



## CREATING DATA-DRIVEN POSTS WITH GEN AI FOR MAXIMUM ENGAGEMENT

### Abstract

Generative AI has revolutionised marketing as we know it through data-driven, engaging content that enables hyper-personalisation. Leveraging generative AI for marketing helps marketers scale their content operations via automated and diverse content generation, allowing businesses to efficiently connect with a wider audience. Despite the challenges, like the need to maintain a human touch or ensure accuracy in content, companies around the globe are effectively leveraging AI to boost engagement and loyalty. As the technology continues to evolve, AI-driven marketing automation will pave the way for a more immersive and transformative social media marketing experience for businesses and customers alike.

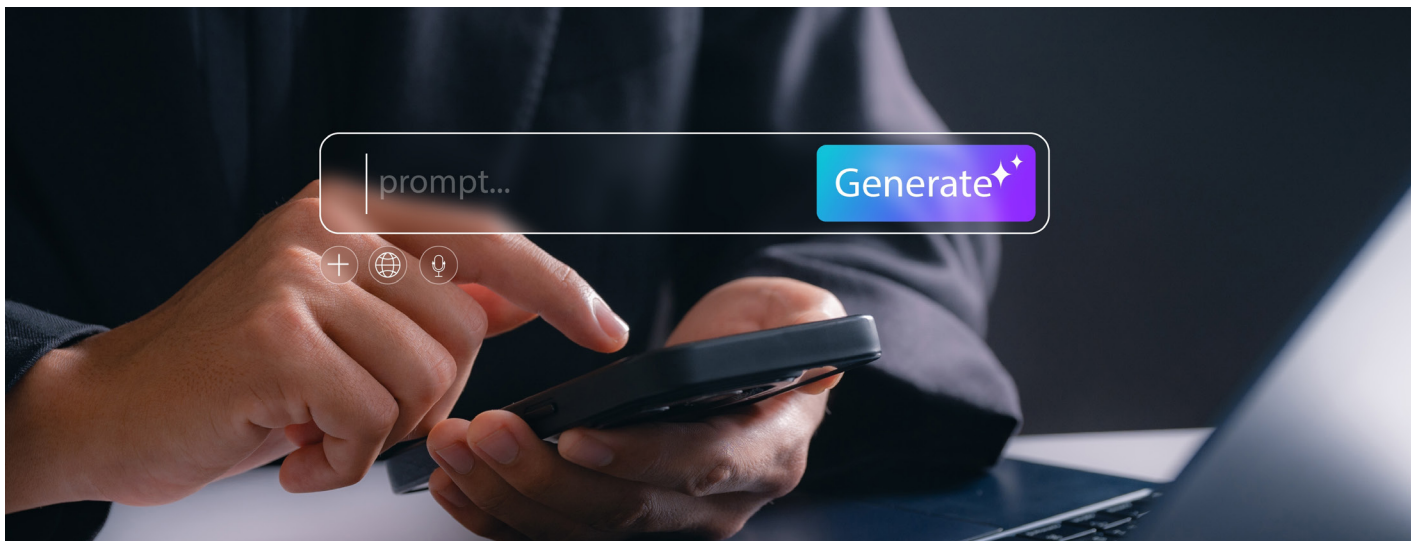
Imagine a world with no constraints – whether to creative processes or customer reach – where businesses can reach the right people at the right time with the right cohesive conversation. The combination of social media reach and the prowess of generative AI in today's digital world can make this a reality, revolutionising the core of consumer marketing.

Social media platforms are bringing the world closer together, giving businesses the opportunity to easily connect with their customers, build brand awareness, and drive sales. However, creating engaging content to stand out and connect with your target audience on the right platform and at the right time is a daunting task that requires significant investment concerning time, effort, and creativity.

Using AI in marketing offers a transformative solution to this challenge, helping companies enhance their social media presence and maximise engagement with data-driven marketing strategy and content. [62% of marketing professionals acknowledge](#) the significant role AI has played in improving their marketing performance, and the global market for [AI in marketing is set to reach \\$107 billion by 2028](#).

## How generative AI is changing content creation?

One of the most significant impacts of generative AI in marketing has been content creation to maximise engagement. Whether you want to generate captions, headlines, or even visuals, large language models and generative AI have transformed the creative world. It has created new opportunities for developing effective and engaging content through:



### Automated content generation

Whether you are looking to generate attention-grabbing headlines and captions, engaging articles and blog posts, or intriguing visuals, generative AI can automate content generation. This can augment the capabilities of your content team, helping them save time and add value to the marketing content.

### Improved content quality

Leveraging generative AI for creating marketing content can also help produce high-quality data-driven content. AI models can learn from large amounts of data, identify engagement trends, and analyse popular posts the way humans cannot. The result is more accurate, informative, and engaging content.

### Increased content variety

AI models are versatile, generating a variety of content types, including text, images, audio, or video. With these, businesses and marketing professionals can create diverse and appealing content that can engage a wider audience.

### Personalised content

With AI tools supporting hyper-personalisation in marketing efforts, generative AI models can help create personalised content tailored to the preferences and behaviours of individual users. This way, businesses can produce content that will grab the attention of their target audience, increasing visibility, engagement, and shares.

## Generative AI in customer engagement and social media marketing

Despite its potential to quickly and efficiently reach a wider customer base, social media marketing is not without challenges. Grabbing the attention of your target audience and engaging them has become a daunting task in the increasing chaos of social media content across numerous platforms. Evolving customer expectations, resource crunch, maintaining consistent customer experience across platforms, achieving personalisation at scale, and ensuring data integration are some of the biggest challenges modern businesses face when trying to maximise customer engagement.



AI-driven marketing automation offers practical and effective solutions to these challenges through:



### Customer data insights on demand

Today, businesses have access to treasure troves of unstructured customer data that can support the hyper-personalisation of their marketing efforts. Using AI in marketing gives access to data insights on demand, helping businesses adapt their marketing strategies in real time based on customer sentiments and emerging market trends to stay competitive.



### Tailored audience connections

Using generative AI in marketing can help marketing professionals analyse market trends and competitor strategies, gauge customer sentiments, and test new market opportunities. Such analysis can offer insights into customer behaviour, preferences, and engagement patterns, helping companies move away from the one-size-fits-all marketing approach and tailor audience connections.



### Process automation

Marketing professionals must collaborate with different departments to ensure marketing efficiency. Automating cross-departmental interactions can help businesses lower their administrative burden and focus more on higher-level tasks and customer interactions. This not only lowers average response time, increasing customer satisfaction but also enhances marketing efficiency for a competitive edge.



### Campaign idea generation

Building on the insights above, generative AI models can help marketing professionals brainstorm campaign ideas and gauge potential customer response. Generative AI for marketing goes beyond generic content ideas; it can help you refine your marketing campaign based on your brand voice, target audience, and preferred platform.



### Campaign personalisation

Customers today expect a personal touch in any marketing communication they receive from different brands. A post that resonates with them sparks conversations and promotes shares and other forms of engagement, ensuring an interactive campaign. Generative AI models act as content wizards, helping create creative and relevant content that the target audience can relate to and, thus, increasing engagement and marketing effectiveness.



### Content scaling

The demand for content is ever-increasing, and brands must create engaging content and post regularly to stay relevant and in touch with their customers. Traditional methods for content creation are time- and labour-intensive, and relying on them, companies will struggle to keep up with the demand.

However, generative AI models can not only create vast amounts of diverse content in a fraction of the time but also leverage data-driven insights to create this

content to maximise engagement. These offer the benefits of cost-efficiency, speed, scalability, and consistency when creating marketing content, helping businesses

ensure maximum engagement for a competitive edge.

## Case studies of companies leveraging generative AI for marketing



Generative AI has many use cases across industries and different facets of marketing operations. From content generation, marketing automation, and search engine optimisation to customer service automation and cookieless functionalities, companies are [leveraging AI for marketing automation](#).

Starbucks utilises generative AI tools to create personalised content for their customers and social media followers, including custom drink recommendations based on individual preferences. As a result, the company has been able to boost engagement and loyalty significantly.

Sephora uses an AI-powered chatbot to engage with customers to deliver an interactive experience with makeup tutorials and product suggestions. The company also offers personalised product recommendations and beauty tips to its customers using generative AI tools.

The New York Times uses generative AI algorithms to identify trending topics, curate and share news stories, and generate catchy headlines and news summaries to stay relevant and engage readers.

Michaels Stores, a crafts retailer, uses generative AI to regularly interact with its customers through SMS and email campaigns, delivering personalised content to each shopper for enhanced engagement.

Stitch Fix, a personal clothing service, uses generative AI to comb through online reviews and customer feedback to help its stylists understand customer expectations and sentiments. This enables them to offer better product recommendations.

Instacart leverages AI to give their customers meal-planning ideas and recipes and generate shopping lists accordingly.

Hot Wheels has used AI to generate four times as many product concepts, inspiring new features and designs to appeal to the kids.

Kellogg's is using generative AI to study trending recipes that either use (or can incorporate) cornflakes, building social campaigns around such creative recipes.

L'Oréal is analysing millions of customer reviews and comments to gauge what their customers want and identify potential product development and innovation opportunities.



## Challenges in AI-generated content and how to overcome them

You cannot deny the fact that generative AI in marketing has brought about a revolutionary change. However, marketers must navigate certain risks and pitfalls if they want to leverage AI to ensure marketing success. Some of the most common challenges associated with AI-generated content include:



- AI-generated content may lack the “human touch” that comes with the brand’s voice and personality. This can negatively impact customer engagement and brand perception.
- Although generative AI can generate targeted content quickly, it may not always provide the most accurate outcomes. Sometimes, AI algorithms can rely on incomplete or inaccurate information or possible hallucinations (AI-fabricated data), resulting in inaccurate responses.
- Generative AI can also fail to understand the complex social context behind the data, leading to misinterpretation. As a result, it can generate insensitive or offensive content, which can negatively impact the brand image.

Although these challenges may seem daunting, a clear understanding of your brand’s voice and your audience, a focus on quality over quantity, and human supervision at every stage can help overcome them. You can achieve this by:

- Training the AI model with clearly worded brand guidelines
- Choosing the right tools
- Focusing on **data quality** and **integrity**
- Humanising the content
- Moving beyond traditional marketing metrics to track performance
- Staying current and compliant with the evolving regulations



## Future of generative AI in social media marketing

As generative AI continues to evolve, its potential applications across different facets of marketing will continue to expand. Some of the innovative developments we can look forward to include:



- Advanced predictive analytics capabilities for hyper-personalisation
- Enhanced visual content creation
- Real-time content optimisation
- Immersive content through augmented and virtual reality applications

## Conclusion

Using AI in marketing has brought about a revolutionary change in customer engagement and marketing efficiency in the digital world. [Generative AI business platforms](#) help businesses connect more efficiently with their target audience through personalised, relevant, and high-

quality content. Businesses across the globe are using AI to develop data-driven marketing strategies, tailor customer connections, and scale content for hyper-personalisation. Although marketers must navigate challenges like a lack of human touch

or risk of inaccurate or insensitive responses, with human oversight, they can revolutionise social media marketing, offering unprecedented opportunities for growth and customer engagement.

For more information, contact [infosysbpm@infosys.com](mailto:infosysbpm@infosys.com)



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