

Role of Information Technology in Strengthening the Business/ Marketing Activities

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Abstract

Marketing is considered to be the backbone of every business as it starts way before the manufacturing of the product and goes on till the sale of products takes place. In this paper, the effort has been made to illustrate the role of marketing professionals that has been highly effected by the technology, with the added responsibilities like the social media, digital advertising including other tactics such as the research, reporting and sharing of the information. Therefore, the marketing professionals have become more creative and focused in the era of today. Because of the boundary-spanning nature of the marketing function, marketing strategy has come to be a core element of the firm's business strategy. That is, in an information-intensive, competitive marketplace, marketing strategy is responsible for ensuring that all aspects of a firm's marketing activities are focused on delivering superior value to customer. Further, recognizing information/knowledge and information technology are considered (IT) as potential sources of competitive advantage. This paper concludes with a call for strategically oriented research for exploring, conceptualizing, developing, and measuring IT-enabled capabilities that influence marketing strategy, recommendations and suggestions have been suggested to deal with increasing marketing complexities with the help of emerging technologies.

Keywords:

IMC (Integrated marketing communications), Marketing, Technology, Innovation, Customer Satisfaction.

Introduction

Digital age is supported by innovation. Innovation in business acts as a catalyst in doing things differently whilst benefitting in terms of productivity, value and quality. The use of emerging technologies and Information Technology, which has proved its worth since the last two decades, has been advantageous to the businesses. In fact, most of the business operations viz. business planning, marketing, global sales, systematic management, real time monitoring, instant customer support and long term growth and development of business cannot be achieved without the use of information technology. All aspects of business and even individual consumers are impacted by information technology either directly or indirectly. Organizations that are successfully executing this strategy use automation and information technology to improve existing business processes and create new business opportunities. The year 2016 will reveal the state of digital transformation. Now the point is to unscramble the mystery as to, business leaders launching their organizations on the path they'll take through the next few decades, or are they instead trying to keep up appearances and remain moderately competitive.

The strategy of digital transformation will test whether the platforms in place today become part of the future, or relics of the past. As information technology represents a growing share of the global economy, this paper tracks both the causes and the implications of this trend.

Revolutionizing of marketing activities due to technologies

1. With the advancement in technology, customer experience has enhanced. They are now able to collect useful information about various products easily. Information about producer's behaviour, customer behaviour, buying behaviour etc. is easily available. Marketers with the innovative streak are using all these tools correctly. All this information is consolidated at one place. The customers are then provided only that portion of marketing information that is relevant to them. This makes customer experience with an organization more personal.
2. With a change in the technological environment, customer needs have also altered. People now prefer reading about sales promotion campaigns via a text message on their phones than newspapers. People now work from home as a consequence of technological advancements. Therefore, customers have become habitual to working, accessing information about products and services etc. from anywhere across the globe. It becomes imperative for businesses to provide easy access to information to their customer base. Creating mobile applications is one way to be constantly in touch with their customers. It adds to consumer's convenience and enhances satisfaction.
3. One way customers voice their opinions and grievances is via the social media- Twitter, Facebook etc. - besides contacting helpline numbers. There is a centralized system that records all conversations with a customer regardless of the means of communication used. This ensures that the customer views are recorded and acted upon and that there is no miscommunication.

Implication of IT on marketing

Communication is one of the most important instruments for business success. Also, today in every business most important objective is to meet or exceed the customer's expectations. Thus, communication renders the organisations with the ability to provide maximum satisfaction to their customers. Mobile phones, social media and internet are some of the technologies that come handy whilst meeting customer needs and enhancing customer relationships. The communication styles have changed the way the organisations communicate.

Phones and other forms of technologies support organisational communication. Also it enables consumers to get information on their own about the product that they wish to purchase. The work culture has also changed with people doing most of their work over phone and internet. Also, both are presented with different spellings spend money on different styles of communication. After having developed the products and services, it is imperative for the business to communicate to its customers the values and benefits of their offerings. Integrated marketing communications provide the services of sending a consistent message across all customers through promotional activities. Other ways of communication such as TV, radio, magazines etc. also help deliver the required messages. This also helps in delivering the same message. IMC enables organisations to build their brand name through coordinated communication thus developing strong customer relationship and satisfying their needs.

Millennials have contributed the most towards the need for a fast changing technological environment. For instance, youngsters prefer getting promotional messages on phone instead of reading about a new product in the newspaper. Facebook is a popular platform wherein businesses advertise their products and services. All forms of marketing media have been forced to come up with innovations in order to ensure long term growth and development. The wide variety of marketing channels available, ranging from social networks to distribution platforms like YouTube, offers more options than ever to reach more customers than before. Consumers are also impacted by technological changes in marketing. Most particularly, consumers are more responsive to the advertisements than before, due to higher relevance to their interests because of the huge amount of data they share.

How IT supplemented the growth of the business:

1. If consumers have access to interactive media, internet etc. they automatically gain access to the vast amount of information available in the vicinity of online data. They can, therefore, collect more information about various products without the help of intermediaries.
2. IMC enables organisations to strengthen their customer relationship thus leading to more satisfied customers.
3. Consumer expectations are high and so are the explosions in engagement devices and channels. As a consequence, marketers today have to make use of a medium to make sense of highly disconnected figures. IT helps in this process.

Challenges and Recommendations of technological complexities:

Consumer expectations are high and so are the explosions in engagement devices and channels. As a consequence, marketers today have to make use of a medium to make sense of highly disconnected figures. IT helps in this process. Although there has been some success in connecting disconnected figures, CMO (Chief Marketing Officer) still face some challenges. There are two camps: those who understand it and have intricate systems to measure and act on the metrics and others who know they need metrics but don't know how to leverage effectively. Collecting matrices involves going beyond going through business transactions and objectives. In order to effectively leverage the metrics, businesses have to look at creating consolidated, personal views of their customers that span channels.

Conclusion

No business would be able to thrive in the long run if it doesn't upgrade its technology. Therefore, it is imperative for businesses to keep track of all advancements in technology. It will help in improved customer services, enhanced customer experiences and strengthened customer relation in this era of marketing where satisfying consumers is the most important objective. IT helps organisations to improve their quality of products and services, increase productivity and ensure value to the customers. Entrepreneurial success is highly dependent on the ease with which businesses can adapt to the technological advancements. IT will ensure the success of business firms across the world.

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