

## **IMPACT OF VARIOUS TECHNOLOGICAL MARKETING SYSTEMS**

**A. Anu Amalorpava Mary**, Asst Professor

Dept. of Management, Bishop Ambrose College, Coimbatore - 641 045.

**W.Mercykamalia**, Asst Professor

Dept. of Commerce, Bishop Ambrose College, Coimbatore --641 045.

**L. Lalpriya**, Asst Professor

Dept. of Commerce Management, Bishop Ambrose College, Coimbatore -641 045.

### **ABSTRACT**

The world is shrinking day-by-day through technologies also the world pollutes so many ways also the Nation still unaware about these dangers, there are many things such as water pollution, land pollution, air pollution etc. Hence, our Government must take necessary steps to control or alternative solution for this, so, we ready to follows and strongly recommend green market through technological marketing for global environment. An earlier days an organization used only traditional marketing such radio marketing, tv marketing or umbrella marketing methods, there was marketing manager, zonal manager, branching marketing manager and marketing executive etc, but now those are totally reduced and businessman are changed into technological marketing, because totally cost was reduced and need not spend more and more many for the marketing purpose. There was no chance to reach out all over the rural area at once in earlier days, but technical markets spread all the rural area and bring buying dissension among the customer. There are more than 64 + social media networks are under comes in technological markets, these types of marketing increasing sales ratio of the company.

**Keywords : digital marketing, twitter, sms (short message service)**

### **INTRODUCTION**

Rapidly technological marketing familiar in the world there are more than 33 % of the people purchasing through online booking system for their fulfill their day today recruitment there are many online marketing activities in the current scenario such as twitter, twitter, websites, mobile and tablets are bring the product inform details to the customer hand based on this activities an end user, they can overview of the products information such as cost, unit and quality of the products through online, finally the customer quickly motivated and quickly to take buying decision. Still more people afraid to purchase through online because in case any fault in the products how to exchange or an organization get back the product or not, also some people using this value marketing. In their life commitment, now everyday online purchase everyday increasing because of technological marketing system.

### **Objectives of the**

- To analysis various technological marketing system
- To find impact of Technological marketing and its benefits
- To analysis technological marketing activities

### **REVIEW OF LITERATURE**

E-mail advertising is used as a vehicle for the distribution of promotional messages, is fast becoming an important advertising tool.(Gartner, 2002).(Brown, 2002).(Brown, 2002). Research undertaken by practitioners indicates that consumers are interested in email marketing. Permission-based email is defined as email that has been requested by the consumer as part of an opt-in scheme. Thus, advertisers can gain

greater effectiveness in the spending of their budgets as the message recipients have already indicated a level of interest in the messages. (Rowley, 2001). Further, appropriate email content plays a key role in advertising effectiveness (Carmichael, 2000)[2]. In simple words, email content must be “targeted” (Waring, 2002), “relevant and clear” (Yager, 2001) or “irresistible” (Yager, 2001).

As per Don Schultz (2008), –IMC is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programmes over time with consumers, customers, prospects, and other targeted, relevant external and internal audiences. The key difference in this definition of IMC from that of simple Marketing Communication is highlighted by use of three words: i) strategic, ii) evaluate and iii) measurable. In essence, IMC enforces use of marketing communication mix in such a way that it is strategically designed to achieve certain objectives, measured to enforce accountability over marketers and are evaluated over time. These elements are also stressed on by various IMC authors (Schultz, 1996; Duncan & Caywood, 1996), who believe that although the concept of IMC is not new, but the fact that previously marketing communication was not coordinated strategically and strategy is now believed critical, gives this concept a new look.

The idea of integrated marketing communication (IMC) is to create consistency and synergy by combining marketing communication elements so that they support and enhance each other, to promote potential communication understandings (Duncan and Everett, 1993). In another definition of IMC given by a well-known author on IMC literature, Kliatchko (2005) reflects the same concept. As per the author, IMC is the concept and process of strategically managing audience-focused, channel-centered and 27 results-driven brand communication programmes over time. This definition is a bit more specific and along with strategy and accountability it emphasizes specifically on communication being channel-centered and audience-focused. Managing and coordinating the integration of companies communication across different media and channels is an important aspect of IMC. IMC does involve a process/plan aimed at providing consistency and impact through integration of communication via different mediums (Larich & Lynagh, 2009).

This form of email differs from unsolicited commercial email, also known as “**spam,**” **which is an increasing problem** for consumers accessing their email. This is shattering the confidence of the marketers with consumer (Sara Radicati, 2010)[4]. Research suggests that response rates for spam email stand at only 1 percent of the email sent out by advertisers, whereas the average click through rate for permission-based emails is between five and eight percent (Yoon, 2001)[5]. As reflected in literature above, one of the important segments of the digital marketing involves power of email marketing/advertising. As per the literature discussed above to work effectively the marketing emails must be (i) permission-based emails. (ii) Having contents of the message are specially designed for targeted consumer and are relevant and clear. & (iii) In addition to these two ingredients email marketing must be ethical so that it wins the trust of consumer and can be effective. Email is a super powerful tool in the hands of markets. It is increase its strength day by day. As per the study conducted by (Sara Radicati and Quoc Hoang, 2011)[6] the number of worldwide email accounts is expected to increase from an installed base of 3.1 billion in 2011 to nearly 4.1 billion by year-end 2015. But, the major concern is growth in the number of spam, unsolicited emails in the inbox of the consumer. As per the available information from the (Sara Radicati and Quoc Hoang, 2011), average number of daily spams received by a user in 2011 was 14 emails. It raises eyebrows. The consumer becomes skeptic towards the marketing emails if he is receiving plenty of such mails without his consent. In simple context the push marketing strategy simply means sending a message or mail to the prospective consumer without his/her consent; this may also include display online advertising on website or news blog.

As **specified, email marketing's success is function of** trust in the email, their contents and its senders. Such push strategy of marketers involving spams makes consumer skeptic and raise the guard against such marketing mails. This is hampering the success of the online marketing. It involves two types of emails, one is spam and another is spoofed emails. Both of these email categories are out- come of IT. It has its positive role to play but due its unethical misuse it is becoming major threat.

### **Marketing Technology stack**

Marketing technology stack is group of technology; the market people may increase their activities through the methods. Technology makes to challenge to simplify the marketing the products around the global market. There are many marketing impacts delivers to the customer and makes awareness among the customer.

### **Why Marketers care about their marketing technology stack**

This technology landscape is rapidly increasing in the digital world, there are many different types application software executing in the current trend. Also online customer ratio increase upto 27 % people watch their needs and purchase through technology stack methods. There are many alternate choices available in digital markets. Recently digital market is familiar among the customer. While the customer to see their products, they can easily compare the products cost, quality and information in sitting place. Through is process an organization increases to sales volume and reach organization goals.



### **B2B (Business 2 Business)**

B2B marketing is very vital role in the technical market because these types of marketing directly reach the other business people so, some intermediate people commission totally avoided and products cost and information directly reaches the people accordingly; just enable the data package it will easily access throughout the world.

### **Social Media / Social Network service (SNS)**

There are so many social media net work supports to marketing to the business world, as mentioned in the image there are more than 64 + social media networks in the digital worlds each and every networks different types of behavior and purpose of the program. But mostly all the net works interconnected one to others, as a business man easily market their products through online in sitting place, through this methods all the products will be reached rural and urban area.



### **Facebook Technological Marketing**

Facebook one of the vital marketing when compares with other online networks because, nowadays most of the people use the facebook, and simply they can all the products information through searching methods. This types of networks shows to customer various dimension of the product angle such as 3D view and 2D view. Businessman can simply open facebook account and upload his products details; discount and rate will be mentioned accordingly. Also facebook network products can share multiple groups at the spot.

## **Content Management System (CMS)**

CMS is very vital role in the online marketing, because it can easily reach the end user/customer with clear information can be delivered with different types of content, this is very cheapest online marketing methods, even affordable cost only spend for this, some caption word and attractive words are easily impress the customer through online and supports to purchase decision quickly by customer.

## **SEM (Search Engine Marketing)**

Search Engine Marketing very essential in online marketing because whoever wants to search any requirements as per the needs without web portal, while they search in the content in the search engine automatically some related words/ sentence will be suggested below the line, when click in the search bar, there shows related words as our searching words, if you click on the line it brings to right path as our content search. So search Engine Marketing is very vital search activities in online marketing.

## **Create Animated Infographics / Marketer Techniques**

GIF Animated images easily impress the customer when brows the file or search in the website, GIF animation easily blinking and turn on attention of the user, also there various views such as 2D dimension methods of the products or text will be animated with image file, so customer easily motivated and impress its caption words. Because different types of advertisement easily impress the customer and increase their buying motivation.

## **Banners Advertisement**

Banner advertisement is very necessary for advertisement marketing in the web worlds because different types of colors and texture fillings are easily attract the people, the article / product image scanned and displayed in the website right side / top / bottom side of the websites, it may blinking every times, so the customer easily identify and mind set the customer, so the customer directly to understand products cost, quantity and quality and overall product profile. So banner advertisement is very important to attract the customer expectation as per the mentioned images.



## **Whatsapp**

Whatsapp is very fast reaching social media with compare with other social media i.e. audio with video with high quality resolution will be displayed through this social media, now most of the people using whatsapp, they can easily communicate with their products owner regarding of the products. So there is need not any intermediate person to sell the products, this types of marketing directly effective the customer, they may buying a products as per company rate, the customer need not spend more money for their purchase. Also facilitate brand audio with video and discount of the rate will be mentioned directly while marketing the products. So whatsapp social media is very vital role in the digital marketing.

## **Webinar**

Webinar can delivery presentation of the products, lectures and various products information will be displayed the webinar, the participants may share documents and

videos through the webinar software. This technology can lecture or executive seminar activity about the product etc. The customer can views, video and audio in sitting place, so the customer easily can understand about the market concept and product information.

### **Twitter**

Twitter is one of the business communicate network process in the online marketing, we can directly view the information of the products and its brief details, it is very easiest advertisement domain in the social media, just we can create account in Twitter there is no any payment need not pay for this, but we can send and receive so many information about the various products accordingly.

### **CONCLUSION**

Technology marketing is backbone of the digital market i.e. social marketing brings products profile all over the nation even throughout rural areas, due to technology marketing supports to reduce green global world and avoid water pollution, land pollution and air pollution etc. Green Marketing, technological marketing supports to green marketing and recycle the product activities, because there are many ways to pollute the nation and country, when compare with earlier types of marketing, technological marketing is reducing more pollution. Umbrella Marketing, traditional Marketing supports to bring all information under one advertisement also it is called umbrella marketing, it is very cheapest cost and more life of the marketing process. Short Message Service: it is one of the best marketing methods, anytime anywhere customer easily getting information from the businessman and they can also send feedback, enquiry about the products one to others. When introduce new products in the market, an organization may convey the information to the customer. Also some competition technological marketers offers so many activities to attract their customer and increase the salves volumes. Regularly so many new customer across through online, new relationship will be built by the technological markets. Customer also easily exchange their products, online amount will be transaction through directly to the shop owner, so there is no any inter mediators for commissions.

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