

Review on Technological Innovation Enhances the Marketing Strategy

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Abstract

Marketing with innovative technology is of specific significance at this moment. Marketing, methodology, plans of action, development is essential both from a hypothetical and administrative perspective. The Internet has reformed the marketing strategy, interfacing potential clients to organizations in a path at no other time conceivable. Information and Communication Technologies transformed into a step by step requirement for everybody at this moment. Internet Marketing gives extensive, functional direction on how organizations can get the most out of the web to meet their promoting objectives. The business now relies on upon front line organizations, for example, Amazon, eBay, YouTube, Facebook etc. A change of marketing is in progress as we invest more time in our smartphones, tablets and portable PCs to various price comparison sites, web search tools, and many social networking sites. The test for brands is to interface with clients through every one of these gadgets continuously and make battles that work crosswise over web-based social networking and internet business. The real-time websites and portable applications have changed the way of marketing. The cutting-edge marketing division needs to join the imaginative side of the teach – utilizing effective accounts to take advantage of individuals' desires and yearnings – with the specialized side of information and analytics. This topic will clarify new technological and innovative methods for communicating to the clients and furthermore help individuals to comprehend advanced marketing in this present reality.

Keywords: (Technology, Innovation, Marketing Tools, E-Marketing, Strategy, Social Networking)

1. Introduction

Marketing of innovation and technology is of specific significance at this moment. Marketing, methodology, plans of action, and development are essential both from a hypothetical and administrative perspective. The world has changed so much and is advancing so rapidly with new inquiries rising constantly. The proceeding with fast advancements in social technologies that have revolutionized marketing, interchanges, and hierarchical connections make these points fundamentals. Given the creating significance of the Information and Communication Technologies not simply in the individual presence of the general population also the activities grasped by the legitimate individuals, it has been starting late viewed an inclination among analysts from various fields towards considers which go for choosing the effect of using the web technique for correspondence on the client's lead.

The blast of Big Data, Smartphone, Social networking and the utilization of the Internet implies that specialized aptitude is turning into a pre-imperative for anybody offering statistical surveying or market knowledge. Associations need to understand their customers better and develop better methodologies for banding together with customers using an extent of participation contraptions, for instance, more significant examination, co-facilitated exertion and MROCs (measurable looking over on the web

bunches), or flexible or social progressions to assemble information and get learning about customers. This can incorporate direct investigation of exchanges, snap ways, informal communities, applications, activity examination or better approaches for welcoming assistance from clients or give input [1]. Advancing through the Internet, or online displaying suggests publicizing and promoting attempts that usage the Web and email to drive arrange bargains by methods for electronic business, despite arrangements leads from Websites or messages. Web Marketing and online advancing attempts are regularly used as a piece of conjunction with standard sorts of publicizing, for instance, radio, TV, daily papers and magazines [2].

2. Marketing Communication

In today's innovative driven world, Information technology affects marketing in many ways. Some of these spare works and give better administration. Others make totally new items and new authoritative structures. Still, others upgrade showcasing operations in ways that can change their character. For this situation, the blend of information and innovation is bringing expanded marketing viability, hierarchical change, and moves in power inside channels of dispersion. All the more, by and large, technological innovation obscures conventional key and

useful limits by empowering an association to convey an expansive number of separated items to an extensive number of separated markets. [13]. The PCs and web had been utilized in 1990's, especially by governments and colleges. Also, this had begun profoundly established changes in the life of people. This period has been called as the time of Information technology. In this time, the premise properties of the life have not been changed but rather new properties have been added to their ways. Consistently regeneration of information technologies has delivered data frameworks.

The improvements in the information and correspondence technologies have brought a great deal of oddity and quickened the present procedures. Technological advances influenced the associations' work styles. The financial and social effects of this progressions brought about enormous trades in the structure of the association. The associations that need to subsist, put resources into data innovations thus they rendered their work styles good with technological innovation. The trades have not bound with these and they have guided associations to interests in refreshing, reviving and reclamation hardware and software [14].



Fig. 1. The blend of Marketing Communication.

Marketing communication has the expect to get in touch with the intended interest group of peoples and develop a correspondence channel between the organization and the client. In this manner, the marketing communication interchanges by using the "Marketing Communication Blend" appeared in figure 1. The Marketing Communication blend comprises of five various fields of communication channel: Advertising, Personal Selling, Public Relations, Direct Marketing and Sales Promotion [16].

2.1 Strategy of Marketing Communication

Social media energizing and changing the form of marketing in every aspect of the business [23]. Now, communication strategy varies extensively from one in previous circumstances or disconnected circumstances. It is

critical to comprehend the connection between digital communication and traditional communication in the old media. Television, radio, magazines and billboard advertisements were the former communication model which are now replaced by advanced media, similar to websites, social networking sites, wikis and each kind of advertising advancing exertion [24].

Web-based social networking is the group of online interchanges channels devoted to group-based information, cooperation, content-sharing and joint effort of collaboration [25]. Some of the most dominating Social Media sites are Facebook, Twitter, Google+, Wikipedia, LinkedIn, Instagram, Reddit, Pinterest etc.

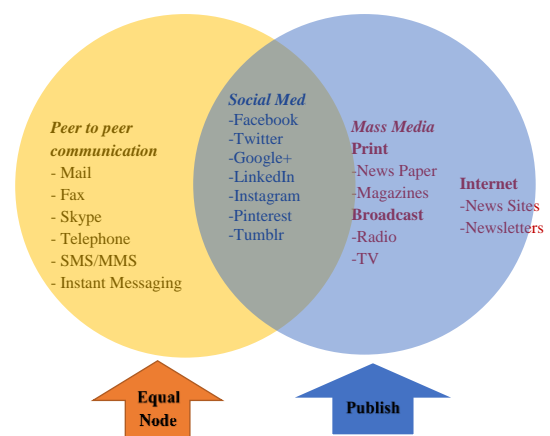


Fig. 2. Defining the Social Media

2.2 Design of Communication Model

The model concentrates on the transmission of a message from the sender to the recipient. The procedure of the transmission begins with the ID of a data source. The source gives the data that ought to be exchanged. The transmitter changes the message by encoding it into a shape in which it can be sent to the recipient. The encoded message gets exchanged by means of a correspondence medium to the beneficiary. While being exchanged, the data contained in the encoded message is presented to noise sources, which possibly interfere with the powerful transmission of the message. The message can be deficient or data, which shouldn't be transmitted, is added to the encoded message.

The given diagram at figure 3 illustrates the design of a communication model which is traditionally developed by Shannon. This can help us to easily understand, how the communication process takes place. Essentially three distinct sorts of issues can happen amid the exchange and the decoding of the message. Above all else, the message must be exchanged without the event of any specialized

issues. The receiver must have the capacity to translate the decoded message similarly the transmitter proposed. The transmitter can't assess the level of how compelling the data transmitted is on the recipient's conduct. An effective transmission of the data has occurred if the recipient can decode the message, translate it an understandable path from the transmitter proposed it to be comprehended and demonstrate a response in his conduct as having been impacted by the exchanged data. The transmitter encounters the accomplishment of the conveyed message when he gets feedback from the recipient. This feedback can be both positive and negative, contingent upon how the recipient grabbed the data imparted. As indicated by the feedback, the transmitter can modify the message conveyed if the decoded message did not coordinate the one conveyed [28].

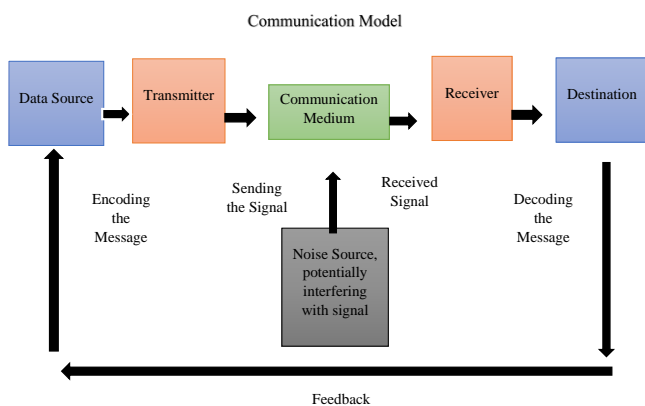


Fig. 3. Shannon Communication Channel

3. Marketing with Technology

Marketing Technology is combined with Marketing and Technology. It is the devices and stages used by deals and promoting and advertising associations to adequately total their obligations. It is very hard to consider only Marketing without the Technology. Marketing and Technology are attached to each other.

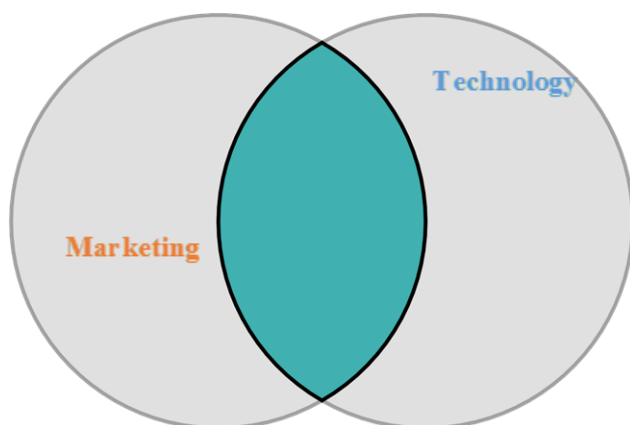


Fig. 4. Marketing and Technology Combine each other.

3.1 Marketing Technology Tools

Marketing technology gives fundamental instruments to advertisers who are entrusted with staying aware of the perpetually changing marketing scene. The issue is, there are such a large number of classifications of devices, not to mention singular apparatuses, that advertisers can lose all sense of direction in the sheer broadness of accessible marketing advancements. In any case, the correct blend of Marketing Technological instruments can streamline promoting capacities for advertisers and empower them to concentrate on the center undertakings that sustain leads and drive income. That is the reason we've arranged our definitive advertising innovation toolbox, to help advertisers discover the Marketing Technological devices that best suit their requirements [33].

In the substance marketing circle alone, there are content marketing innovation apparatuses for content curation, content dissemination, content streamlining, content estimation, and much more. The same is valid for social media marketing innovation apparatuses. The sheer volume of devices in the promoting innovation space, combined with the hundreds – infrequently thousands – of merchants in a solitary class can make marketing innovation appear to be very scary to those not comfortable with space. Marketing tools fit into many different latest innovative technologies. Here discussed some latest innovative tools.

i. AdRoll

AdRoll is an advertisement administration and remarketing instrument that helps marketing groups accomplish more with their information. More than 25,000 advertisers overall make utilization of AdRoll's retargeting and prospecting stage, which helps advertisers contact individuals crosswise over gadgets, programs, and applications with access to more than 500 promotion trades.

ii. DoubleClick by Google

DoubleClick is the advertisement administration and remarketing apparatus that "associates the perfect individuals in the right moment to improve advanced advertising work." This advertising innovation toolbox's incorporated arrangements make it feasible for an organization to unite gathering of people bits of knowledge in one place and expand advertisements' effects.

iii. Google Analytics

No marketing innovation tools would be finished without Google Analytics, the "capable and coordinated estimation devices, for now." Google Analytics is an analytics and tracking apparatus that helps associations show signs of

improvement results over the greater part of their destinations, applications, and disconnected channels by transforming client bits of knowledge into increases.

iv. IBM Campaign

IBM Campaign helps advertisers' configuration, execute, measure and streamline outbound promoting efforts. This modern omnichannel crusade administration arrangement enables advertisers to perform profound division over numerous information sources to convey custom fitted messages to immense volumes of contacts.

v. Oracle Marketing Cloud

Oracle Marketing Cloud is a cutting edge promoting arrangement that coordinates cross-channel, substance, and social marketing with information administration for the venture. It offers the information-driven arrangements that advertisers require in their marketing innovation toolbox to make an engagement, coordinate encounters, and advance online associations to pull in and hold clients.

vi. Akamai

Akamai is a worldwide pioneer in Content Delivery Networks and cloud administrations, making the Internet dependable, quick, and secure. Associations pick Akamai for their marketing innovation toolbox since they require the Internet to be business prepared so they can change their destinations into "immersive web encounters."

vii. MaxCDN

MaxCDN is a Content Delivery Networks that rates sites to make tech groups speedier. With MaxDCN in the promoting innovation toolbox, associations to not need to sit tight for substance conveyance or to make a move. Meet the desires of your clients and prospects with MaxCDN.

viii. Optimizely

Optimizely is a conversion optimization instrument for the marketing innovation toolbox that enables brands to improve their sites and versatile applications, convey client encounters, and drive business esteem. With Optimizely, advertisers can test, customize, and streamline all for the web and mobile applications.

ix. SugarCRM

SugarCRM is genuinely an individual answer for all workers to make unprecedented client connections. SugarCRM computerizes center deals, client administration, and advertising forms with an exact concentrate on the person.

x. Core Audience

Core Audience is an information administration stage that "empowers improvement crosswise over Hearst Corporation's advanced system of substance and groups of audiences." Core Audience conveys a multi-stage effect with its cross-stage arrangements that enable associations to create more grounded associations with customers by contacting the opportune individuals at the correct time on the correct gadget.

xi. Krux

Krux is a cutting edge DMP that tries to "help organizations increment income by conveying more profitable substance, business, and showcasing encounters." This DMP for advertising innovation toolbox empowers associations to give individuals information something to do by conveying more important and more individual promoting, media, and trade encounters.

xii. Constant Contact

Consistent Contact gives private companies and charities the capacity to develop and flourish by means of email promoting. Notwithstanding its intense email advertising highlights, this promoting innovation instrument offers an across the country system of specialists for preparing and classes, in addition, to award-winning support for its clients.

xiii. GetResponse

GetResponse is the email advertising apparatus that helps more than 350,000 organizations showcase their items all the more successfully. It is easy to connect with clients with GetResponse's because of its capable apparatuses and basic email marketing interface.

xiv. HubSpot

HubSpot, the world's driving inbound marketing and deals stage, has more than 15,000 clients in more than 90 nations. These clients have picked HubSpot as their advertising computerization instrument since it offers the reconciliation, advancement, and mechanization associations need to achieve their clients and develop their business.

xv. Infusionsoft

Infusionsoft offers deals and showcasing programming particularly worked for the private company. This marketing robotization instrument for promoting innovation toolbox helps organizations by offering a superior approach to develop deals by means of customized, computerized development.

xvi. Enlighten Mobile

Enlighten Mobile is a pioneer in big business label administration and omnichannel information arrangements, Enlighten helps marks safely oversee and bring together different advertising advances and information. That is the

reason Enshigten Mobile is a capable versatile streamlining apparatus for marketing innovation toolbox; it extends Enshigten's way to deal with mobile applications and makes it simpler for organizations to improve in-application experiences.

xvii. Google Mobile-Friendly Test

The Google Mobile-Friendly Test is a versatile enhancement apparatus that examines an URL and reports whether the page has a portable agreeable outline by Google Developers, trusted by organizations as a marketing innovation apparatus, the Google Mobile-Friendly Test gives brisk input with the goal that associations can make certain they are achieving clients on all gadgets and living up to their desires for portable site execution.

xviii. Adobe Dynamic Tag Management

Advertisers get the majority of the apparatuses they have to work more beneficially and keenly than any time in recent memory with Adobe Marketing Cloud. One such apparatus is Adobe Dynamic Tag Management, a label administration instrument for the marketing innovation toolbox.

xix. Signal Tag

A pioneer in real-time, cross-channel marketing advances, Signal forces a large number of brands and agencies. Their general optimization instruments, the signal also offers Signal Tag, a label administration device that is free for Signal Fuse clients. Signal Tag quiets the disorder of overseeing labels and helps associations get their analytics and promoting programs moving.

4. Marketing with Social Networking

Social media or Online networking has reformed corporate interchanges. Social media marketing enables organizations to convey straightforwardly and in a flash with their partners, denoting a move from the customary one-route yield of corporate interchanges, to an extended exchange amongst organization and purchaser. There is a connection between online networking and corporate interchanges, particularly concentrating on the employments of web-based social networking for advertising and dissecting the progressions that have happened inside the business accordingly of web-based social networking instruments.

Web-based social networking comprises of online advances, practices or groups that individuals use to produce substance and impart insights, bits of knowledge, encounters, and points of view with each other. Illustrations incorporate sites as like Blogger, WordPress, intranets, podcasts, video sharing sites as like YouTube, Vimeo; photograph sharing sites as like Flickr, 500px; Social networking site as like Facebook, Myspace; informative sites as like wikis, Wikipedia; gaming locales, virtual universes as like Second Life, microblogging sites as like

Twitter; video conferencing, text visits, get-together/logbook frameworks as like Momentous; social bookmarking locales as like Delectable, Digg, Stumble Upon, and news conglomeration locales, among others [34].

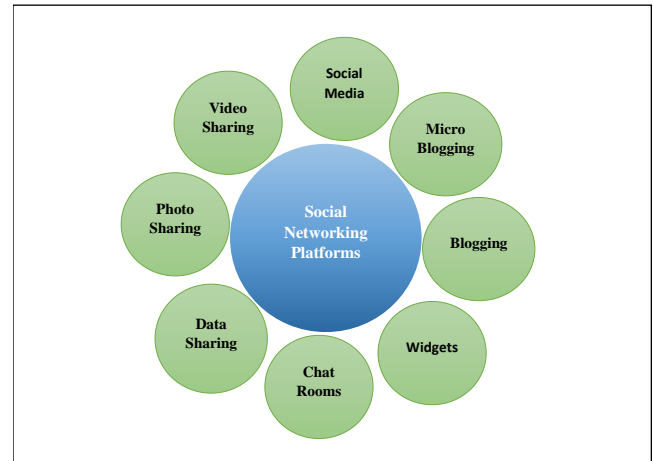


Fig. 5. Key Social Networking Platforms

5. E-Commerce and E-Business

Internet shopping is getting prominent, as a result of its straightforwardness and also the services gave them. This is conceivable simply because of two electronic systems are known as e-commerce and e-business. It is hard to isolate the two since they are solidly interconnected terms. E-commerce is only purchasing and offering of products around the web on the other hand E-business is somewhat extraordinary as it is not restricted to, business exchanges, but rather it additionally gives different services [40].

E-Commerce or Electronic Commerce or EC is the purchasing and offering of products and services, or the transfer of assets or information, over an electronic system, basically through the internet to the web. These business exchanges happen either as business-to-business, business-to-consumer, consumer to consumer or consumer to business [41].

E-business or electronic business is the lead of business procedures on the Internet. These electronic business forms incorporate purchasing and offering items, supplies, and administrations; overhauling clients; preparing installments; overseeing creation control; working together with business accomplices; sharing data; running mechanized representative administrations; enrolling; and much more [42].

5.1 Internal Marketing

While building up an e-business arrangement it is basic to have a dream for coordinating business procedures to better serve the clients. Streamlining of individual procedures without respect to their general setting result in just a superior individual process. Coordinating all the individual procedures can bring about expanded upper hands and levels of fulfillment, yet executing e-business inside an association is not something one can do at a touch of a catch and could realize various issues. To take care of such issues the organization would need to complete internal marketing. The accompanying is a few reasons why an association may think that it's hard to actualize e-business [43].

Summary

The Internet has reformed the way of marketing and technology makes the way easier of thinking and implementing. Today, by the blessing of the innovative technologies, organization adapting more gadgets and applications to connect the client for easier communication. As a result, people now feel free to purchase their specific products through online as it gives more security of transaction and also saves times. Smartphones, Websites, email plays a vital role in the development of marketing sector. There is a revolutionary change in the traditional marketing forms and the marketing approaches have been advanced with the latest technology. People can easily now compare products from different vendors which increase the competition between marketers. Marketing and technology now combined and without the help of innovative technology, Marketing will not be easier to catch the today's customer. Thus, the technology affects the ways of marketing. The more we adapt the new technology, the more we make our life easier.

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