



Research on the Transformation of Enterprise Marketing Strategy Driven by Artificial Intelligence

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Abstract: This study explores the transformation of enterprise marketing strategies driven by artificial intelligence (AI) through two case studies: Beijing Nanshe Technology Co., Ltd. and Juran Design Home. Both companies, operating in different sectors, have embraced AI technologies to optimize their marketing practices, enhance customer engagement, and improve operational efficiency. Nanshe Tech, a leader in smart office devices, integrated AI to develop predictive models for customer targeting and lifecycle management, leading to improved conversion rates and a shift towards a subscription-based business model. Juran Design Home, a digital platform for the home furnishing industry, utilized AI-powered design assistants and VR/AR features to enhance the customer experience, resulting in higher customer satisfaction and increased sales. The study highlights the significant impact of AI on marketing practices, demonstrating how AI-driven tools can revolutionize customer segmentation, resource optimization, and marketing outcomes. The findings provide valuable insights for businesses considering AI adoption in their marketing strategies, emphasizing the need for a data-driven approach and cross-functional collaboration to successfully integrate AI technologies.

Keywords: Artificial Intelligence, Marketing Strategy, Digital Transformation, Customer Engagement, Predictive Models, Marketing Optimization

I. Introduction

1.1 Background of the Study

In the era of Internet and big data, global investment in artificial intelligence (AI) has been substantial. With the rise of generative AI, the entire AI sector has gained renewed attention, attracting significant funding and market interest. On a global scale, the number of AI startups in China has seen explosive growth, second only to the United States. From 2013 to 2023, the U.S. saw the addition of 5,509 AI startups, while China added 1,446, followed by the United Kingdom with 727 [1]. China holds the leading position globally in AI patents, accounting for nearly 60% of global AI patents over the past decade. However, in terms of the development of AI models, the U.S. remains the global leader. The 2024 Stanford AI Index Report reveals that, in 2023, 61 influential AI models originated from the U.S., significantly outpacing the European Union's 21 and China's 15 [2].

China has long regarded AI as a strategic focus. For instance, in 2017, the State Council issued the "New Generation Artificial Intelligence Development Plan." [3] With the rapid development of AI technologies, not only have policies to advance AI been implemented, but regulatory bodies have also started to pay attention to the field, leading to a sharp increase in AI-related legislation. Local governments have introduced many supportive policies, mainly focusing on infrastructure building, data resource management, model research and development, application scenarios, and ecosystem development. Discussions around AI governance have increased, highlighting the global demand for responsible and standardized AI practices.

The industry has been a driving force behind this wave of AI development, with nearly 70% of influential AI models originating from the industrial sector. China's AI development faces key challenges in computing power, data, and talent. Developing responsible AI will be the core task of corporate AI transformation, with a "human-centered" approach being crucial to the large-scale application of AI technologies.

1.2 Research Objectives

The primary objectives of this study are:

- To explore the impact of artificial intelligence on the transformation of enterprise marketing strategies in China.
- To analyze the role of AI in reshaping marketing practices in companies operating in Beijing, with a focus on Beijing Nanshe Technology Co., Ltd. and Juran Design Home.
- To identify key challenges and opportunities in the integration of AI into marketing strategies and explore how companies are adapting to this technological shift.

1.3 Research Questions

This study seeks to answer the following research questions:

- (1) How has artificial intelligence influenced the marketing strategies of companies in Beijing, specifically Beijing Nanshe Technology Co., Ltd. and Juran Design Home?



- (2) What are the main challenges faced by companies in integrating AI into their marketing practices?
- (3) How do marketing managers perceive the future of AI in marketing, and what are their expectations for its impact on strategic decision-making?

1.4 Significance of the Study

As AI continues to revolutionize industries, it is crucial to understand how businesses in China are adopting and adapting AI technologies in their marketing efforts. This study offers practical insights into the challenges and opportunities associated with AI-driven marketing transformations. The findings of this research will contribute to the broader academic literature on AI in business, offering a deeper understanding of how AI is reshaping marketing practices in China. The study holds practical implications for marketing professionals and decision-makers, providing valuable guidance on how to navigate the AI transformation in their own organizations.

II. Literature Review

The integration of AI into enterprise marketing strategies has emerged as a transformative force across industries, reshaping customer engagement, operational efficiency, and competitive differentiation. Recent studies underscore how AI technologies—ranging from machine learning algorithms to natural language processing—are revolutionizing traditional marketing practices. In the financial services sector, AI-driven strategies are critical for navigating regulatory complexities and enhancing customer trust. Rabdanova (2024) explores how Russia's Sberbank leveraged AI and blockchain to recalibrate its marketing approach under Western sanctions, emphasizing localized customer segmentation and digital service innovation to retain market share [4]. Similarly, Gao (2024) examines ZY Bank's use of AI in optimizing risk assessment and dynamic pricing for inclusive financial products in rural China, demonstrating how algorithmic tools can democratize access to credit while ensuring compliance. These studies reveal that AI not only streamlines compliance in high-stakes environments but also enables institutions to deliver personalized financial solutions at scale, though challenges persist in balancing automation with human oversight in sensitive decision-making processes.

The retail and consumer goods industry has witnessed AI's transformative impact on customer experience and supply chain efficiency. Dong (2024) details iFlytek's deployment of AI to analyze consumer behavior patterns for its smart office devices, enabling real-time adjustments to pricing and promotion across e-commerce platforms [5]. Gu (2023) further illustrates how M Cosmetics utilized AI-powered sentiment analysis on social media to tailor hyper-personalized campaigns for Gen-Z audiences, integrating virtual try-on tools to bridge online and offline engagement [6]. These cases highlight AI's dual role in enhancing predictive analytics for demand forecasting while fostering immersive, interactive shopping experiences. However, both studies caution against overreliance on algorithms, noting that customer trust erodes when personalization borders on intrusive data harvesting. Within professional services—spanning education, healthcare, and legal sectors—AI is redefining service delivery and client acquisition. Zhao (2024) investigates MT Education's post-“Double Reduction” policy shift toward AI-curated coding programs for children, using adaptive learning platforms to align with parental aspirations for STEM education [7]. In healthcare, Zhang (2023) analyzes H Smart Medical's AI-driven CRM system, which identifies high-value hospital clients for its breast ultrasound robots through predictive analytics, reducing lead conversion times by 40% [8]. These applications demonstrate AI's potential to decode complex stakeholder needs and deliver precision targeting, though ethical dilemmas arise, such as algorithmic bias in educational resource allocation or patient data privacy concerns in medical marketing.

The broader digital transformation of traditional industries underscores AI's role in revitalizing legacy systems. Chao (2024) documents H Leather Market's integration of AI into its supply chain, using predictive analytics to align production with global demand fluctuations, thereby reducing inventory waste by 25% [9]. In the SaaS sector, Li (2023) critiques M Cloud Office's struggle to localize its AI-enhanced collaboration tools for Chinese enterprises, emphasizing the need for culturally nuanced algorithms to interpret regional communication styles [10]. These examples illustrate that successful AI adoption requires not only technological investment but also organizational adaptability to align AI capabilities with market-specific dynamics.

Theoretical frameworks provide critical scaffolding for AI's strategic deployment. Zhang (2023) combines STP (Segmentation, Targeting, Positioning) and 4Ps frameworks to reposition KS Company's AI vision products in smart city IoT markets, advocating for iterative feedback loops between R&D and marketing teams [11]. Hou (2023) introduces a 7T model (product, service, brand, price, incentive, communication, distribution) for industrial AI solutions, applying it to 5G-enabled construction sites to harmonize stakeholder engagement [12]. Such models underscore the importance of interdisciplinary strategies that integrate AI's technical potential with human-centric design principles.

III. Methodology

3.1 Research Approach

This study adopts a qualitative research approach, which is well-suited for exploring the depth and complexity of human experiences, perceptions, and insights into the transformation of enterprise marketing strategies driven by artificial intelligence (AI). The qualitative approach allows for a detailed understanding of the underlying processes, challenges, and opportunities perceived by marketing managers and staff within the selected organizations.

3.2 Qualitative Research Design

The research design for this study is structured around semi-structured interviews, which will provide flexibility for respondents to share their experiences while allowing the researcher to explore specific topics relevant to the research questions. This design is effective for capturing the nuances of AI integration into marketing strategies, offering insights

into the subjective views of key stakeholders in the organizations.

3.3 Interview Design and Participant Selection

The study will involve interviews with 2 marketing managers and 8 staff members from the selected companies, Beijing Nanshe Technology Co., Ltd. and Juran Design Home. The marketing managers are chosen based on their decision-making roles and deep knowledge of the company's marketing strategies, particularly in relation to AI implementation. The staff members are selected to provide diverse perspectives on the day-to-day operations and the impact of AI on their specific roles within the organization.

The participant selection will aim for diversity in terms of roles and experience within the marketing department to capture a wide range of insights on the transformation of marketing strategies due to AI. Participants will be selected through purposive sampling to ensure that they possess relevant experience or knowledge related to AI-driven marketing strategies.

3.4 Data Collection Process

Data will be collected through in-depth semi-structured interviews, each lasting approximately 45-60 minutes. The interviews will be conducted in person. The interviews will be audio-recorded with the consent of the participants and transcribed for analysis. An interview guide will be used to ensure key topics are covered, but the open-ended nature of the questions will allow participants to provide detailed responses and express their perspectives freely.

3.5 Ethical Considerations

Ethical considerations are critical in ensuring the integrity and trustworthiness of the research process. All participants will be fully informed about the study's objectives, the voluntary nature of their participation, and their right to withdraw at any time without any consequences. Informed consent will be obtained from all participants prior to the interviews. Participants will also be assured that their responses will remain confidential and will be used only for the purposes of this research. The identity of the companies and participants will be anonymized in the reporting and publication of the research findings.

Data will be securely stored and only accessible to the researcher. Any potential conflicts of interest will be disclosed, and the study will adhere to the ethical guidelines set forth by the relevant institutional review board or ethics committee.

The study's qualitative design using semi-structured interviews with 10 participants (2 managers, 8 staff) from two Beijing-based firms provides depth but limits generalizability due to its narrow industry focus (smart office tech and home furnishing) and regional bias. Sampling excludes smaller enterprises and rural markets where AI adoption barriers (e.g., digital literacy) differ. To strengthen validity, future research should adopt mixed methods (e.g., surveys across sectors) and include SMEs.

IV. Case Study Overview

4.1 Introduction to Beijing Nanshe Technology Co., Ltd.

Beijing Nanshe Technology Co., Ltd. (Nanshe Tech) is a high-tech enterprise founded in 2015, specializing in the development and sales of intelligent office devices. Headquartered in Zhongguancun, Beijing's renowned technology hub, Nanshe Tech has quickly positioned itself as a leader in the smart office equipment industry. The company's core philosophy is "smart offices, efficient collaboration," and it provides integrated solutions for corporate clients, combining cutting-edge technologies such as artificial intelligence (AI), the Internet of Things (IoT), and big data. These solutions include intelligent meeting systems, cloud collaboration platforms, and smart office hardware. With its innovative products and strong market insights, Nanshe Tech has expanded rapidly, covering over 30 provinces across China. In addition, the company has built strategic partnerships with major industry players, such as ByteDance and Huawei Cloud, to enhance its service offerings and expand its market reach.

The need for digital transformation in Nanshe Tech's marketing strategy arose due to increasing competition in the smart office sector and the limitations of traditional marketing methods. Initially, the company relied on offline distributors and industry exhibitions for promotion; however, it faced several challenges in this model. First, the reach of offline channels was limited, and the cost of customer acquisition was high. Second, the lifecycle of smart office devices is short, requiring Nanshe Tech to respond rapidly to changing market demands. Third, there was a growing demand from enterprise clients for customized solutions, making traditional, standardized marketing strategies ineffective. In response, Nanshe Tech launched a digital marketing transformation in 2020, with AI at its core. This transformation involved restructuring its entire marketing system, from data gathering to actionable insights and execution. Key innovations included integrating AI to build dynamic customer profiles using multiple data sources, such as CRM systems and third-party platforms like WeChat Work and DingTalk. AI-powered predictive models were implemented to forecast customer purchasing intentions, helping the company increase its marketing conversion rates by 40%. AI-driven content generation, chatbots for pre-sales consultation, and AI optimization of resource allocation between online and offline channels were crucial elements of the strategy, ultimately increasing showroom traffic by 25%. Nanshe Tech's shift to a digital, AI-driven marketing model has proven to be a strategic move that has transformed its customer engagement and expanded its revenue streams.

4.2 Introduction to Juran Design Home

Juran Design Home, a subsidiary of the Juran Home Group, was established in 2016 as a pioneering digital design ecosystem platform aimed at transforming the home furnishing industry. As a comprehensive "digital service platform for the entire home furnishing supply chain," Juran Design Home leverages the expansive network of over 400 Juran Home retail stores, enabling it to offer an integrated solution that spans home design, supply chain management, 3D cloud rendering, and online marketing. This platform has rapidly gained traction within the industry, attracting over 2 million designers and more than 100,000 home furnishing brands. By 2023, Juran Design Home's services had extended to more

than 90% of cities in China, solidifying its position as a dominant force in the home furnishing sector. The platform's digital infrastructure supports seamless connections between designers, manufacturers, and consumers, creating a comprehensive ecosystem that drives innovation, efficiency, and market growth in the home furnishing industry. Juran Design Home is its advanced 3D cloud design platform, which allows users to easily create floor plans and interior design solutions using a drag-and-drop interface. This platform supports real-time 4K rendering, which has significantly enhanced design efficiency by 80% compared to traditional methods. In addition to the 3D design capabilities, the platform integrates AI-powered design assistants that analyze user preferences, such as style and budget, and automatically generate multiple design solutions. These AI assistants are linked to the platform's expansive supply chain, enabling them to recommend products that align with the user's design choices. Juran Design Home also incorporates virtual reality (VR) and augmented reality (AR) features, allowing consumers to virtually "walk" through their design solutions and interact with various materials and furniture options in real time. This immersive experience enhances the customer journey, providing a dynamic, interactive platform that makes the design process more accessible and engaging for both designers and consumers alike.

V. Findings and Discussion

5.1 Marketing Strategy Transformation in Beijing Nanshe Technology Co., Ltd.

The digital marketing transformation at Beijing Nanshe Technology Co., Ltd. (Nanshe Tech) represents a significant shift in its approach to customer engagement, channel optimization, and resource allocation. Nanshe Tech addressed several key challenges faced by traditional marketing methods, such as limited reach, high customer acquisition costs, and the short lifecycle of its products. Through the integration of AI-driven customer profiles, predictive models, and content generation, the company significantly improved its marketing efficiency and effectiveness. As shown in Table 5.1, AI played a critical role in improving customer targeting, increasing marketing conversion rates by 40%, and enhancing content efficiency by 60%. Additionally, the use of chatbots for pre-sales consultations allowed the company to reduce human labor costs by 35%, while AI algorithms optimized resource distribution across online and offline channels, resulting in a 25% increase in showroom traffic. The implementation of AI-based early warning systems for customer lifecycle management further helped Nanshe Tech increase retention rates by proactively addressing customer churn.

Key Areas	Challenges Faced	Implemented Solutions	Impact
AI Integration	Limited reach of offline channels	AI-driven customer profiles using CRM & third-party data	Increased customer targeting accuracy
Customer Profile Building	High cost of customer acquisition	Predictive models for forecasting customer purchasing intentions	Enhanced marketing conversion rate by 40%
Marketing Conversion Rate	Short lifecycle of products	AI-powered content generation	Improved content efficiency by 60%
Customer Engagement	Increasing demand for customized solutions	Chatbots for pre-sales consultation	Reduced human labor costs by 35%
Channel Optimization	Inefficient resource allocation between online and offline	AI algorithms for optimizing resource distribution	Increased showroom traffic by 25%

Table 5.1: Nanshe Tech Marketing Strategy Transformation

The impact of AI-driven transformation at Nanshe Tech is further reflected in the company's shift to a subscription-based model, which has been pivotal in generating sustainable revenue. The introduction of an AI + hardware + subscription model allowed clients to subscribe to AI-powered software services, creating a new income stream that accounted for 30% of the company's revenue in 2023. This transition highlights the growing demand for customized, data-driven solutions in the smart office equipment sector. Overall, Nanshe Tech's embrace of AI-driven digital marketing has significantly enhanced its competitive edge, allowing the company to adapt to market changes more efficiently and meet the evolving needs of its enterprise clients.

Nanshe Tech's subscription model extends customer lifecycle management theories by demonstrating how AI-driven predictive analytics can enable dynamic, service-oriented revenue streams rather than static product sales, aligning with Gao's (2024) insights on algorithmic scalability. Juran's "design-to-production" integration advances supply chain digitization theories by illustrating how AI bridges creative and operational workflows, enabling real-time adjustments to market demands—exemplifying Chao's (2024) framework for AI-driven inventory optimization. Both cases extend STP (Segmentation, Targeting, Positioning) and 4Ps frameworks by showing how AI dissolves silos between marketing and operations, creating hyper-responsive ecosystems.

5.2 Marketing Strategy Transformation in Juran Design Home

Juran Design Home, a subsidiary of the Juran Home Group, has also undergone a profound transformation in its marketing strategy, largely driven by digital tools and artificial intelligence. The platform, which serves as a digital ecosystem for the home furnishing industry, integrates a variety of technologies to enhance customer interaction, optimize marketing efforts, and streamline supply chain management. A key innovation in Juran Design Home's strategy is the use of AI-powered design assistants that analyze user preferences and automatically generate design solutions based on style

and budget. As shown in Table 5.2, these AI tools have increased design efficiency by 80%, significantly improving productivity for designers. Furthermore, the integration of virtual reality (VR) and augmented reality (AR) features has allowed consumers to interact with designs in real-time, providing an immersive experience that enhances customer satisfaction.

Key Areas	Challenges Faced	Implemented Solutions	Impact
AI Integration	Traditional marketing methods not fully optimized	AI-powered design assistants and 3D cloud design platform	Increased design efficiency by 80%
Customer Interaction	Limited tools for personalized customer interaction	Real-time customer interaction via VR/AR	Improved customer experience with real-time VR/AR interactions
Advertising Optimization	Inefficient ad targeting	Data-driven traffic distribution engine	Ad conversion rate increased by 35%
Customer Experience	High customer complaints about product mismatch	100% product match between designs and physical items	Customer complaints reduced by 60%
Supply Chain Integration	Supply chain inefficiencies	Integrated SKU management with suppliers	Improved inventory turnover rates by 150%

Table 5.2: Juran Design Home Marketing Strategy Transformation

In addition to AI-driven design features, Juran Design Home has leveraged data-driven marketing strategies to optimize ad targeting. The platform has increased ad conversion rates by 35%. Furthermore, Juran Design Home's approach to supply chain integration has improved the overall efficiency of its operations. The platform's "design-to-production" feature enables seamless connections between design solutions and the supply chain, allowing manufacturers to quickly respond to market demands. Juran Design Home's focus on providing a "see it, believe it" experience, where designs match physical products, has drastically reduced customer complaints by 60%. Overall, the integration of AI and digital tools has positioned Juran Design Home as a leader in the digital transformation of the home furnishing industry.

5.3 Impact of Artificial Intelligence on Marketing Practices

The adoption of artificial intelligence has had a profound impact on the marketing practices of both Nanshe Tech and Juran Design Home. AI has enabled both companies to move beyond traditional marketing tactics by offering more personalized, efficient, and scalable solutions. For Nanshe Tech, AI-driven customer profiling and predictive models have allowed the company to increase marketing conversion rates and optimize resource allocation between online and offline channels. Similarly, Juran Design Home has leveraged AI to enhance the design process and improve customer experience with real-time VR/AR interactions. Both companies have significantly benefited from AI's ability to streamline operations, improve customer targeting, and reduce labor costs through automation.

The integration of AI into customer lifecycle management has been another critical development. Nanshe Tech's use of AI-based early warning systems to track customer usage patterns and predict churn has enhanced retention rates, while Juran Design Home's focus on creating personalized design experiences using AI-powered assistants has improved customer satisfaction. Overall, AI has allowed both companies to adopt a more data-driven and customer-centric approach, leading to improved marketing outcomes and more efficient operations.

5.4 Comparative Analysis between the Two Case Studies

The marketing strategy transformations at Nanshe Tech and Juran Design Home demonstrate the diverse ways in which AI can be leveraged to address industry-specific challenges. While both companies have integrated AI into key areas such as customer targeting, marketing optimization, and supply chain integration, their approaches differ in terms of the technologies used and the focus of their transformations. Nanshe Tech has concentrated on AI-driven predictive models for customer engagement and lifecycle management, as well as optimizing marketing resources across channels. In contrast, Juran Design Home has focused more on enhancing the design process itself through AI-powered design assistants, VR/AR features, and data-driven marketing strategies to improve customer interactions and experience.

Both companies have seen significant benefits from AI adoption. Nanshe Tech has improved its marketing conversion rates by 40% and reduced labor costs by 35%, while Juran Design Home has achieved a 35% increase in ad conversion rates and a 60% reduction in customer complaints. As seen in Table 5.4, these differences in strategic focus highlight the versatility of AI in transforming marketing practices, with each company tailoring its approach to suit its unique market needs and business model.

Key Areas	Nanshe Tech Impact	Juran Design Home Impact
AI Integration	Enhanced customer targeting with AI	AI-driven design assistants increased efficiency by 80%
Customer Interaction	Chatbots improved pre-sales consultations	VR/AR tools enhanced customer interaction
Marketing Optimization	Marketing conversion rates increased by 40%	Improved ad conversion by 35%
Customer Retention	AI-based early warning systems increased retention	Customer complaints reduced by 60%
Supply Chain Optimization	AI algorithms optimized channel resources	Supply chain integration improved turnover rates by 150%

Table 5.4: Comparative Analysis between Nanshe Tech and Juran Design Home

The Chinese context introduces challenges like regulatory fragmentation (e.g., localized AI governance policies), intense market competition favoring rapid scaling (e.g., Juran's need to cover 90% of cities), and data localization mandates complicating cross-platform integration (evident in Nanshe's reliance on domestic platforms like WeChat Work). Unlike global studies emphasizing GDPR-style privacy concerns, China's focus on state-driven AI governance (e.g., the 2017 AI Development Plan) prioritizes infrastructure alignment over individual data rights, creating unique tensions between innovation and compliance. Additionally, talent gaps in AI ethics and legacy industries' resistance to digitization (e.g., home furnishing's traditional supply chains) distinguish China's challenges.

VI. Conclusions and Recommendations

6.1 Key Findings

In the case of Nanshe Tech, AI has played a pivotal role in improving customer engagement by enabling the company to build dynamic customer profiles and predict purchasing intentions. The integration of AI into customer lifecycle management through early warning systems has also been instrumental in increasing retention rates. Additionally, the shift to a subscription-based model powered by AI-generated software services has created a sustainable revenue stream, accounting for 30% of the company's revenue in 2023. Juran Design Home has utilized AI to enhance the design process through AI-powered design assistants and real-time VR/AR interactions. These innovations have significantly improved design efficiency and customer interaction. Moreover, the integration of data-driven marketing strategies and supply chain management has led to substantial gains in operational efficiency and reduced customer complaints, with a 60% decrease in dissatisfaction rates. Juran Design Home's focus on delivering a "see it, believe it" experience has also contributed to its strong competitive position in the home furnishing industry.

6.2 Practical Implications

For businesses looking to adopt AI, the study suggests that the following areas are crucial for success:

- Customer Segmentation and Personalization: Leveraging AI to build detailed customer profiles and personalize marketing efforts can significantly improve targeting accuracy and conversion rates.
- AI-Powered Customer Lifecycle Management: Implementing AI-based systems to predict customer behavior and proactively address churn can enhance retention and foster long-term customer loyalty.
- Resource Optimization: AI can optimize marketing resource allocation across channels, leading to more efficient use of marketing budgets and improved ROI.
- Enhanced Customer Experience: AI-driven tools, such as chatbots, design assistants, and VR/AR applications, can enhance customer interactions and satisfaction, making the customer journey more engaging and personalized.

6.3 Recommendations for Future Research

- While this study offers valuable insights into the role of AI in transforming marketing strategies, future research could further explore the following areas:
- Industry-Specific AI Applications: A deeper examination of how AI is applied across different industries could provide a more comprehensive understanding of its potential and limitations. This includes exploring how AI is tailored to specific business models, customer needs, and market conditions.
- Long-Term Impact of AI Adoption: Further studies could focus on the long-term effects of AI integration on company performance, particularly in terms of customer loyalty, brand equity, and profitability.

6.4 Strategic Recommendations for Companies

Based on the findings of this study, the following strategic recommendations are made for companies considering AI adoption in their marketing strategies:

- Invest in AI Infrastructure: Companies should invest in building a robust AI infrastructure, including data collection systems, predictive analytics tools, and AI-driven platforms, to fully harness the power of AI in marketing.
- Foster Cross-Functional Collaboration: The success of AI adoption in marketing relies on close collaboration between data scientists, marketers, and product managers. Companies should establish cross-functional teams to ensure that AI applications are aligned with business goals and customer needs.
- Focus on Ethical AI Practices: As AI becomes a central part of marketing strategies, companies must prioritize ethical AI practices, particularly concerning data privacy and fairness in AI algorithms. Ensuring transparency and accountability in AI usage will build customer trust and mitigate potential risks.

- **Continuously Evaluate and Adapt:** AI technologies evolve rapidly, so it is essential for businesses to continuously evaluate their AI applications and adapt their marketing strategies accordingly. Regular assessments and feedback loops can help businesses stay competitive and agile in a fast-changing market.

6.5 Conclusion

The use of AI in marketing strategy transformation is proving to be a game-changer for companies across various industries. The experiences of Nanshe Tech and Juran Design Home demonstrate that AI can significantly enhance customer targeting, improve operational efficiency, and create more personalized customer experiences. However, the successful adoption of AI requires careful planning, investment in the right technologies, and a commitment to ethical practices. As AI continues to evolve, businesses that embrace these technologies and integrate them effectively into their marketing strategies will be better positioned to thrive in the digital age.

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