AI-Driven Digital Marketing: Samsung's Strategic Approach to Dominating the Tech Market

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ABSTRACT

This research gives a critical evaluation of Samsung's tactical marketing strategy in their digital marketing plan with emphasis on the use of artificial intelligence to deal with cut-throat competition in the technology industry. The paper aims at identifying how the company has embraced the use of digital marketing technologies in engaging the customers, automating specific marketing processes and increasing the efficiency in the marketing campaigns. Using the factors of marketing mix, elements like Product, Price, Place, and Promotion or the 4Ps, the study explores more about Samsung's strategy of incorporating artificial intelligence in its digital marketing initiatives to achieve its business goals. It also examines the use of artificial intelligence in customizing the interaction with customers, using automation to disseminate content, and fine-tuning marketing strategy in real time. The conclusion points out that Samsung is able to strengthen its market standing while applying the concepts of artificial intelligence for digital marketing as well as to establish new benchmarks for development across the tech field. Based on these strategies, the discussion in this paper will be concluded by considering how these strategies could be applied in the future marketing practices, together with recommendations that may be effected in the future to enhance the success in an ever-changing digital environment.

Introduction

The purpose of this research is to investigate Samsung's marketing plan for its main product, with a focus on the

integration of digital marketing and artificial intelligence. As competition gets tougher day by day, Samsung has adopted strategic and creative marketing, which is not only around advertisement but also round the corner using advance technology and tool to communicate with consumers. Therefore, this research aims to explain these tactics to provide a clear view of the marketing procedures, the digital methods, and how AI can improve the efficiency of Samsung's promotion thrusts.

According to Chaffey and Ellis-Chadwick (2020), marketing communication can be referred to as a wide continuum of activities aimed at the marketing, selling and distributing of products and services in needful markets so as to satisfy the requirements of the consumers and organizational goals. Kotler et al. (2021) define digital marketing strategies as using tools like website and social media to easily reach out to the targeted audiences. This report analyses Samsung's marketing approach using the 4Ps (Product, Price Place and promotion) to study how these elements have been incorporated in the companies digital marketing strategy. Also, the research measures the performance of an end-to-end integrated digital marketing effort and demonstrates how the collaborative application of AI with the conventional marketing techniques and strategies yields the best results in terms of

reach, response, and conversion rates. It becomes useful in this structure to sift through the various avenues through which Samsung has continued to sustain its control in the technology market in relation to strategic and data-backed marketing techniques.

Literature Review

Today, digital marketing has expanded greatly with the help of artificial intelligence (AI), which has been helpful to companies due to its potential and possibilities to improve the company's marketing and business in general. Due to the rising stiff competition in the tech markets, corporations such as Samsung have shifted and continue to shift to AI digital marketing methods in efforts to solidify its position in the market (Lancieri and Sakowski, 2021; Bessen, 2020; Alizadeh and Foroughi, 2020). This literature review seeks to analyse the main drivers of AI digital marketing and consider the strategic position of such a tool within the IT field with the example of Samsung.

Digital marketing Artificial intelligence is the utilization of artificial intelligence in developing highly targeted, faster, and much more efficient marketing strategies. AI involves the use of big data and through this, consumer data is analyzed hence

giving a precise explanation on the consumers' behavior, their tastes and even patterns. It helps formulate strategies in a marketing communication process since firms know which group of viewers to target, and with what message, and at what stage. For Samsung this has entailed utilizing artificial intelligence in the optimization of advertisement promotion, determination of the best strategies to use in its interaction with the customers and improvement of the customers' experience across the different digital channels (Juska, 2021; Forslund and Fahlén, 2020).

Possibly, the biggest benefit of applying AI to digital marketing entails the prospect of turning several challenging tasks into automated processes like, content development, targeting clients, and campaign coordination. Samsung has integrated AI to these functions so that it can easily adapt to market changes and client needs (Mishra and Tripathi, 2021; Haizar et al., 2020). Furthermore, the application of Advanced Intelligent systems such as chatbot and virtual Personal assistant has opened new means of efficient interface with the customers; this has enabled Samsung to bring to table time-bound and personalized customer service.

Thus, apart from increasing the effectiveness of operations, AI in digital marketing has allowed Samsung to obtain higher accuracy and increased control in targeting and evaluating the efficiency of such campaigns. Since the strategies of Samsung can be checked and updated with the help of the results of predictive analytics and the data received in real-time, only in this way can the company make conscious decisions based on the magnitude of the return on investment. Through the decentralized use of AI in its marketing strategies, Samsung has not only sustained its market influence and competition in the tech market but has also set the pace for itself as an industry model for setting new socio-digital standards of marketing.

Analysis

STP Analysis:
STP is a strategic method that companies use to identify and understand the needs of specific consumer segments, effectively launch their products to those segments, and present their products or services in a way that interests to the intended market (Huang and Rust, 2020).

Insert Table 1 here

Marketing Mix Analysis:
The marketing mix, also referred as the 4 or 7Ps', include product, price, place, and promotion, along with people, process and

physical evidence. Companies use these variety of methods to influence customer demand and meet their needs to achieve their marketing goals (Kenton, 2020).

Insert Figure 1 here

Therefore, it is significant to take into account each component influence on product development and market positioning while assessing the marketing mix for the Samsung newest offering, the Galaxy S24 Ultra smartphone.

Insert Table 2 here

Digital Marketing strategies

According to Diamond (2019), digital marketing strategies outline techniques for achieving marketing goals by using online platforms and technologies to interact with target audiences but also increase visitors numbers, elevate brand recognition and stimulate sales. Moreover, digital marketing plan includes target audience identification, channel selection, content creation, performance data analysis and optimisation (Ryan, 2021).

Integrated Digital marketing strategies of Samsung

Insert Figure 2 here

- **Situation Analysis:**

  - *4M Analysis*:
    Mission: Samsung prioritises innovation, technology, and customer satisfaction. The company mission guides its strategic decisions and product development projects, ensuring alignment with its core values and long-term goals (Prabhu and Bhat, 2020).
    Message: Samsung uses storytelling and emotional appeals to build relationships with its audience through messaging methods tailored to different client demographics. Samsung increases impact, engagement, and brand advocacy by aligning message with consumer interests and brand identity (Jamali and Khan, 2018).
    Market: Samsung analyses consumer preferences, competition, and new trends to identify profitable possibilities and risks. Due to its extensive understanding of market

intricacies, Samsung can quickly adjust to changing customer wants and capitalise on new markets to maintain its market leadership (Jamali and Khan, 2018).

Media: Samsung uses a variety of media, from the latest digital channels to traditional advertising platforms, to reach target audiences at various levels. Samsung optimises media allocation and message delivery using data analytics and consumer insights to enhance coverage and effect and minimise waste and inefficiencies (Putri and Eriyanto, 2020).

- *SWOT Analysis*:

Strengths: Samsung include a powerful research and development department, a global reach, and a diverse product line for multiple markets. Samsung can charge premium prices and lead various key markets due to its strong brand equity and loyal client base (Samsung, n.d.).

Weaknesses: Though Samsung has advantages, it still faces competition, especially from Chinese manufacturers offering similar features at low rates. Since Samsung relies on component suppliers and the Android OS and may be subject to supply chain disruptions and technological dependencies (Samsung, n.d.).

Opportunities: Samsung offers potential in 5G, IoT, and AI, which offer innovation and commercial expansion. Samsung use its resources and skills to enter new areas and diversify its revenue streams. Long-term growth and profitability will benefit the company (Samsung, n.d.).

Threats: Samsung business and supply chain face geopolitical upheaval, uncertain economies, and regulatory hurdles. Growing competition, rapid technological depreciation and changing consumer

tastes challenge Samsung market dominance and profitability, therefore risk minimization and adaptable management are needed (Samsung, n.d.).

- **Objectives**:

Samsung establishes Specific, Measurable, Achievable, Relevant, and Time-bound objectives to guide its digital marketing endeavours. These objectives encompass augmenting online sales, bolstering brand visibility on social media platforms, or fostering heightened customer engagement on its digital platforms (Tien et al.,2019).

- **Strategy:**

Samsung formulates a promotional mix strategy (please refer to table 2), delineating the allocation of resources across various digital marketing channels and tactics to achieve predetermined objectives. This entail investments in SEO to enhance website visibility, allocation of funds for targeted social media advertising or collaborations with influencers to amplify product promotions (Albrecht, 2020).

- **Tactics:**

Samsung uses 4Ps-based marketing strategies:

- Highlighting the unique features and benefits of its current products in its advertising campaigns.
- Offering low pricing and promotions online to attract customers, including special deals and bundles.
- Providing product availability through several online channels, including its website, e-commerce platforms and retail partners.
- Using digital advertising, content marketing, social media campaigns and email marketing to promote their products (Kubania and Kagiri, 2016).

- **Actions**:

Samsung implements strategic actions informed by AIDA model (please refer to table 4) to organise its content creation, the engagement strategies and the customer interactions across digital platforms (Putri and Eriyanto, 2020).

Insert Figure 3 here

- **Control**:
  Samsung maintains control over its digital marketing campaigns via tracking and analysing campaign effectiveness using key performance indicators (KPIs) like conversation rate, amplification rate, and applause rate. Samsung evaluates the success of its initiatives and make wise decisions for future ones thanks to this data-driven approach.

Assessing Integrated Digital Marketing Campaign and Role of AI

An integrated digital marketing campaign purpose is to combine several internet platforms and strategies into a single, comprehensive plan (Chaffey and Ellis-Chadwick, 2020). Kingsnorth (2020), further explains that for more effective marketing campaigns, it guarantees message consistency, increases reach, improves performance, boosts engagement, encourages conversions, measures ROI and adjusts to trends.

Insert Table 3 here

AIDA Model:

Insert Table 4 here

3C Framework
Insert Table 5 here

Conclusion

To sum up, the integrated digital marketing effort aimed at promoting the Galaxy S24 Ultra has proven to be quite successful, through utilising AI via a variety of channels, Samsung was able to effectively draw its target audience attention, capture their interest, stimulate their desire, and encourage them to take action. In addition to the fact that personalisation and engagement were the campaign strong points, data privacy issues and an excessive dependence on Artificial Intelligence were also highlighted.

Recommendations

Going further, Samsung should make improving data security measures a top priority going forward in order to allay concerns about privacy and ensure regulatory compliance and should also aim for a balanced strategy through combining natural creativity and empathy with AI-driven methods. Moreover, for long-term success and improvement, ongoing

campaign monitoring and optimisation based on customer feedback and industry trends is advised.

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