

AI-powered chatbots in Meta marketing (Facebook and Instagram): A game-changer for brand communication and engagement in e-commerce industries

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Surjadeep Dutta¹ , Arivazhagan Ramanathan¹, GB Sakthi Prasath¹ and TS Edwin²

Abstract

Artificial intelligence has undergone a significant transition, revolutionizing digital marketing with its innovative AI-based chatbot, which is poised to be a pivotal tool in brand communication and customer engagement. Every company provides powered chatbots for the Meta platform, including Facebook and Instagram, to facilitate real-time client engagement, automate customer care, and enhance the consumer experience. This case study examines the implementation of AI-powered chatbots in Meta marketing, emphasizing their impact on customer engagement, sales conversion, and brand loyalty. They are often highlighted by successful brand implementations and challenges faced and future trends anticipated in the development of chatbot-driven marketing strategies. The principal findings indicate that AI chatbots significantly improve response times, customer satisfaction, and marketing ROI, all resulting from the automation of repetitive jobs and the provision of a scalable solution for e-commerce enterprises. Nonetheless, ethical considerations, data privacy concerns, and the necessity of maintaining a human touch persist as significant hurdles. The study concludes with strategic advice for organizations aiming to integrate AI chatbots into their Meta marketing strategies within the e-commerce sector to enhance consumer engagement and experience.

Keywords

AI-powered chatbots, brand loyalty, customer experience, digital customer engagement, personalized marketing, social media marketing, sales conversion

Introduction

The established strategic marketing approach termed “Meta Marketing” integrates branding, customer behavior, and digital interaction paradigms, evolving in response to recent technological advancements. Research highlights the increasing integration of artificial intelligence and machine learning technologies in personalized advertising campaigns, enabling firms to deliver hyper-relevant commercials (Smith and Johnson, 2024). Furthermore, recent research examines the impact of customer engagement and brand loyalty facilitated by augmented reality (AR) and virtual reality (VR) (Garcia et al., 2023). A new collection of Meta marketing literature highlights the significance of ethics in branding, particularly regarding consumer information and data protection rules (Brown and Lee, 2024). In addition to the latter, digitally advertised items and services will be promoted via block chain technology, anticipated to function as a platform for efficient and secure marketing transactions (Martinez and Gupta, 2024). Marketers must

use an integrated multi-channel advertising approach that aligns with contemporary demands, which appears to facilitate the effective acquisition of client trust. In the highly competitive realm of e-commerce, Meta marketing is crucial for shaping brand perception, generating traffic, and enhancing customer interaction. Meta marketing transcends traditional marketing methods by encompassing a comprehensive approach that integrates several marketing elements, such as branding, storytelling, consumer psychology, and digital marketing, to create a coherent and engaging brand experience. This strategy is particularly vital in e-commerce, as businesses

¹Faculty of Management, SRM Institute of Science & Technology, Kattankulathur, India

²School of Management, Presidency University, Bengaluru, India

Corresponding author:

Surjadeep Dutta, Faculty of Management, SRM Institute of Science & Technology, Kattankulathur 603203, India.

Email: surjadeepdutta@gmail.com