

## The Effect of Artificial Intelligence on Digital Marketing

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**Abstract :** The variety of available virtual equipment, strategies and activities may confuse and disorient even an experienced marketer. this is applicable mainly to B2B organizations, which might be generally less flexible in uptaking of virtual era than B2C businesses. B2B groups are lacking a framework that corresponds to the specifics of the B2B enterprise, and which facilitates to assess a business enterprise's talents and to select the precise course. A B2B digital marketing adulthood model facilitates to fill this gap. however, modern-day advertising gives no widely permitted digital marketing adulthood model, and consequently, some marketing establishments offer their personal tools. The cause of this paper is constructing an optimized B2B virtual advertising and marketing maturity version based totally on a SWOT (strengths, weaknesses, opportunities, and threats) analysis of present models. The contemporary have a look at gives an analytical assessment of the existing virtual advertising adulthood models with open get entry to. The effects of the studies are twofold. First, the furnished SWOT analysis outlines the principle blessings and disadvantages of current fashions. Secondly, the strengths of existing virtual advertising maturity models, enables to discover the primary traits and the structure of an optimized B2B virtual advertising adulthood version. The research findings imply that most effective one out of three analyzed fashions may be used as a separate tool. This look at is a number of the first inspecting the usage of maturity models in virtual marketing. It helps businesses to select among the present virtual advertising fashions, the best one. furthermore, it creates a base for destiny research on virtual advertising adulthood fashions. This study contributes to the emerging B2B virtual advertising and marketing literature by using offering a SWOT analysis of the present virtual marketing maturity fashions and suggesting a structure and fundamental characteristics of an optimized B2B digital advertising adulthood model.

**Keywords :** electronics engineering, marketing, sales, E-commercedigital marketing, digital maturity, innovation, SMEsB2B digital marketing strategy, digital marketing, digital marketing maturity model, SWOT analysis

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