
ARTIFICIAL INTELLIGENCE–ENABLED SOCIAL MEDIA MARKETING STRATEGIES FOR SUSTAINABLE BRAND POSITIONING: A SYSTEMATIC REVIEW

***¹Gayathri G., ²Dr. Binoy Mathew**

¹Research Scholar, Department of Management Studies (MBA), Centre for Post Graduate Studies, Muddenahalli, Chikkaballapure, Visvesvaraya Technological University, Belagavi, Karnataka State, India.

²Associate Professor & Research Supervisor Department of Management Studies (MBA), Center for Post Graduate Studies, Muddenahalli, Chikkaballapur, Visvesvaraya Technological University, Belagavi, Karnataka State, India

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***Corresponding Author: Gayathri G.**

Research Scholar, Department of Management Studies (MBA), Centre for Post Graduate Studies, Muddenahalli, Chikkaballapure, Visvesvaraya Technological University, Belagavi, Karnataka State, India.

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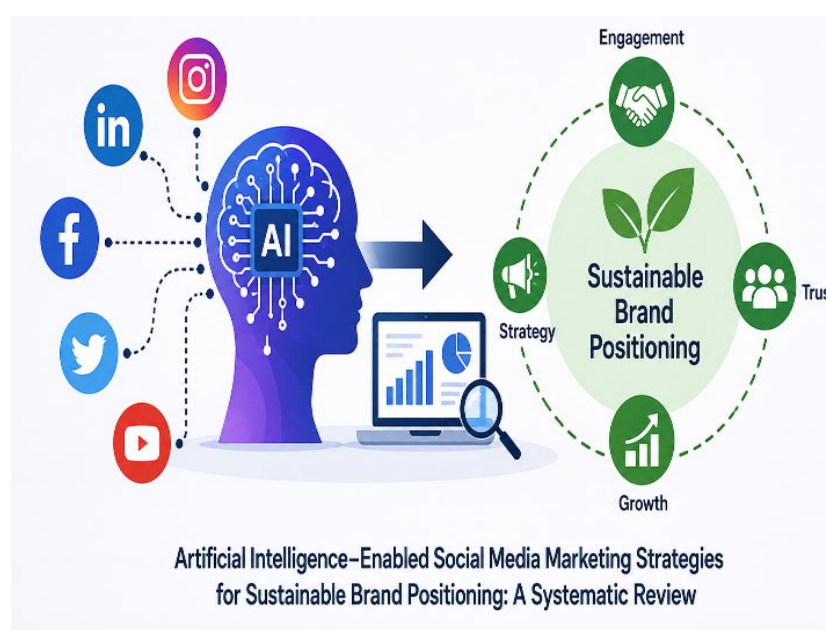
ABSTRACT

In recent years, artificial intelligence (AI) has become an influential technology for social media marketing, facilitating increased customer engagement and sustainable brand positioning for organizations in the digital age. This paper discusses the use of AI-based social media marketing initiatives for increasing consumer engagement and developing sustainable brand positioning for organizations. The study is conducted by employing secondary data from journal articles, books, industry reports, and reputable online sources. In this respect, this research analyzes the impact of artificial intelligence technologies such as chatbot technology, predictive analytics, personalized marketing messages, and automated content creation on marketing performance and consumer behavior. The results of the study indicate that the use of AI-based marketing initiatives enables organizations to create personalized customer experiences and enhance their communications with consumers. Moreover, it is argued that the engagement level of consumers plays a key role in developing sustainable brand positioning. In addition, this study brings to light some issues such as data security, ethical considerations, and excessive dependence on technology.

KEYWORDS: Artificial Intelligence, Social Media Marketing, Consumer Engagement, Brand Positioning, Digital Marketing, Sustainable Branding.

INTRODUCTION

The increasing digitization of the international market place has revolutionized the entire landscape of contemporary marketing. Organizations today are required to reconsider their approach towards brand creation and maintenance as well as how best to build strong brand identities. Social media has emerged as a primary strategic means for engaging customers in a manner that enables brands to influence perceptions and ultimately drive sales. Digital networks such as Facebook, Instagram, LinkedIn, and TikTok are not just means of communication but have also come to function as elaborate digital spaces where branding activities take place as part of the dynamic engagement between users. At the same time, advancements in artificial intelligence (AI) technology are revolutionizing the field of marketing. Technologies that make use of advanced algorithms for natural language processing, machine learning, sentiment analysis, and intelligent automation can analyze massive amounts of customer data and deliver accurate insights.



The implementation of AI technology in social media marketing makes it possible to customize messages and predict behavior, automate client interaction, and achieve optimal effectiveness of the campaigns. Thus, there has been a transition from intuitive marketing strategies to those based on algorithmic analysis of relevant information. The described shift in approach has certain consequences for brand positioning that is to be considered

sustainable. Sustainable brand positioning involves the process of creating an identifiable and trustworthy image through the process of continuous development within digital marketing. Sustainability in the context of digital marketing does not only involve the ability to reach consumers, but also implies consistency in delivering value and emotional communication.

In turn, AI-based social media marketing strategies make it possible to continuously monitor consumer sentiments, segment audiences effectively, and adopt effective strategies. Consequently, this makes the process of strategic positioning more efficient.

While the use of AI-based technologies continues to expand for purposes of social media marketing campaigns, research in academia continues to be disjointed and spread out over several disciplines. Literature tends to focus on the use of distinct technologies like chatbots, recommendation engines, or even influencer analysis, but lacks any consolidated perspective on their combined effect on branding processes. Although there have been many case studies that focus on practical applications and outcomes like higher engagement rates or purchase intentions, there is very little research that looks into the theoretical side of things.

A systematic literature review provides an excellent scientific approach to synthesis of knowledge. Different from a traditional review, the systematic review approach uses clear selection criteria and systematic data collection and analysis techniques based on credible peer-reviewed articles. Since systematic reviews rely only on secondary data from scholarly literature, they represent a credible source of evidence-based information that combines various findings in a logical framework. This type of literature review is especially useful in fast-developing areas such as AI-powered marketing in which technology advances faster than its theorization. The synergy of Artificial Intelligence and social media marketing is a revolution in brand strategy management. Companies now depend on artificial intelligence systems to improve their targeting efficiency, automate customer interaction, monitor social media activity, and predict customer behavior.

Nevertheless, there remain some issues about how such technologies affect the positioning of brands on a sustained basis, rather than just their campaigns' success rates. In addition, the problems related to the authenticity of information, ethics, and data biases should be considered while integrating AI into branding. It means that a balanced approach should be adopted for a successful use of AI technologies in this sphere. Hence, this research is dedicated to a systematic review of scientific literature on how AI-based social media marketing affects sustainable brand positioning.

It is therefore the goal of the review to examine prevalent applications of AI within the realm of social media, evaluate their strategic significance in relation to brand image and

differentiation, and recognize new areas in need of further research. By integrating current findings into one coherent body of knowledge, this study hopes to contribute to the advancement of theoretical perspectives and provide a solid basis for future academic inquiry. As markets grow more and more dependent on algorithms and big data, the importance of a strategic approach to the intersection of AI, social media marketing, and brand positioning becomes more critical than ever before.

LITERATURE REVIEW

Hajli (2015) examined the role of social commerce in building consumer trust and purchase intention within social media environments. The study emphasized user-generated content, online reviews, and social interaction as drivers of brand credibility. It found that trust significantly mediates the relationship between social media engagement and brand loyalty. The research highlighted the strategic importance of digital interaction in shaping brand perception. These findings provide foundational insight into how AI-driven sentiment analysis can enhance trust-building strategies for sustainable brand positioning.

Lemon and Verhoef (2016) introduced a comprehensive framework for understanding customer experience across multiple digital touchpoints. Their study emphasized the importance of consistent and integrated interactions in influencing brand perception. They argued that digital engagement significantly shapes long-term brand equity. The research supports the idea that AI-enabled analytics can optimize touchpoint management. This contributes to understanding sustainable brand positioning in digital ecosystems.

Godey et al. (2016) examined social media marketing efforts in shaping brand equity. The study found that entertainment, interaction, and customization positively influence brand awareness and loyalty. It emphasized the strategic design of digital content. AI can enhance these dimensions through personalization algorithms. The findings support long-term brand sustainability.

Verhoef (2017) explored digital transformation in marketing and its implications for strategic management. The study emphasized customer-centric innovation enabled by emerging technologies. It highlighted the importance of data-driven capabilities in strengthening competitive positioning. The authors argued that firms leveraging digital technologies effectively achieve superior brand differentiation. AI integration enhances these capabilities by improving personalization and predictive decision-making.

Tuten and Solomon (2017) analyzed evolving social media marketing strategies and their impact on digital brand communication. The study emphasized engagement metrics, content

relevance, and interactive brand storytelling. It identified analytics as central to optimizing marketing performance. Their framework supports the integration of AI tools for campaign automation and personalization. This contributes to understanding AI-enabled brand positioning strategies.

Kumar (2019) examined engagement-based customer management in digital environments. Their findings demonstrated that sustained online engagement strengthens brand equity and customer lifetime value. The study emphasized predictive analytics as a tool for identifying high-value customers. AI technologies enhance such engagement strategies through advanced segmentation. This research connects data-driven engagement with sustainable brand positioning.

Lou and Yuan (2019) investigated influencer marketing effectiveness on social media platforms. The study found that authenticity and credibility significantly influence brand attitude. It emphasized strategic influencer-brand alignment. AI-driven analytics can optimize influencer selection and performance tracking. The research contributes to understanding digital positioning mechanisms.

Arora (2019) investigated digital personalization and its impact on consumer-brand relationships. The study found that personalized content significantly enhances satisfaction, loyalty, and brand attachment. It highlighted the role of technology in delivering tailored marketing communication. AI-powered recommendation systems were identified as central to personalization scalability. The findings reinforce AI's strategic contribution to brand differentiation.

Jarek and Mazurek (2019) analyzed Artificial Intelligence adoption in marketing decision-making. The study emphasized algorithmic automation in targeting, pricing, and campaign optimization. It reported improved efficiency and strategic alignment through AI integration. The authors also discussed ethical and transparency challenges in AI implementation. Their findings inform sustainable and responsible brand positioning strategies.

Davenport (2020) explored AI applications in marketing, focusing on predictive analytics and customer insight generation. The study highlighted AI's ability to enhance targeting precision and campaign effectiveness. It emphasized balancing automation with human creativity. The authors argued that AI-driven insights strengthen long-term brand equity. This research supports AI-enabled strategic positioning in competitive markets.

Rust (2020) discussed the transformation of marketing in an AI-driven economy. The study emphasized that AI enhances customer value creation and marketing intelligence. It highlighted the shift from traditional branding to data-driven personalization. The author

argued that AI adoption influences long-term brand sustainability. This research provides theoretical grounding for AI-enabled brand positioning.

Appel et al. (2020) examined the strategic evolution of social media marketing. The study highlighted algorithmic visibility, data analytics, and engagement optimization as central components of modern branding. It emphasized long-term relationship building over short-term promotional gains. The findings indicate that technology-driven strategies improve competitive differentiation. AI integration enhances these capabilities.

Huang and Rust (2021) proposed a framework explaining how AI augments marketing strategy. The study categorized AI roles into mechanical, analytical, and intuitive intelligence. It emphasized AI's ability to enhance personalization and decision-making efficiency. The authors argued that AI strengthens customer engagement and brand perception. Their framework is critical for understanding AI-enabled sustainable positioning.

Dwivedi et al. (2021) reviewed AI's transformative role in marketing practice. The study identified automation, predictive analytics, and sentiment analysis as dominant themes. It emphasized ethical considerations and consumer trust in AI adoption. The research highlighted the need for strategic integration rather than isolated implementation. These findings are central to sustainable digital brand management.

Chintalapati and Pandey (2021) explored AI-driven social media engagement strategies. The study found that machine learning algorithms significantly enhance targeting accuracy and consumer interaction. It emphasized data-driven content personalization as a competitive tool. The authors linked AI-enabled engagement with improved brand loyalty. This supports AI's contribution to sustainable positioning.

Mariani et al. (2023) analyzed AI-driven big data analytics in digital marketing. The study emphasized enhanced consumer insight generation and strategic forecasting. It highlighted AI's role in performance measurement and competitive benchmarking. The authors argued that AI integration strengthens adaptive brand strategies. Their findings align with sustainable brand positioning objectives.

THEORETICAL FRAMEWORK

This study is theoretically grounded in an integration of Brand Positioning Theory, Customer Engagement Theory, the Resource-Based View (RBV), and the Technology Acceptance Model (TAM). These complementary perspectives provide a structured lens for understanding how Artificial Intelligence (AI) enabled social media marketing strategies contribute to sustainable brand positioning. This framework lies Brand Positioning Theory,

originally advanced by Al Ries and Jack Trout. The theory emphasizes creating a distinctive and favorable position for a brand in the consumer's mind. In digital environments, brand positioning is no longer shaped solely by firm-controlled communication but by continuous consumer interaction and algorithmic visibility. AI technologies enhance this process by enabling real-time sentiment analysis, personalized content delivery, and predictive targeting. These capabilities allow brands to refine their value propositions dynamically, thereby supporting long-term differentiation and sustainable positioning.

The framework also draws upon Customer Engagement Theory, which conceptualizes engagement as cognitive, emotional, and behavioral interactions between consumers and brands. In social media contexts, engagement occurs through likes, comments, shares, reviews, and digital conversations. AI-enabled tools such as chatbots, recommendation systems, and predictive analytics enhance the quality and relevance of these interactions. By delivering timely and personalized experiences, AI strengthens consumer-brand relationships, which in turn reinforces brand loyalty and equity. Sustained engagement thus functions as a mediating mechanism between AI capabilities and brand positioning outcomes. From a strategic perspective, the Resource-Based View (RBV) explains how AI-driven analytics and data capabilities serve as valuable organizational resources.

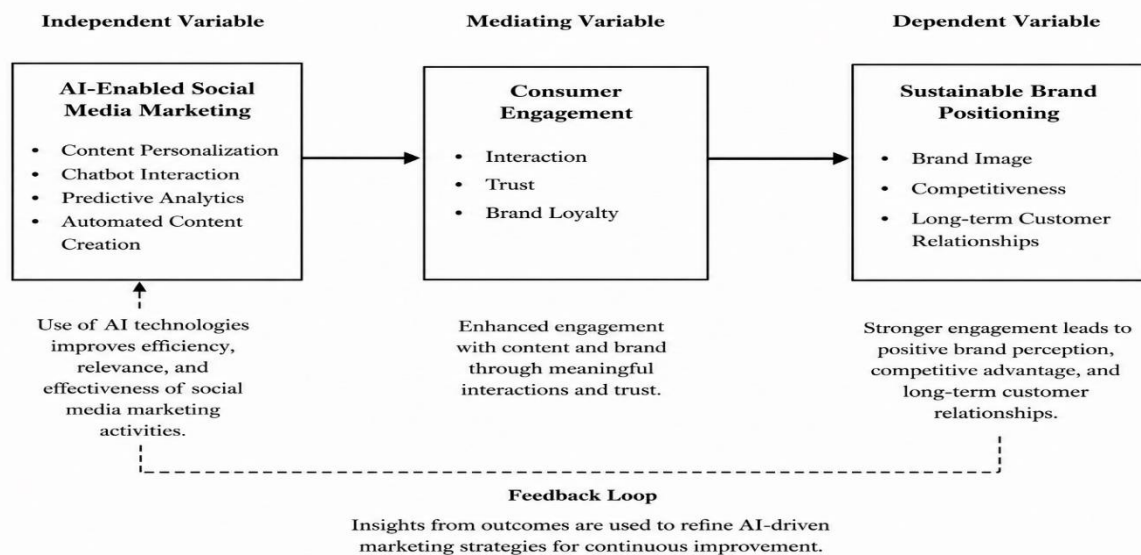
According to RBV, firms achieve competitive advantage by developing resources that are rare, inimitable, and strategically embedded. AI systems integrated into social media marketing enhance decision-making accuracy, optimize targeting, and improve campaign efficiency. These technological competencies enable brands to adapt quickly to changing market conditions, thereby sustaining their competitive positioning in dynamic digital environments. This Technology Acceptance Model (TAM) provides insight into consumer responses to AI-enabled brand interactions.

TAM suggests that perceived usefulness and perceived ease of use influence technology acceptance. In social media marketing, consumers' perceptions of AI-driven personalization, automation, and responsiveness affect their trust and brand attitudes. When AI applications enhance convenience and relevance, they strengthen brand perception; however, excessive automation may risk diminishing authenticity. Thus, TAM explains how consumer acceptance of AI tools influences long-term brand positioning.

These theoretical perspectives offer a comprehensive framework for examining Artificial Intelligence-enabled social media marketing strategies. Brand Positioning Theory defines the strategic objective, Customer Engagement Theory explains interaction mechanisms, RBV highlights AI as a competitive capability, and TAM clarifies consumer acceptance dynamics.

This integrated theoretical foundation supports the systematic synthesis of peer-reviewed literature and strengthens the conceptual understanding of sustainable brand positioning in AI-driven digital ecosystems.

CONCEPTUAL FRAMEWORK



The conceptual framework image explains the relationship between AI-enabled social media marketing, consumer engagement, and sustainable brand positioning. In this framework, AI-enabled social media marketing acts as the independent variable, which includes tools such as content personalization, chatbot interaction, predictive analytics, and automated content creation. These AI technologies improve the effectiveness and relevance of marketing activities on social media platforms. The framework further shows that effective AI-driven marketing strategies increase consumer engagement through interaction, trust, and brand loyalty, which acts as the mediating variable. Finally, higher consumer engagement leads to sustainable brand positioning, reflected through strong brand image, competitive advantage, and long-term customer relationships. The feedback loop in the framework indicates that insights gained from customer responses and market performance help organizations continuously improve their AI-based marketing strategies.

RESEARCH METHODOLOGY

A qualitative research method is employed in this study by conducting a secondary data analysis that would help assess the contribution made by Artificial Intelligence (AI) towards strengthening social media marketing strategies towards achieving sustainable brand

positioning. This research will utilize secondary resources such as academic journals, research articles, books, conference papers, industry reports, and legitimate online databases, among others. These include Google Scholar, Scopus, and ResearchGate. Secondary literature on topics like artificial intelligence technologies, social media marketing techniques, consumer engagement, and brand positioning has been thoroughly reviewed and analyzed. In addition, this research examines how technologies such as chatbots, prediction models, personalized advertisements, and automatic content creation affect customer interactions and loyalty towards attaining sustainable brands. The gathered data was then analyzed through a descriptive and thematic approach.

ANALYSIS OF DATA

From the analysis of secondary data, it is apparent that artificial intelligence (AI) has made great changes in how social media marketing strategies are developed in the digital age. AI has helped organizations develop better ways of interacting with their customers and making efficient marketing strategies through chatbots, predictive analytics, automation of content creation, and personalized recommendations. As a result, companies implementing AI-powered marketing strategies have managed to provide personalized marketing content and better understanding of the consumer behavior and provide timely responses thus increasing consumer satisfaction and engagement.

Besides that, AI-empowered social media marketing has been seen to increase consumer trust and brand loyalty as well as online engagement. People find it easy to communicate with their preferred brands in a personalized and timely manner using AI technology. In addition, AI-enabled social media marketing helps brands position themselves in the market successfully and acquire better competitive advantage and customer relationship.

DISCUSSION

The discussion of the research reveals that Artificial Intelligence (AI) is becoming a critical element in enhancing the efficiency of social media marketing and building sustainable brand positioning. It has been revealed through the results of the study that AI technologies help businesses better understand the likes and dislikes of customers, analyze their behaviors, and personalize contents for them. This proves the existing literature that AI marketing strategies enhance customer satisfaction and effective communication between brands and customers.

Another important finding of the study is that consumer engagement becomes an essential connecting link between AI marketing strategies and sustainable brand positioning. The

higher degree of consumer interactions, trust, and loyalty leads to greater brand image and sustainable relationships with customers. With the use of AI chatbots and predictive analytics, companies can continuously interact with customers.

Additionally, from the discussion above, it is clear that firms using AI for social media marketing have competitive advantages within the digital marketplace. Nevertheless, there are obstacles associated with such use of technology, including issues of data privacy, costly implementation processes, and reliance on technology, which can hinder the successful adoption of AI. For this reason, firms need to adopt ethical marketing strategies when using technology.

CONCLUSION

This study shows that Artificial Intelligence (AI) contributes to boosting social media marketing strategies and ensuring sustainable brand positioning. The applications of AI, including chatbots, predictive analysis, personalization, and content automation, enable organizations to increase customer engagement and enhance marketing and branding efforts. According to the research results, AI-based social media marketing strategies have a positive impact on consumers' trust, satisfaction, loyalty, and interactions in an online environment, thus contributing to building brand image and sustaining the success of organizations in the long run. At the same time, effective use of AI in marketing activities contributes to providing organizations with competitive advantages in a dynamic digital landscape. It should be noted, however, that appropriate management of privacy, ethics, and technology issues is important.

RECOMMENDATIONS

- AI-enabled tools should be used in the social media marketing process by organizations to enhance customer interaction and personalized messaging.
- It is recommended that firms concentrate on the ethical aspect of consumer data usage along with being transparent in their activities to foster customer trust.
- It is also recommended that firms continuously update themselves concerning AI technologies and social media marketing strategies to keep up with competition.
- Marketing practitioners should undergo training to enable them to use AI technology in social media effectively.
- AI technology should be coupled with creativity and emotion by organizations to develop a balanced and customer-centric marketing strategy.

- Future research studies may explore this phenomenon more deeply with the help of an empirical study based on primary data.

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