


DIGITAL MARKETING: CONTRIBUTIONS OF ARTIFICIAL INTELLIGENCE IN THE CREATION OF PERSONALIZED STRATEGIC CONTENT

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ABSTRACT

This work analyzed the application of artificial intelligence (AI) in digital marketing, focusing on the creation of personalized content and strategies aimed at the retail sector. Through an exploratory and descriptive approach, a literature review and a practical study were carried out using ChatGPT, which generated content for fictitious companies from different niches. This study demonstrated the ability of AI to personalize messages and adapt to different audiences and niches. The study highlighted benefits such as agility in content production, precision in personalization, and the democratization of advanced marketing strategies, even for small businesses. However, limitations were discussed, such as the reliance on structured data and the ethical challenges related to privacy and transparency. The research concludes that AI is a powerful tool for optimizing digital marketing strategies, especially in campaign personalization and audience segmentation, but that its effective use requires human guidance and ethical application. This study contributes to broadening the understanding of the impact of AI on digital marketing and its potential as an ally in market transformation.

Keywords: Artificial Intelligence. Digital Marketing. Customization. Digital Strategies.

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INTRODUCTION

Digital marketing is the practice of promoting products and services using digital media channels and platforms, consolidating itself as an indispensable strategy in an increasingly connected world. Through tools such as content marketing, social media, search engine optimization (SEO), and paid advertising, digital marketing allows businesses to establish a relevant presence in the online environment. This form of communication enables brands to reach a wider audience and engage their consumers in a strategic way, contributing to building stronger relationships and expanding their reach in the market.

As the digital environment becomes more competitive, companies face the challenge of creating content that stands out amidst the excess of information available on the internet. To meet market expectations, it is not enough just to be present on digital channels; It is necessary to offer content that is attractive, informative and, above all, aligned with the interests of the audience. In this context, artificial intelligence (AI) emerges as an indispensable tool, helping companies to develop relevant content faster and more efficiently, while maintaining the quality necessary to capture consumer attention.

Artificial intelligence has revolutionized digital marketing, providing creative solutions to challenges related to content production. With the ability to process large volumes of information and identify patterns, AI allows companies to adjust their communication strategies and create advertising materials in a more targeted way. Tools such as ChatGPT support the development of texts, campaigns, and ideas, optimizing the efforts of marketing teams and speeding up production time. Thus, companies are able to adapt to the demands of the ever-changing market, while remaining relevant and competitive.

The use of AI in digital marketing is not limited to the automation of tasks; it also paves the way for creative innovation. With its ability to generate diverse content, artificial intelligence offers companies a new way to explore different formats and styles of communication.

In this sense, the central problem of this article is: How does artificial intelligence contribute to the creation of personalized content in the digital marketing strategy? For this, fictitious companies will be created that represent different market niches that, based on specific briefings, will detail the characteristics of these companies and their communication goals using the ChatGPT tool. For a greater theoretical consistency of the article, a theoretical review of the theme is carried out below.

THEORETICAL FRAMEWORK

According to Carvalho et al. (2019), the theoretical framework is a fundamental element for any research, as it provides the conceptual basis that guides and sustains the analyses carried out. It guides the choice of appropriate theories, authors, and concepts to address the research problem, and is crucial to ensure methodological coherence and the interpretative quality of the study (Carvalho et al., 2019, p. 49).

Therefore, in order for the present work to achieve its objectives of verifying how artificial intelligence contributes to the creation of advertising content in the digital marketing strategy, a theoretical framework will be developed that explores concepts of marketing, digital marketing, artificial intelligence, applications, benefits and challenges, consolidating a solid basis for the proposed analysis.

MARKETING: CONCEPTS AND EVOLUTION

According to Kotler et al. (2010, 2017, 2021), marketing can be understood as the set of strategic activities that aim to identify, create, and deliver value to consumers, satisfying their needs and desires in a profitable way, while managing relationships with customers, partners, and society as a whole. It is based on the principle of value exchange, which is essential for building lasting relationships. The origin of the term marketing dates back to the period of the Industrial Revolution, when it began to be structured as a field of study and practice. Initially focused on operational efficiency and maximizing consumption, marketing has adapted to economic and social transformations, evolving from a strictly transactional model to a more relational and strategic approach.

The evolution of the concept of marketing over the decades is marked by different phases. In Marketing 1.0, the focus was on the product, with the main objective of increasing production efficiency and making goods available on a large scale. Marketing 2.0, on the other hand, shifted attention to the consumer, using strategies such as segmentation and positioning to meet the specific needs of different audiences. With Marketing 3.0, there was a transition to a more values-centered approach, prioritizing sustainability, social responsibility, and the alignment of brands with the emotional and spiritual desires of their consumers.

More recently, Marketing 4.0 has integrated digital with physical, emphasizing the hybrid consumer journey and leveraging digital technologies to create more meaningful interactions. Finally, Marketing 5.0 explores the potential of emerging technologies, such as

artificial intelligence and big data, to personalize experiences, solve complex problems, and contribute to sustainable development and social inclusion (Kotler et al., 2010, 2017, 2021).

It is also essential to highlight the 4Ps of Traditional Marketing, introduced by Jerome McCarthy in 1960, which represent one of the fundamental pillars in the structuring of marketing strategies. These elements - product, price, place (distribution) and promotion - form the marketing mix, a strategic tool that allows companies to plan and implement actions aimed at meeting market demands efficiently (McCarthy, 1960, apud Amaral, 2000, p. 52)

The product is the starting point of the marketing compound and refers to everything that can be offered to the market to meet the needs or desires of consumers. According to Kotler and Keller (2018), a product is composed of three levels: the core (core benefit), the basic product (attributes such as design, brand, and quality), and the extended product, which covers additional services such as warranty, after-sales support, and installation. These levels allow companies to add value to their offerings, standing out from the competition and increasing the customer's perception of value.

Price is the second element of the composite and represents the monetary value that consumers are willing to pay for a product or service. More than a simple amount, price reflects the consumer's perception of value and is influenced by factors such as production costs, competition, and elasticity of demand. Kotler and Keller (2018) highlight that price is the only element of the compound that generates revenue directly, while the other three generate costs. Therefore, pricing must be strategic, seeking to balance the company's profitability with consumer accessibility, ensuring competitiveness in the market.

The market, or distribution, refers to the set of activities that guarantee the delivery of the product to the final consumer, at the correct place and time. This element includes decisions related to distribution channels, logistics, warehousing, and transportation. Efficiency in the management of the market is essential to ensure product availability and to create a positive customer experience, increasing consumer loyalty and satisfaction. As stated by Kotler and Armstrong (2007), effective distribution can be a competitive advantage for companies.

Promotion is the element responsible for communicating the value of the product to consumers. It includes a set of tools such as advertising, sales promotion, direct marketing, public relations, and personal selling. The purpose of the promotion is to inform, persuade,

and remind consumers about the products, creating engagement and stimulating purchasing decisions. Kotler and Keller (2018) emphasize that promotion must be planned in an integrated way, using different communication channels to reach the target audience efficiently and consistently.

In traditional marketing, understanding consumer behavior is essential to develop strategies aligned with consumer expectations. As emphasized by Nalini, Cardoso and Cunha (2013), understanding results in the interaction between individual and environmental variables, and the in-depth study of these influences contributes to market segmentation and the creation of targeted campaigns.

Consumer behavior is an area of study that investigates the processes by which individuals or groups select, acquire, use, and discard products, services, or ideas to satisfy needs and desires. According to Oliveira (2016), this analytical field emerged in the 1960s as a response to market demands, seeking to understand consumer attitudes and behaviors in order to develop effective market strategies.

The factors that influence purchasing decisions can be classified into cultural, social, personal, and psychological. Cultural factors are fundamental, as they determine values, beliefs, and norms passed down from generation to generation. They shape consumption patterns and the way consumers perceive products and services. As highlighted by Oliveira (2016), the absence of cultural sensitivity can lead to failure in marketing initiatives, by ignoring the cultural reality in which consumers are inserted.

Additionally, social factors play a crucial role in purchasing decisions, including the influence of reference groups, social status, and family. Oliveira (2016) highlights that reference groups expose consumers to new behaviors and lifestyles, directly influencing their attitudes and consumption preferences. Social class is also an important indicator, as it reflects values and ways of life that impact product and brand choices.

Personal factors encompass aspects such as age, occupation, economic circumstances, and lifestyle. Age and family life cycle, for example, shape specific needs and preferences over time, directly influencing consumption patterns. Oliveira (2016) reinforces that buying patterns also reflect the personality and self-image of consumers, who seek goods that correspond to their identity.

Finally, psychological factors, such as motivation, perception, learning, and attitudes, are determinant in the purchase decision process. Motivation drives consumers to seek satisfaction of perceived needs, while perception organizes and interprets the information

received about products and services. According to Oliveira (2016), learning shapes preferences over time, and attitudes reflect beliefs and feelings that directly affect purchase choices.

Traditional marketing, which dominated business strategies before the rise of digital technologies, faced challenges that limited its efficiency and impact. One of the biggest problems was in measuring the results. Companies had to rely on indirect methods, such as market research or general sales analysis, to try to understand the impact of their campaigns. However, these tools did not always provide a clear and accurate view, leaving many gaps in the evaluation of the performance of marketing actions. This made the process of calculating return on investment (ROI) challenging and often inaccurate. Unlike digital marketing, which today allows us to monitor results in real time and adjust strategies with agility, traditional marketing operated almost blindly in this sense (Kotler; Keller, 2018).

Another significant challenge was the widespread reach of the campaigns. Traditional marketing communication strategies, based on mass media such as television, radio, and newspapers, sought to reach as many people as possible. Although this increased brand visibility, it also generated a great waste of resources, since campaigns often reached those who had no interest or relationship with the advertised product or service. This kind of broad approach lacked segmentation, which meant that messages were not precisely targeted to the ideal target audience. In addition, the communication format was unidirectional, that is, without the possibility of interaction with consumers, which made it even more difficult to identify their real needs or adjust campaigns based on feedback (Kotler; Keller, 2018).

The lack of personalization was also a clear limitation in traditional marketing. Advertising messages were designed for a generic audience, without taking into account the particularities or preferences of each consumer. This approach made campaigns ineffective at emotional engagement and made it difficult to build lasting relationships with customers. In an increasingly competitive market, where people are looking for personalized experiences and brands that truly understand their needs, this generalization became a serious problem. Companies did not have the tools to get to know their consumers more deeply, which ended up weakening the bond with the public and limiting loyalty (Kotler; Keller, 2018).

Thus, traditional marketing, despite its limitations, was essential to shape the foundations of market strategies. Its evolution over time, with the incorporation of

technologies and new approaches, has shown that marketing is a field in constant transformation, always seeking to adapt to consumer needs and changes in society. Looking back at marketing's past helps us understand its achievements and limitations, as well as guide the steps for future innovations.

MARKETING DIGITAL

Digital marketing is described by Kotler and Keller (2018, p. 635) as an evolution of traditional marketing practices, driven by the advancement of digital technologies. It is a set of strategies that use online platforms, social networks, emails, websites, and other digital tools to interact with consumers in a more efficient and personalized way. This model allows businesses to not only promote their products and services but also engage consumers, collect valuable data, and offer experiences tailored to their needs and preferences.

The evolution of the web was one of the main catalysts for this transformation in marketing. As Okada and Souza (2011) point out, the transition from Web 1.0 to Web 2.0 marked a decisive moment. While Web 1.0 was predominantly static, limited to the display of fixed and unilateral content, Web 2.0 brought interactivity, collaboration, and the user's protagonism in the production of content. This new scenario has stimulated the emergence and consolidation of social networks, which have become central pieces in digital marketing strategies, allowing companies to build direct dialogues with their consumers and collect valuable information about behaviors and preferences.

Subsequently, Web 3.0 further expanded the possibilities by integrating concepts of semantic intelligence and personalization. Through this evolution, it has become possible not only to identify consumption patterns, but also to offer personalized experiences in real time, increasing the relevance and effectiveness of campaigns. In this context, strategies such as Search Engine Optimization (SEO) and Search Engine Marketing (SEM) have gained prominence. SEO refers to a set of techniques that aim to improve the visibility of a website in the organic results of search engines, such as Google and Bing. Among these techniques are keyword optimization, creating relevant content, and improving the technical structure of the website, such as loading time and responsive design. SEM, on the other hand, is a strategy that uses paid ads to increase the visibility of a website in search engines, positioning it prominently through sponsored links. Gabriel (2009) observes that SEO helps brands to position themselves in a more visible and strategic way,

while SEM complements this approach by directing advertising efforts to specific audiences, optimizing investments and enhancing campaign results.

Digital marketing is currently one of the main engines for business growth, providing a wide range of tools and strategies that allow a closer connection with the consumer. Kotler *et al.* (2017) highlight that digital marketing is an evolution that responds to new market demands and changes in consumer behavior, which increasingly seeks information in a fast and accessible way. This scenario required companies to strategically adapt to remain competitive. Thus, digital marketing has established itself as a comprehensive and dynamic solution, integrating a series of channels that enhance brand visibility and facilitate real-time interaction with the customer, enabling companies to build a solid and well-segmented presence in an increasingly saturated digital environment.

One of the main characteristics of digital marketing is its ability to measure results accurately. Unlike traditional marketing, in which the impact of campaigns was often difficult to assess, digital marketing uses analytical tools that provide real-time data, allowing quick adjustments and increased campaign efficiency (Kotler; Keller, 2018). In addition, digital technologies have expanded the possibilities of segmentation, enabling companies to reach specific audiences with personalized and relevant messages.

Content segmentation emerges as one of the most effective strategies in digital marketing, being widely used in channels such as social networks and email marketing. Pulizzi (2014) argues that content marketing transcends direct selling, focusing instead on delivering useful and relevant information that establishes trust and strengthens brand authority. He emphasizes that well-designed segmentation is crucial to guide the consumer through all stages of their buying journey, from initial discovery to loyalty. Resources such as blogs, videos, and infographics, when aligned with the specific interests of the audience, not only attract attention, but also communicate the brand's values and identity, creating a more authentic and transparent relationship.

Complementing this view, Rez (2016, p. 32) describes content marketing as one of the most robust strategies in digital marketing, highlighting its ability to engage specific audiences through consistent and relevant materials. He points out that, in addition to attracting consumers, this approach is the basis for other practices, such as SEO and social media marketing, enhancing the impact of campaigns and creating an integrated communication environment. Thus, while Pulizzi (2014) focuses on the importance of segmentation and storytelling as tools to engage the consumer, Rez (2016) broadens the

discussion by highlighting the structural role of content marketing within a strategic digital ecosystem.

Ramos (2015) emphasizes the digital landscape by talking about the transformative role of social media in the digital marketing landscape, highlighting how platforms such as Facebook and Instagram have become indispensable tools for brands that want to connect with their consumers in a direct and meaningful way. He notes that these platforms are not limited to the promotion of products or services, but serve as bridges to establish authentic, real-time communication between businesses and their audience. This proximity creates opportunities for deeper dialogues and engagements that go beyond immediate consumption, strengthening the relationship between brand and customer. In addition, Ramos (2015, p. 48) draws attention to the advanced segmentation tools of these platforms, which allow the personalization of messages according to the profile and preferences of different audiences. This ability to personalize significantly increases the effectiveness of campaigns, ensuring that brands reach the right consumers with more relevant messages, which contributes to the success of digital marketing strategies.

Kotler et al. (2017), in turn, expand this discussion by addressing how social networks play a crucial role in building lasting relationships between companies and consumers. The authors highlight that platforms such as Facebook, Instagram, and Twitter have created an environment where direct interaction has become not only feasible, but essential. They argue that these interactions not only bring brands closer to their consumers, but also offer a valuable channel for collecting feedback in real-time. This feedback allows businesses to better understand customer expectations and perceptions, helping them adjust their strategies and products with greater precision. In addition, Kotler et al. (2017) emphasize that this dynamic is key to building a positive and reliable brand image, especially in an increasingly competitive and saturated market. This proximity reinforces customer loyalty, creating a strategic differential for brands that know how to take advantage of the potential of social networks.

Artificial intelligence (AI) has revolutionized digital marketing, offering innovative solutions that automate processes, personalize interactions, and make campaigns more effective. According to Antunes (2023), AI has brought the ability to automate repetitive tasks and make real-time predictions about consumer needs. This means that brands can offer content and solutions that are more aligned with the audience's interests, creating more authentic and relevant connections. This integration allows not only to improve the

operational efficiency of companies, but also to strengthen the experience of the consumer, who feels more valued for precise and targeted interactions.

Ambrosio (2024) highlights that personalization is one of the great benefits of AI, placing it as a competitive advantage in the digital market. Tools such as chatbots and virtual assistants have become indispensable allies, not only to answer questions quickly, but also to create unique service experiences, personalized according to the customer's profile. These technologies help reduce response time, increasing consumer satisfaction and loyalty. At the same time, they free up human resources for more strategic tasks, such as data analysis and the development of creative campaigns. In addition, predictive analytics, powered by big data, allows companies to anticipate behaviors and adjust their strategies more accurately, strengthening the relationship between brands and consumers, and creating a continuous cycle of improvements.

According to Antunes (2023), the use of AI is already a reality for 61.4% of marketers, who use these technologies mainly to create content, analyze campaign performance, and segment audiences. Tools such as ChatGPT and recommendation algorithms have proven especially useful for generating insights, understanding trends, and directing actions. These tools allow companies to develop more engaging content, adjusted to the tone of voice, preferences, and even the right time to reach consumers. With this, brands are able to reach the right consumers at the right time, optimizing the results of their campaigns and expanding their reach in a sustainable way.

However, Ambrósio (2024) warns of the challenges that accompany this technological revolution. The reliance on quality data is one of the main obstacles, as the effectiveness of AI is directly related to the quality of the information that feeds its algorithms. Inconsistent or insufficient data can compromise the delivery of effective solutions, creating noise in the interaction with the consumer. In addition, ethical and data privacy issues have become increasingly relevant. Consumers are more aware of how their personal information is used, and companies need to balance innovation with responsibility, ensuring transparency and respect for privacy. Ambrósio (2024) points out that consumer trust is fundamental and can be shaken when inadequate data management practices are perceived.

Another important advance pointed out by Ambrósio (2024) is the integration of AI with technologies such as Augmented Reality (AR) and Virtual Reality (VR). These combinations create immersive experiences, transforming the consumer journey into

something unique and memorable. Imagine a customer virtually exploring a store environment or viewing a product in their own home before purchasing it. These possibilities, realized by AI, make interactions more personalized and adjusted to individual preferences, creating a new level of engagement and shopping experience. In addition, these technologies can be integrated into digital marketing campaigns to create interactive content, increasing the attractiveness and retention of information by consumers.

AI is also redefining the role of the marketer. Instead of being limited to operational tasks, experts can now focus on creative strategies and building meaningful relationships with their clients. As Antunes (2023) points out, AI does not replace the human factor, but complements it, enhancing the analytical and creative capabilities of professionals. This synergy between humans and machines is what makes digital marketing more effective and innovative. AI-based tools help professionals better understand the target audience and create more impactful campaigns, while experts bring the strategic eye and human touch that technology cannot yet replace.

Finally, it is essential to highlight that the implementation of AI in marketing is not only a technological issue, but also a cultural and strategic one. Ambrósio (2024) emphasizes that the success of this integration depends on how organizations deal with internal and external changes. While many younger professionals see AI as an opportunity to optimize their activities, others still show fear about the impact this technology may have on their jobs. Companies that invest in training and awareness about the use of AI tend to overcome these challenges, creating a more collaborative environment that is conducive to innovation.

Artificial intelligence has brought significant advances to digital marketing, allowing for automation, personalization, and greater engagement with consumers. However, as Antunes (2023) and Ambrósio (2024) point out, it is essential that the application of this technology is done ethically, ensuring that the benefits meet the needs of consumers in a responsible and transparent manner. AI not only transforms digital marketing, but also reinforces the importance of uniting technology and humanity to create more meaningful and impactful experiences.

Marketing has undergone significant transformations, adapting to technological and cultural changes. The transition from traditional to digital marketing stands out as one of the biggest evolutions in the area, being driven by the growth of the internet and social networks. As pointed out by Kotler et al. (2017), digital marketing offers a number of

advantages over traditional marketing, including the ability to target accurately, measure results in real-time, and the potential for personalization (Kotler et al., 2017).

ARTIFICIAL INTELLIGENCE: CONCEPTS AND APPLICATIONS

Artificial intelligence (AI) has its historical roots in the human desire to understand and simulate cognitive processes. Gomes (2010) explains that AI is the field of science that seeks not only to understand, but also to build entities capable of performing tasks that require intelligence, such as learning, reasoning, and making decisions. This concept encompasses both the automation of intellectual processes and the creation of systems that mimic human capabilities.

Russell and Norvig (2004) point out that AI can be classified into four main approaches: systems that think like humans, systems that act like humans, systems that think rationally, and systems that act rationally. The first two categories are related to the reproduction of human processes, while the other two seek to achieve an ideal of rationality, evaluating success based on efficiency and accuracy. These approaches demonstrate the breadth and flexibility of the concept of AI, which is applicable to many areas of human activity.

Kurzweil (1990, apud Gomes, 2010) defines artificial intelligence as the creation of machines capable of performing tasks that would normally require human intelligence, such as reasoning and learning. This perspective highlights the role of AI in practical tasks such as medical diagnoses, strategic games, and even poetry creation. The systematization of these capabilities allows AI to be considered a universal science, with relevance in any sphere of intellectual activity.

In addition, Gomes (2010) points out that the field of AI is interdisciplinary, involving areas such as biology, psychology, linguistics, and engineering. This integration of knowledge facilitates the creation of systems such as robots, expert systems, and natural language processing, which are already widely used in sectors such as healthcare, education, and technology.

Artificial intelligence (AI) is an interdisciplinary field that involves computer science, philosophy, mathematics, and neuroscience, among others, with the goal of creating systems that mimic human cognitive processes such as learning, reasoning, and perception. The term "artificial intelligence" was coined in the 1950s, and since then, research has evolved from theoretical models to practical applications, becoming

indispensable in different industrial and scientific sectors (Russell and Norvig, 2013). According to Gomes (2010), AI is a field that proposes not only to understand how the human mind works, but also to replicate aspects of this cognition in machines. AI can be classified into two main approaches: strong AI and weak AI. Strong AI seeks to develop systems that, in theory, could be aware of or simulate human reasoning in its entirety, while weak AI focuses on systems capable of performing specific tasks effectively and automatically, without a "conscious" understanding of the activity they perform.

The development of AI has generated significant advances in several areas, such as health, safety, and trade. In the healthcare industry, AI is applied in disease diagnostics and medical image analysis, where algorithms can crunch up on data to detect anomalies and predict clinical outcomes (Uzinski et al., 2020). This use of AI allows machine learning systems to analyze patterns and make predictions about the condition of patients, increasing the accuracy of diagnoses and the efficiency of treatments. A practical example is the use of neural networks to identify cancers in early stages through imaging tests, providing early diagnoses and allowing for more effective treatment. Another advance is in the area of security, where AI is used for data analysis to predict crimes and identify suspicious patterns. These applications demonstrate how AI can be a powerful tool for improving quality and accuracy in activities with a high social impact.

In automation, AI allows systems to perform tasks previously restricted to human capacity, such as operating industrial machines and controlling complex processes. According to Braga and Silva (2022), the integration between AI and Big Data in the automation of objects enhances the analysis and interpretation of large volumes of data in real time, optimizing productivity and reducing costs. This combination is seen in industries where sensors and AI algorithms monitor production processes, detecting deviations and making automatic adjustments to maintain efficiency. In the home context, AI is applied in home automation devices such as voice assistants and monitoring systems, allowing homes to become smarter and more efficient. These systems collect data from users to learn their preferences, automatically adjusting settings such as temperature and lighting to maximize comfort. Automation, therefore, not only facilitates everyday activities, but also contributes to sustainability by optimizing the use of energy and resources.

In the digital marketing industry, AI has revolutionized the way businesses interact with consumers, offering personalized experiences tailored to each customer's behavior. Rodrigues (2023) highlights Amazon's use of AI, where algorithms analyze users' purchase

history and preferences to provide highly personalized product recommendations. Amazon uses AI in its digital marketing system to optimize campaigns and improve customer service, providing a differentiated shopping experience. Additionally, AI tools help with content creation and digital advertising by identifying keywords and patterns that capture consumers' attention, improving campaign performance, and increasing conversion rates. The use of chatbots is another example of the application of AI in marketing, allowing companies to offer customer support 24 hours a day, responding quickly to questions and personalizing the interaction according to the profile of each user.

However, the implementation of AI raises ethical and privacy concerns, especially in areas involving personal data and automated decisions. For Gomes (2010), discussions about strong AI and weak AI reflect concerns about the possibility of machines acquiring cognitive capabilities comparable to those of humans. The strong AI hypothesis, which suggests the ability of a machine to have consciousness, generates philosophical discussions about the role of human intelligence and the limits of automation. Weak, more practical AI, on the other hand, is widely accepted, but it also faces challenges, especially regarding the privacy of user data. In a world where data is constantly collected and analyzed, security issues and ethical use of this information are crucial. Thus, regulations such as the General Data Protection Law (LGPD) in Brazil seek to balance the use of AI and the protection of users' privacy, establishing standards for the responsible treatment of information.

The technical challenges of AI are also relevant. For an AI to work effectively, large amounts of data are needed for model training and robust computational infrastructure, which can limit access to this technology in less developed countries. In addition, AI algorithms require constant updates and improvements, since the technological environment and consumer expectations are always changing (Russell and Norvig, 2013). The maintenance of these systems is complex and requires specialized professionals, which also represents a high cost for companies. This reality makes AI even more accessible to large corporations, which have the financial and human resources to invest in innovation and ensure the effectiveness of their automated systems.

ARTIFICIAL INTELLIGENCE APPLICATIONS IN CONTENT CREATION

The use of Artificial Intelligence (AI) in the creation of pieces and advertising campaigns has significantly transformed the sector, providing new possibilities in the

development of visual and narrative content. The evolution of AI has brought tools such as ChatGPT, MidJourney, and DALL-E, which play key roles in different stages of the creative process. These technologies not only facilitate the conception of ideas, but also allow the execution of concepts that combine technological precision with human creativity. By integrating advanced data and algorithms, AI is able to generate personalized content, increasing efficiency and innovation capacity in the advertising field. This advance has been widely adopted by companies from different sectors, which find in technology a valuable resource to meet the demands of an increasingly competitive and dynamic market (Carvalho, 2024, p. 11-12).

Ribeiro (2024) points out that generative AI, in particular, allows systems to create text, images, and even videos based on simple instructions, known as prompts. These prompts are instructions provided in natural language, which direct the system to generate results that align with the user's needs. For example, when prompting the creation of a post about sustainability, AI can offer suggestions for titles, structure, and tone, adapting the content for different platforms or audiences.

The benefits of AI are not limited to automation. Ribeiro (2024) highlights that it also helps to overcome creative blocks, provides new ideas, and adjusts existing content, such as turning a blog post into a multichannel campaign. Tools such as ChatGPT, Jasper, and Ocoya are examples of how AI can be used to generate complete content or content adapted to different contexts. In addition, AI allows for the simplification of complex ideas and the personalization of content, adjusting the tone and style to suit consumer preferences.

Souza (2023) highlights the importance of AI in the marketing of small businesses, which often face challenges related to a lack of resources and expertise. For these entrepreneurs, AI offers practical and affordable solutions, such as creating logos with Looka, an artificial intelligence-based tool that allows them to create personalized logos that are consistent with the brand's identity. The platform is intuitive and ideal for small businesses that don't have large budgets to invest in professional design.

Ocoya, on the other hand, helps in the production of posts for social networks, offering suggestions for texts, images and hashtags. These tools allow small businesses to maintain a competitive digital presence, even with limited budgets. Personalization, one of the main benefits of AI, is highlighted as a way to increase customer engagement and

loyalty. Through the analysis of consumer behavior data, AI can identify patterns and interests, creating targeted and relevant messages.

In the content creation scenario, AI is also efficient in optimizing advertising campaigns. According to Souza (2023), AI algorithms can segment audiences based on demographics and interaction histories, ensuring that ads are shown to people who are more likely to be interested in the products or services offered. This approach not only increases the effectiveness of campaigns but also reduces costs by optimizing the use of available resources.

In addition, AI is transforming the way content is produced for different media. Ribeiro (2024) notes that it can be used to create product descriptions, blog posts, custom images, and even entire campaigns. The ability to generate multichannel content from a single initial material simplifies the work of marketing teams and increases the reach of strategies. However, Ribeiro (2024) warns that, although AI is a powerful tool, it does not replace human creativity. The role of marketers remains critical in ensuring that strategies are aligned with the company's goals and audience expectations.

A notable example of this use is the Historical Reviews campaign, developed by the Ampfy agency for Outback Brasil with the creative proposal of historical figures, such as Shakespeare and Napoleon, to "evaluate" the all-you-can-eat restaurants offered by the brand. The development of the campaign used tools such as MidJourney, which allowed the creation of accurate and visually impactful images, while ChatGPT was used to structure the characters' dialogues. The result was a series of advertising videos that captured the public's attention by uniting humor, creativity and technological innovation. This campaign demonstrated the potential of AI to add value to advertising strategies, making the pieces more captivating and relevant to the target audience (Carvalho, 2024, p. 31-32).

Another case is Rico's campaign, entitled Rico is Your Profile, which explored the diversity of investor profiles. The campaign used AI to design unique visuals that represented different types of investors. These initial concepts generated by AI served as the basis for the 3D modeling of the characters, resulting in advertising pieces that integrated an omnichannel strategy. The execution combined technological innovation with human creativity, allowing the campaign to achieve impactful visual communication aligned with the brand's values. This example shows how AI can be integrated into all stages of the

creative process, from the ideation of concepts to the production of finished pieces, optimizing resources and expanding creative possibilities (Carvalho, 2024, p. 33-34).

APPLICATION OF AI IN DIGITAL MARKETING FOR RETAIL

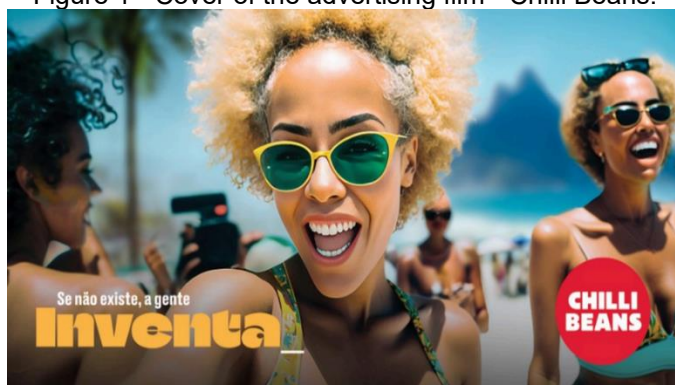
According to Souza (2023), micro and small businesses, which account for 72% of formal jobs in Brazil, face significant challenges related to marketing management, mainly due to limited resources and lack of knowledge about advanced technologies. In this context, AI has proven to be an essential tool to reduce costs and increase the efficiency of communication and engagement strategies with the consumer.

One of the most striking applications of AI in retail is the personalization of the customer experience. Rodrigues (2023) highlights the example of Amazon, a pioneer in the use of algorithms based on Machine Learning to offer personalized recommendations. Detailed analysis of purchase history, browsing preferences, and consumer behavior allows Amazon to deliver highly targeted offers and ads, which not only increases the likelihood of conversion but also elevates customer satisfaction. This model can be adapted by smaller companies, which, with the right tools, can replicate these strategies on a smaller scale.

Chilli Beans' institutional campaign, entitled: If It Doesn't Exist, We Invent, is another example of the use of AI as an essential tool in modern marketing. The campaign used tools such as Stable Diffusion, DALL-E and ChatGPT to create innovative concepts, images and texts. During development, thousands of images were generated that were curated to compose the final scenes of the campaign. This approach highlighted not only the flexibility of AI, but also its ability to broaden creative horizons, allowing for the design of materials that align with the brand's bold and irreverent identity. In addition, the project served as a demonstration of the potential for co-creation between humans and machines, with professionals directing the use of AI to explore new ideas and visual possibilities. The campaign reinforces Chilli Beans' position as a brand connected to technological and creative trends, using innovation to differentiate itself in the market (Carvalho, 2024, p. 35-36).

The following image shows some of the campaign scenarios:

Figure 1 - Cover of the advertising film - Chilli Beans.



Fonte: LinkedIn - Chilli Beans (2023).

In the context of micro and small companies, Souza (2023) points out that AI has been fundamental in overcoming financial and personnel limitations. Tools like AI-powered chatbots allow businesses to offer 24-hour customer service, answering frequently asked questions, processing orders, and even making sales directly. This not only reduces operational costs but also frees up human staff to focus on strategic tasks. These chatbots also contribute to building stronger relationships with customers, as they can offer quick and personalized responses, increasing engagement.

In addition to automated fulfillment, AI also makes it easier to create content for marketing campaigns. According to Rodrigues (2023), systems based on artificial intelligence are capable of producing advertising texts, posts for social networks, and even product descriptions in an automated way, maintaining consistency and alignment with the brand's tone of voice. This automation allows companies of different sizes to maintain an active digital presence, even with reduced teams, and ensures greater efficiency in communicating with the target audience.

Another significant benefit of AI in digital marketing for retail is predictive analytics. This technology allows companies to identify their consumers' behavior patterns and anticipate needs, helping to plan inventory, create seasonal campaigns, and adjust prices according to demand. For example, based on historical data and current trends, a clothing store can predict which products will have the highest sales during a promotion and adjust its communication to attract more consumers.

Despite all the benefits, Souza (2023) warns of the challenges associated with the adoption of AI. Among them are the high initial costs, the need for strategic planning, and the training of teams to deal with these technologies. In addition, ethical issues related to data privacy and transparency in algorithms also need to be considered, especially in a

scenario where consumers are increasingly conscious about the use of their personal information.

Another important aspect is the integration of AI with other emerging technologies. Rodrigues (2023) mentions how the combined use of AI with Big Data and IoT (Internet of Things) can further revolutionize retail. Connected sensors can collect real-time data on customer behavior in physical stores, while AI analyzes this information to suggest adjustments to product disposition or create instant offers for specific consumers.

RESEARCH METHODOLOGY

According to Severino (2017), scientific research represents a structured set of actions guided by rational methods, with the objective of responding to specific problems or expanding knowledge on a given topic. In this context, scientific methodology plays a fundamental role, since it is responsible for defining the steps to be followed in the development of any academic investigation. Thus, the proper choice of methods, techniques, and instruments not only ensures the validity of the results, but also ensures that the research contributes significantly to the advancement of scientific and social knowledge.

In this sense, the present work sought to use a methodological approach that combines theoretical and practical elements that allowed the development of a grounded investigation, capable of exploring the contributions of artificial intelligence in digital marketing in a systematic and innovative way, contributing to a broader understanding of the possibilities and challenges of this technology in the contemporary scenario.

Therefore, it is understood that this research has an exploratory and descriptive character, as it proposes to investigate and understand the use of artificial intelligence (AI) in the personalization of content in digital marketing strategies in the retail sector. According to Marconi and Lakatos (2017), exploratory research is indicated when greater familiarity with a little-studied problem is sought, offering an initial view that contributes to the understanding of the main variables and phenomena involved. The exploratory nature of this research will allow us to investigate how AI can improve personalization in digital marketing campaigns, identifying new application possibilities and establishing a basis for future hypotheses.

RESEARCH APPROACH

The study used a qualitative approach, suitable for understanding the nuances and complexities involved in the use of artificial intelligence (AI) in the personalization of content in digital marketing, especially in the retail sector. Qualitative research allows you to explore perceptions, behaviors, and interactions in depth, valuing subjectivity and the context in which the phenomena occur. According to Carvalho et al. (2019), this type of approach is essential to capture the meanings and interpretations that participants attribute to their experiences, which is fundamental in studies focused on digital marketing practices and strategies, where consumer responses and interactions are multifaceted and contextual.

PROCEDURES

Methodological procedures refer to the operational steps that guide the execution of the research. Marconi and Lakatos (2017, p. 157) highlight that the definition of procedures must be compatible with the objectives and the problem of the research, ensuring coherence between the plan and the practice. These procedures include the preparation of the field of study, the definition of the samples, and the application of the collection instruments. In addition, it is essential that the researcher records each step in detail to enable the replication of the study.

According to Prodanov and Freitas (2013, p. 73), the selection of collection and analysis techniques should be made based on the type of research, whether exploratory, descriptive or explanatory. In exploratory research, for example, procedures may include interviews with experts and document analysis. In descriptive research, the focus falls on the characterization of phenomena, requiring procedures such as the application of questionnaires or conducting censuses.

Another important aspect is the ethical conduct of the procedures. Severino (2017, p. 110) emphasizes the need to respect the rights of participants, ensuring anonymity and informed consent. In addition, data must be collected and stored in a way that preserves the confidentiality of the information, as required by national and international ethical guidelines.

To ensure the efficiency of the procedures, the use of detailed schedules and the proper allocation of human and financial resources are recommended. Marconi and Lakatos (2017, p. 192) suggest that meticulous planning contributes to avoiding

unforeseen events and facilitates the monitoring of research progress. In this way, well-defined procedures become the basis for the successful execution of any scientific study.

The procedures of this research were organized into two main stages: the literature review and the exploratory study with ChatGPT. Both stages were developed with the aim of integrating a theoretical analysis on the impact of artificial intelligence on content creation in digital marketing with a practical application that would illustrate the capabilities of this technology.

In the bibliographic review stage, a literature survey was carried out in reliable sources, such as Google Scholar, SciELO and databases of recognized scientific articles. The search prioritized studies on digital marketing, artificial intelligence, and content personalization, with a focus on identifying fundamental concepts and case studies in companies. After selecting the most relevant materials, the sources were organized into thematic categories, which allowed a critical and systematized analysis. The results of this review provided a theoretical overview that highlighted the technological advances, trends, and challenges of using artificial intelligence in the creation of personalized content.

Subsequently, an exploratory study was conducted using ChatGPT. Initially, fictitious scenarios were defined for companies in the retail sector, representing different contexts and content demands. Based on these scenarios, briefings were prepared that included information about the profile of the companies, the target audiences and the objectives of the campaigns. ChatGPT was then used to generate personalized content, such as text for social media posts and ads, meeting the specifications of the briefings. The content produced was analyzed for its customizability, suitability for target audiences and alignment with the specific needs of each scenario.

On November 11, 2024, five fictitious companies were developed, each inserted in different segments of the retail sector. The companies created were: Urban Fashion, TechHome, Mundo Fit, Delícias Naturais, Casa Criativa. Each of these companies has been structured in detail with information about their services, key features, competitive advantages, benefits offered to consumers, and target audience profiles. This diversification allowed the creation of unique and personalized briefings for each segment, making it possible to explore the versatility and applicability of ChatGPT in the construction of strategies and advertising materials adapted to the specific demands of the retail sector.

Initially, a standard prompt was created for the companies that were creating it with the purpose of simulation. The prompt is presented in the following box

Chart 1 : Instructions for the GPT Prompt

Create a detailed marketing campaign that contains post ideas, captions, interactivity, scripts, promotion, and solutions for the [Company Name] company, with a focus on [Social Media]. The campaign should promote [Scenario/Objective]. The company offers [Services] and is geared towards [Target Audience]. Its main features include [Features], its differentials are [Advantages], and its benefits are [Benefits]. Create an advertising image that aligns with the campaign objective.

Source: the authors (20024)

The group of companies that will be simulated in the research is presented below.

Table 1 – Companies and marketing briefing to be created

Company Name	Service	Characteristics	Advantages	Benefits	Target audience	Scenario	Social Network
Urban Fashion	Clothing & Accessories Store	Modern and affordable clothes and accessories, with casual and urban fashion options, frequent releases.	Affordable prices, variety of styles, collections updated every season.	It allows the customer to express themselves with style and trends without spending too much.	Young adults aged 18-30 who value style and affordability, interested in casual and up-to-date fashion.	Launch of a new collection of clothing for the summer, focused on light, stylish and affordable pieces, ideal for young adults looking for practicality and fashion in their daily lives.	Instagram e TikTok
TechHome	Home Technology Products	Sale of electronics and home automation products, with a focus on modern and practical items.	Innovative products, facilitate the domestic routine, technical support available.	More practicality and modernity at home, greater control and convenience.	Families and professionals from 25 to 50 years old who seek practicality in their daily lives and comfort with technology at home.	He wants to show how his virtual assistant can transform the home routine.	YouTube and Facebook
Fit World	Fitness Products Store	Gym equipment, clothes and accessories for physical activities at home or in the gym.	High quality products, diversity of equipment and accessories, competitive prices.	Incentive to health and well-being, practicality to maintain the fitness routine.	Men and women aged 20 to 45 who practice physical activities and seek to improve their quality of life and physical performance.	Launch of a complete workout kit, offering a practical solution for those who want to start exercising without going to the gym.	WhatsApp e TikTok
Natural Delights	Natural Products Market	Natural and organic food products such as grains, dried fruits, supplements, and functional foods.	Focus on healthy food, variety of products, eco-friendly packaging.	Healthier eating, with reduced environmental impact, encouraging sustainable habits.	Adults and families aged 25 to 55 who prioritize health and natural food, concerned about nutrition and the environment.	Want to encourage more healthy eating habits to promote your products	Instagram e YouTube

Creative House	Decorations and Gifts Store	Decorative items, gifts and objects of exclusive design, with a focus on creative and personalized items.	Unique products, ideal for gifts, differentiated and customizable decoration.	Personalized and exclusive spaces, more style and comfort in the domestic environment.	Adults from 30 to 60 years old who value original and personalized decoration items, interested in gifting and decorating with their own style.	Launch of a line of personalized ornaments that bring exclusivity to Christmas, to accompany the arrival of the end of the year holidays.	Instagram e Pinterest
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Source: Prepared by the authors (2024).

From this data, a detailed and carefully structured prompt was developed, capable of comprehensively and personalized meeting the needs of all the fictitious companies involved, ensuring that their particularities and objectives were contemplated in an effective and integrated manner:

Finally, the results obtained in the two stages were integrated into a comparative analysis. The literature review provided the necessary theoretical basis to discuss the practical results generated by ChatGPT, highlighting the potentialities and limitations of generative artificial intelligence in the context of digital marketing. This integration allowed for an in-depth discussion on the contribution of AI to content personalization, aligning theoretical findings with the practical applications presented in the study.

RESULTS AND DISCUSSION

According to Melo et al. (2022), the results section is essential to report the data obtained in the research in a clear and objective manner, using tables, graphs, and textual descriptions to present the findings without interpreting them. The discussion is the central moment of the work, where the results are interpreted, related to the literature and its implications are explored, being considered the "heart" of the scientific article. This step should address the possible reasons for the findings and their relevance to society, maintaining clarity and coherence with the initial objectives of the study (Melo et al., 2022, p. 60-83). In order for this work to achieve its purposes, the results will be presented in a direct way, the results of the briefings of the fictitious companies and the advertising images created by Chat GPT will be presented

The project aimed to explore the use of ChatGPT for the creation of personalized and strategic content in different business contexts. To this end, five fictitious companies were developed (See methodological procedure, p.43), all belonging to the retail sector, but with different segments, covering fashion, technology, fitness products, natural foods and

decoration. This approach allowed the technology to be applied in different scenarios, considering target audiences and specific characteristics of each segment. The choice for companies in the retail sector sought to demonstrate how artificial intelligence can be versatile and efficient in generating advertising campaigns for businesses with diversified demands

URBAN FASHION COMPANY

Moda Urbana is a clothing and accessories store that offers modern and affordable pieces, with a focus on casual and urban fashion. Its collections are constantly updated, following the trends of each season. The brand stands out for allowing its customers to express their style and keep up with fashion trends without breaking the bank. The primary target audience is young adults aged 18-30, who are seeking style and affordable prices in casual and up-to-date clothing.

With that, based on the topics of the company's briefing, the prompt assembled was as follows:

Table 2 : Command for Creating Custom Marketing Content for the Urban Fashion Company

Create a detailed marketing campaign that contains post ideas, captions, interactivity, scripts, promotion, and solutions for the Urban Fashion company, with a focus on Instagram and tiktok. The campaign should promote the launch of a new collection of clothing for the summer, focused on light, stylish and affordable pieces, ideal for young adults looking for practicality and fashion in their daily lives. The company is a Clothing and Accessories store and is aimed at young adults aged 18-30 who value style and affordability, interested in casual and up-to-date fashion. Its main features include modern and affordable clothing and accessories, with casual and urban fashion options, frequent releases, its differentials are affordable prices, variety of styles, collections updated every season, and its benefits are that they allow the customer to express themselves with style and trends without spending too much.

Create an advertising image that aligns with the campaign objective.

Source: The Authors (2024)

The answer to what was asked for ChatGPT is below:

Table 2 – Marketing Content of the company Moda Urbana

	Instagram	TikTok
Ideias de Postagem	<p>Imagem: Jovens usando peças da coleção em ambientes urbanos ao ar livre, como parques e ruas movimentadas (imagem criada).</p> <p>Legenda: A vibe do verão chegou! Conquiste o estilo que combina com você sem gastar muito. A nova coleção #VerãoModaUrbana está cheia de peças leves e modernas para todos os momentos. #SeuEstiloSeuPreço"</p> <p>Reels: Vídeo mostrando uma transformação de look com peças da coleção.</p> <p>Legenda: "De um dia casual ao happy hour no verão, #ModaUrbana tem o look perfeito para você! #VerãoEstiloso"</p> <p>Stories Interativos:</p> <p>→ Enquete: "Qual look combina mais com você?"</p> <p>() Casual () Praia () Festa"</p> <p>→ Teaser com contagem regressiva: "Nova coleção chegando em... 3 dias!"</p>	<p>Vídeo 1 - "Desafio de Estilo":</p> <p>Descrição: Criar um desafio de 30 segundos, onde usuários combinam peças da coleção com acessórios criativos.</p> <p>Legenda: "Mostre seu estilo com a nova coleção de verão #ModaUrbana Use #MeuLookVerão e participe do desafio!"</p> <p>Vídeo 2 - "Look Perfeito em 15 Segundos":</p> <p>Descrição: Transições rápidas mostrando looks para diferentes ocasiões, como praia, encontros casuais e festas.</p> <p>Legenda: "Qual look é sua cara? Descubra na nova coleção de verão da #ModaUrbana! 🌞👗 #EstiloSemGastarMuito"</p>
Interatividade	<p>Desafios nas Redes:</p> <p>"Mostre como você cria um look urbano perfeito com #MeuLookVerão e concorra a um vale-compras exclusivo!"</p> <p>Enquetes e Perguntas:</p> <p>"Qual peça de verão você mais ama? Shorts ou vestidos leves?"</p> <p>Lives no Instagram:</p> <p>Apresentação ao vivo da coleção, com dicas de estilo e interação com os seguidores.</p>	<p>Desafios nas Redes:</p> <p>"Mostre como você cria um look urbano perfeito com #MeuLookVerão e concorra a um vale-compras exclusivo!"</p> <p>Enquetes e Perguntas:</p> <p>"Qual peça de verão você mais ama? Shorts ou vestidos leves?"</p>
Promoção	<p>Slogan:</p> <p>"Expresse-se neste verão com Moda Urbana!"</p> <p>Hashtags:</p> <p>#ModaUrbanaVerão #SeuEstiloSeuPreço #CasualComEstilo</p> <p>Ofertas Especiais:</p> <p>→ 15% de desconto nas compras realizadas nas primeiras 24 horas do lançamento.</p> <p>→ Frete grátis para compras acima de R\$100.</p> <p>→ Brinde exclusivo (como uma bolsa ou boné da marca) para os 50 primeiros compradores.</p>	<p>Slogan:</p> <p>"Expresse-se neste verão com Moda Urbana!"</p> <p>Hashtags:</p> <p>#ModaUrbanaVerão #SeuEstiloSeuPreço #CasualComEstilo</p> <p>Ofertas Especiais:</p> <p>→ 15% de desconto nas compras realizadas nas primeiras 24 horas do lançamento.</p> <p>→ Frete grátis para compras acima de R\$100.</p> <p>→ Brinde exclusivo (como uma bolsa ou boné da marca) para os 50 primeiros compradores.</p>
Soluções Propostas	<p>Moda Prática e Acessível: Looks modernos para o dia a dia e ocasiões especiais.</p> <p>Estilo Personalizado: Variedade de opções para combinar e criar visuais únicos.</p> <p>Economia: Preços acessíveis que permitem renovar o guarda-roupa sem gastar muito.</p>	<p>Moda Prática e Acessível: Looks modernos para o dia a dia e ocasiões especiais.</p> <p>Estilo Personalizado: Variedade de opções para combinar e criar visuais únicos.</p> <p>Economia: Preços acessíveis que permitem renovar o guarda-roupa sem gastar muito.</p>
Roteiros	<p>Reel</p> <p>→ Cena 1: Close em uma jovem pegando uma peça da coleção no guarda-roupa.</p> <p>→ Cena 2: Transição mostrando ela pronta em um look casual para o dia.</p> <p>→ Cena 3: Nova transição com um look estiloso para a noite.</p> <p>→ Texto Final: "Do casual ao sofisticado: o look certo está na #ModaUrbana!"</p>	<p>Título: "Escolha seu look de verão em segundos!"</p> <p>Cenas:</p> <p>Modelos dançando enquanto trocam de looks com transições criativas.</p> <p>Adicione emojis divertidos e música alegre.</p> <p>Mensagem Final:</p> <p>"Nova coleção já disponível! Confira no site ou na loja mais próxima."</p>

Source: The Authors (2024)

Based on the solution proposed by Artificial Intelligence, it was asked to produce the image of the proposed advertisement. The suggested image is presented below.

Figure 2 - Advertising image of the campaign of the company Moda Urbana



Source: IA – ChatGPT – Created on 11/21/2024 at the request of the authors.

The campaign created for the company Moda Urbana is a clear example of how artificial intelligence can transform digital marketing strategies. With content focused on young audiences, always connected to networks such as Instagram and TikTok, the campaign brought interactive and relevant posts, including reels and viral challenges that stand out for their creativity and engagement.

This production of dynamic content speaks the audience's language directly, allowing the brand to build closer and more meaningful connections. This proximity is essential to arouse interest, generate true engagement, and establish a lasting relationship. In addition, the way the campaign was planned, with attractive and interactive materials, helps the public's attention and also arouses curiosity and creates expectation. This makes the public closely follow the news and feel more connected to the brand, contributing to its loyalty. Thus, the brand positions itself as part of customers' daily lives, reinforcing its presence and relevance.

The image created by the ChatGPT tool shows a young and relaxed idea of the summer campaign. With models representing different styles, it conveys authenticity and diversity, aligning with the brand's proposal to be modern and accessible. The urban background and vibrant tones create a casual and contemporary atmosphere, which dialogues directly with the target audience. In addition, it shows that the consumer can express their style and personality, helping to connect with the right audience.

TECHHOME COMPANY

TechHome is a company that specializes in the sale of electronics and home automation products. Offering modern and practical items, such as virtual assistants and connected devices, the company differentiates itself by providing greater practicality and comfort in the daily lives of its consumers. Its products are innovative and accompanied by efficient technical support. The company serves families and professionals aged 25 to 50 who are looking to modernize their homes and simplify their routines.

With that, based on the topics of the company's briefing, the prompt assembled was as follows:

Chart 3 : TechHome Enterprise Marketing Custom Content Creation Command

Create a detailed marketing campaign that contains post ideas, captions, interactivity, scripts, promotion, and solutions for the TechHome company, with a focus on YouTube and Facebook. The campaign should promote how your virtual assistant can transform the home routine. The company offers Technology products for the Home and is aimed at families and professionals from 25 to 50 years old who seek practicality in their daily lives and comfort with technology at home. Its main features include the sale of electronics and home automation products, focusing on modern and practical items., its differentials are innovative products, facilitate the domestic routine, technical support available, and its benefits have more practicality and modernity at home, greater control and convenience. Also create an advertising image aligned with the objective of the campaign.

Source: The authors (2024)

Based on the solution proposed by Artificial Intelligence, it was asked to produce the image of the proposed advertisement. The suggested image is presented below.

Table 2 – TechHome's Marketing Content

	FACEBOOK	YOUTUBE
Ideias de Postagem	<p>Imagem: Como a criada, mostrando um ambiente conectado e uma família interagindo com a assistente virtual</p> <p>Legenda: "Simplifique sua rotina com TechHome! Controle luzes, temperatura e muito mais com um simples comando de voz. Experimente a modernidade no seu lar!"</p> <p>Stories: ? Enquete: "Se sua casa fosse inteligente, o que você controlaria primeiro?" () Luzes () Ar-condicionado () Agenda ▶ Demonstração rápida Vídeo curto mostrando a assistente ligando luzes e ajustando a temperatura</p>	<p>Video 1 - "Um Dia Conectado com TechHome": Cenário: Mostra uma família ao longo do dia. Manhã: Acender luzes e preparar o café com comandos de voz. Tarde: Controlar temperatura e lembretes. Noite: Relaxar com música e iluminação ajustada. Duração: 60 segundos. Mensagem Final: "Com TechHome, cada momento da sua casa fica mais prático e confortável. Saiba mais!"</p> <p>Video 2 - "TechHome para Profissionais": Cenário: Um profissional ajusta luzes e temperatura no home office antes de uma reunião. A assistente organiza lembretes e compromissos. Duração: 30 segundos. Mensagem Final: "A tecnologia que simplifica sua vida, esteja você no trabalho ou em casa."</p>
Interatividade	<p>Desafios: "Como você usaria sua casa inteligente?" Os seguidores enviam ideias e concorrem a um desconto exclusivo no produto.</p> <p>Sorteios: "Comente sua funcionalidade favorita e concorra a uma assistente virtual TechHome!"</p> <p>Respostas em tempo real: Lives no Facebook para demonstrar o produto, com espaço para perguntas do público.</p>	<p>Desafios: "Como você usaria sua casa inteligente?" Os seguidores enviam ideias e concorrem a um desconto exclusivo no produto.</p> <p>Sorteios: "Comente sua funcionalidade favorita e concorra a uma assistente virtual TechHome"</p>
Promoção	<p>Slogan: "TechHome: Transforme sua Rotina com Tecnologia Inteligente."</p> <p>Hashtags: #TechHomeConectada #CasaInteligente #RotinaSimplificada</p> <p>Ofertas Especiais: ▶ Desconto: 20% para os primeiros 100 clientes. ▶ Brinde Exclusivo: Lâmpadas inteligentes para as 50 primeiras compras. ▶ Frete Grátis: Para compras acima de determinado valor.</p>	<p>Slogan: "TechHome: Transforme sua Rotina com Tecnologia Inteligente."</p> <p>Hashtags: #TechHomeConectada #CasaInteligente #RotinaSimplificada</p> <p>Ofertas Especiais: ▶ Desconto: 20% para os primeiros 100 clientes. ▶ Brinde Exclusivo: Lâmpadas inteligentes para as 50 primeiras compras. ▶ Frete Grátis: Para compras acima de determinado valor.</p>
Soluções Propostas	<p>Organização de Rotina: Agendamento de lembretes e compromissos.</p> <p>Controle Remoto: Ajuste de luzes e temperatura via comando de voz.</p> <p>Economia de Tempo: Automatize tarefas do dia a dia com um único toque.</p> <p>Sustentabilidade: Gerencie dispositivos para reduzir consumo de energia.</p>	<p>Organização de Rotina: Agendamento de lembretes e compromissos.</p> <p>Controle Remoto: Ajuste de luzes e temperatura via comando de voz.</p> <p>Economia de Tempo: Automatize tarefas do dia a dia com um único toque.</p> <p>Sustentabilidade: Gerencie dispositivos para reduzir consumo de energia.</p>
Roteiros	<p>Roteiro para Stories no Facebook Frame 1: Mostre o dispositivo em uma sala moderna com o texto: "Um toque de inteligência no seu dia a dia." Frame 2: Demonstre a funcionalidade de ajustar luzes e temperatura com um comando. Frame 3: Finalize com: "Clique aqui e descubra como transformar sua rotina com TechHome."</p>	

Source: Prepared by Chat GPT (2024).

Based on the solution proposed by Artificial Intelligence, it was asked to produce the image of the proposed advertisement. The suggested image is presented below.

Figure 3: Advertising image of the TechHome company campaign



Source: IA – ChatGPT – Created on 11/21/2024 at the request of the authors.

The campaign was designed in a more informative and elaborate way, showing how technology can transform the domestic routine. The content created for YouTube and Facebook explained, in a practical and visual way, the benefits of home automation

products. This included tutorials that simulated the use of the solutions on a daily basis, which makes the message more tangible and closer.

The content created by ChatGPT shows a connection between the idea of innovation and an improvement in the quality of life. The content not only informed, but created a sense of trust in the brand, showing how it could facilitate the routine of its consumers. The campaign also brought scenarios that represented different profiles of families and professionals, making everything more real and accessible.

The image created shows in a simple and effective way the concept of comfort and practicality, with an environment that shows technology integrated into the family's daily life, it shows how automation can improve the routine in a natural way. The central device is the highlight, symbolizing control and convenience, while the setting conveys modernity without losing the feeling of home, representing the brand's proposal.

Still, the analysis suggests that the campaign could explore more visual content, such as step-by-step guides to demonstrate the installation and use of the products. In addition, creating "fictional scenarios" that show how devices integrate into consumers' daily lives would help make the experience more tangible. These elements could be complemented by testimonials from "customers", enriching the narrative and expanding the audience's empathy with the brand.

MUNDO FIT COMPANY

Mundo Fit is a store dedicated to fitness products, including gym equipment, clothing, and accessories for physical activities performed both at home and in the gym. The company's products are recognized for high quality, diversity and competitive prices. The goal is to encourage a healthy and practical lifestyle, facilitating the fitness routine of customers. Its target audience is men and women between the ages of 20 and 45, who are interested in improving their health and physical performance.

With that, based on the topics of the company's briefing, the prompt assembled was as follows:

Table 4 : Command for Creating Personalized Marketing Content from Mundo Fit Company

Create a detailed marketing campaign that contains post ideas, captions, interactivity, scripts, promotion, and solutions for the Mundo Fit company, with a focus on WhatsApp and TikTok. The campaign should promote the launch of a complete training kit, offering a practical solution for those who want to start exercising without going to the gym. The company is a Fitness Products store and is aimed at men and women from 20 to 45 years old who practice physical activities and seek to improve their quality of life and physical performance. Its main features include gym equipment, clothes and accessories for physical activity at home or in the gym, its differentials are high quality products, diversity of equipment and accessories, competitive prices, and its benefits are incentive to health and well-being and practicality to maintain the fitness routine. Create an advertising image that aligns with the campaign's objective.

Source: The authors (2024).

The response to what was asked for ChatGPT was as follows:

Table 4 – Marketing Content of the company Mundo Fit

	WhatsApp	TikTok
Ideias de Postagem	<p>Postagens em Grupos ou Listas de Imagem: Como a criada, com o texto:</p> <p>"Treine em casa com o novo Kit de Treino Mundo Fit! Tudo o que você precisa para começar sua jornada fitness está aqui. Peça já pelo WhatsApp e receba na sua casa!"</p> <p>Mensagem:</p> <p>"Não tem tempo para academia? Comece hoje mesmo com o nosso kit de treino completo! Inclui: tapete, halteres, faixas de resistência e muito mais. Promoção exclusiva para pedidos via WhatsApp. Clique aqui: [link]."</p> <p>Vídeos Curtos:</p> <p>Demonstrar os equipamentos em uso, com legenda:</p> <p>"Treino completo, direto da sua sala! Peça agora pelo WhatsApp."</p>	<p>Vídeo 1 - "Desafio do Kit Completo":</p> <p>Descrição: Usuários montam seus treinos usando todos os itens do kit (ex.: resistência, halteres e bola de yoga) em 30 segundos. Legenda: "Quem disse que treinar em casa não é completo? #MundoFitChallenge"</p> <p>Vídeo 2" Antes e Depois do Treino em Casa":</p> <p>Descrição: Um jovem mostrando o "antes" (desanimado) e o "depois" (motivação e energia) usando o kit.</p> <p>Legenda: "Transforme sua rotina com o Kit Mundo Fit! #FitnessEmCasa"</p> <p>Vídeo 3 - "Treino em Dupla":</p> <p>Descrição: Casal dividindo exercícios com itens do kit de forma divertida.</p> <p>Legenda: "Treinar em casa nunca foi tão fácil (e divertido)! 😊 #TreinoMundoFit"</p>
Interatividade	<p>Desafios e Sorteios:</p> <p>WhatsApp: "Envie uma foto ou vídeo do seu treino em casa para nosso WhatsApp e concorra a um mês grátis de aulas online com personal!"</p> <p>Feedback: No WhatsApp, pergunte: "Qual equipamento você mais usa no seu treino? Responda e ganhe 5% de desconto no próximo pedido!"</p>	<p>Desafios e Sorteios:</p> <p>TikTok: "Participe do #DesafioMundoFit e mostre como você treina com criatividade. Os melhores vídeos ganham kits exclusivos!"</p> <p>Perguntas e Respostas: Live no TikTok para tirar dúvidas sobre o kit e dar dicas de treinos personalizados.</p>
Promoção	<p>Slogan:</p> <p>"Mundo Fit: Seu Treino, Sua Casa, Seu Ritmo."</p> <p>Ofertas:</p> <p>→ Frete Grátis: Para compras acima de R\$150.</p> <p>→ Desconto de Lançamento: 20% no kit completo para os primeiros 100 pedidos.</p> <p>→ Brinde Especial: Bolsa fitness para os 50 primeiros compradores.</p>	<p>Slogan:</p> <p>"Mundo Fit: Seu Treino, Sua Casa, Seu Ritmo."</p> <p>Ofertas:</p> <p>→ Frete Grátis: Para compras acima de R\$150.</p> <p>→ Desconto de Lançamento: 20% no kit completo para os primeiros 100 pedidos.</p> <p>→ Brinde Especial: Bolsa fitness para os 50 primeiros compradores.</p>
Soluções Propostas	<p>Acessibilidade:</p> <p>Permita que os clientes iniciem seus treinos sem precisar de academia.</p> <p>Praticidade:</p> <p>Equipamentos de alta qualidade, fáceis de usar e transportar.</p> <p>Resultados Rápidos:</p> <p>Vídeos e dicas inclusos no pacote ajudam a manter a consistência no treino.</p>	<p>Acessibilidade:</p> <p>Permita que os clientes iniciem seus treinos sem precisar de academia.</p> <p>Praticidade:</p> <p>Equipamentos de alta qualidade, fáceis de usar e transportar.</p> <p>Resultados Rápidos:</p> <p>Vídeos e dicas inclusos no pacote ajudam a manter a consistência no treino.</p>
Roteiros	<p>WhatsApp Vídeo</p> <p>Título: "Monte seu treino com Mundo Fit"</p> <p>Cena 1: Close nos itens do kit sendo desembalados.</p> <p>Cena 2: Pessoa treinando com faixas de resistência e halteres.</p> <p>Cena 3: Texto: "Peça agora e transforme sua rotina."</p>	<p>TikTok Vídeo</p> <p>Título: "Seu Treino Completo em Casa"</p> <p>Cena 1: Pessoa recebendo o kit em casa.</p> <p>Cena 2: Exercícios curtos mostrando cada item em uso.</p> <p>Cena 3: Final com: "Peça pelo WhatsApp e comece já!"</p>

Source: Prepared by Chat GPT (2024).

Based on the solution proposed by Artificial Intelligence, it was asked to produce the image of the proposed advertisement. The suggested image is presented below.

Figure 4 - Advertising image of the Mundo Fit campaign



Source: AI – ChatGPT – Created on 11/21/2024 at the request of the author.

The campaign for Mundo Fit highlighted ChatGPT's versatility in creating motivational and practical content, perfectly aligned with the fitness universe. The focus on promoting a healthy lifestyle, with tips on exercise, diet and the use of sports accessories, reinforced the brand's commitment to the well-being of its consumers. In addition, texts created were inspiring and encouraged engagement on social networks, using challenges and motivational messages. This approach helps the brand's interaction with consumers, generating more engagement and return. AI has also demonstrated its ability to adapt language and tone of voice to the audience, creating content that is both accessible and impactful.

The image shows the company's proposal, presenting a modern and inviting space for training at home. With organized equipment and a motivating atmosphere, it connects the public to the active lifestyle that the brand promotes. The products stand out for their practicality, while the call for orders via WhatsApp reinforces accessibility. It's a representation that helps launch the complete new workout kit.

With the analysis carried out, the campaign could also include more educational materials, such as explanatory videos on the use of the products. In addition, associating content with topics such as "summer challenges" or "winter routines" could further increase the brand's relevance, strengthening its presence in the daily lives of the target audience.

NATURAL DELIGHTS COMPANY

Delícias Naturais is a marketplace for natural and organic food products. The company offers a wide range of grains, dried fruits, supplements, and functional foods, always prioritizing sustainability with eco-friendly packaging. With a focus on promoting healthy eating and more conscious habits, the brand seeks to positively impact both

consumers and the environment. Its target audience is adults and families aged 25-55, who value health and sustainability in their food choices.

With that, based on the topics of the company's briefing, the prompt set up was as follows:

Chart 5 : Command for Creating Personalized Marketing Content from the Company Delícias Naturais

Create a detailed marketing campaign that contains post ideas, captions, interactivity, scripts, promotion, and solutions for the Natural Delights company, with a focus on Instagram and YouTube. The campaign should promote the encouragement of more healthy eating habits to promote its products. The company is a Natural Products Market and is aimed at Adults and families from 25 to 55 years old who prioritize health and natural food, concerned with nutrition and the environment. Its main characteristics include natural and organic food products, such as grains, dried fruits, supplements, and functional foods., its differentials are Focus on healthy foods, variety of products, ecological packaging, and its benefits are healthier eating, with reduced environmental impact, encouraging sustainable habits. Create an advertising image that aligns with the campaign objective.

Source: The Authors (2024).

The response to what was asked for ChatGPT was as follows:

Table 5 – Marketing Content of the company Delícias Naturais

	Instagram	YouTube
Meias de Postagem	<p>Post Estático: Imagem: Como a cnada, destacando uma família em um ambiente acolhedor preparando refeições saudáveis com produtos da Delícias Naturais.</p> <p>Legenda: "Faça escolhas saudáveis para sua família e para o planeta! Descubra nossa linha de produtos naturais e orgânicos. #SaúdeNatural #SustentabilidadeEmFoco"</p> <p>Reels: Vídeo: Mostre o preparo de uma receita saudável e simples, usando os produtos da marca (ex.: um bowl de frutas ou granola com iogurte).</p> <p>Legenda: "Cuidar da saúde nunca foi tão gostoso! Veja como é fácil criar refeições saudáveis com Delícias Naturais. #ComidaDeVerdade #AlimenteBem"</p> <p>Stories Interativos: Enquete: "Qual desses produtos você usa no seu dia a dia?" () Granola () Frutas secas () Castanhas"</p> <p>Taser com contagem regressiva: "Novidades saudáveis chegando em 3, 2, 1"</p>	<p>Vídeo 1 - "Receitas Rápidas e Saudáveis":</p> <p>Descrição: Mostre a preparação de três receitas fáceis, usando produtos da Delícias Naturais (ex.: smoothies, saladas, snacks rápidos).</p> <p>Duração: 3-5 minutos.</p> <p>Mensagem Final: "Inspire-se com Delícias Naturais e transforme sua alimentação!"</p> <p>Vídeo 2 - "Por Dentro da Sustentabilidade":</p> <p>Descrição: Um tour pelo processo sustentável da empresa, destacando as embalagens ecológicas e a origem dos produtos.</p> <p>Duração: 2-3 minutos.</p>
Interatividade	<p>Desafios e Sorteios:</p> <p>Instagram: "Compartilhe sua receita favorita com nossos produtos e use a hashtag #ReceitasNaturais. As melhores fotos ganharão um kit exclusivo da Delícias Naturais!"</p> <p>Perguntas e Respostas:</p> <p>Nos stories: "Qual hábito saudável você gostaria de adotar em 2024?"</p> <p>Lives: Sessão ao vivo no Instagram com um nutricionista dando dicas de como usar os produtos para uma alimentação mais equilibrada.</p>	
Promoção	<p>Slogan: "Delícias Naturais: Escolhas Saudáveis para um Futuro Melhor."</p> <p>Ofertas:</p> <p>→ Frete Grátis: Para compras acima de R\$150.</p> <p>→ Combo Saudável: Na compra de 3 produtos, ganhe 10% de desconto.</p> <p>→ Brinde Exclusivo: Um saquinho reutilizável para armazenar grãos ou frutas secas, para compras acima de R\$200.</p>	<p>Slogan: "Delícias Naturais: Escolhas Saudáveis para um Futuro Melhor."</p> <p>Ofertas:</p> <p>→ Frete Grátis: Para compras acima de R\$150.</p> <p>→ Combo Saudável: Na compra de 3 produtos, ganhe 10% de desconto.</p> <p>→ Brinde Exclusivo: Um saquinho reutilizável para armazenar grãos ou frutas secas, para compras acima de R\$200.</p>
Soluções Propostas	<p>Praticidade: Produtos fáceis de incluir na rotina diária.</p> <p>Sustentabilidade: Redução do impacto ambiental com embalagens ecológicas.</p> <p>Variedade e Qualidade: Opções que atendem a diferentes preferências alimentares, incentivando hábitos saudáveis.</p>	<p>Praticidade: Produtos fáceis de incluir na rotina diária.</p> <p>Sustentabilidade: Redução do impacto ambiental com embalagens ecológicas.</p> <p>Variedade e Qualidade: Opções que atendem a diferentes preferências alimentares, incentivando hábitos saudáveis.</p>
Roteiros	<p>Para Reel no Instagram</p> <p>Título: "Receita Saudável em Minutos!"</p> <p>Cena 1: Mostrar os ingredientes naturais sendo separados.</p> <p>Cena 2: Preparar a refeição passo a passo.</p> <p>Cena 3: Exibir o prato pronto e o sorriso da família.</p> <p>Mensagem Final: "Transforme sua rotina com Delícias Naturais!"</p>	<p>Para Vídeo no YouTube</p> <p>Título: "Do Campo à Mesa: A História da Delícias Naturais"</p> <p>Cena 1: A origem dos produtos em fazendas orgânicas.</p> <p>Cena 2: A produção e as embalagens sustentáveis.</p> <p>Cena 3: Clientes felizes consumindo os produtos.</p> <p>Mensagem Final: "Escolha o natural, escolha Delícias Naturais!"</p>

Source: Prepared by Chat GPT (2024).

Based on the solution proposed by Artificial Intelligence, it was asked to produce the image of the proposed advertisement. The suggested image is presented below.

Figure 5 - Image of the campaign of the company Delícias Naturais



Source: AI – ChatGPT – Created on 11/21/2024 at the request of the author.

The Delícias Naturais campaign shows how ChatGPT can connect health and sustainability values to the needs of conscious consumers. The materials created by ChatGPT highlighted the natural origin of the products, which shows the company and its processes, which generates a connection with consumers, and the benefits of a balanced diet, which shows the public the importance of consuming the company's products. As a result, AI helped in the creation of relevant content, generating more engagement with the consumer.

The image reaches the target audience, showing a family united in a bright kitchen full of fresh ingredients. It connects the audience to the concept of healthy eating in an emotional way, reinforcing the value of simple and meaningful moments. The products are well highlighted, without taking the focus away from the cozy environment, and the natural and warm colors help to convey freshness and authenticity. It is a representation that helps to show the brand's commitment to health and well-being.

On the other hand, the campaign could further explore the idea of practical utility, offering recipes or suggestions for how products can be incorporated into different meals. Another point to be considered would be the creation of stories about the "journey" of the ingredients, highlighting their origin and quality, which would bring even more authenticity to the communication and strengthen the emotional appeal of the brand.

CREATIVE HOUSE COMPANY

Casa Criativa is a decoration and gift store that stands out for offering unique and personalized items. With a focus on unique and creative design, their products allow

customers to personalize their spaces and convey their individuality through décor. The company mainly serves adults over 30 years old, who value differentiated items to transform the home environment into a more welcoming and stylish space.

With that, based on the topics of the company's briefing, the prompt assembled was as follows:

Chart 6: Command for the Creation of Personalized Marketing Content of the Creative House Company

Create a detailed marketing campaign that contains post ideas, captions, interactivity, scripts, promotion, and solutions for the company, Creative Home, with a focus on Instagram and Pinterest. The campaign should promote the launch of a line of personalized ornaments that bring exclusivity to Christmas, to accompany the arrival of the end of the year holidays. The company is a Decoration and Gifts store and is aimed at adults from 30 to 60 years old who value original and personalized decoration items, interested in gifting and decorating with their own style. Its main characteristics include decorative items, gifts and objects of exclusive design, focusing on creative and personalized items, its differentials are unique products, ideal for gifts, differentiated and customizable decoration, and its benefits are personalized and exclusive spaces, more style and comfort in the domestic environment. Create an advertising image that aligns with the campaign objective.

Source: The Authors (2024)

The response to what was requested for ChatGPT is presented below:

Table 6 – Marketing Content of the company Casa Criativa

	Instagram	Pinterest
Ideias de Postagem	<p>Post Estático: Imagem: Como a criada, mostrando uma sala de estar com uma árvore de Natal decorada com enfeites personalizados (ex.: nomes, datas, frases). Legenda: "Torne o Natal ainda mais especial com enfeites exclusivos da Casa Criativa! Personalize com nomes, datas ou mensagens e crie memórias inesquecíveis. #NatalComEstilo #CasaCriativa"</p> <p>Reels: Vídeo: Mostrando o processo de personalização de enfeites: da escolha do design até a colocação na árvore. Legenda: "Escolha, personalize e surpreenda! Descubra nossa nova coleção de enfeites de Natal únicos. #DecoraçãoExclusiva"</p> <p>Stories Interativos: Enquete: "Qual enfeite combina mais com sua árvore de Natal?" () Nome da família () Frase especial () Ano comemorativo"</p> <p>Teaser com contagem regressiva: "A coleção personalizada está chegando! Faltam 3 dias para conhecer nossos enfeites exclusivos."</p>	<p>Pins Estáticos: Imagem: Várias árvores decoradas com enfeites personalizados, em diferentes estilos (rústico, moderno, minimalista). Texto no Pin: "Enfeites personalizados para um Natal inesquecível. Crie o seu com Casa Criativa!"</p> <p>Pins de Ideias: Título: "5 maneiras de decorar sua árvore com enfeites personalizados." Descrição: Mostre combinações com os enfeites, como temas dourados, prateados ou coloridos.</p> <p>Vídeos Curados: Apresente sugestões de como usar os enfeites como presentes ou em mesas decorativas.</p>
Interatividade	<p>Desafios e Sorteios: Instagram: "Poste uma foto da sua árvore de Natal e marque @CasaCriativa com a hashtag #MinhaÁrvoreCasaCriativa. A melhor decoração ganha um conjunto de enfeites personalizados!"</p> <p>Perguntas: Nos stories: "Qual frase você colocaria em um enfeite para presentear alguém especial?"</p> <p>Dicas de Decoração: Lives no Instagram com especialistas mostrando como combinar os enfeites com diferentes estilos de decoração.</p>	
Promoção	<p>Slogan: "Casa Criativa: Faça do Natal um momento único e especial."</p> <p>Ofertas: → Desconto de Lançamento: 10% para os 50 primeiros pedidos. → Frete Grátis: Para compras acima de R\$200. → Kit Exclusivo: Na compra de 5 ou mais enfeites, ganhe uma caixa decorativa personalizada.</p>	<p>Slogan: "Casa Criativa: Faça do Natal um momento único e especial."</p> <p>Ofertas: → Desconto de Lançamento: 10% para os 50 primeiros pedidos. → Frete Grátis: Para compras acima de R\$200. → Kit Exclusivo: Na compra de 5 ou mais enfeites, ganhe uma caixa decorativa personalizada.</p>
Soluções Propostas	<p>Personalização: Produtos que tornam o Natal mais especial e único, com designs personalizados.</p> <p>Memórias: Enfeites que marcam momentos e criam memórias duradouras.</p> <p>Praticidade: Solução perfeita para presentes exclusivos e elegantes.</p>	<p>Personalização: Produtos que tornam o Natal mais especial e único, com designs personalizados.</p> <p>Memórias: Enfeites que marcam momentos e criam memórias duradouras</p> <p>Praticidade: Solução perfeita para presentes exclusivos e elegantes.</p>
Roteiros	<p>Título: "Crie memórias únicas neste Natal!"</p> <p>Cena 1: Close nos enfeites sendo personalizados (ex.: gravação de nomes ou frases).</p> <p>Cena 2: Família colocando os enfeites na árvore.</p> <p>Cena 3: Zoom na árvore iluminada, com a mensagem final: "Personalize sua magia de Natal com a Casa Criativa! "</p>	<p>Título: "Transforme sua decoração com Casa Criativa!"</p> <p>Cena 1: Exibição de árvores antes e depois da personalização.</p> <p>Cena 2: Close nos detalhes dos enfeites.</p> <p>Cena 3: Final com: "Encomende o seu agora mesmo!"</p>

Source: Prepared by Chat GPT (2024).

Based on the solution proposed by Artificial Intelligence, it was asked to produce the image of the proposed advertisement. The suggested image is presented below.

Figure 4 - Image of the Casa Criativa campaign



Source: IA – ChatGPT – Created on 11/21/2024 at the request of the authors.

The Creative House campaign showed how AI can create content that captures the imagination and awakens the desire to transform environments. Content produced explored design trends and offered creative ideas for decoration, positioning the brand as a partner in the process of customizing spaces. With this, the language was also inspiring and welcoming, inviting the public to imagine how Casa Criativa's products could transform their homes into unique places full of personality.

The image generated by ChatGPT helps to reflect the objective of the campaign, bringing the atmosphere of exclusivity and warmth that is expected from a personalized Christmas collection. The Christmas setting, with sophisticated ornaments and unique details, such as personalized pillows, conveys the idea of transforming the home into a special space for celebrations. With this, from warm lighting to golden tones, it reinforces the proposal to offer not only decoration, but experiences connected to the consumer's style.

However, the campaign could benefit from a more interactive approach, such as creating fictional tutorials or challenges for the public to share their own decoration ideas. Before and after images or even simulations of environments decorated with the brand's products would be powerful resources to further engage the public and reinforce Casa Criativa's role as a brand that inspires and transforms.

CONCLUSIONS

The present work aimed to demonstrate how artificial intelligence (AI) can be used to create personalized content in digital marketing, with a special focus on the retail sector. Through an exploratory and descriptive approach, practical campaigns were developed for fictitious companies in the Retail sector, in order to show the potential of technology, in particular ChatGPT, in the production of strategic materials.

Combining literature review with practical application, the study showed how AI can create content for companies in different niches and how the tool can adapt according to the needs of the company and the market. In addition, the methodology followed a structured path, starting from the creation of specific briefings that detailed the characteristics, target audience and communication objectives of each fictitious company. These briefings served as the basis for the generation of personalized content by AI, such as texts for social networks and advertisements. The analysis of the materials revealed that ChatGPT can understand different contexts and audiences, generating messages adjusted to the values and goals of each brand. This ability to adapt has proven to be one of the main contributions of AI in digital marketing.

The research answered the proposed problem, which sought to understand how artificial intelligence contributes to the creation of personalized content in the digital marketing strategy. The analysis of the campaigns developed demonstrates that AI is highly effective in personalizing content, adapting precisely to the characteristics and needs of different audiences and objectives. In addition, it has been proven that technology not only optimizes creative processes, reducing time and effort, but also raises the quality and accuracy in the elaboration of campaigns, achieving results that would be difficult to obtain without the support of advanced technological tools.

The campaigns created by ChatGPT also demonstrate how AI can help overcome recurring challenges in retail, such as the limitation of time and resources to create quality content. AI tools enable the quick and efficient creation of personalized briefings and advertising materials, something that validates the theories discussed here. Thus, it is believed that artificial intelligence is confirmed as a practical and affordable solution for companies that want to stand out in the competitive digital market.

In addition, what has been obtained shows that AI can be an essential tool in the personalization of content in the current scenario, an aspect that is increasingly valued in digital marketing. ChatGPT has shown itself to be able to produce targeted, relevant, and

engaging messages, using elements such as appropriate tone, accessible language, and formats adjusted to the digital platforms most used by each audience. These results reinforce the importance of AI as a strategic tool for brands looking to stand out in a saturated market, where consumers' attention is a scarce resource.

Despite the advances, the work also identified some limitations associated with the use of AI. One of them is the dependence on well-structured data and clear briefings to guide the production of content, it was necessary to modify the prompt to adjust to the needs of the campaign. When this information is insufficient or inaccurate, the result may lack originality or relevance. This underscores the importance of human-machine interaction, where the marketer plays an indispensable role in setting the guidelines and validating the materials generated.

Another point highlighted was the ability of AI to generate content for different audiences. Campaigns created for companies such as Urban Fashion and Natural Delights illustrated how AI can develop content that captures specific interests and establishes emotional connections with consumers. This reinforces that personalization, one of the main differentials of artificial intelligence, is an important element for the engagement of digital marketing strategies.

This study demonstrated that AI, with proper study and necessary adaptations, can become a strategic and accessible tool for companies of various sizes, including small businesses. With often limited resources, these businesses can utilize technology to create effective campaigns and maintain a competitive digital presence. This points to the potential of AI to democratize access to advanced marketing strategies, previously restricted to large corporations.

The relevance of this work extends to both the academic and practical fields, as it highlights the transformative impact of artificial intelligence on digital marketing. It is believed that the research not only answered the proposed question, but also opened the way for new investigations, such as the ethical issues related to the use of data and the impact of AI on the consumer experience. At the same time, this study serves as an invitation for professionals and companies to explore the possibilities of technology creatively and strategically.

Finally, in conclusion, it is reaffirmed that the union between human creativity and technological innovation is essential to achieve better results in digital marketing. AI is a complementary tool, which expands the analytical and creative capacity of professionals,

but does not replace the human touch necessary to build genuine relationships with consumers. Thus, this work highlights artificial intelligence as an increasingly indispensable ally in the creation of more effective, personalized strategies aligned with the demands of a constantly evolving market.

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