

Leveraging AI for Effective Digital Relationship Marketing

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

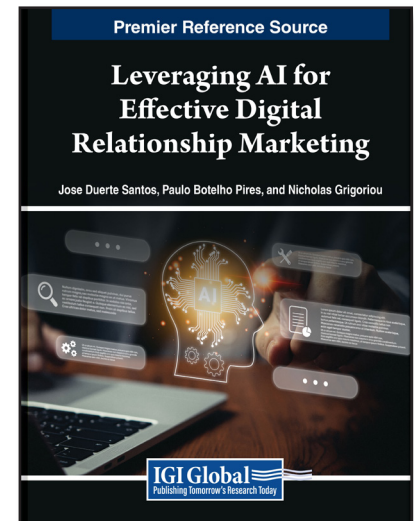
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Description:

Today's businesses face the pressing challenge of how to effectively engage and build lasting relationships with customers in an increasingly crowded and competitive online space. Traditional marketing tactics are no longer sufficient to capture the attention and loyalty of modern consumers who demand personalized experiences and sustainable practices from the brands they support. This shifting paradigm necessitates innovative solutions that leverage cutting-edge technologies to enhance customer engagement and foster meaningful connections.

Leveraging AI for Effective Digital Relationship Marketing addresses this critical dilemma by exploring the transformative potential of artificial intelligence (AI) in revolutionizing customer relationships. By harnessing the power of AI-driven strategies, businesses can gain deeper insights into individual customer behaviors and preferences, enabling them to deliver personalized interactions and anticipate customer needs with unparalleled accuracy. Through the implementation of AI-powered solutions, companies can navigate the complexities of digital marketing with confidence, positioning themselves as leaders in building sustainable and mutually beneficial relationships with their customers.

Targeted towards management and marketing academics, industry researchers, and practicing marketers, this book serves as a comprehensive guide for understanding and implementing AI-driven digital relationship marketing strategies. By synthesizing theoretical concepts with practical applications, it equips readers with the knowledge and tools needed to optimize their marketing efforts in today's dynamic digital landscape. With this book, businesses can unlock the full potential of AI to forge deeper connections, drive customer loyalty, and thrive in the competitive digital marketplace.



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Topics Covered:

- Artificial Intelligence (AI)
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- Customer Engagement
- Customer Experience
- Digital Relationship Marketing
- Hyper-Personalized Marketing
- Marketing Academics
- Marketing Campaigns
- Omnichannel Experiences
- Predictive Capacity
- Relationship Marketing
- Social Customer Relationship Management
- Sustainable Practices
- Timeless Marketing Principles
- Trends in Marketing

Subject: Business & Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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