

Mykhailo Oklander Current Trends in Social Media Marketing and the Future of the Chat GPT Industry // Mykhailo Oklander, Mariia Panchenko, Nina Pavlishyna, Kateryna Larina, Ruslan Boiko // Pacific Business Review International. – 2024. – Volume 17, issue 1. С. 93-103. Режим доступу: <http://www.pbr.co.in/2024/July8.aspx> (Web of Science Core Collection) <https://www.webofscience.com/wos/woscc/full-record/WOS:001281079900008>

Modern trends in social media marketing are evolving rapidly, and the future of this area is becoming more certain with the availability of artificial intelligence technologies, including GPT chat. Studying these trends is not only relevant but also important for understanding the dynamics of social media marketing and future prospects for its development. In this context, the purpose of the research is to study the impact of artificial intelligence, in particular GPT chat, on social media marketing strategies. The following methods were used in the study: monographic analysis of literature sources, systematic approach to the development of terminology, inductive and deductive methods, graphical and tabular methods. The study examines current trends in the use of GPT chat in marketing activities, noting that it can significantly improve the personalisation of communication and the effectiveness of advertising strategies. It is noted that the introduction of artificial intelligence into marketing campaigns can significantly increase their effectiveness and functionality, in particular, by contributing to an increase in the return on investment through better target audience coverage and the development of effective content. AI can also improve marketing results, increase productivity, conduct audience analysis, and give companies a competitive advantage through better decision-making and reduced risk. The article concludes that the use of GPT chat and other artificial intelligence tools in marketing has significant potential for success in the digital age. The findings have practical implications, as they can help companies improve customer experience and increase the effectiveness of social media marketing strategies.

Keywords

Marketing Strategies, Digital Marketing, Artificial Intelligence, Marketing Trends, Content Personalisation, Data Analysis In Marketing