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# Exploring the Impact of Gen AI on Creativity and Efficiency in Content Marketing: A Systematic Review and Future Directions (\*)

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## Abstract

This research investigates the characteristics of generative artificial intelligence (AI) and its influence on the production of digital marketing content across various formats, such as text, images, videos, programming, and data analysis. The focus is on the creative capabilities and efficiency of AI-generated content, while also addressing the challenges related to AI in marketing content development. The study offers projections about the changing roles of AI technologies within the digital marketing arena, based on a review of marketing literature published between 2021 and 2024.

The results suggest that generative AI is capable of generating innovative marketing concepts, producing text, images, and videos, automating content creation, and improving existing materials. It also enhances hyper-personalization by leveraging large data sets to customize content based on individual preferences and behaviors. However, the research underscores several key challenges, such as the need for contextual understanding, data privacy and ethical considerations, limitations in creativity, potential over-dependence on AI, and the challenge of maintaining a consistent brand voice.

The study identifies important Future Directions, including increased collaboration between humans and AI, the rise of voice and visual content, the development of dynamic content, and a stronger focus on ethical AI practices. These AI-driven insights are expected to significantly influence the future of digital marketing content.

**keywords:** Generative AI - Creativity - Efficiency - Content Marketing - Digital Marketing - Systematic Review- Future Directions.

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