

# How public Relations and advertising respond to the changes brought about by AI: Strategies and practices

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**Abstract:** With the rapid development of artificial intelligence technology, the public relations and advertising industry is facing profound changes. To meet this challenge, the industry needs to develop appropriate strategies and put them into practice. Pay attention to data privacy protection and establish strict privacy policy; review and adjust algorithms to ensure no prejudice and discrimination; guarantee the authenticity and quality of content, establish strict standards and strengthen audit. At the same time, establish a cooperation and communication mechanism to promote internal and external collaboration in the industry; strengthen staff training and cross-field talent training; and implement continuous monitoring and evaluation to adapt to the continuous development of AI technology. Through these strategies and practices, the public relations and advertising industry can better respond to the changes brought about by AI and create greater value for society and consumers.

**Keywords:** Artificial intelligence; Public relations; Advertising industry; Change; Strategy and practice

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## 1. Introduction

With the rapid development of technology, artificial intelligence (AI) has had a profound impact in various fields, among which the public relations and advertising industry are also undergoing an unprecedented change. The application of AI not only changes the traditional business model, but also brings new opportunities and challenges. This paper will discuss how the public relations and advertising industry respond to the changes brought about by AI, and propose corresponding strategies and practices. Through an in-depth analysis of the impact and application of AI technology, we will provide a useful reference for the sustainable development of the industry.

## 2. Application of AI in public relations and advertising industry

### 2.1 Personalized marketing and audience positioning

Personalized marketing refers to providing consumers with customized products or services by analyzing their behaviors, interests, needs, and preferences to meet their unique needs. With the help of artificial intelligence, personalized marketing has been more widely used and promoted.

First, AI technology can analyze large amounts of data to get an insight into consumers' preferences and behavior patterns. By mining consumers' online behavior, purchase records, browsing history and other data, AI can accurately identify consumers' interests and needs, thus recommending products or services that are more in line with their needs.

Second, AI technology can enable automated and personalized content recommendations. Through the analysis of intelligent algorithms, the advertising content can be customized according to the interests and needs of consumers, so that it can reach the target audience more accurately. For example, on social media platforms, AI can push personalized advertising content to users based on their interests and interactive behavior.

In addition, AI technology can also help advertisers more accurately target their target audiences. By analyzing consumer data and behavioral characteristics, AI can help advertisers find the target group that best matches the brand or product, so as to achieve more effective marketing promotion. This can not only improve the marketing effect, but also can help advertisers to save a lot of time and resources.

In short, personalized marketing and audience positioning are one of the important applications of artificial intelligence technology in public relations and advertising industry. Through in-depth analysis of consumer data and behavioral characteristics, AI technology can help

advertisers more accurately identify target audiences, provide personalized marketing content and services, and thus improve marketing effects and customer satisfaction.

## **2.2 Automate content creation**

With the continuous development of artificial intelligence technology, automated content creation has become an important application in the public relations and advertising industry. Through machine learning and natural language generation technologies, AI can quickly and efficiently generate high-quality text, image, and video content, providing strong support for advertising and PR campaigns.

First, AI technology can automatically generate creative content that meets the target audience according to their characteristics and preferences. By analyzing and learning from large amounts of data, AI can understand the interests and needs of consumers, thus creating more attractive and targeted advertising or PR copywriting. This greatly improves the efficiency and individuation degree of content creation, and meets the needs of modern consumers for personalized experience.

Secondly, AI technology can also automatically edit and generate images and videos according to the existing content materials. Through intelligent image recognition and processing technology, AI can quickly cut, modify and format pictures, so that they are more in line with the needs of advertising or public relations activities. At the same time, video generation technology also allows AI to quickly produce high-quality video content, providing visual appeal and impact for advertising and public relations campaigns.

In addition, AI technology can automatically adjust and optimize content creation based on the feedback and interaction from the target audience. Through real-time monitoring and analysis of consumer behavior, AI can timely understand the interests and feedback of consumers, so as to adjust and optimize the content targeted, and improve the conversion rate and effect of advertising and public relations activities.

However, despite the many conveniences and advantages of automated content creation, it still requires the participation and guidance of human creators. AI technology cannot completely replace human creativity and imagination. Therefore, in advertising and public relations activities, human creators still need to play their unique creativity and artistry, and combine with AI technology to create excellent content works together.

In short, automated content creation is one of the most important applications of artificial intelligence technology in the public relations and advertising industry. Through machine learning and natural language generation technologies, AI can quickly and efficiently generate high-quality text, image, and video content, providing strong support for advertising and PR campaigns. However, the creativity and artistry of human creators are still irreplaceable. Only by combining human intelligence with AI technology can better content works be created.

## **2.3 Data-driven decision-making**

In today's era of information explosion, data has become an important basis for enterprises and organizations to make decisions. Public relations and advertising are no exception, with AI technology providing strong support for data-driven decision-making.

First, AI technology can analyze and process massive amounts of data in real time, helping decision-makers to quickly access key information. Through data mining and machine learning technologies, AI can automatically identify patterns and trends in data, providing valuable data insight to decision makers. This greatly improves the accuracy and efficiency of decision making and reduces the time and cost of manual analysis.

Second, AI technology can help decision-makers develop more scientific decisions. Through the analysis of historical data, AI can predict the future trend and market demand, and provide valuable reference advice for decision-makers. At the same time, AI can also simulate and test according to different decision schemes, helping decision makers to evaluate the advantages and risks of different schemes, so as to make more informed decisions.

However, data-driven decision-making also faces some challenges and risks. Data quality and accuracy are important factors affecting decision-making, and data leakage and privacy protection are also issues that cannot be ignored. Therefore, when using AI for data-driven decision making, measures to strengthen data management and privacy protection are needed to ensure the reliability and security of data.

In short, data-driven decision making is one of the important applications of AI technology in the public relations and advertising

industry. Through real-time data analysis and processing, AI can help decision-makers quickly access valuable information, develop more scientific decision-making solutions, and optimize business processes. However, it also needs to pay attention to data quality and privacy protection issues, and strengthen data management and security measures.

### **3. Strategies and practices to deal with artificial intelligence changes**

#### **3.1 Formulate strategic plans adapted to the development of AI**

**Clear AI strategic goals:** First, organizations need to clarify the strategic significance of AI technology in business development, and formulate specific strategic goals according to business needs. These goals should include improving efficiency, optimizing the customer experience, innovating business models, and more.

**Data management and governance:** In order to support the application of AI, organizations need to establish a sound data management and governance system. This includes processes for data collection, storage, processing, and analysis, as well as measures for data security and privacy protection. Ensuring the accuracy and integrity of the data is crucial to the reliability and validity of the AI models.

**Talent training and introduction:** The development of AI technology needs the support of talents with relevant skills and knowledge. The organization should attach importance to talent training and introduction, and establish a perfect talent echelon. This includes the training and education of existing staff and the introduction of people with AI expertise and experience.

**Cross-departmental collaboration and communication:** The application of AI technology in the public relations and advertising industry involves multiple sectors and multiple stakeholders. Organizations need to strengthen cross-departmental collaboration and communication to ensure that all parties can participate in and support the implementation of the AI strategy. At the same time, it is also necessary to maintain good communication with stakeholders to ensure that they can understand and accept the change and impact of AI technology.

**Continuous improvement and innovation:** AI technology is a continuously evolving area, and organizations need to maintain a focus on new technologies and trends, and constantly improve and optimize their own AI strategies. At the same time, innovative thinking needs to be encouraged to explore new applications and business models of AI technology in public relations and advertising industry.

**Evaluation and monitoring:** In the process of implementing the AI strategy, the organization needs to establish an evaluation and monitoring mechanism to regularly evaluate and adjust the implementation of the strategy. This helps to timely identify and solve potential problems, and improve the effectiveness and efficiency of strategy implementation.

#### **3.2 Improve data management and privacy protection capabilities**

With the increasing application of artificial intelligence technology in the public relations and advertising industry, data management and privacy protection have become the focus of the industry. To ensure the reliability and security of data, organizations need to take a series of measures to improve their data management and privacy protection capabilities.

First, the organization needs to establish a sound data management system. This includes developing strict policies and processes for data collection, storage, processing, and use to ensure the accuracy and integrity of the data. At the same time, the ownership and use right of the data need to be clarified to avoid the risk of data abuse and leakage.

### **4. Conclusion**

Facing the changes brought about by artificial intelligence (AI), the public relations and advertising industry should adopt a series of strategies and practices to meet challenges and seize opportunities. First, it is vital to develop strategic planning tailored to AI development to ensure that organizations can keep up with technology trends and achieve sustainability. By clarifying strategic goals, strengthening data governance, cultivating talent, promoting cross-departmental collaboration, continuous improvement and innovation, and evaluating and monitoring measures, organizations can better meet the challenges and opportunities brought about by AI technology.

In addition, the public relations and advertising industry should pay attention to the ethical challenges of AI technology when respond-

ing to the AI changes. Organizations need to focus on issues such as algorithmic bias and discrimination, content authenticity and transparency, and take steps to address these challenges. For example, reviewing and adjusting algorithms to ensure unprejudice and discrimination, strengthening content audit and quality management mechanisms.

Finally, the public relations and advertising industry need to strengthen cooperation and exchanges to jointly cope with the challenges and opportunities brought about by AI change. Through cooperation and collaboration within the industry, organizations can share experience, solve problems together, and promote the overall development of the industry. At the same time, the organization also needs to pay attention to the trends and trends outside the industry, and cooperate and innovate with other fields to expand the business scope and enhance the competitiveness.

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