

THE ROLE OF TECHNOLOGY IMPACT IN MARKETING

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Abstract-*the purpose of the study is to offer a review of literature on how information and communications technology is developing and improving marketing practices and strategies. Technology has changed so much about the way people all over the world deal with each other – be it in business, politics, education, or in socialization. Internet has been the source of information. The internet has allowed wide and extensive collaboration. It also promotes innovation. As the internet progresses, the prices are also decreasing and it becomes greatly friendly to the users. It has changed the way businesses operate nowadays. The increasing rate of competition in the marketplace has changed the company orientations. The paper uses a theoretical modeling on past and current sources on the implementation of information and communication technology in marketing practice. It focuses on modeling the factors identifies in the marketing communication framework model, by looking at communication factors and variables affected by the use of technology. The model demonstrates that technology has a positive impact on marketing strategy where it is integrated with marketing elements of positioning, selection of target segments, segmenting the market, understanding consumer behavior, managing sales, managing marketing campaigns, and understanding the market.*

Keywords-*component; Marketing Strategy; Technology Impact on Market strategy; significant change; Influence of Technology.*

I. Introduction:

Introduction In today's age of service marketing, creation and delivery of mobile telecommunication services suitable to meet the customers' needs is most challenging to the service providers. The need for telecom service marketing also arises due to increasing sophistication of customers, improvement in technology, and increased cost of meeting the customers' needs. In today's competitive world, quality service marketing is becoming increasingly necessary. With retention of the varied market segments, every marker should try for innovative and aggressive marketing strategies. Telecom industry marketers should not only think in terms of product innovation, market penetration, and strategy development, but also offer many innovative services.

Marketing technology is the software that helps you execute your marketing activities. The business-to-business (B2B) marketing industry's term for applications that help you succeed with modern marketing activities.

These marketing activities aren't just about sending emails to contacts in a database. They also apply that data to determine who should receive an email, what type of email to send, and the best time of day to send it.

The evolution of MarTech has given B2B marketing professionals many advantages. Because of the technology, that can execute marketing at scale. Scale means reaching your contacts and accounts in the hundreds and thousands without manual processes. The value this brings includes **Speed:** Your marketing team saves time and money. With technology, you can quickly reach many people.

Results: You can see your success metrics for your marketing activities to identify what works and what doesn't. Depending on the technology tools you use, you can see these results in real time.

1.1 Types of Technology used in marketing

- **Analytics and Tracking:** You need to be able to track your performance, ads, technology, etc. This is the only way to know what is working and what is not. Google Analytics is your best tool. Also, Adobe Analytics is great if you are an enterprise or wanting to head in that direction.

- **Tag Management:** Some of you must be wondering what a tag is. It is a data-collecting code that performs a task on your site. These codes often need deploying, including tags for analytics, affiliate marketing, advertising, and a ton more. With a tag manager, you're able to deploy the same tag across all pages without requiring ongoing development resources, speed up your site performance, and capture the data from the various tags that you're using. It's one of the main foundations for marketing technology. Small and medium size businesses will want to check out Google Tag Manager. If you're an enterprise, check out Adobe DTM, Tealium, Signal, or Ensign.
- **Marketing Automation:** All your efforts finally come together with this gathering process. It's a suite that usually includes analytics, tracking, online forms, and even email marketing. Marketing automation suites give your visitors customized content, facilitate sales and marketing, and a ton more. There is a bunch to choose from. Try Hub spot for a smaller business and Marketo for enterprises.
- **Customer Relationship Manager (CRM):** CRM is basically a method for managing a company's customers. This technology automates and organizes everything from prospecting sales to technical support. The world's most popular CRM is Sales force. However, there are a ton of other ones to choose from.
- **Data Management Platform (DMP):** A data management platform is a data warehouse. It's software that grabs, sorts, and stores information and then shoots it out in a useful way for marketers, publishers, advertisers and other businesses. One you might like besides Adobe is Krux.
- **Content Delivery Network (CDN):** A CDN works by providing alternate server nodes for users to download resources (usually content like images and JavaScript). These nodes are spread throughout the globe and are therefore physically closer to the end users, which ensures a faster response and content download time. Not every site needs a CDN but a popular one is Akamai.
- **Conversion Optimization:** Getting someone to your website is just the beginning of the battle. You can lose your prospect with anything from an unattractive layout, long forms, or a slow site. Conversion optimization can easily double how many people fill out

online forms, getting you that invaluable big data. Try using Optimize for A/B testing of your pages.

- **Campaign Management:** Campaign management applications help companies segment, target and manage multi-channel marketing messages. Elements of functionality include attribution, data mining, customer segmentation, customer-event triggering, next-best-action recommendation engines, and campaign optimization. Many of these components may be in your marketing automation platform, but not necessarily. Some of the better campaign management platforms are Integrate, Ensign, Pardot, Adobe Campaign, and Accomplice.
- **Email Marketing:** Most people aren't using it as well as they could be. It's all about sending genuine emails to people who have opted in because they are interested in your offerings. You only want to send valuable information. Make sure your content is personalized. A great tool is Constant Contact and Robly.
- **Mobile Optimization:** Make sure that your website has a responsive design. By this I mean it needs to be easily navigated on all devices. Whether it is a Smartphone or tablet, you want your site easily accessible.
- **Advertising Networks:** There are many types of advertising tracking codes that you may want to use on your site, as there are tons of ways to advertise. Google Adwords is great. You should also be using Face book ads.
- **Remarketing:** You may not know it, but you already know firsthand what remarketing is. If you visit a website, then later see an ad for that website somewhere else, it's most likely no coincidence. Remarketing helps you reach people who have already searched for your offering—or something very similar. You pay for these connections via a CPM approach, snagging a bundle of complimentary impressions. You can use Google AdWords, AdRoll, or Perfect Audience to get started.
- **Search Engine Marketing:** Simply put, you have to be where people are searching for products or services like yours. Search ads let you test and improve copy, forms, and keywords, then track potential customers via Google AdWords and Analytics. Of course, SEO demands regular, original, valuable content.

II. Importance of Technology in Modern Marketing

Technology strategic plans often prioritize the wrong areas for improvement, too many activities at once, or fail to explain why one improvement is more important than another. Ineffective prioritization ends up wasting money and opportunities.

Technology evolves rapidly, and can change characteristics of society from national security to our daily lives. The Strategic Role of Technologies aims to understand how technology and innovation is transforming the world we live in.

Technology such as the web, mobile phones, social media, and customer relationship management systems greatly affect modern marketing. Tech helps businesses grow and prosper, create relationships, strengthen the effectiveness of organizations, allow people to learn about one another, and greatly affects the way companies communicate with prospective customers. Every marketer is starting to view technology as an important factor when it comes to development and growth.

Technology is definitely an important and strategic tool to increase your overall efficiency and stay on top of the competitors. Though the role of marketing has not changed due to technology, which is the dynamic power in buyer seller relationships, the corporate attitudes toward the marketing function and marketing approaches have all been impossible to separate save for the change brought about by rapid evolution of technology.

Through the use of the Internet, consumers have gained access to multitudes of data from around the world; data that is timeless, critical and verifiable. With just a click of a button consumers can gain meaningful insights about companies and their products. They can compare products, find lower prices, read reviews and even communicate with other users thru forums about product quality and buyer satisfaction.

The evolution of marketing from the past years will find that technology started as a minor role player, and evolved into the star of the show.

2.1. Influence of Technology in Marketing

- Search Engine Optimization
- Social Networking (sponsored and organic)
- Banner/PPC ads
- Social Media Marketing

- Blogging/Vblogging
- Reviews and ratings
- Responsive formats to fit all device

2.2. Issues of Technology in Modern Marketing

- Getting a single view of the customer
- Getting enough good data
- Getting on top of your assets
- Getting frequency right
- Getting a fix on ROI

III. Conclusion

The present study aims at providing better understanding of the customers' needs, which will help in designing a better marketing strategy to retain existing customers and attracting new customers. With the entry of new generation tech-savvy private players in mobile telecom services, the monopoly of the public sector service providers are at stake. Now customers will prefer the companies, which provide them hassle free services.

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