

# Study of Challenges and Opportunities that SMES Encounter in Integrating Ai-Driven Approaches into their Marketing Strategies in the Indian Context

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**Abstract:** *This research explores the complex world of small and medium-sized enterprises (SMEs) in India, looking at the potential and problems they have when trying to use AI-driven methods in their marketing campaigns. AI technologies provide SMEs with the opportunity to transform their marketing strategies as the business environment continues to change at a fast pace. The study intends to highlight the opportunities that these technologies bring as well as fully comprehend the obstacles preventing the smooth integration of AI tools into marketing operations. We will carefully look at the obstacles that Indian SMEs face when implementing AI-driven strategies. These obstacles include lack of funds, inadequate technology infrastructure, and a lack of knowledge and comprehension of AI applications. Concurrently, the research will highlight prospects that arise from using AI, delving into improved consumer targeting, tailored marketing strategies, and data-centric decision-making. It will also examine how AI affects marketing efficacy, providing insight into performance indicators and return on investment for small and medium-sized enterprises.*

**Keywords:** SMEs, Artificial Intelligence (AI), Marketing Strategies, Challenges, Opportunities, Integration, Indian Context, Technology Adoption.

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