

Marketing and Technology

The field of marketing is used to evaluate what products or services may be of interest to target consumers, and to develop a strategy in advertising, communications, and sales. Marketing relies on strong customer relations to create feedback that is valuable for both the consumer and the producer. I chose to major in marketing because I enjoy working with people and using their responses to improve future methods of interaction. I also enjoy experimenting with new products and observing the reactions it gets from users, then analyzing those reactions to make improvements.

Prior to the digital revolution, marketing was limited to very few methods of evaluating the demand for products and the reaction to products from the consumers. There was heavy emphasis on building strong customer relations in a business's community in order to build customer loyalty. "A formal approach to this method of customer-focused marketing is known as *SIVA* (Solution, Information, Value, Access)" (Dev 1). This method has become less effective in the wake of the digital revolution primarily because proximity (access) to a physical store is no longer necessary for a customer to shop for that business's product. Websites such as Ebay allow customers to bid on or purchase products from anywhere in the world, despite their relative location to the producer. Advertising was also limited to the company's community. Coupons in newspapers, radio commercials, and sales flyers were the most effective ways to market the product. Thanks to the digital revolution, these methods are becoming obsolete. However, technology has not taken jobs away from the market analysts, but has redefined the methods they use to perform their job.

One example of technology directly impacting the field of marketing comes from Missouri. "Jim McKee, co-owner of Alyoop, said the idea is to have consumers log on to its Web site, type in a grocery list and download applicable coupons valid within their ZIP code. At some point in the future, the coupons will be downloadable to cell phones from which consumers can transfer to the store clerk" (Myers). While the grocery business will seemingly forever be limited to sales within its community, this idea of digitizing coupons will surely improve consumer outreach due to the easily accessible deals for the consumer.

Technology also impacts marketing indirectly. "Senior marketing executives from all industries have observed that there has been more change in marketing in the past five years than in the previous thirty" (Hafley 19). Computer generated media is certainly one, if not the most, rapidly growing type of marketing media. It includes the millions of remarks, opinions, and experiences posted in public online sources such as blogs, message boards, forums, online feedback sites, and social media (Hafley 19). "Research indicates that consumers place far more trust in their peers than they do in traditional marketing and advertising" (Hafley 19). With the ease of accessing these forms of public digital media, consumers are able to gain information about a business's products or services instead of only relying on the company's own advertising. This can also have a negative effect on business marketing.

Digital media also publicizes poor reviews that can harm a company. Negative reviews can be posted by a business's competition in order to lure their customers to their business. "Technology has also come to play an increasingly important role in the patients' choice of healthcare. With easy access to the Internet, patients readily seek information regarding health care trends, medications, illnesses, hospitals, and even providers themselves" (Winans 19). This can cause people to decide they are "at home doctors" and choose to diagnose a minor symptom based on information from WebMD instead of going to a family doctor or General Practitioner. The dawning of published quality and satisfaction ratings on the Internet has armed the patient

with the ability to make an educated choice (Winans 21). That is a great advantage to society, but can be problematic to a doctor's office or hospital with sub-par ratings.

"Technology impacts almost every facet of marketing" (Hafley 19). I believe in order to have an effective marketing strategy a business should devote a heavy portion of its work on developing digital media to promote their product or service. "Market development should work with those having expertise in innovative, cost-effective market strategies and development of social media presence" (Winans 21). Digital media will only continue to increase its impact on marketing. In order to survive, a market executive must adjust to the times and take advantage of new ideas and innovations in the world of digital media.

Works Cited

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