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Infusion and Role of Technology in Modern Marketing

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ABSTRACT: This paper centres on comprehending recent advancements that have had an impact on contemporary marketing. The principles of technology that altered marketing's perspective are also covered in this study. When discussing marketing and the role that technology plays in it, we recognise that 21st-century marketing strategies have undergone a transformation due to new marketing concepts. These days, technology plays a key role in marketing. A new aspect of marketing has emerged that is referred to as digital marketing. Digital marketing primarily focuses on using digital media devices, including computers and smartphones, for marketing purposes.

KEYWORDS: Marketing Technology, Digital Marketing, Modern Marketing, Information Technology, Digital Devices

I. INTRODUCTION

The pursuit of discovering novel marketing approaches commenced with the inception of marketing. fresh methods that marketers may use to target the consumer base. Then came technology, which revolutionised marketing by giving traditional methods a fresh spin. Technology, by definition, is "the making, usage, and knowledge of tools, machines, techniques, crafts, systems, or methods of organisation in order to solve a problem or perform a specific function." However, according to marketing jargon, technology is a mode or a medium that aids in the dissemination of a marketer's deliverables to the final consumer. The technology has been dynamic throughout right from television commercials to online marketing.

Digital marketing is another term for new age marketing. Marketing is the process of explaining to consumers the benefits of a good, service, or brand in order to sell or promote it. Marketing strategies involve identifying target markets through market segmentation and analysis, knowing client behaviour, and highlighting the benefits of a product to the buyer (Kumar, S. D., & Kumar, V. H. 2016). From a sociological perspective, marketing is the conduit between a society's material needs and its response patterns in the economy. By establishing long-lasting connections and facilitating exchanges, marketing meets these needs and desires. Applied science, art, and information technology are all combined in marketing. Marketing management is used in businesses and organisations to apply marketing. The most positive result of implementing technology has been ingenuity. In today's fast-paced world, innovation is essential for success. The audience is enthralled by the things that are now on the market. To meet the demands and desires of the market, a wide variety of items are available. Whether fundamental, hidden, or imagined, requirements have kept marketers' alert. The idea that "technology is good for marketing" is untrue; while there are many benefits to technology, there are also many drawbacks. The benefits of technology include attracting new clients, automating follow-up, facilitating online decision-making, etc. However, there are drawbacks as well, such as high cost and challenges managing short lead times. To make the right decision, the benefits and drawbacks of this need to be carefully considered. Technology use and introduction at the appropriate point in a product's marketing campaign is important. Direct marketing is crucial throughout the product or service introduction phase of any new entry. On the other hand, technology becomes crucial when it comes to product maturity, or keeping it alive. It gives a boring, lifeless product new ability and revitalises the audience's perception of it. Research expenditures are high as technology advances. It is via this research that new innovations are born. We refer to this as a breakthrough in technology. Marketers firmly hold the aforementioned beliefs. Thus, they work hard and make intentional attempts all the time to introduce fresh concepts for marketing their goods. For many years, the notions and meaning of marketing have evolved. It has effortlessly evolved from yester years black and white to coloured version. There has been a

considerable distance travelled from door-to-door marketing to internet marketing. Proper blending of innovation and technology has been a solid foundation for it.

II. INFLUENCE OF TECHNOLOGY IN MARKETING

Establishing relationships, enhancing the efficiency of organisations, and facilitating the exchange of information are all ways in which technology and communication contribute to the expansion and success of businesses. The way businesses interact with potential clients is significantly impacted by technologies like social media, mobile phones, the Internet, and CRM systems. Organisations' communications strategies and the media landscape are evolving as a result of these new communication channels. Using mobile phones and laptops, a large number of customers and business professionals engage with businesses and search for information. With access to multiple sources of information and an interest in interactive media, consumers may collect more product information on their own. Additionally, work settings are evolving as more people use social media sites like Facebook, LinkedIn, Pinterest, and Twitter for communication, have virtual offices, and communicate on their phones. The amount of money that organisations spend on various forms of technology and communication will fluctuate in tandem with changes in the media landscape. After developing goods and services, businesses need to tell both present and future clients about the virtues and advantages of their offers.

The younger generation of today belongs to the millennial generation, and it is these customers that are spearheading the shift to new communication technology. Young people may choose to receive promotions through mobile marketing, such as when they walk past stores using their phones or when they use a mobile gaming device that connects to the Internet. Facebook ads are also widely used by businesses as they continue to use social media more and more. (Kumar, S. D., & Soundarapandiyan, K. 2022), Media like the Internet, texting, mobile phones, social media, user-generated content like blogs and YouTube, and out-of-home advertising like billboards and movable promotions compete with traditional media like magazines, newspapers, and television. As a result, in order to stay relevant, all marketing media have to develop new technologies. Marketers now must make sense of a bewildering array of disjointed data due to rising consumer expectations and an explosion in engagement channels and devices. Even though there are solutions available now that offer a more integrated picture of data, over 71% of Chief Marketing Officers (CMOs) believe they are unprepared for the data explosion they will confront. These days, gathering metrics entails more than just monitoring transactions and corporate goals. To effectively utilise analytics and cultivate devoted and involved customers, enterprises must consider establishing integrated, individual customer views that cut across all platforms. Metrics that can be combined to assist illustrate the whole customer relationship and demonstrate how to more effectively focus messaging to increase engagement are what they require. Marketers must figure out how to connect the data sources and dismantle the silos. That is the only way they can obtain a comprehensive understanding of customer interactions and transactions and use this information to forge lasting bonds.

III. MODERN MARKETING TOOLS

Digital marketing is a prominent component of contemporary marketing. One way to explain it would be that it's a form of marketing that uses electronic devices like tablets, smartphones, and personal computers. TVs are used as game consoles and TV sets to interact with stakeholders. Digital Brand Engagement is a part of digital marketing. Websites, email, apps, and social networks are examples of platforms or technologies that are used in digital marketing. Digital marketing can be done using online platforms like social media, email advertisements, and banner ads, as well as offline ones like radio, TV, and SMS. A part of digital marketing is social media marketing. While many businesses use both traditional and digital marketing channels, digital marketing is gaining popularity among marketers because it makes it easier for them to target and track a variety of metrics, including Return on Investment (ROI), than they can with other traditional marketing channels. The use of digital platforms to advertise and market goods and services to customers and companies is known as digital marketing. As we spend more time on our laptops, tablets, and mobile devices, marketing is changing (Kumar, S. D., & Kumar, V. H. 2015). For companies, the challenge is to engage with consumers in real time across all of these platforms and develop campaigns that are effective for e-commerce, social media, and display advertising.

The nature of marketing has altered as a result of the real-time conversations that firms have with consumers through their mobile apps and websites. The modern marketing department must integrate the technical aspects of data, digital engineering, and analytics with the creative side of the discipline by leveraging compelling storylines to appeal to people's desires and goals. It's not always easy to combine the two sectors. It can be quite difficult to get creative marketers to collaborate with technical workers. Digital has revolutionised three aspects of marketing: campaign pace, relevancy, and reach. The relevance of digital marketing has also significantly improved. With extreme precision,

messages can be directed towards particular groups and provide them with pertinent content. Campaign reach has also significantly expanded. A great concept can quickly become extremely popular due to the variety of methods that consumers can access media, including Facebook, YouTube, news websites, smartphone or tablet apps, and more. It is imperative for marketers to stay up to date with the latest techniques to fully capitalise on these dynamic, highly relevant digital campaigns. They must collaborate closely with web engineers, social media experts, and data analysts (Meera, S., et.al., 2023). The modern marketer must possess both creative and marketing abilities in addition to a working knowledge of real-time technology. Technically oriented employees on the digital side need to get more creative, and they are rising to the challenge, just as marketers need to become more knowledgeable about technology, data, and analytics. In the rapidly evolving digital landscape, curiosity is a more important attribute for marketers than any particular technical expertise. In the digital age, chief marketing officers and chief information officers must collaborate in order for brands to function well together. But many organisations find it difficult to accomplish this, and disputes may arise between the two parties. Players who have always operated entirely online, like Net-a-Porter, are set up for the digital era. A candidate seeking a job in marketing needs to be ready to combine the science of technology with the magic of marketing to produce effective and timely marketing campaigns. In order to access material, today's connected consumers use PCs, iPads, smartphones, glasses, and even watches. Marketing teams must therefore create engaging campaigns for these many platforms and develop their technological skills. Technologists and IT teams collaborate closely with marketers. They are aware of the procedures involved in managing data, creating websites, and executing social media marketing. The panellists talked on how marketers may acquire the knowledge and abilities to collaborate closely with technologists while yet maintaining their originality, style, and sense of intuition.

IV. PAST AND FUTURE OF MARKETING TECHNOLOGY

The manner in which global citizens receive, interpret, and respond to information has unquestionably been altered by technology. With the advent of the internet at the start of the twenty-first century and the speedy development of gadgets that provide quick and simple access to its millions of portals, customers are interacting with businesses and products in new ways. Many experts and laypeople alike today think that the information age, enabled by developing technologies, has altered the function of marketing in light of these new buyer-seller interactions. Historically, the function of marketing has evolved over time. The focus of marketing has changed to managing and growing client relationships. Even now, almost ten years after the adoption of this new position, marketers continue to cultivate these connections. The power dynamics in buyer-seller relationships, corporate views towards the marketing function, and marketing tactics have all been profoundly impacted by the rapid expansion of technology, even while the role of marketing has not changed.

The single biggest factor contributing to the shift in the balance of power from marketers to consumers has been the development of the internet. Customers now have access to a vast amount of global, time-tested, and reliable data by using the internet. By just clicking on a button, customers can obtain valuable information on businesses and their offerings. Customers can read reviews, compare items, locate better deals, and even converse with other customers regarding the quality of the products and their level of satisfaction (Kumar, S. D., & Kumar, V. H. 2018). Furthermore, internet users are producing and sharing content in addition to consuming it, enabling hitherto unheard-of exchanges of knowledge and information. The proliferation of social media platforms, including Facebook, Instagram, Tumblr, Twitter, and others, has given consumers instant access to feedback from their connections regarding products, both positive and negative. These days, a blog post or video made by a disgruntled client might go viral in a couple of hours. The response the message evokes in people it comes into contact with is even more powerful than its actual deed. As a result, the idea of brand loyalty and supremacy is being eliminated. Brands are quickly turning into commodities as consumers look for value at reduced prices, which presents issues for modern marketers. Brand integrity is now ensured by marketers. Since it is no longer effective to simply create a product and force it upon people. Marketing is currently compelled to pay attention to consumer feedback and figure out how to turn encounters into customised, valuable items that are more reasonably priced and superior than those of rivals. Additionally, it needs to figure out how to give its products the greatest customer service possible so that it can attract digital brand ambassadors who can spread brand value to their networks. Regardless of strategy, it is nevertheless true that businesses are no longer in control of their brand messaging, communication strategy, or perhaps even their price structures. The development of the conscientious consumer has taken the place of technology.

One of the four critical functional areas of a business was advertising and marketing. But when the focus of marketing shifted to developing relationships with customers in the late 1990s, internal corporate perceptions of the function as a whole also changed. It's widely acknowledged nowadays that marketing acts as the organization's glue. Operations determines production levels, and finance plans budgets based on marketing's sales estimates. The same marketing is responsible for helping research and development identify new initiatives for product development through its

predictive analytics of consumer trends and demands. It is fundamental to this cross-functional perspective that everyone is now involved in marketing. The development of mobile digital technology has improved consumer access to information, therefore customers (S. D. Kumar, et.al., 2022) are no longer waiting for marketers to contact them. Consumers can now contact businesses both offline and online if they would want further information. These customers interact with many people and systems, which are all touch points. They offer reliable information sources that support businesses in developing dynamic client profiles and typesets. These can then be utilised to create customised messages and goods that businesses can then sell to these same clients. Here, two drivers are crucially involved. First, customers can no longer tell the difference between a product and a customer service. Technology has brought the world to the fingertips of every consumer, and in the process, its ideas about marketing, customer service, and other corporate tasks have come to be seen as one. Every part of the business will have touch points with customers, therefore these interfaces need to be ready to interact—that is, to market the company and its goods. This is where the other driver is. Since one of marketing's responsibilities is to cultivate customer relationships, and since interactions with customers occur outside of the marketing department as well, other departments need to be integrated with the marketing function. It is now even more crucial for marketing to permeate every part of an organisation, thanks to the growing usage of CRM systems by businesses, which assist in integrating and transforming data from many touch points into dynamic plans. In this era of extreme transparency, businesses who have adopted this new marketing idea, like Starbucks and Zappos, have seen great success. Realising that the medium was no longer the message's source of power but rather how it was used, most marketers started rebranding their companies and concentrating their efforts on creating engaging online communities with customers rather than promoting media campaigns. Firstly, the old marketing axiom that states "a superior product will sell itself" is no longer applicable (Kumar, S. D., et.al.,2022). With a better understanding of how globalisation has been made possible by the internet and the ease with which consumers can source and buy goods from anywhere in the globe, marketers have strengthened their strategies and are now strategically positioned to reach their target audience online. The clever marketer uses these additional touch points to listen to his customers and collect enhanced, personalised data, which he then manipulates to offer useful answers rather than pressure them to buy his product. Marketers of today are aware that content is king and that they too must become multi-channel producers in order to thrive. Marketers now have the difficult task of consistently meeting users' needs for new information while adhering to the appropriate structure, scope, and tone. Creating open-source content and figuring out how to get the messages syndicated and linked to from other websites are essential components of this strategy. These days, blogs are all over websites. Through them, marketers provide insights about their consumers' most pressing issues rather than just their goods or services, with the goal of strengthening the buyer-seller relationship and fostering brand loyalty. Given the perceived importance that consumers place on customised communications, diversified advertising—which is based on the idea that long-term, high-quality relationships with customers yield more returns than short-term ones—has supplanted mass marketing as a marketing strategy. Due to the ease and regularity with which user- and marketer-generated information may be distributed, marketers are also compelled to act as "brand vigilantes," constantly monitoring the internet for instances of brand slander. Negative user reviews can increase a brand's reputation and clientele, just as one positive customer review shared with contacts in an online community can do the same.

The transition from outbound to inbound marketing has been by far the most significantly impactful modification to the marketing function's strategy since the turn of the century. Businesses have realised the enormous benefits of drawing clients towards their products rather than forcing them towards them, thanks to the lessons they have learned from conducting business. Not only is outbound marketing expensive, but it is also ineffective these days. It is typified by its insistence on continuously messaging consumers through print, radio, and television commercials, as well as those obnoxious telemarketing and spam email communications. The pull marketing phenomenon emerged as a result of the recognition that traditional marketing was not effective enough on its own. Businesses can reap enormous benefits from this innovative approach. By offering value-laden information, like white papers, eBooks, infographics, and more, inbound marketing attracts customers and helps marketers get access to customers' inner circles. From this vantage point, marketers can manipulate the wants of their clientele and obtain exclusive, private data that they can utilise to refine and define their market niches, identify promising leads, and design customised advertising and merchandise. Content can become viral as it spreads over social media platforms like Facebook, Twitter, and news aggregators like Reddit and Digg. Since consumers typically use search engines to get clarification or information, marketing must make sure that their material is both customer-focused and search engine optimised through the use of targeted ad terms. The way that marketing views creating ads and promotions has also evolved as a result of social media and the internet. Marketing departments used to rely on internal creativity and intelligence, or that of external hires, to assist in the conceptualization of advertising campaigns before the shift in methodology. Businesses can continue to build their ties with customers and get successful marketing at a lower cost by using crowd sourcing. This brings us to the topic of cost, and the manner in which this new marketing method affects the bottom-line. Unlike conventional outbound marketing, inbound marketing provides higher, quantifiable returns at lower costs due to the use of digital technology

that provide greater reach and specificity. Reportedly, inbound marketing was 62% less expensive per lead than outbound marketing. This modern marketing strategy is predicated on the utilisation of business intelligence, predictive analytics, CRM systems, and other software tools and programmes. Businesses can now swiftly sift, evaluate, and interpret the wide range of data they obtain from the growing number of client touch points thanks to these technologies. The internet and digital devices, which provide dependable and speedy access to its portals, are always evolving, and this will also affect the marketing approach—not its function. It won't be unusual to witness marketing's role getting further blurred with information technology in the upcoming years, giving rise to marketing-tech teams. CMOs and CIOs will work together on larger initiatives, with the former allocating a larger portion of their budget to IT than the latter. Humanity's infatuation with mobile technologies—which come equipped with GPS, 4G, and Wi-Fi—along with their insatiable desire for knowledge while on the go will shift focus from traditional media sources to portable gadgets. Marketing will be responsible for both content creation and mobile platform formatting as a result of the need to be where customers are. That being said, this does not mean that traditional outbound marketing and the marketing function as we know it today will disappear. Because there will always be customers who are different from one another, because outdated systems can be repurposed, and even because well-known Inbound Marketing champions Hub Spot now acknowledge using a combination of Inbound and Outbound Marketing, they believe that the role of marketing will be divided between the two strategies, whether evenly or unevenly. There is little doubt that marketing's responsibility to cultivate long-lasting relationships with clients will compel it to positively align its operations with the evolving habits of its clientele. Whether influenced by globalisation, technology, or other trends, their habits and behaviours will shape how the marketing function develops over time. Technology has always altered the nature of marketing. The unheard-of rate of change in the creation of marketing tools and the rise in consumer expectations for better experiences is what makes today different.

V. CONCLUSION

A comprehension of the evolution of modern marketing reveals that practitioners of the modern age have laboriously attempted to integrate marketing into every aspect of our daily lives, with the distance between the two being filled annually. Technology is a key component and instrument used by marketers to connect with their target market and the general public. By combining technology with marketing, industries have gained benefits that would never have been possible. In the previous few decades, no one had ever considered that there might be any other kind of marketing outside print media. Undoubtedly, marketing and its principles are evolving and will continue to do so. One significant aspect that cannot be ignored or downplayed is the rise of technology as a brand-new marketing discipline known as "Digital Marketing." Technology has finally brought about a major shift in marketing over the last ten years.

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