# *Utilization of Artificial Intelligence Applications in Social Marketing Campaigns*

*Youcef Benselhoub* *
*Fourth Year PHD , Communication and Public Relations University of Mohamed Boudiaf - M'sila, Algeria,*
*youcef.benselhoub@univ-msila.dz*
*Dr -Lecturer Houda Akkouchi*
*, University of Mohamed Boudiaf - M'sila, Algeria,*
*houda.akkouchi@univ-msila.dz*

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***Abstract:***

*Artificial intelligence has become a pivotal tool in reshaping social marketing, transforming the audience from passive recipients to interactive partners. This impact has manifested through multiple mechanisms including automated journalism, sentiment analysis, intelligent systems, and precise message customization. However, the application of artificial intelligence in the Arab context faces challenges such as privacy preservation, algorithmic bias mitigation, alignment with societal values, resistance to change, and funding scarcity. The Saudi Data and Artificial Intelligence Authority (SDAIA) presents a pioneering model through its support of the Vision 2030 programs, contributing to enhancing electronic participation, combating corruption, increasing transparency, and developing data-driven social marketing campaigns. This research paper concludes that artificial intelligence has become a fundamental factor in reinventing social communication in the Arab region, but its success is contingent upon balancing technological innovation with ethical frameworks, along with investing in human and institutional capacity development.*

***key words****: Artificial Intelligence, Social Marketing, Arab World, SDAIA.*

**Correspondant Author*

***Introduction***

In light of the rapid technological transformations witnessed worldwide, artificial intelligence (AI) technologies have established themselves as one of the era's most prominent tools, driving radical shifts in enhancing performance and increasing efficiency across various sectors. The media and social marketing sector has not been immune to this revolution; it now faces unprecedented opportunities that reshape communication concepts and enhance the ability to reach a more precise and interactive audience. However, this technological revolution does not come without challenges. While AI opens new horizons for creativity and intelligent targeting, it raises urgent questions regarding ethics of use, privacy protection, and the future of media and marketing professions amid the accelerated trend toward automation.

Given that Arab media plays a pivotal role in shaping public opinion, adopting these technologies has become an imperative necessity to keep pace with global competition. At the same time, it requires a strategic vision that balances innovation with preserving identity and social values. From this standpoint, this research paper, titled "Utilization of Artificial Intelligence Applications in Social Marketing Campaigns," aims to shed light on how AI redefines the effectiveness of social campaigns through data analysis and precise customization, addressing prominent practical applications (such as content automation and sentiment analysis), while not overlooking the challenges and stakes faced by the Arab region, including lack of structured data and the need for an Arab ethical framework. Because today’s question is no longer "Should we adopt artificial intelligence?" since it has become an inevitable necessity, but rather "How do we use it to create a sustainable social impact that preserves our values and keeps pace with our world?"

Herein lies the importance of this article, in which we relied on an inductive descriptive study approach to explore the importance of artificial intelligence in social marketing and the applications used in social marketing campaigns, highlighting the Arab world's experience by analyzing practical examples and deducing the challenges and stakes facing this approach. We begin simply with concepts about artificial intelligence and its media uses, then social marketing and its patterns, incorporating some Arab world experiences with a focus on the Kingdom of Saudi Arabia through the Saudi Data and Artificial Intelligence Authority (SDAIA) program.

- ***Concepts of Artificial Intelligence AI:***

Definition of Artificial Intelligence (AI): A branch of computer science aimed at enabling machines to simulate human intelligence, such as learning, analysis, and decision-making. In communication media, it is used to enhance content production processes, distribution, and audience analysis, causing a transformation in the traditional media.

Applications of Artificial Intelligence in Media and Communication:

A. Automated Journalism: A technology used to automatically generate news content through algorithms that convert data into texts, such as weather reports or financial results. For example, the Associated Press uses "Wordsmith" to write thousands of reports annually.

B.Sentiment Analysis: A tool to analyze the audience's emotions through social media comments, helping media organizations measure content impact.

C. Smart Recommendation Systems: Systems used in media platforms (like Netflix or YouTube) to personalize content based on user behavior, where every click and movement on the screen is an indicator used to generate advertising algorithms tailored to each customer's preference to reach the largest possible audience and provide a unique experience.

- ***Impact of Artificial Intelligence on Communication Theory:***

A. Transformation of the "Sender-Receiver" Model: AI reshapes the audience's role from passive consumer to interactive partner through instant personalization of favored articles and news, with the possibility to comment and receive interactive responses. B. Framing Theory: AI tools can analyze how news is "framed" with unconscious bias without allowing bias toward any party due to any factor.

***Ethical and Legal Challenges:***

A. Algorithmic Bias: Algorithms may reinforce existing social biases, such as discrimination against certain Arabic dialects, ethnic or even political tendencies.

B. AI Ethics in Media: Transparency in data use- Balance between personalization and user privacy.

Arab Experiences in Using Artificial Intelligence Applications in Communication:

The "Kalemat" Agency in the UAE represents the first news agency in the Arab world fully relying on automated journalism (AI-supported digital journalism). It uses AI technologies and algorithms to generate and edit news rapidly and accurately without direct human intervention.

The "Akhbarna" platform in Morocco utilizes sentiment analysis technology as an advanced tool to measure and understand public reactions to various social issues. Sentiment analysis is an AI technique used to analyze texts like social media comments, news, and forums to determine whether users express positive, negative, or neutral feelings.

***Importance of Using Artificial Intelligence:***

AI marks a qualitative leap in media and communication. However, its success in the Arab region requires the development of accurate Arabic data to train models, the establishment of ethical frameworks to protect privacy and avoid bias, and the retraining of media professionals to integrate smart tools with traditional skills .

***Concept of Social Marketing:***

Social marketing applies commercial marketing principles to design and implement programs aiming to change social behaviors for the benefit of individuals and the community, such as health or environmental awareness. It relies on communication and media theories to achieve impact.

***Development of the Social Marketing Concept:***

Social marketing is a relatively modern concept in marketing, arising from interactions among social, economic, political, and cultural factors. It promotes social and charitable ideas, values, and services to induce positive behavioral changes in society members. It extends commercial marketing but differs fundamentally in goals, product nature, and target audience

The stages of development of the concept of social marketing are as follows:

1. Production Orientation Stage: Focused on producing goods efficiently to meet increasing demand, this stage preceded the explicit emergence of the social marketing concept.

2. Sales Orientation Stage: Institutions used advertising and promotion to focus on sales and profit-making, with early discussions on social responsibility in marketing.

3. Marketing Efforts Orientation Stage: In the 1950s and 1960s, the concept of satisfying consumer needs and desires began to emerge, alongside interest in marketing intangible goods like ideas and behaviors through public awareness campaigns.

4. Social Responsibility Orientation Stage: In the 1970s, the comprehensive concept of marketing expanded to include the welfare of the consumer and society together, with social campaigns becoming more organized and strategic.

5. Post-Integrated Marketing Communications Stage: In the 1990s, integrated marketing communication theories emerged, recognizing the overlap of communication channels and their diverse roles, contributing to more profound and coherent social marketing theories.

Foundations and Theoretical Concepts on Social Marketing and Media:

Social marketing integrates persuasion research results and diffusion of information theories with social and psychological considerations. It requires strategic planning and integrated use of communication channels to expand the dissemination of ideas and effect the desired behavioral and ideological change. Social marketing is not an individual or random activity but an organized communicative process aimed at changing or reinforcing attitudes and behaviors for the benefit of individuals and society. It features the importance of opinion leaders and intensive use of personal and interactive communication alongside relying on mass media.

A. Target Audience Segmentation: Dividing the audience based on demographic or psychological characteristics to design tailored messages (e.g., vaccination campaigns targeting mothers in rural areas.

B. Framing Theory: Designing media messages to highlight specific aspects of an issue (e.g., presenting smoking cessation as "liberation" instead of "sacrifice.

C. Protection Motivation Theory: Motivating the audience by highlighting risks (e.g., the harmful effects of smoking) along with offering practical solutions.

***The Role and Objectives of Social Marketing:***

- Social marketing represents a key activity within social organizations and serves as an administrative function alongside other roles linked to the organization's vision and mission. Its goal is to achieve effective interaction between the organization and

its audience through multiple communicative activities aimed at influence and persuasion.

- Objectives can be classified according to criteria that affect the determination and formulation of organizational goals, focusing on communicative objectives adopted within strategic planning processes in social organizations.

From another perspective, social marketing objectives can be categorized as follows :

- By Scope: General objectives (expanding social development and awareness) and specific objectives (forming a positive mental image of the organization).

- Directional within social processes: Remedial objectives (correcting societal defects) and preventive objectives (raising community awareness, promoting proper behaviors).

- Level of impact: Cognitive objectives (providing information), affective or attitudinal objectives (enhancing positive attitudes or modifying negative ones), and behavioral objectives (changing behavior).

Functions performed: Coverage objectives (market segmentation and needs identification), process objectives (encouraging behavior trials and loyalty), and effectiveness objectives (performance measurement and outcome review).

***Social Marketing Methods and Fields:***

Social marketing is a specialized activity within marketing communication. Its success depends on knowing the best methods to achieve the desired goals. The choice of method is linked to the nature of the audience and determining the most suitable approaches that fit their attitudes and behavioral decisions. Some key methods include:

1. Methods to entice recipients to understand the campaign's topics and figures by attracting attention through intensive promotion, news coverage, and media exposure.

2. Message correction methods: Identifying the segment most receptive to the idea and designing messages to enhance alignment with them.

3. Message reinforcement methods: Direct communication with the audience through visits, discussion sessions, home visits, and using opinion leaders to strengthen messages.

4. Methods for planting mental images and impressions, using advertisements and societal values to form a positive mental image.

5. Methods to stimulate audience interest in searching for information, increasing awareness and events related to the campaign.

6. Methods to stimulate the desire to make decisions through messages that highlight the value of the desired behavior, using opinion leaders and representatives.

7. Methods to activate other audience segments, such as gifts and free services, to increase participation and satisfaction.

These methods reflect a multi-stage process that considers the social and cultural environment of the target audience, using an integrated mix of channels and methods to ensure influence and persuasion.

***Role of Media in Social Marketing:***

- Awareness Dissemination: Media serves as a primary tool to spread social ideas and promote desired values through both traditional channels (television, radio, newspapers) and modern platforms (social media).

- Influence on Attitudes: Media shapes and modifies public attitudes toward social issues through carefully planned media messages.

- Integration with Communication Channels: Media channels are combined with personal communication to enhance impact. Media is used to generate interest, while direct communication deepens understanding and encourages behavioral change.

- Traditional media outlets such as television and radio target broad audiences (for example, the "#StayHome" campaign during COVID-19). Social media enables direct interaction and monitoring of campaign impact through metrics.

This integrated media strategy plays a crucial role in the effectiveness and reach of social marketing campaigns.

***Fields of Social Marketing:***

**Social Ideas Marketing**: This field aims to influence social beliefs and behaviors by promoting intangible concepts that benefit society as a whole. These ideas are not sold but adopted, and their success depends on alignment with prevailing values, customs,

and association with opinion leaders. These campaigns are often implemented by non-profit or governmental organizations targeting long-term change. Examples include campaigns encouraging smoking cessation, promoting road safety by wearing seat belts, environmental campaigns urging reduced plastic use, or campaigns aiming to change societal views on issues like organ donation.

**Social Services Marketing**: Non-profit institutions focus on promoting tangible services they provide, emphasizing their social value. These services are intangible and simultaneously produced and consumed, with quality potentially varying over time. Marketing considerations here include managing demand, building institutional trust, selecting appropriate communication channels to reach target groups, and forming partnerships with other organizations. Examples include charities promoting orphan sponsorship programs, hospitals advocating free breast cancer screening services, or governmental bodies promoting literacy programs or skill development workshops for the unemployed. Often, these two fields overlap as abstract ideas are marketed alongside tangible services to achieve deeper social impact.

***Communication Strategies in Social Marketing:***

Customized Messages: Designing messages that fit the cultural, social, and psychological characteristics of the target audience to ensure greater effectiveness.

Use of Influence Models: For example, the "Hierarchy of Effects" model, which starts with awareness, then attitude change, and finally behavior adoption .

Feedback: Using research to evaluate the impact of campaigns and modify strategies based on reactions and responses

Arab Models for Using Artificial Intelligence Applications in Social Marketing:

A. Saudi Arabia’s "Sand" Campaign:

- Objective: Encouraging volunteer work.
- Tools: Television commercials combined with influencer participation on TikTok.
- Outcome: Achieved 1.2 million volunteers during the year 2021.

B. Jordan’s "Your Home_Your School" Campaign:

- Objective: Supporting distance education during the pandemic.
- Strategy: Utilizing cartoon characters to attract children's attention.

***Challenges of Social Marketing in the Arab World:***

One of the main general challenges facing marketing is resistance to change. Audiences may resist change due to entrenched habits or beliefs, in addition to the fragmentation and difficulty of reaching all segments of society amid the diversity of media channels. Moreover, cultural values pose a challenge, as differences between societies require message adaptation to suit each social environment

Specifically in the Arab world, a major challenge is weak funding, as most campaigns rely on government support without significant private sector participation. Another challenge is the local culture, which makes changing deep-rooted behaviors (such as violence against women) difficult due to social principles and beliefs.

Social marketing in Arab media requires integrating modern technologies (such as AI for audience data analysis), establishing partnerships between governments and media institutions, and conducting field research to measure campaign effectiveness .

Additionally, unclear concepts and social control mechanisms by elites can impede social marketing efforts, with risks of public opinion manipulation..

Marketing social ideas and behaviors faces challenges in accurately defining the target market due to the intangible nature of social products and difficulties in measuring social campaign success.

***Artificial Intelligence Applications in Social Marketing Campaigns:***

Artificial intelligence (AI) in social marketing fundamentally involves teaching machines to think, adapt, and learn, much like a highly intelligent student who never misses a class. Using techniques such as machine learning, AI improves its ability to detect patterns, predict future events, and make decisions with human-like accuracy. In marketing, AI applications include:

- Predicting customer behavior and future trends.
- Creating ads that appear at the optimal moment.
- Segmenting audiences for tailored campaigns.
- Generating content for blog posts, social media, and emails to speed up production and enhance customer engagement.
- Personalizing email marketing with customized content and timing.
- Monitoring social media to track audience sentiment and trends.
- Results with AI include smarter, more targeted marketing that communicates naturally and relevantly with audiences.

Additional benefits include:

- Enhanced content creation efficiency through automated, high-quality posts, comments, and visuals, ensuring brand voice consistency and increased content frequency.
- Improved personalization by analyzing user data and behavior to tailor content precisely to individual or segment preferences, increasing engagement and conversion rates.
- Sentiment analysis and social listening to understand public reactions toward brands and adjust marketing tactics accordingly.
- Automating interactions and customer service using AI-powered chatbots, providing instant responses and enhancing user experience while reducing wait times.
- Optimizing ad targeting using demographic, geographic, and behavioral data to reduce budget waste and focus ads on those most likely to engage.
- Predicting future consumer trends and market changes, enabling proactive marketing decisions.
- Selecting influencers accurately by analyzing influencer data and audience engagement quality to choose the best fit for marketing campaigns.

***Example of AI Use in Marketing Campaigns:***

The Economist, a prominent British weekly magazine known for in-depth global, economic, and political analysis, faced declining readership in 2017. They implemented an intelligent strategy by allowing AI to manage ad targeting. The AI analyzed everything from web behaviors to subscriber data, helping them truly understand their readers and discover similar audiences who would appreciate their content. This led to attracting 3.6 million new readers and a remarkable 10.1 return on investment from targeted campaigns. Additionally, they achieved a 9% increase in loyal subscribers between 2020 and 2021.

Furthermore, AI provides substantial brainstorming support by integrating information and ideas while allowing users to add creative touches. Examples include: crafting engaging blog posts on social topics, suggesting keywords for targeted promotions, writing ads aimed at specific audiences for set durations, creating lines for public benefit campaigns, composing persuasive email messages promoting the latest products, and generating compelling landing page headlines for offers like "Buy One, Get One Free." Accompanied by technical support in delivering messages to the right person at the right time with synchronized visuals and sound effects, this results in first-class marketing content writing and editing

***Uses of Artificial Intelligence in Social Marketing in the Arab World:***

- To enrich the study, we explored the experience of "Sadia" in social marketing through the use of AI applications. These applications include precise audience analysis, direct interaction with customers using chatbots, and the personalization of content and smart marketing campaigns that enhance the effectiveness of social marketing.

***Overview of SDAIA:***

The Saudi Data and Artificial Intelligence Authority (SDAIA) is the specialized entity in the Kingdom of Saudi Arabia for data and artificial intelligence, encompassing big data. It is the national reference for all matters related to their regulation, development, and dealings, and holds

the original jurisdiction over everything related to operations, research, and innovation in the data and AI sector

***Establishment of SDAIA:***

The Saudi Data and Artificial Intelligence Authority (SDAIA) was established by Royal Order No. (A/471) dated 1440/12/29 AH, corresponding to 2018 AD. It reports directly to the Prime Minister and includes the following organizational subsidiaries: the National Data Management Office, the National Center for Artificial Intelligence, and the National Information Center. SDAIA enjoys legal personality and administrative and financial independence, with its headquarters located in Riyadh.

**Goals of SDAIA:**

- Governing data and artificial intelligence.
- Providing and enhancing data-related capabilities and foresight through continuous innovation in artificial intelligence.
- Ensuring the advancement of the Kingdom to a leadership position among economies based on data and artificial intelligence

***Strategic Objectives of SDAIA:***

Continuously updating the national data and AI agenda in line with key principles.

Implementing the data and AI agenda on a national level.

Directing the Authority's affiliated entities regarding the implementation of the data and AI agendas.

Raising public awareness about the achievements of the Kingdom of Saudi Arabia in the field of data and AI.

Increasing the contribution of data and AI to achieving the goals of Vision 2030.

Enhancing the utilization of data and AI agendas by all government entities.

Supporting the achievement of strategic objectives in the Authority's affiliated entities concerning legislation, operations, and innovation.

Promoting the image of the Kingdom of Saudi Arabia as a globally leading country in the field of data and AI.

***SDAIA's Perspective on Artificial Intelligence:***

- They are systems that use technologies capable of making predictions, generating content, providing recommendations, or making decisions with varying levels of autonomy, aimed at:
- Increasing business efficiency, quality, and productivity.
- Supporting human decision-making and data analysis.
- Making intelligent decisions and providing accurate recommendations.
- Generating new content such as texts, images, and video.
- Automating tasks to save time and costs.

SDAIA relies on the National AI Indicator to measure the readiness of government entities to adopt AI technologies, monitor their progress periodically, and provide tailored recommendations that enhance entities' capacity to develop and implement effective and sustainable AI solutions. It is also a supportive tool for achieving the targets of Saudi Vision 2030 by accelerating the adoption of AI in priority government sectors ،whether in generative AI or decision-making AI.

***Among the social marketing ideas offered by SDAIA are:***

***1-Corruption Report (Nazaha):*** An electronic service provided by "SDAIA" on its website for visitors to report any case of financial or administrative corruption by communicating directly with the Oversight and Anti-Corruption Authority "Nazaha". This applies the principle of transparency and preserves public integrity, as this service enables reporting with complete confidentiality and ease, thereby enhancing citizens' confidence in the procedures followed. It relies on AI to target specific audience segments .

***2-E-Participation***: The Saudi Data and AI Authority (SDAIA) attaches great importance to the e-participation service as it allows citizens freedom of expression through various communication means, guarantees their rights to express their opinions, and ensures their suggestions reach all decision-makers' offices

SDAIA monitors and reviews all submissions before publication to ensure participants' compliance with state regulations and to support achieving the highest levels of transparency and enhancing dialogue between the two parties to reach the desired goals . At this stage, submissions are sorted, analyzed, and suitable ones are used in decision-making and policy formulation using AI. Among these platforms are the national platform "Tafa'ol" (Your Voice is Heard), in addition to the "Istitlaa" platform, which is a unified electronic platform affiliated with the National Competitiveness Center to poll the opinions of the public, government entities, and the private sector regarding systems, regulations, and the like issued by government entities related to the economic and developmental environment before their approval .

***3- Feedback: Feedback*** is a work strategy emphasized by "SDAIA" to improve work procedures and develop the performance of services provided to beneficiaries through effective communication with them via the website to evaluate them and address any challenges that may hinder workflow in line with SDAIA's strategic goals.

***4- Co-Development and Ideas***: Submit your valuable ideas and aspirations by accessing the national platform for e-participation adopted for disseminating co-development initiatives.

***5-Open Data***: The importance of open data lies in its status as one of the strategic priorities focused on by modern and advanced economies. Open data helps entrepreneurs support innovation, access markets, identify and seize opportunities, in addition to supporting data-driven decision-making, and enhancing transparency between the public and private sectors. Open data is a fundamental pillar of digital transformation in the Kingdom and contributes to achieving the targets of Vision 2030. Its importance stems from providing citizens with the raw materials they need to engage their governments and contribute to improving public services, also encouraging increased citizen participation in government affairs, improving social communication, and thus promoting social ideas that serve the strategic goals of society as a whole..

***6-Social Media***: The Saudi Data and AI Authority (SDAIA) works on presenting a number of diverse services, events, and initiatives in the field of data and AI through

the Authority's official media outlets on (Instagram, X platform, LinkedIn, and YouTube) to keep up with events directly and stay informed of developments.

***7-Views Platform (Manarat Ra'y):*** It is an electronic platform that works on developing interaction mechanisms between the private sector and government entities by receiving the views and proposals of the private sector and monitoring the challenges it faces, which are then directed to the relevant government entities. Challenges and obstacles meeting specific criteria are addressed directly by the National Competitiveness Center in cooperation with various other government entities. The platform aims to:

- Enhance communication between the public and private sectors.
- Develop mechanisms for dealing with challenges sent by the private sector.
- Involve the private sector in the decision-making process.
- Raise private sector awareness about economic business environment reforms.

***Suggestions and Complaints***: The Saudi Data and AI Authority (SDAIA) is keen to provide all beneficiaries of its services and visitors to its digital platforms with the opportunity to submit suggestions, comments, and complaints through this channel, within the framework of its commitment to transparency and continuous development of work performance. This service is managed through an integrated system dedicated to documenting and following up on requests, analyzing the incoming data, and submitting periodic reports to the concerned work teams to address any challenges and achieve the best possible experience for all beneficiaries. This stems from SDAIA's commitment to providing a high-quality digital experience and enhancing beneficiary satisfaction.

***Residents and Visitors***: The Saudi Data and AI Authority (SDAIA) enabled the service of displaying the Hajj card in the digital wallet via the (Tawakkalna Services) app in cooperation with the Ministry of Hajj and Umrah. It also provided foresight support for decision-making in the Hajj and Umrah sector through packages of analytics and studies related to domestic and international pilgrims; to support efforts to achieve the target capacity, develop services, and support the design of various initiatives. The Authority continued the technical and technological preparation of border ports and Hajj ports. Then came the (Makkah Route Initiative), one of the Vision 2030 programs launched by the Ministry of Interior; aiming to complete the procedures for the Guests

of Rahman from their countries, starting from issuing visas electronically and taking biometrics, to completing passport procedures at the departure airport after verifying the fulfillment of health requirements, in addition to coding and sorting luggage according to arrangements for transportation and accommodation in the Kingdom. It has been implemented so far in: Malaysia, Indonesia, Bangladesh, Pakistan, and Morocco. The (Digital Resident ID) project was also implemented, which is an electronic version of the resident ID available in the (Absher Individuals) app to facilitate the identity verification of its holders in case they are not carrying the original ID..

- ***Community Role of SDAIA***: Believing in the importance of promoting positive behavior in society and consolidating relationships between various entities, and to enhance the goals of the Kingdom's Vision 2030 towards elevating the social capital index from rank 26 to rank 10, SDAIA has presented a number of qualitative initiatives to serve the community, including the "Ihsan" platform, which aims to promote charitable and developmental work in the Kingdom, in addition to its role in improving community quality of life by employing innovative technologies and digital platforms. This is for the purpose of developing national competencies and empowering women, who represent half of the Kingdom's population, and youth

***The Non-Profit Sector in SDAIA***: The Business Development sector at the Saudi Data and AI Authority (SDAIA), represented by the Supervisory Unit for the Data and AI Community, seeks to activate the role of the non-profit sector in the field of data and AI by supporting the establishment of non-profit organizations, enabling them, and supervising their performance. It also aims to enhance the efficiency of this sector and highlight its role as a key contributor to achieving the targets of Saudi Vision 2030. This involves enabling non-profit organizations in the field of data and AI to contribute to organizing and enabling community initiatives in the field, as empowering non-profit organizations maximizes their contribution and impact in creating a sustainable developmental impact within the data and AI ecosystem by highlighting social opportunities, building capacities, contributing to overcoming difficulties they face, and supporting them in building sustainable entities.

## *CONCLUSION*

The future of AI in digital marketing campaigns in general, and social ones in particular, is characterized by rapid development and vast potential. According to a study published in January 2025 by the Egyptian Journal of Communication and Digital Media Research, 60% of the target audience support the use of AI applications

in digital marketing campaigns, while they also have reliable, emotional, and behavioral expectations opposing the use of applications at a rate of 40% due to fears of over-reliance on AI applications, such as:

- Neglect in human analysis and critique.
- Potential for making organizations more susceptible to administrative errors.
- Exposure of digital marketing campaigns to cyber attacks.
- Violation of customer data.
- Gradually steering organizations towards applications relying on cloud computing.

All of the above necessitates adopting proactive solutions or measures to address these concerns. According to the study, which was conducted on 30 academics and practitioners in the fields of marketing and AI, prepared by researcher Mohamed Ramadan Eid Al-Mohsen, the future of AI in digital marketing campaigns is promising but requires wise handling of challenges and concerns to ensure its success and sustainability, in addition to:

- Commitment of marketing institutions to local, international, and global laws and legislation.
- Utilizing academic experts and practitioners in marketing institutions.
- Training algorithms to analyze marketing institutions' data.
- Preparing marketing institutions with the necessary capabilities to qualify for using AI applications.
- Informing marketing institutions and media agencies about studies related to the use of AI in digital marketing campaigns.

In conclusion, AI is viewed as a powerful tool for improving marketing performance through personalization, speed, and data analysis, but it requires human integration to ensure creativity, transparency, adherence to ethics, and data privacy protection, especially in social marketing campaigns which have become interactive.

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