

LEVERAGING CHATGPT FOR CREATIVE COMMUNICATION STRATEGIES: EXPLORING PROS AND CONS

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Abstract: *In today's rapidly evolving digital landscape, effective communication strategies play a pivotal role in the success of any organization. As businesses strive to engage and captivate their target audiences, innovative technologies have emerged as powerful tools to enhance communication efforts. One such technology that has garnered significant attention is ChatGPT, an advanced language model developed by OpenAI. This paper aims to explore the pros and cons of utilizing ChatGPT for a creative communication strategy, focusing on its potential benefits and challenges. Moreover, this paper provides an analysis of the advantages and drawbacks of implementing ChatGPT in various communication channels, including social media, customer support, and content creation. To evaluate the pros and cons of using ChatGPT for creative communication strategies, a mixed-method research approach was employed. Firstly, a relevant literature review was conducted to gather insights and perspectives on the topic. Additionally, a number of use cases of implementing ChatGPT in communication strategies were analyzed. The research results provide valuable insights into the practical aspects of utilizing ChatGPT and allow a deeper understanding of its advantages and challenges.*

Key words: *ChatGPT, creative communication strategy, marketing communication*

1. INTRODUCTION

Artificial intelligence (AI) is becoming increasingly prevalent in the marketing sector (Dilmegani, 2023). However, using recently developed technologies, like generative AI and particularly ChatGPT in marketing is not widely known.

Launched on November 30, 2022, the ChatGPT platform has attracted global attention and interests. According to Statista (Buchholz, 2023), ChatGPT gained one million users just five days after launching compared to other popular online services that needed more time to reach the million-user mark.

Harnessing the power of such an emerging technology requires a new approach in businesses. Unlike traditional methods for innovation, such as design thinking, ChatGPT poses a fundamentally different challenge because there are no clear problems to address, user pain points to alleviate, or KPIs to achieve (Cromwell, et al., 2023). This AI chatbot can seemingly solve problems in almost any industry, domain, or context. Cromwell et al. (2023) therefore suggest that using this technology requires a different skill: emergent thinking, which involves generating ideas for innovation without fully understanding the problem that needs to be solved.

More companies are looking for creative ways to use ChatGPT to their benefit going forward as its generative AI capabilities garner media attention (Rupam, 2023). All data enthusiasts and marketing experts want to know how marketers and creative communicators can use ChatGPT. By reviewing the relevant literature and analyzing the use cases of ChatGPT in communication strategies, this paper highlights the possibilities of this tool, as well as the current shortcomings in order to put this technology in the function of professionals, and not vice versa.

2. THEORETICAL BACKGROUND

2.1 Creative corporate communication

As a management process and an important management function, corporate communications define a variety of communication strategies and activities in business. A mutually beneficial relationship is created and maintained between the organization and its internal and external environment through corporate communication (Lalić & Vlastelica, 2019). According to Lalić and Vlastelica (2019) corporate communication include deliberate, planned and continuous communication activities that are based on the business policy of the organization and its operation. Therefore, it is important to understand how to

use the available theoretical options to achieve the best effect with the audience and to develop creative messages (Blakeman, 2023).

The four key phases in the implementation of communication strategies include: research and analysis, planning of the communication process, execution of the communication plan, i.e. implementation, and finally, evaluation, more precisely measuring the results with identified indicators (Lalić & Vlastelica, 2019). The creative team uses the creative communication strategy to determine the approach and the appeal combination that will be used to determine the look and overall tone the creative message will take (Blakeman, 2023). Blakeman (2023) also states that short creative message is often more memorable, focuses on a single feature and benefit, directly addresses lifestyle and has all the focus one message needs to deliver and create the desired action. This work should answer the question of whether artificial intelligence technologies such as ChatGPT can help or hinder creative teams in this process or replace them completely, as is speculated in the public.

2.2 A use of ChatGPT in communication strategies

With the advent of ChatGPT technology, writing any type of text now requires only a specific written command in any language. ChatGPT (Generative Pre-trained Transformer) is a chatbot launched by OpenAI in November 2022 (Roose, 2022). On November 30, 2022, a prototype for ChatGPT was released and quickly gained attention for its detailed and articulate responses in many knowledge domains, but its uneven factual accuracy was identified as a significant shortcoming (Vincent, 2022). Also, ChatGPT is an intelligent artificial intelligence chatbot that has a wide range of applications, it can answer questions, write student essays, help with content creation, translate languages, debug, compose, reject inappropriate requests, program, play games and much more (Spajić, et al., 2023.).

What differentiates this model from previous chatbots is that it is capable of recalling past conversational statements made by the user, so it can conduct a continuous dialogue (Jiao, et al., 2023). In March 2023, OpenAI created GPT-4 and thus this robot was updated with even more powerful functions. In fact, now users can enter text and visual images in parallel, and thus more demanding multimodal tasks, such as image captions, graph explanations or paper summarization, can be performed (Jiao, et al., 2023).

In addition, according to (OpenAI, 2023) ChatGPT could be used to conduct market research and collect feedback from customers, both existing and potential. In this way, organizations would have a better insight into client preferences, market trends and would arrive at decisions in marketing and sales strategies more quickly. Given its ability to generate human text, ChatGPT helps improve content, its quality and efficiency. It contributes by writing high-quality content and a strategy of targeted content (Enterprise DNA, 2023a). Within organizations, ChatGPT can positively impact communication, thereby increasing efficiency, and potentially revenue, through creation, editing and proofreading of e-mails, personalized interaction with clients and content generation (Enterprise DNA, 2023b). New beliefs lead to the fact that artificial intelligence will influence the design and creation of content in the future. AI can greatly help social media content creators, copywriters as well as creative directors for marketing purposes (Persado, 2023). Therefore, a detailed summary of the use cases of ChatGPT technology is presented in the next section of this paper.

2.3 Artificial intelligence in marketing: Statistics and Facts

According to the Statista's report (Dencheva, 2023a), the global market revenues of artificial intelligence in marketing are expected to grow from 27.4 billion U.S. dollars in 2023 to 107.4 billion in 2028. With the expected fast-paced adoption of the technology, alongside the achievements of ChatGPT, many are left thrilled and simultaneously fearful of what is yet to come.

In the world of branding, AI is not all about robotics. Chatbots and other machine learning technologies are deployed for various purposes in the customer experience, such as tailored customization of content and product offerings. According to a survey conducted in 2022 worldwide among marketing leaders (Dencheva, 2023b), 60% of respondents stated that predicting consumer behavior and demands is the most prominent use of AI to enhance the customer experience. Another 47% of them said that they use AI in their marketing company in order to uncover frequent customer journeys.

Statista's research also indicates that in the U.S., the largest ad market worldwide, consumer attitudes towards AI fluctuate as much as those of marketing professionals (Dencheva, 2023a). While 35% of marketers are concerned about risk and governance issues in relation to AI usage in marketing, 45% of consumers say that they lack understanding of how these technologies work. In the context of social

media advertising, almost half of the consumers in the United States shared that neither Photoshop, nor generative AI should be used in posts with commercial purpose.

According to a survey conducted in February 2023 (Dencheva, 2023c), 34% of consumers in the U.S. trusted influencer content generated by AI the same amount as they trusted content generated by human influencers themselves. Another 22% of U.S. consumers distrusted the same type of content a little more than the human-generated one. These research results demonstrate that consumers appear to be both hopeful and skeptical when it comes to automatized CXs or AI-powered social media content.

In a context of public relation and content creation, according to a global survey about Generative AI use in newsrooms (Watson, 2023), 39% of newsroom executives believed that less than five percent of journalists in their newsroom were using ChatGPT or similar tools on a weekly basis. Just three percent of respondents said that they thought half the journalists in their newsroom were using Generative AI tools weekly, though this could change as the prevalence and potential of these tools continues to grow.

On May 19, 2023, the artificial intelligence and machine learning laboratory OpenAI launched ChatGPT as a mobile app on iOS first for the United States market. Announced on May 18, 2023, the app generated over 230 thousand downloads during its first day on the Apple App Store (Ceci, 2023). Figure 1 shows that on May 20, the mobile version of the conversational AI platform generated 280 thousand downloads.

In addition, ChatGPT represents the most tried AI tool and users are loyal to it (Richter, 2023). Ever since the emergence of this AI chatbot, other tools, for example Midjourney or DALL-E, have also gotten more attention, but so far none has come as close to mainstream adoption as ChatGPT has.

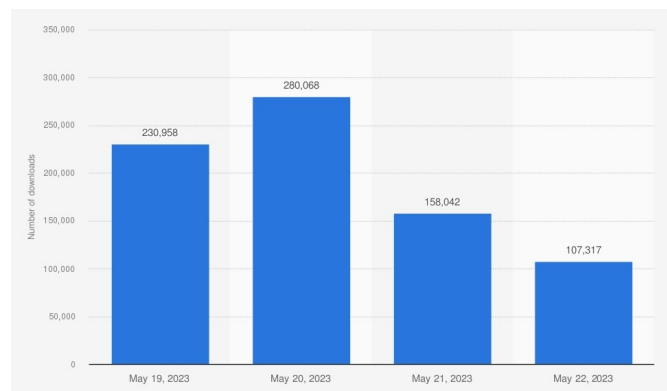


Figure 1: Number of ChatGPT daily app downloads worldwide as of May 22, 2023 (Ceci, 2023)

3. USE CASES OF CHATGPT IN CREATIVE COMMUNICATION STRATEGIES

Considering the process of creating a creative communication strategy (Lalić & Vlastelica, 2019) and good examples from practice (Dilmegani, 2023; Rupam, 2023; Entrepreneur, 2023), this section summarizes the use cases of implementation ChatGPT technology for the purpose of creating an effective marketing and creative communication strategies. The following use cases can help digital marketing creators to develop and accelerate the creation process of communication strategies:

- Research and content curation – ChatGPT has the ability to conduct internet research on any subject and choose pertinent material from a variety of sources. This kind of technology assistance can help companies in creating an organized and successful content marketing strategy.
- Getting a quick summary of information – To assist marketers in streamlining their promotional efforts and enhancing customer experiences, ChatGPT can search the Internet for certain user queries and offer a quick summary of pertinent data. Additionally, frequent conversations with ChatGPT can save customer support representatives time and effort allowing them to focus on more important and specialized tasks.
- Audience research – By capturing information about the intended audience to better understand their interests, preferences, habits, and needs, ChatGPT can be used to analyze consumer insights. From search queries, social media interactions and past purchases information, ChatGPT can identify patterns and trends in customer behavior and provide valuable information for creating more effective marketing strategies, including content creation, ad targeting, and product development.

- SEO optimization – ChatGPT can generate interesting ideas for content marketing topics, conduct keyword research, come up with appropriate and appealing titles, categorize search intent, create content structure, generate meta descriptions and so on.
- Keyword targeting suggestions – By locating synonyms for root keywords, ChatGPT can assist marketers with keyword research, enabling them to incorporate these into landing pages, blog articles, and Pay Per Click (PPC) campaigns and boost their on-page SEO strategy.
- Content creation – specifically for text generation, ChatGPT can be a powerful tool for content marketing (e.g. generating personalized, attractive and persuasive emails, newsletters and copywriting, social media posts for various social media platforms, blog articles, script writing and storytelling for advertising goods and services). This kind of exciting and relevant content can be combined with other marketing tactics and distribution channels to boost online traffic to a business's website or social media pages.
- Attractive copywriting – ChatGPT makes creating unique and attractive ad copies more manageable. To increase the marketers' productivity, this most recent generative AI tool can provide suggestions for the copywriting and structure of an advertisement. ChatGPT may assist in developing enticing and informative product descriptions that appeal to the target audience since they enlighten potential customers about the characteristics, advantages, and value of a product. ChatGPT can generate catchy titles and apply them for naming blogs, podcasts, and webinars.
- Social media management – As well as many brands have turned to automation for social media, so the ChatGPT will complete scheduling, analysis, advertising and optimization.
- Lead generation – ChatGPT can carry on interactive text-based conversations to problem-solve with site visitors. During these conversations, this AI chatbot is gathering data that can be utilized for lead generating and lead nurturing in addition to assisting clients. Marketers can use ChatGPT to interact with website visitors and gather useful segmentation data.
- Personalized customer experience – ChatGPT with its NLP can generate personalized content for targeted customers based on their preferences, past behavior, and demographics. This can help organization to create targeted content that their audience finds appealing, which can lead to higher engagement and conversion rates.
- Inspire ideas for A/B Testing – A/B testing studies can be automated with ChatGPT to produce insightful campaign data. In order to evaluate the various iterations of a campaign and see which one performs better, marketers split their audience for this testing experiment. In this process, ChatGPT can help marketers select the best-suited version for a particular campaign.
- Customer service and support – ChatGPT can be included in a chatbot to offer prompt and individualized customer service, such as frequently asked questions, technical support and troubleshoot issues. In this manner, chatbots in marketing communication can improve customer satisfaction, reduce response times and decrease the workload of customer service representatives.
- Creating customer surveys – In order to stay in the loop with the audience and know their interests, ChatGPT may accelerate the market research procedure by conducting surveys and analyzing feedback. ChatGPT can help with question generation, organizing survey structure, making surveys multilingual and survey analysis. This evaluation aspect of the communication strategy is essential because it provides a means of obtaining consumer feedback and insights that can be used by marketers to enhance their goods, services, and marketing strategies.
- Analyzing feedback – ChatGPT may examine customer input, compare it to important trends, and produce a thorough report to help marketers better understand the preferences and perceptions of their target market.
- Onboarding and training – By integrating ChatGPT into the process of virtual training for example, future marketers will be able to respond right away to inquiries from participants during the onboarding procedure. Due to ChatGPT's flexible usage, they can even ask follow-up inquiries. ChatGPT can additionally be utilized for: customized learning pathways, interactive scenarios and marketing terminology and processes.

ChatGPT exhibits exceptional capabilities in generating human-like responses, enabling companies to engage with their customers in a more personalized and interactive way. By leveraging the model's natural language processing abilities, organizations can develop tailored messaging strategies that resonate with their target audiences, fostering stronger brand-consumer relationships. Moreover,

ChatGPT's versatility in multilingual communication opens doors to global market expansion, enabling businesses to reach and connect with diverse customer segments worldwide. The model's ability to comprehend and respond to a wide range of languages contributes to enhanced accessibility and inclusivity in communication strategies.

However, the implementation of ChatGPT is not without its challenges. Concerns around ethical usage, privacy, and potential bias need to be carefully considered. As an AI-driven system, ChatGPT may inadvertently generate responses that lack accuracy or exhibit unintended biases, posing reputational risks for businesses. Close monitoring, constant refinement, and human oversight are necessary to mitigate these risks and ensure responsible use of the technology. It can be concluded that ChatGPT is an unprecedented technology that has potential to unlock value for millions of customers across many industries (Cromwell, et al., 2023). However, pursuing these benefits also comes with considerable risks, as we're all as academicians or practitioners entering uncharted territory with AI, and we must learn how to use it effectively so it can be leveraged for positive rather than negative outcomes.

4. CONCLUSIONS

This research provides a comprehensive summary of the uses cases associated with incorporating ChatGPT into creative communication strategies. A several notable pros associated with using ChatGPT for creative communication strategies are revealed. Firstly, the model's ability to generate human-like responses facilitated more personalized and interactive customer interactions, leading to improved engagement and satisfaction. Secondly, ChatGPT's multilingual capabilities were highlighted as a significant advantage, enabling businesses to expand their reach to global audiences and overcome language barriers. However, the analysis of use cases suggests potential cons that need to be considered. Ethical concerns emerged as a prominent issue, as ChatGPT's responses can sometimes lack accuracy or unintentionally exhibit biases. Additionally, privacy concerns regarding the handling of user data and the transparency of AI-driven interactions were highlighted as challenges that organizations must address when implementing ChatGPT.

In conclusion, the research outcomes underscore the importance of carefully weighing the pros and cons of using ChatGPT for creative communication strategies. By leveraging the model's strengths while addressing its limitations through continuous monitoring, refinement, and human oversight, businesses can harness its potential to enhance customer engagement and communication effectiveness while ensuring responsible and ethical use. By intelligent use of this technology, organizations can unlock new dimensions of customer engagement and pave the way for more innovative and effective communication approaches.

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