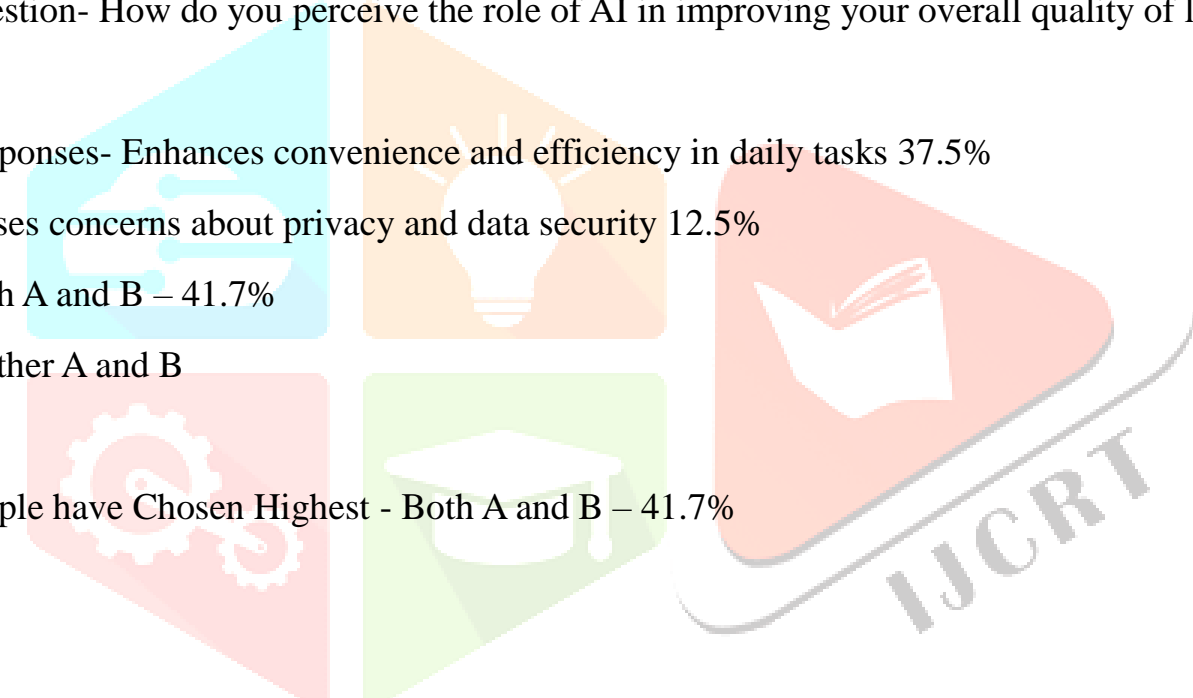
Responses- Enhances convenience and efficiency in daily tasks 37.5%

Raises concerns about privacy and data security 12.5%

Both A and B – 41.7%

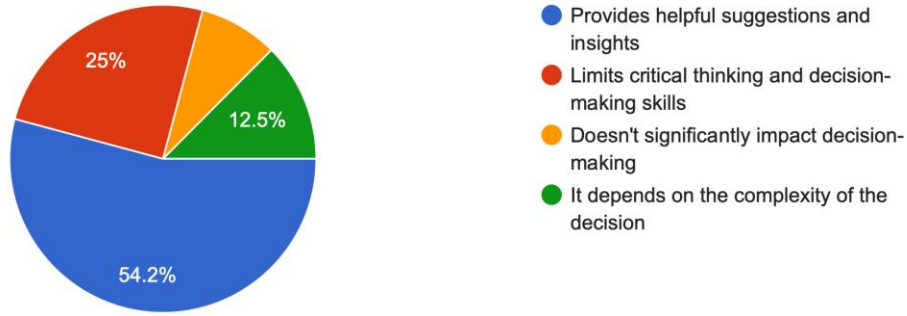
Neither A and B

People have Chosen Highest - Both A and B – 41.7%



How do AI-driven services impact your decision-making process?

24 responses



Question - How do AI-driven services impact your decision-making process?

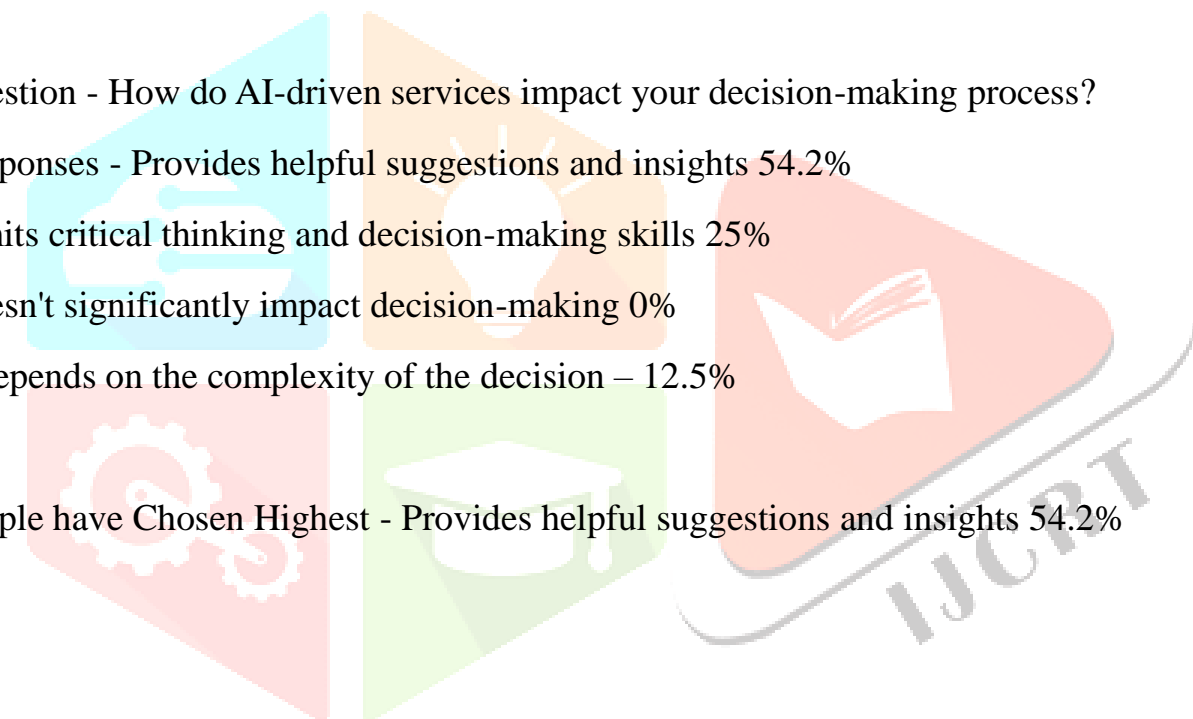
Responses - Provides helpful suggestions and insights 54.2%

Limits critical thinking and decision-making skills 25%

Doesn't significantly impact decision-making 0%

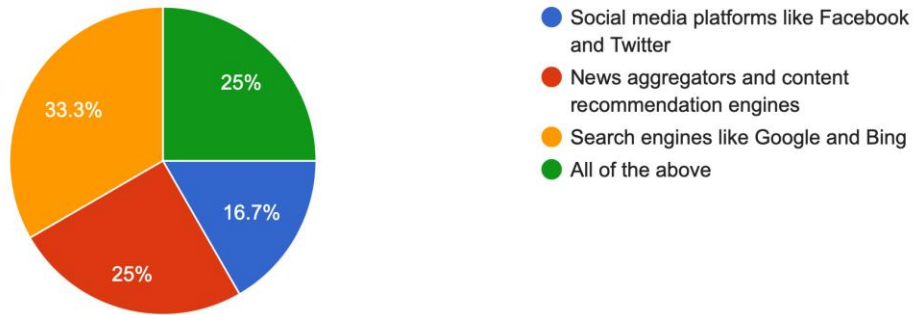
It depends on the complexity of the decision – 12.5%

People have Chosen Highest - Provides helpful suggestions and insights 54.2%



Which AI-driven platform do you rely on the most for information and updates?

24 responses



Question - Which AI-driven platform do you rely on the most for information and updates?

Responses - Social media platforms like Facebook and Twitter 16.7%

News aggregators and content recommendation engines- 25%

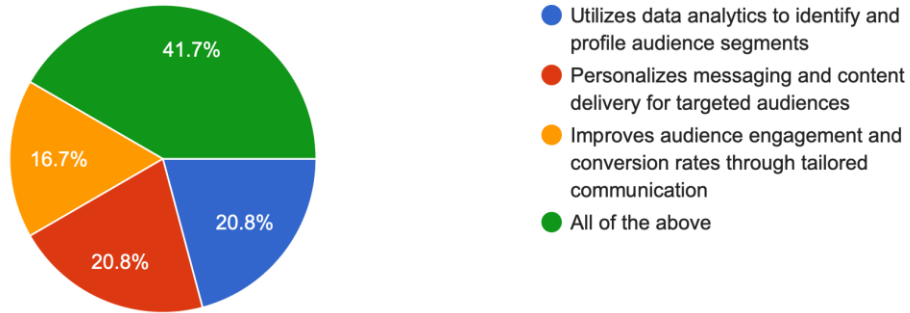
Search engines like Google and Bing- 33.3%

All of the above- 25%

People have Chosen Highest- Search engines like Google and Bing- 33.3%

How does AI influence audience segmentation and targeting in PR campaigns?

24 responses



Question- How does AI influence audience segmentation and targeting in PR campaigns?

Responses- Utilizes data analytics to identify and profile audience segments 20.8%

Personalizes messaging and content delivery for targeted audiences 20.8%

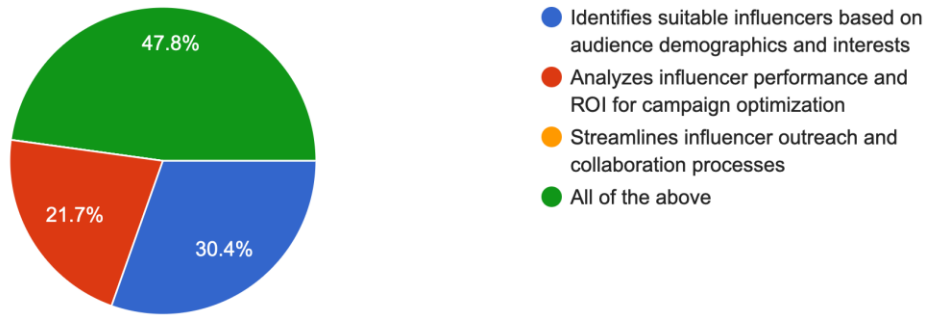
Improves audience engagement and conversion rates through tailored communication 16.7%

All of the above 41.7%

People have chosen Highest- All of the above 41.7%

How has AI impacted the effectiveness of influencer marketing in PR?

23 responses



Question- How has AI impacted the effectiveness of influencer marketing in PR?

Responses- Identifies suitable influencers based on audience demographics and interests 30.4%

Analyzes influencer performance and ROI for campaign optimization 21.7%

Streamlines influencer outreach and collaboration processes- 0%

All of the Above- 47.8%

People have chosen Highest- All of the above 47.8%.

Conclusion

In conclusion, Infosys's integration of AI into its PR strategy is a prime example of how these technologies can radically improve communication, engage stakeholders, and have a positive commercial impact. Infosys has experienced notable improvements in productivity, customization, data-driven decision-making, and reputation management by utilizing AI-powered tools and platforms. For AI-driven PR agency practices to be successful and sustainable, however, they must overcome obstacles pertaining to data quality, talent development, ethical issues, and integration. Infosys can fully utilize AI to enhance its PR efforts and solidify its position as a leading global player in the technology sector by means of persistent innovation, teamwork, and strategic vision.