Exploring the Potential of ChatGPT in Improving Online Marketing and Promotion of MSMEs

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ABSTRACT

In the ever-evolving digital era, the use of technology and the internet has changed the way businesses operate, including in product marketing and promotion. ChatGPT is allegedly an example of AI technology that can improve online marketing and promotion of MSMEs. This research will explore the potential of ChatGPT in improving online marketing and promotion of MSMEs. This research is qualitative in nature. The techniques used to obtain information involve careful observation and meticulous note-taking, followed by analytical procedures such as data reduction, visualisation, and inference. The study arrived at the conclusion that exploring the potential of ChatGPT in enhancing online marketing and promotion of MSMEs offers an exciting opportunity for MSMEs to reach potential customers, improve customer interactions, and optimise marketing efforts efficiently. With ChatGPT's ability to provide natural responses, provide product information, provide recommendations, and run marketing campaigns, MSMEs can expand their market reach and provide a better customer experience.

Keyword: ChatGPT, Marketing, Promotion, MSME

INTRODUCTION

The utilization of technology and the internet has transformed the modus operandi of businesses, particularly in the domain of product marketing and promotion, within the constantly evolving digital epoch (Subagja et al., 2022). The Micro, Small and Medium Enterprises (MSMEs) sector, being a significant component of the economy, is required to conform to these modifications (Ausat & Suherlan, 2022). The utilization of artificial intelligence (AI) in diverse business domains, such as enhancing online marketing and promoting micro, small, and medium-sized enterprises (MSMEs), has emerged as a noteworthy trend (Subagja et al., 2023). An intriguing instance of artificial intelligence (AI) is ChatGPT, a natural language model that was created by OpenAI (Ausat et al., 2023). ChatGPT is a recent application of language modeling technology that exhibits proficiency in comprehending and producing text in a manner that closely resembles human communication (Kraugusteeliana et al., 2023). The model has demonstrated noteworthy abilities in engaging with users via nuanced dialogues, thereby presenting promising opportunities for enhancing the online marketing and promotion of MSMEs (Ausat et al., 2022).

The integration of online marketing and promotion has emerged as a crucial component of contemporary business tactics (Ausat, 2023). It is imperative for MSMEs to establish robust linkages with their prospective clientele and deliver tailored, pertinent, and significant interactions

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(Harahap, Ausat, et al., 2023). ChatGPT serves as a virtual assistant that possesses the capability to engage with clients in a seamless and prompt manner (Sudirjo et al., 2023).

The present study aims to investigate the potential of ChatGPT in enhancing the online marketing and promotional activities of MSMEs. This study aims to explore the potential applications of ChatGPT in the given context. The identified uses of ChatGPT include generating captivating promotional content, delivering customized product suggestions to clients, offering immediate customer assistance, and supporting marketing campaign management. The objective of this study is to investigate the advantages and obstacles related to the utilization of ChatGPT in the digital advertising and endorsement of MSMEs. Our objective is to offer perspectives on the efficacy of employing AI technology to enhance business-customer engagements and its influence on augmenting sales and expansion of MSMEs.

By gaining a more comprehensive comprehension of the capabilities and constraints of ChatGPT within this particular context, MSMEs will be empowered to make more informed choices regarding the integration of this technology into their marketing tactics. Furthermore, this study is anticipated to make a valuable contribution to the overall comprehension of the utilization of artificial intelligence (AI) within the MSME domain. Additionally, it may stimulate additional research endeavors aimed at enhancing the sustainable and effective integration of AI technologies in small and medium-sized enterprises.

LITERATURE REVIEW

ChatGPT

The acronym ChatGPT denotes a language model known as "Chat Generative Pre-trained Transformer". The aforementioned is a language model of natural origin, created by OpenAI, that utilizes the GPT-3.5 architecture and is trained through machine learning techniques based on Transformers. The model has been purposefully developed to facilitate dialogues and produce text that is both contextually relevant and responsive. ChatGPT is trained through the analysis of copious amounts of textual data available on the internet, including but not limited to articles, blogs, forums, and other digital resources. Through the examination of patterns and correlations within the provided training data, the model is able to acquire the necessary knowledge to comprehend and produce textual content within diverse contexts. During a verbal exchange, ChatGPT may be utilized to inquire, seek clarification, obtain guidance, or solicit data. The model endeavors to comprehend the intention and context of the inquiry and produce suitable responses predicated on its acquired knowledge, which is confined to the information obtained as of September 2021. It is imperative to bear in mind that despite ChatGPT's commendable linguistic comprehension abilities, it has the potential to generate responses that are erroneous, deficient, or even illogical in certain circumstances. Consequently, it is imperative to exercise prudence when assessing the data presented by this model and corroborate it with dependable sources, if deemed necessary.

Marketing

Marketing is a multifaceted process that encompasses the strategic planning, execution, and administration of various initiatives designed to generate, disseminate, and distribute value to consumers (Varadarajan, 2010). The primary goal of marketing is to satisfy the demands and desires of customers while simultaneously attaining the business objectives of the organization (Sutrisno et al., 2023). Marketing encompasses a range of strategic endeavors, such as conducting market research, segmenting markets, determining pricing strategies, developing products, implementing distribution channels, and promoting products or services (Rehman et al., 2022). The following is a more comprehensive elucidation of the fundamental components involved in the field of marketing:

1. Market Research: This involves collecting and analysing data to understand customer preferences, needs, and behaviour. This information helps companies understand their target market and develop effective marketing strategies.
2. Market Segmentation: The market can be divided into smaller segments based on demographic, geographic, psychographic, or behavioural characteristics of customers. By understanding these different market segments, companies can direct their marketing efforts more effectively.

3. Product Development: This includes the planning, design, and development of products that fulfil customer needs and wants. This process involves determining the features, benefits, and quality of the product to be offered.
4. Pricing: Pricing involves determining the right price for a company's product or service. It is influenced by factors such as production costs, market demand, and competitor strategies.
5. Distribution: Distribution involves managing efficient distribution channels to deliver products to customers. This includes organising wholesale sales, retail sales, logistics, and supply chain management.
6. Promotion: Promotion is the activity used to communicate the value of the product to customers. It includes advertising, personal selling, direct marketing, and digital marketing strategies to build customer awareness, interest, and desire for the product or service.

In contemporary times, marketing practices encompass the utilization of various digital tools such as social media, content marketing, search engine optimization, and web analytics to expand the reach of the target audience and enhance customer engagement. Marketing is a strategic methodology that involves the alignment of products or services with the appropriate target audience, in the optimal location, and during the most opportune moment (Saqib, 2021). The objective is to establish enduring connections with clients, broaden the scope of market influence, and attain commercial prosperity (Berne-Manero & Marzo-Navarro, 2020).

Promotion

In the field of marketing, promotion encompasses a range of communication strategies implemented by organizations with the aim of influencing, informing, and stimulating the curiosity of prospective customers towards the products or services being provided (Wibowo et al., 2020). The primary objective of promotional activities is to increase brand recognition, generate customer interest, stimulate consumer desire, and ultimately prompt purchase behavior. Promotion encompasses a range of communication instruments that are intended to effectively reach the intended audience and convey a compelling message (Batra & Keller, 2016). The promotion process encompasses several crucial components:

1. Advertising: Advertising is a form of paid promotion delivered through media such as television, radio, newspapers, magazines, billboards, or online advertising. Advertisements aim to convey interesting and compelling messages to a wide audience.
2. Personal Selling: Personal selling involves direct interaction between the seller and the prospective buyer. This can happen through face-to-face meetings, phone calls, or product presentations at the sales location. The purpose of personal selling is to build a personal relationship with customers, provide in-depth information about the product, and convince them to make a purchase.
3. Direct Marketing: Direct marketing involves sending promotional messages directly to potential customers through channels such as mail, brochures, catalogues, emails, or text messages. This approach allows companies to interact directly with potential customers and provide more specific and segmented offers.
4. Sales Promotion: Sales promotions include activities designed to encourage immediate purchases from customers. These can be discounts, coupons, bundle offers, contests, free gifts, or loyalty programmes. Sales promotions aim to stimulate immediate interest and encourage purchase action.
5. Public Relations: Public relations involve efforts to build a positive image of the company through activities such as product launches, press conferences, event sponsorship, and media publicity. The goal of these activities is to obtain positive media coverage, increase public understanding of the company, and build trust.
6. Digital Marketing: In the digital age, promotion also involves the use of digital marketing tools such as social media, content marketing, online advertising, search engine optimisation (SEO), and email marketing. This allows companies to reach a wider audience, interact directly with customers, and monitor campaign results more effectively.

Developing promotional campaigns that cater to the target audience, comprehend customer requirements and inclinations, and convey pertinent and captivating messages is of utmost significance. Promotions have the potential to enhance brand recognition, stimulate heightened interest in the product or service, establish a unique market position in relation to competitors, and encourage consumer purchasing behavior, provided that an appropriate strategy is employed (Huang & Sarigöllü, 2012). The development and implementation of a successful promotional campaign involves several crucial stages, namely the establishment of objectives, identification of target audiences, crafting of a compelling message and value proposition, selection of appropriate communication channels, measurement and assessment of outcomes, and adaptability and personalisation (Palmatier & Crecelius, 2019). By employing a strategic and systematic methodology, advertising can serve as a potent instrument in realizing a corporation's marketing goals. The integration of promotional components that align with the attributes of your intended audience can yield a successful campaign that contributes to the prosperity of your enterprise.

MSME

MSME stands for Micro, Small, and Medium Enterprises. The term is used to refer to businesses that are small or medium-sized with a limited number of employees, relatively low turnover, and limited assets (Ausat & Suherlan, 2021). The definition and criteria used to classify MSMEs may vary from country to country, but generally refer to the following criteria:

1. Micro Enterprises: Micro enterprises are small businesses of the smallest scale. Common criteria include fewer than 10 employees, an annual turnover of less than a certain amount (e.g., less than $100,000), and limited assets.
2. Small Business: Small enterprises are usually slightly larger in scale than micro enterprises. The general criteria include number of employees between 10 and 50 people, annual turnover between a certain amount (e.g., between $100,000 to $500,000), and larger assets than micro enterprises.
3. Medium-sized Enterprises: Medium-sized enterprises are larger in scale than micro and small enterprises. Common criteria include the number of employees between 50 to 500 people, an annual turnover between a certain amount (e.g., between $500,000 to $10 million), and larger assets than small businesses.

MSMEs are significant contributors to a nation's economic growth and development (Harahap, Sutrisno, et al., 2023). Small businesses are frequently a noteworthy contributor to economic expansion, as they offer job opportunities to the local populace, foster inventive practices, and aid in achieving income parity (Rijal et al., 2023). MSMEs have the potential to make significant contributions towards the advancement of local industries, regional economies, and environmental sustainability. MSMEs encounter distinctive obstacles, including but not limited to, restricted capital accessibility, inadequate management expertise, limited market reach, and insufficient infrastructure. In order to facilitate the development and prosperity of MSMEs, governmental bodies and diverse organizations offer mentoring initiatives, monetary aid, educational opportunities, market entry, and additional resources. The significance of MSMEs has garnered greater attention in recent times, with a renewed focus on enhancing the development and advancement of this sector. The advent of digital initiatives, online marketing, e-commerce, and access to information technology has presented novel prospects for MSMEs to prosper and contend in the international market.

RESEARCH METHOD

This research utilises a desk-based (qualitative) research methodology, which involves the absence of primary data collection through direct field research by the researchers. To ensure the efficient conduct of the research, the researcher used various reference materials for consultation. Relevant sources used for this research were obtained from digital media and scientific databases through keyword-based searches relating to the themes outlined in the document. These themes include the exploration of ChatGPT's potential in improving online marketing and promotion of MSMEs. The research method used by the authors appears to be adaptive, which paves the way for

the selection of relevant reference materials and does not require the authors to limit their search to specific journals or digital platforms. As a result, the authors were able to save time. Our justification is supported by a number of different sources, some of which are journal websites such as ResearchGate, Elsevier, and Emerald Insight. The main focus of this paper is the exploration of ChatGPT's potential in enhancing online marketing and promotion of MSMEs. The author's use of keyword emphasis aims to provide discourse boundaries and support logical consistency. This is achieved through the use of limiting phrases. The main focus of this research is on scientific journals, essays, and publications that have been published from 2015 to date. During the search process, we used specific keywords to conduct searches across different publishing platforms. It is noteworthy that the papers, journals, and publications included in this research are exclusively those that are considered highly relevant to the topic of exploring the potential of ChatGPT in enhancing online marketing and promotion of MSMEs. Other papers, journals and publications were excluded as they were deemed unrelated to the subject matter. This scholarly article includes a total of 28 different sources that discuss in depth.

The ongoing inquiry has been classified as a form of qualitative research. The data collection process encompassed various methodologies, including active listening and comprehensive record-keeping of all relevant data points. The aforementioned methodologies were employed to facilitate the examination of the data, which was conducted through a process that encompassed data reduction, data presentation, and conclusion drawing. The main aim of this investigation was to gain a deeper understanding of the literature review conducted as a part of this research undertaking. In the stage commonly referred to as "data reduction," the acquired data was systematically arranged, classified, and refined to streamline the procedure of arriving at significant inferences and render the generation of noteworthy outcomes more feasible. Due to the intricate and diverse nature of the data, it was necessary to perform an analysis of them even during the reduction phase. The reduction phase aimed to determine the relevance of the information to the ultimate goal. Initially, a total of 36 distinct sources were gathered. The initial procedure led to the alteration of the numerical variable's value to 28. Furthermore, the information will be presented through visual aids in the form of graphs or charts. The present phase represents the subsequent stride in the data reduction procedure, wherein the dataset is methodically arranged in a structured format to enhance understanding and streamline the process of making inferences. The representation of data in this particular setting involves the utilization of written discourse, particularly in the form of field notes. The implementation of this methodology for data presentation has the potential to enhance efficiency in the categorization and structuring of data in relational configurations. The conclusive stage of the process involves the derivation of inferences from the gathered data, thereby rendering the process complete. The aforementioned step signifies the conclusion of the methodology utilized for the examination of qualitative data. In this phase, a thorough examination was conducted to verify that the results of data reduction and presentation aligned with the research's intended objectives. The aim of this phase is to extract significance from the acquired data through the identification of associations, resemblances, or disparities, with the purpose of developing remedies for previously recognized issues. The reliability of the results obtained from the utilized sources is considered to be high. The aim of this endeavor is to gather reliable and precise information, with the objective of augmenting understanding as a consequence.

RESULTS AND DISCUSSION

The proliferation of artificial intelligence (AI) in diverse domains of human activity, including the commercial sector, has experienced a significant surge. The online marketing and promotion of MSMEs is an area that experiences significant impact. The ChatGPT, an advanced AI language model created by OpenAI, has significant potential to enhance the online marketing and promotion of MSMEs within this particular context. ChatGPT is an artificial intelligence (AI) system that has been specifically developed to comprehend and produce human-like language during its interactions with users. ChatGPT employs a generative language model to produce proficient and imaginative replies across diverse conversational contexts. In the realm of marketing

and promotion for MSMEs, ChatGPT can serve a multitude of functions, including engaging with prospective customers, disseminating details about products or services, offering suggestions, and more. The foremost benefit of ChatGPT lies in its capacity to engage with numerous users concurrently (Dwivedi et al., 2023). The utilization of this approach enables MSMEs to expand their outreach and engage with prospective clientele on a broader spectrum in contrast to conventional marketing endeavors (Tresnasari & Zulganef, 2023). The ChatGPT application has the capability to be assimilated with various online marketing platforms, including websites, social media channels, and instant messaging applications, thereby furnishing users with an engaging and interactive encounter.

ChatGPT can be utilized within the marketing domain to acquire insights into the inclinations and requirements of prospective clients by means of direct engagement (Rivas & Zhao, 2023). By means of advanced inquiries and responses, ChatGPT has the capability to discern inclinations, ascertain obstacles encountered, and propose pertinent remedies. This enables MSMEs to gain a deeper comprehension of their clientele and offer tailored services that cater to their specific requirements. Furthermore, ChatGPT has the potential to facilitate the comprehensive dissemination of information pertaining to products or services. MSMEs have the potential to utilize ChatGPT as a means of elucidating product characteristics, furnishing usage instructions, and conducting simulated demonstrations. ChatGPT has the potential to enhance customers' confidence in the products or services provided by promptly and precisely responding to inquiries.

ChatGPT exhibits proficiency in enhancing online marketing and promotion of MSMEs through its capability to provide recommendations for products or services. According to the data gathered and subsequent analyses performed, ChatGPT has the capability to offer pertinent suggestions to its users in accordance with their individual preferences and requirements (Kasneci et al., 2023). This approach has the potential to enhance the sales of MSMEs by guiding prospective customers towards the products or services that align with their needs and preferences. Furthermore, ChatGPT has the potential to serve as a virtual aide for MSMEs in executing their marketing and promotional initiatives.

In its capacity as a virtual assistant, ChatGPT is equipped to oversee and facilitate interactions with prospective clientele across a range of communication modalities, including but not limited to electronic mail, live chat, and instant messaging platforms. ChatGPT is capable of promptly addressing customer inquiries, disseminating promotional messages, issuing reminders regarding special offers, as well as scheduling appointments or facilitating purchases. Furthermore, ChatGPT has the capability to enhance the online marketing and promotional endeavors of MSMEs by means of data analysis and strategy formulation. ChatGPT employs machine learning algorithms to conduct an analysis of customer data, market trends, and consumer behavior, thereby furnishing MSMEs with valuable insights (Iskender, 2023). The aforementioned data can be utilized to discern novel prospects, modify successful marketing tactics, and enhance the efficacy of promotional initiatives (C et al., 2015).

The utilization of ChatGPT in the realm of online marketing and promotion of MSMEs has the potential to enhance the overall customer experience. ChatGPT has the capacity to generate customised and captivating engagements with clients by furnishing them with pertinent solutions and human-like responses. The implementation of this strategy has the potential to enhance customer satisfaction, fortify the bond between MSMEs and their clientele, and foster enduring patronage.

Nevertheless, certain obstacles require careful consideration when utilizing ChatGPT for the online marketing and promotion of MSMEs. One of the key objectives is to maintain the coherence and dependability of the outputs produced by ChatGPT (Hassani & Silva, 2023). Under certain circumstances, ChatGPT has the potential to produce responses that are not pertinent or potentially deceptive. As a result, meticulous human oversight and supervision are necessary to guarantee the caliber and accuracy of the information disseminated to clients. Furthermore, it is imperative to uphold security and privacy considerations when utilizing ChatGPT. During customer interactions, ChatGPT has the potential to gather and retain sensitive information, including but not limited to personal data and customer preferences. It is imperative for MSMEs to

guarantee the security and confidentiality of customer data in compliance with relevant privacy regulations.

To maximize the efficacy of ChatGPT in augmenting the online marketing and promotion of MSMEs, it is imperative for MSMEs to contemplate the creation and education of a ChatGPT framework that aligns with their business requisites and attributes. By means of adequate instruction, MSMEs can educate Chatbots with regards to their merchandise, amenities and corporate principles, thereby enhancing the caliber of the generated replies.

Overall, the exploration of ChatGPT's potential in enhancing online marketing and promotion of MSMEs provides an exciting opportunity for MSMEs to reach more potential customers, increase personalised and engaging interactions with customers, and optimise marketing efforts efficiently. Through the utilization of ChatGPT's capabilities, MSMEs can effectively and innovatively confront the intensifying competition within the market. The following are some steps that MSMEs can take to maximise the potential of ChatGPT in online marketing and promotion:

1. Study and understand the audience: MSMEs need to conduct research on their target audience, including consumer preferences, needs, and habits. By understanding the audience well, ChatGPT can be used to provide more relevant and engaging recommendations for potential customers.

2. Training of customised ChatGPT models: MSMEs need to train ChatGPT models with specific data and information about their products or services. In the training process, models can be taught about product features, benefits, pricing, delivery policies, and other important information relevant to customers.

3. Integration with online communication channels: MSMEs need to integrate ChatGPT with the online communication channels they use, such as websites, instant messaging apps, or social media. This allows customers to interact directly with ChatGPT and get the information or assistance they need.

4. Use of friendly and natural language: ChatGPT can be used to create a pleasant interactive experience for customers. MSMEs can ensure that ChatGPT generates responses that are friendly, natural, and easily understood by customers.

5. Monitoring and analysing data: MSMEs need to monitor and analyse the data generated from ChatGPT interactions with customers. This information can provide valuable insights into customer preferences, market trends, and the effectiveness of marketing strategies that can be used to optimise future promotional campaigns.

6. Maintain data security and privacy: MSMEs must ensure that customer data collected by ChatGPT is secure and kept confidential. This involves implementing appropriate security measures and complying with applicable privacy regulations.

7. Enhancing human interaction: While ChatGPT can provide automated responses, it is important for MSMEs to still provide human interaction options. In some cases, customers may need more in-depth assistance or have complex queries that require direct interaction with MSME personnel.

The investigation into the potential of ChatGPT as a means to enhance the online marketing and promotion of MSMEs presents novel prospects for more efficient and interactive engagement with prospective clientele. Through the optimization of ChatGPT's capabilities, MSMEs can enhance their ability to offer superior customer experiences, elevate customer satisfaction levels, and stimulate business expansion. It is crucial to bear in mind that ChatGPT's application in the online marketing and promotion of MSMEs is merely a tool and cannot serve as a substitute for the strategic and innovative functions of MSME proprietors. Therefore, MSMEs need to utilise ChatGPT wisely and continue to involve the role of humans to provide a more personalised customer experience and build strong relationships.

Furthermore, it is imperative for MSMEs to consistently enhance and modify their ChatGPT models in accordance with evolving customer requirements and market trends. In the dynamic realm of technology, it is imperative for MSMEs to remain flexible and abreast of contemporary developments in the utilization of ChatGPT and other Artificial Intelligence (AI) tools in the domain of online marketing and promotion. Finally, it is imperative for MSMEs to take

into account the constraints and potential hazards that may arise from employing ChatGPT. Although ChatGPT is a highly advanced system, there exists a potential for the generated responses to be erroneous or less pertinent. Hence, meticulous human oversight and supervision are imperative to guarantee the caliber and authenticity of the information dispensed by ChatGPT.

It is noteworthy that investigating the potential of ChatGPT in enhancing marketing and promotional activities of MSMEs on digital platforms presents a significant prospect to access potential clientele, offer engaging customer interactions, and enhance the efficacy of marketing endeavors. Through the employment of sophisticated artificial intelligence technologies, MSMEs can enhance their competitiveness in the digital marketplace and attain higher levels of achievement.

CONCLUSION

The investigation into the potential of ChatGPT for augmenting the online marketing and promotion of MSMEs presents a stimulating prospect for these entities to effectively reach out to prospective customers, enhance customer engagement, and streamline marketing endeavors. By leveraging ChatGPT's capacity to offer organic replies, furnish product details, offer suggestions, and execute promotional initiatives, MSMEs can broaden their market coverage and enhance their customer service. Nonetheless, prudent employment of ChatGPT necessitates consideration of its constraints and potential hazards, while also acknowledging the importance of human involvement in delivering personalized interactions and upholding the caliber of the generated responses.

In light of the above, the study arrives at the following suggestions: Initially, it is advisable to conduct thorough audience research in order to comprehend the inclinations and requirements of the intended consumer base. This will facilitate the appropriate configuration of the ChatGPT model and yield more pertinent recommendations. Subsequently, it is recommended to train the ChatGPT model utilizing pertinent data and information pertaining to the product or service in question. It is imperative to ensure that the model possesses a comprehensive comprehension of pertinent product features, benefits, pricing, and policies that are relevant to the customers. Third, integrate ChatGPT with online communication channels used by MSMEs, such as websites, instant messaging apps, or social media. This feature will enable clientele to engage in direct interaction with ChatGPT, thereby obtaining the requisite information or assistance. Fourthly, it is imperative to ensure the security and privacy of customer data. It is imperative to guarantee the security and confidentiality of customer data obtained by ChatGPT, in compliance with relevant privacy regulations.

Subsequently, it is imperative to oversee and scrutinize the data produced from the interactions between ChatGPT and its clientele. Utilize the acquired insights to enhance forthcoming marketing and promotional tactics. Furthermore, it is recommended to maintain human involvement in the marketing and promotional procedures. Although ChatGPT has the capability to furnish automated responses, it is crucial to offer avenues for human interaction to address intricate inquiries or to provide more comprehensive aid. Finally, it is recommended to consistently enhance and refine the ChatGPT framework in response to evolving consumer demands and market advancements. Incorporating contemporary trends and cutting-edge technologies can aid MSMEs in maintaining their relevance and optimizing their utilization of ChatGPT. Through the adoption of these recommendations, MSMEs can optimize the capabilities of ChatGPT to augment their digital marketing and promotional efforts, enhance customer engagement, and attain heightened levels of success within a progressively competitive commercial landscape.

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