

The Role of AI-Powered Content and Targeting Strategies in Enhancing Brand Positioning on Social Media

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Abstract- Rapid adoption of Artificial Intelligence (AI) in social media marketing has greatly impacted the manner in which brands have been communicating, interacting, and positioning themselves within the digital space. With the rising use of AI, marketing through social media has been revolutionized through personalization and data-driven techniques.

The current study will evaluate the contribution of AI-based content and AI targeting techniques to brand positioning in social media marketing. The study is qualitative & will be based on the secondary data obtained from recent literature (2020-2025). According to the findings, the use of AI-based content such as auto posts and recommendation systems is important since it boosts customer engagement due to the personalized nature. Similarly, targeting through AI helps in effective segmentation of audiences, thus making the marketing more efficient. Combining both techniques creates a synergy where brands' positioning becomes better through improved perception and competitive edge.

The study reveals that customer engagement & trust act as mediators in achieving better brand results. Challenges, on the other hand, involve data privacy and ethical issues. Generally, the current research offers an insight into the concept of brand positioning using AI-powered marketing strategies.

Keywords: Artificial Intelligence (AI), Social Media Marketing, AI-Powered Content, Targeting Strategies, Brand Positioning, Personalization, Consumer Engagement, Digital Marketing

I INTRODUCTION

The advent of artificial intelligence has completely transformed the field of digital marketing, especially within the realm of social media. With millions of people using social networking sites like Facebook,

Instagram and Twitter on a regular basis, businesses are now relying heavily on artificial intelligence to increase their reach, engagement rates, and position in the market. Traditional methods of marketing have been gradually phased out, with intelligent systems now used to study consumers behavior and generate relevant content.

Content generation through artificial intelligence has emerged as one of the key elements of any modern-day marketing strategy. Tools such as machine learning and natural language processing help organizations create unique contents for different customer groups, making the communication process more personalized and emotionally engaging. Consequently, businesses are able to provide consistent communication while remaining flexible enough to adapt to any changes in consumer behavior. Besides content generation, the use of AI in targeting is another key element that enables the delivery of the appropriate message to the right people. With the help of sophisticated AI algorithms, businesses can accurately find prospective clients based on such factors as demographics, web behavior, personal interests, and more. This helps improve marketing strategies, cut expenses, & ensure a positive ROI.



AI-driven content relates to the application of machine learning techniques, natural language processing, and predictive modeling for generating, collecting, and optimizing marketing content according to individual preferences. Examples of such technologies include recommendation systems, chatbots, and automatic content generators, which help businesses create targeted marketing content to be delivered to intended recipients. AI can be used to personalize the content by analyzing user interactions, behavior, demographic information, & other parameters to develop customized advertisements and social media posts that will attract particular audiences.

Consequently, AI-enabled targeting methods have brought about significant changes in the way brands communicate with their target audiences. Instead of mass marketing tactics, which were used in the past, brands today make use of micro-targeting methods that help them divide their audience in the most accurate manner possible. AI is capable of identifying patterns within the consumers' data, predicting their behavior, and identifying the best moments when to deliver their message through different channels. Therefore, the brand's message will be delivering to the target audience in an optimal manner.

The application of AI-enabled content and targeting has great significance for improved the brand positioning of brands on social media platforms. It allows companies to establish a connection with customers through the provision of personalized content, thereby created a differentiation among competitors in order to make a significant presence online. Moreover, AI makes it possible for brands to constantly optimize their marketing approach based on real-time analytics. Even though using AI brings about numerous benefits for businesses, it poses certain challenges that need to be addressed. The issues of privacy violations, algorithmic biases, & unethical use of consumer information are getting more attention from the public. As consumers are becoming more concerning about how their information is being used by brands, transparency has become essential. Another possible challenge associated with using AI-based content is that it can create a lack of authenticity, which negatively affects brands. Theoretically, this research will be underpinned by theories relating to digital marketing, consumer behavior, and brand equity. It

aims at investigating how the use of artificial intelligence in the form of content generation and target audience identification can be used to develop a solid brand positioning in digital era. Furthermore, this research will investigate the effect of customer engagement, trust, and perceived value as mediators in the brand positioning process.

In terms of methodology, this research will take a secondary data approach. This means that the literature review will analyze different scholarly works and industry reports, among others, which will provide valuable information regarding the subject matter. Therefore, this research hopes to derive relevant insights from previous studies on the use of artificial intelligence in social media marketing practices. The increasing adoption of artificial intelligence in social media marketing can be considered as a paradigmatic change in terms of the way brands interact with their consumers. With artificial intelligence being using to produce content & target audiences effectively, there is no doubt that it opens up new opportunities for improved brand positioning. Nevertheless, along with the benefits brought by AI, its appropriate usage needs to be ensured.

II REVIEW OF LITERATURE

AI integration into social media marketing has been the focus of much scholarly research in the last few years. Studies have been conducted on AI effects on content customization, targeting, engagement, and positioning of brands. Below is a summary of findings from existing literature on the subject matter.

Kaplan and Haenlein (2019) reviewed the importance of AI in modern digital marketing practices and discussed the way AI through machine learning algorithms enables companies to automate content generation and improve customer interaction. The authors stated that AI technologies increase the effectiveness and efficiency of marketing campaigns. Chaffey and Ellis-Chadwick (2019) concentrating on modern digital marketing approaches and discussed the role of AI technology in segmentation and targeting of audiences. The scholars suggesting that AI-powered analysis provides marketers with important insights into customers' preferences and behaviors, making it easier to target audiences.

Kumar et al. (2020) have discussed AI's contribution to customer relationship management (CRM). According to the authors, AI technologies allow for providing personalized experiences in social media and, consequently, developing good customer relationships and increased brand equity. Dwivedi et al. (2021) have reviewed various aspects of AI application to marketing. In particular, they demonstrated that AI-generated content and predictive analytics help in making decisions, as well as targeted and optimizing campaigns. They also emphasized some negative consequences such as data privacy issues. In their paper, Huang & Rust (2021) analyzed AI in service and marketing. They classified AI into mechanical, thinking, and feeling AI, and illustrating the ways in which AI makes customers interact with brands and organizations. Their results reveal that AI facilitates personalization and, thus, improves brand loyalty & positioning.

Grewal et al. (2022) examined digital transformation in marketing and found that AI is one of the major facilitators of innovation. In their research, they proved that AI-enabled technologies contributed to better customer interactions, optimized marketing, and improved brand positioning in a competitive environment. Jain and Kumar (2024) performed a systematic review of literature on the use of AI in marketing. The research proved that AI-based analytics, automation, and personalization greatly affect consumers' behavior and increase targeting efficiency, thus improving brand positioning. Masnita et al. (2024) analyzed the role of AI in contemporary marketing operations. The research indicated that AI facilitates effective branding, customer interactions, and competitor analysis, thus ensuring better positioning of organizations online.

Generative AI was studied by Grewal et al. (2025) for its effects on marketing approaches. According to their findings, the ability of AI technology to create hyper-personalized and interactive content positively impacts consumer engagement and enhances brand image. The effects of social media marketing powered by AI technology on consumer behavior were considered by Kazmi (2025). The author concluded that AI-based recommendation systems, chatbots, and predictive analytics improve consumer purchases & enhance brand image. Hue and Hung (2025) provided a

bibliometric analysis of AI in branding, finding that AI innovations reshape the ways brands build their image & use personalized content and automated solutions to communicate with consumers. Bisaria et al. (2025) focused on the changes in marketing strategies due to the implementation of AI technologies. They found that the use of AI technology increases the effectiveness of marketing campaigns and makes targeting more accurate.

III RESEARCH GAP

Whereas the current literature emphasizes the importance of AI in terms of personalization, customer engagement, and targeting strategies, most studies have studied all these elements separately. Moreover, the combined influence of AI-based content & targeting strategies for brand positioning in social media has not been explored sufficiently well yet.

Emerging technologies, such as generative AI, emphasize short-term effects, such as engagement, rather than long-term consequences related to brand positioning. Besides, secondary data methods have not been used widely for building conceptual grounds in order to explore this problem in detail.

Customer engagement and trust, as well as ethical issues associated with privacy of customers' data, have not been explored in connection with brand positioning in social media yet.

IV OBJECTIVES

1. To study the importance of using content generated by artificial intelligence to increase customer engagement on social media.
2. To assess how effective targeted strategies are that are implemented using artificial intelligence.
3. To assess how artificial intelligence can be used for positioning of a brand.

V METHODOLOGY

Research Design

This study employs a qualitative and descriptive research design with a focus on secondary data. The aim is to conduct an analysis & synthesis of the literature that addresses AI-generated content, tactics,

and their effects on brand positioning in social media environments.

Sources of Data

The current research is conducted using only secondary data from scholarly sources, namely:

- Articles from peer-reviewed journals listed in Scopus and Web of Science indexes
 - Academic databases, including Scopus, ScienceDirect, Springer, and Google Scholar
 - Industry publications of renowned consulting firms such as McKinsey, Deloitte, and PwC
- Books and conference papers

Method of Data Collection

A method of systematic literature review is adopted to gather data from previous studies. Relevant studies concerning terms like “AI in social media marketing,” “AI content,” “targeting,” “positioning,” and “engagement of customers” are gathered by 2020 and 2025. Only those studies that are highly pertinent to the research questions are chosen.

Method of Data Analysis

Data gathered in the process of reviewing literature is subject to analysis using thematic analysis approach. Themes like personalization, effectiveness of targeting, customers’ engagement, and perceptions of brands are studied.

VI FINDINGS AND DISCUSSION

The analysis of the available literature demonstrates that the development of AI technology has greatly impacted social media marketing practices by allowing more advanced content creation and targeted advertising approaches. According to the findings, AI technology is an essential component in improving the positioning of brands through greater personalization, customer interaction, and data-based decision-making.

1. The Influence of AI-Powered Content on Consumer Engagement

According to the review results, AI-powered content is useful because it can ensure high-quality interactions between consumers and brands via automated posts, recommendations, and chatbots. Personalized content attracts consumers' attention, makes people interact

more with it, thus boosting users' involvement and their satisfaction. Researchers emphasize that high engagement levels facilitate brand awareness and brand perception improvement. In this way, AI-powered content can be viewed as one of the main sources for emotional bonding between brands and their customers.

2. The Efficiency of AI-Based Audience Segmentation Based on the literature, AI-based audience segmentation proves to be highly effective. With the help of this method, marketers can easily determine their target audiences' preferences, behaviors, and needs because AI allows processing vast amounts of consumer data. This will make it possible to address only those customers who should see particular messages from marketers. In other words, AI-based audience segmentation can increase campaign efficiency and ROI, and, consequently, strengthen brands' positions.

3. Combined Effect on Brand Positioning

One of the most important insights gained through the research is that the combined use of AI content and targeting strategies has an enhanced impact on brand positioning. Whereas content makes sure that the information is relevant and engaging, targeting ensures accuracy and coverage, thus enabling a consistent and personalized brand experience for customers.

4. Mediating Impact of Customer Engagement and Trust

In terms of customer experience, it should be pointed out that engagement and trust are two critical factors mediating the link between AI strategies and brand positioning. While the former can be achieved due to increased personalization made possible by using AI, the latter plays an important role in building up a long-term relationship with a client.

5. Ethical Issues and Challenges

While AI offers certain benefits, there are several ethical issues that pose a challenge to its application. Data privacy, opacity, and biases are some problems that have been linked to undermining trust between consumers and brands. The excessive dependence on automatically generated content could also compromise the authenticity of the information.

VII DISCUSSION

The results of the study correspond with the prevailing theories regarding digital marketing and brand equity, as it proves once again that personalization and effective communication are among the key factors impacting the positioning process. The role of AI is that of the facilitator, helping with real-time analysis and automation processes.

The research shows that even when the organization utilizes AI, the technology alone does not guarantee successful results – there should be a balance between the technological possibilities and ethical aspects of the decision-making process and creativity of human beings.

VIII CONCLUSION

In conclusion, this paper demonstrates how the use of Artificial Intelligence (AI) technologies can revolutionize social media marketing efforts and improve brand positioning. With the implementation of AI content and targeting strategies, organizations have a way to communicate effectively through creating highly relevant and timely messages. These results prove that AI implementation can lead to improved customer engagement and improved targeting, eventually resulting in better brand positioning.

It is also shown that customers' engagement and trust act as important mediators in transferring the potential of artificial intelligence in brand positioning efforts. Although AI technologies offer an advanced solution for organizations to improve their efficiency and accuracy of their operations, AI cannot work as intended if organizations do not focus on developing trustful relationships with their customers. Ethical issues like data privacy and algorithmic bias become important considerations when it comes to brand positioning efforts in social media.

In summary, this paper provides the much-needed theoretical insight into the role of AI content and targeting strategies in brand positioning efforts.

Managerial Implications

Some of the implications that this research can have for marketers and companies include the following:

- **Use of AI Techniques:** It is necessary for managers to implement AI techniques like content automation tools, chatbots, and predictions for

increased effectiveness and consumer engagement in marketing efforts.

- **Content Personalization:** Companies need to personalize content according to the needs of customers in order to increase the effectiveness of their brand.
- **Insightful Data Decisions:** It is important for firms to adopt AI-driven insights for audience segmentation, targeting, and other aspects of campaigns.
- **Ethics and Privacy:** The company needs to ensure that there is transparency and protection of user privacy when using customer information in its efforts.
- **Integration of Creativity:** Although AI will bring about automation of tasks, creative inputs from humans will be essential for marketing.
- **Competitive Advantage:** The use of AI will give an edge to the firm in the market over other competitors.

Future Research Directions

The current study provides some directions for further research efforts:

- Empirical research techniques could be used in future research endeavors, including gathering primary data for verification of the proposed associations between AI strategies and brand positioning.
- The involvement of particular types of AI technology could be examined more thoroughly in future research work.
- Comparative studies could be considered to understand the effects of AI on brand positioning in different contexts.
- Other mediating variables like customer satisfaction, perceived value, and brand loyalty could be studied in future research efforts.
- Future studies could take the long-term perspective into account to investigate the influence of AI on brand identity and sustainability.
- It would be interesting to conduct future research into the ethics and regulation of AI and their influence on consumers' trust towards brands.

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