

Technology's Role in Modern Marketing

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Abstract--- *The paper focuses on understanding new developments that have influenced modern marketing today. The paper also discusses the conception of technology that has changed the marketing perspective. Thinking about marketing and technology's role in it, understand that the face of 21st century marketing techniques has changed with new marketing ideas. Advertising is now increasingly technologically based, and the advent of a new marketing element is also known as digital marketing. Digital marketing focuses primarily on marketing through digital media devices such as smart phones and computers. The use and deployment of technology to sell a commodity at the right time plays an important role. Any new entrant's launch process, be it product or service, where direct marketing is of real significance. Digital marketing is based on technologies or platforms such as websites, email, apps and social networks. Non-internet channels such as TV, radio, SMS or Internet channels such as social media, e-mail ads, and banner ads can also be used for digital marketing.*

Keywords--- *Advertising, Digital devices, Digital Marketing, marketing perspective, Technology.*

I. INTRODUCTION

It started with the beginning of marketing, the goal of finding new marketing methods. Current strategies to reach the market by advertisers. When technology came, bringing a new dimension to the advertising of old schools and bringing about a revolution. Going by definition technology means "making, utilizing, and understanding devices, equipment, techniques, crafts, systems, or organizational methods to solve a problem or perform a specific function," while marketing terminology refers to technology as a mode or medium which helps marketers spread their goods to the end user. Through television advertising to internet marketing, the technology has been diverse throughout[1]–[5]. Digital marketing is another name for the new age marketing. For the purpose of promoting or selling the product, service or brand, advertising is to convey the importance of a product, service or brand to consumers.

Marketing techniques include identifying target markets through market analysis and segmentation, as well as understanding consumer behavior and advertising the importance to the customer of a brand. Marketing is, from a social point of view, the relation between the material requirements of a society and its economic response patterns. Marketing addresses these needs and wants to create long-term relationships through exchange processes[6]–[12]. The technology's benefits bring new clients, help simplify follow-up, help participate in online decision-making, etc. On the other hand, the pitfalls include being expensive and dealing with the shortness of time is difficult. To take an appropriate move, the tradeoff between the pros and cons of this must be carefully weighed. The use and deployment of technology to sell a commodity at the right time plays an important role. Any new entrant's launch process, be it product or service, where direct marketing is of real significance.

This research provides the origin of new innovation. A breakthrough in technology. Marketers believe strongly in

what has been said above. So they put in their conscious efforts constantly and thrive hard to bring in new ideas to market their product. For many decades, advertising meaning and definitions have evolved. It has transformed seamlessly from the black and white version of yesterday to the colored version. A great deal of time has covered the road from door to door marketing to online marketing. It has been a strong pillar for the right mix of technology and innovation.

II. IMPACT OF TECHNOLOGY IN MARKETING

Technology and communications help businesses grow and prosper, build relationships, improve organizations effectiveness, and allow people to learn about each other. Technologies like the Internet, mobile phones, social media, and customer relationship management systems have a major impact on how businesses interact with prospective customers. These new forms of communication change the media landscape and use the type of organizations using messaging strategy. Many consumers and business professionals from their computers and phones are looking for information and connecting with other people and businesses. Through access to many information sources and an interest in interactive media, customers can gather more information about goods on their own.

Working environments are also changing, with more people having virtual offices, texting on their cell phones, or communicating via social media sites such as LinkedIn, Facebook, Twitter and Pinterest[13]–[17]. The money that organizations spend on various types of communication and technology will also change as the media landscape changes. They must communicate the values and benefits of the offerings to current and potential customers once companies have developed products and services. Today's young people are part of the millennial generation, and it is this generation's consumers who drive the shift to new communication technologies. For example, a young consumer might opt to get promotions through mobile marketing, say, from stores on your cell phone as you walk through them, or through a mobile gaming device that allows you to connect to the Web. Advertisements on Facebook are also common as more social media continue to be used by businesses.

Traditional media like newspapers, magazines, television compete with media like the texting, Internet, social media, mobile phones, user-generated content like YouTube and blogs as well as out of home advertising like mobile promotions and billboards. Businesses need to look at creating consolidated, personal views of their customers that span channels to leverage metrics strategically to create loyal and engaged customers. Indicators that can come together to help paint a picture of the customer relationship end-to-end and demonstrate how to best tailor messages to improve interaction. Marketers must find a way to break down the silos and link the sources of data. Only then can they get a full view of customer interaction and transactions and take advantage of this data to build strong relationships.

III. TOOLS OF MODERN MARKETING

Modern marketing takes advantage of digital marketing. It could be described as a campaign that uses electronic devices such as personal computers, laptops, and cell phones, tablets, TV sets, and game consoles to reach stakeholders. Digital product communication is a part of digital marketing. Digital marketing is based on technologies or platforms such as websites, email, apps and social networks. Non-internet channels such as TV, radio, SMS or Internet channels such as social media, e-mail ads, and banner ads can also be used for digital marketing. Social Media Marketing is a digital marketing element. Most companies use a combination of conventional and digital marketing platforms, but digital marketing is becoming more common with marketers as it allows them to target and track most things more effectively

than other traditional marketing methods, including their Return on Investment (ROI). Digital Marketing is the use of digital channels to support or sell consumer and business products and services. Marketing is experiencing a transformation as people spend more time on mobile phones, tablets and laptops.

The difficult for brands is to connect with customers in real time and create campaigns that work across display advertising, social media and e-commerce through all these devices. The brands of real-time conversations with people have changed the nature of marketing when they communicate with websites and mobile apps. The modern marketing team needs to combine the discipline's creative side by using powerful narratives to tap into the desires and expectations of individuals with the technical side of information, digital technology and analytics. It is not always easy for the two areas to sit together. It can be a huge challenge to get creative marketers to work with technical staff. The speed, relevance and reach of campaigns are three marketing areas that have been transformed by digital. The relevance of digital marketing has also increased significantly. Messages can be targeted to very specific groups with a laser focus that offers relevant content.

Campaigns scope has also increased dramatically. With so many different ways that customers can access media, whether via Facebook, YouTube, news websites, mobile or tablet apps, a strong idea can grow rapidly. To make the most of these fast-moving and highly relevant promotions across online, marketers need to develop their skills. The quest for a marketing career must be prepared to incorporate advertising magic and engineering science to create powerful and meaningful marketing campaigns. Smart phones, iPads, laptops and even glasses and watches are used by connected consumers today to access content. As a result, marketing departments need to develop convincing promotions across these various devices and learn how to use technology. Marketers are working closely with IT and engineering agencies. They grasp the processes behind website development, data handling, and campaigns on social media. The panel considers how marketers could develop the ability to work hand in hand with technologists while retaining their flair, creativity and intuition.

IV. MARKETING TECHNOLOGY: PAST AND FUTURE

There is no doubt that technology has changed the way data is processed, perceived and responded by global citizens. With the rise of the internet at the turn of the twenty-first century and the rapid evolution of devices that enable fast and easy access to its millions of portals, consumers are finding new ways to interact with businesses and products. Despite these new forms of buyer seller experiences, most experts and individuals now agree that the information age has redefined the role of advertising, driven by emerging technologies. Historically, the role of marketing has changed over time. The role of advertising has changed to the production and management of customer relations. Today, marketers are still engaged in developing these relationships more than ten years after this new role has been adopted. Although the position of marketing has not changed due to technology, the rapid evolution of technology has inextricably altered the power dynamics in buyer seller relationships, corporate attitudes to marketing work and marketing strategies. The rise of the Internet was the single most negative factor in the change from marketers to customers in power dynamics.

By using the internet, users have gained access to a multitude of timeless, vital, and verifiable information from around the globe. Consumers can gain valuable insights into businesses and their services with just a click of a button. They can compare products, find lower prices, read reviews, and even communicate about product quality and buyer satisfaction

with other users. Furthermore, internet users not only use content, they build and share with others, allowing unparalleled data and knowledge transfer. With the proliferation of social media like Facebook, Twitter, Pinterest, Instagram and more, users can receive direct feedback from their contacts on items that are both good and bad. On this day, in a matter of hours, a blog or video produced by an unhappy customer can become viral. The reaction it elicits in those it encounters is even more impactful than the post's action. Consequently, this shift eliminates the concept of brand supremacy and brand loyalty.

As consumers seek value at lower costs, brands are rapidly becoming commodities, presenting the modern marketer with challenges. Marketers today maintain the authenticity of the product. Since just creating a product and pushing it on customers doesn't work anymore. Marketing is now forced to listen to consumers and find ways to convert conversations into tailored goods that are inexpensive and better than rivals' products. Marketing was described as one of a company's four main functional areas. However, with the role of marketing changing to build customer relationships in the late 1990s, there has been a subsequent change in how the overall function within corporations is viewed internally. Today, it is understood that advertising is the glue that unites organizations. It is the revenue forecasts for advertising which aid operations in preparing budgets to assess production levels and finance. It is the similar marketing whose predictive analysis of consumer preferences and expectations helps to identify new ideas for brand research and development.

The shift from outbound marketing to inbound marketing has been by far the most compelling change in the approach to marketing function since the turn of the century. Building on business experience, businesses have come to recognize the overwhelming benefits of pulling customers toward their product, rather than pushing their products toward their customers. Outbound marketing, characterized by its focus on bombarding customers with messages through print, radio and television ads, as well as irritating telemarketing and spam email messages, is not only expensive, but simply no longer successful. This new strategy gives businesses tremendous advantages. Inbound Marketing attracts customers to a brand by providing value-laden content such as white papers, eBooks, info graphics, and more to enable marketers to earn their way into the inner circles of customers. From here, marketers can massage their customers' needs and gain privileged, personal information they can use to redefine and specify their market segments, identify valuable leads, and create custom messages and products. Since content is circulated through platforms such as Twitter, Facebook, and news aggregators such as Reddit.com and Digg.com, it can expand its scope, rendering it viral. One thing is certain that the role of marketing in developing quality customer relationships will force its function to correlate positively with its customers changing behaviors.

Consumer attitudes and habits will guide the continuous evolution of the advertising system, whether driven by technology, globalization, or other trends. Technology has always changed the functioning of marketing. What's different today is the unprecedented rate of change in the development of marketing tools and the increase in expectations of customers for better experiences. Marketing is the process of marketing a product that includes these steps: broad market research; market targeting and market segmentation; determining strategies for distribution, pricing and promotion; developing a communications strategy; budgeting; and viewing long-term market development goals. Many parts of the marketing process (e.g. product design, art director, brand development).

V. CONCLUSION

Once understood the new era marketing trends, realize that the new age marketers have worked hard to bring marketing closer to our day-to-day life and the gap fills each second. Technology is a major factor and tool in targeting the masses and target audience for marketers. Industries had reaped magnificent fruits with the amalgamation of innovation and advertising that could never have been accomplished. No one had ever thought that there could be any other marketing tool, apart from print media, in the past couple of decades. Advertising and its principles are evolving and will certainly continue to change, the major part that can't be ignored or dismissed is the advent of innovation as a new marketing field known as "Digital Marketing." Finally, today's marketing and the past ten years have seen a significant change and that change is technology.

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