Research Article

The Influence of Technology on the Structure of Marketing Strategy Creation and Execution Components

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Abstract

The purpose of the study is to offer a review of literature on how Information System and communications influence marketing strategies and practices. As Internet become the source of information for all business organizations, it changed the way businesses operate. The nonstop advancement of communication and information technology has had significant ramifications on organizations and business capacities like sales and marketing. This paper uses a theoretical modeling on the work of scholars and researchers that examine the diverse ways technology that is appropriate to advertising practices. For this research, it focuses on modeling the various elements of marketing practices that technology specifically impacts.

Keywords: Marketing strategy, technology in market strategy, significant change, internet marketing, component, digital marketing, e-marketing.

Introduction

The effective and successful business organization is functioned in a healthy environment that is characterized by information, enthusiasm, and globalization, driving it to be adaptable and respond rapidly to changes in the market. Business' response is the after effect of nonstop, exact, and fast stream of data conceivable through data frameworks and information technology. The nonstop advancement of communication and information technology has had significant ramifications on organizations and business capacities like sales and marketing, acquisition, fund and accounting, research and development. Scholars and researchers examine the diverse ways technology is appropriate to advertising practices. For this research, it is the various elements of marketing practices that technology specifically impacts that is the core interest.

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According to Kotler (2007), technology has enhanced and improved the growth of relationship marketing, which enhances the interaction and connection between the organization and customer by using 4 Ps of marketing mix. 4 Ps of marketing mix helps the organization to introduce the marketing options in terms of Product, price, and promotions. In that way, organization can easily reach the high level of organizational performance and meets the exact customer needs and requirements. Powerful marketing systems are today focused on relationship promoting to hold and draw in customers by meeting buyer fulfillments, by beating issues to customer fulfillments as found in the outline of the environment and trends of the culture.

Various authors recognize that technology affects the fundamental action of marketing strategies, which is the securing and holding of productive associations with customers. These reviews find that innovation influences the way organizations communicate with customers and how they do their special exercises. They likewise recognize that innovation; particularly intuitive innovation like the web empowers customers to collaborate straightforwardly with the organization (Velde, 2001). Innovation in advertising as likewise facilitated mass promoting through remarketing upheaval that offers tweaked and customized marketing services. In any case, this review will demonstrate there are distinctive components or ways innovation impacts advertising procedure.

According to Alghamdi (2014) it is critical to comprehend the idea of marketing strategy to grasp the effect of technology on strategy. This is fundamental since there is an absence of clearness in writing as a few researchers and scholars have distinguished on, division, situating, and separation as advertising procedures. In a similar broadness, different researchers recognize advertising blend components or the 4-Ps blend including item, estimating, advancement, and place as promoting systems. These records of marketing stagey neglect to separate between promoting methodology and advertising administration. Promoting methodologies are division, separation, focusing on, and situating. As per promoting system is the scientific categorization of showcasing technique detailing and execution forms. It is characterized as the "combination of division, focusing on, separation, and situating systems intended to make, impart, and convey an offer to an objective market. The inclusion of technology in promoting procedure prompts enhanced correspondence, better item substance, and association in a market between customers, organization, and contenders. Innovation like the web manufactures brands with better substance that interface with buyers and give an organization upper hand over contenders. Brands that can associate with the market impart better in setting, and interfaces by expanding adherents, associations and likes in the market Therefore, marketing strategy definition is an iterative and intelligent process that plays out the arrangement including understanding client conduct, portion the market, select target sections, outline the offer to fit the objective market needs, position it in the clients minds, and separate the offer.

According to Abraham, Magid, Leonard and Lodish (1987) states that Marketing strategy includes the procedures of adding values of the company's services and products, initiatives, advertisements, communicating and delivery of the value channels. Different researchers recognize that showcasing technique are methodologies included or connected with rivalry and piece of the overall Marketing share. Marketing strategy includes the recognizable proof of the ideal piece of the overall industry, keep up, and decrease the piece of the pie, and the formation of focused promoting methodologies. Marketing strategies are executed and detailed specifically to the exercises of

contenders. Marketing strategy procedures are intended to offer positive customer encounter, offer client esteem, fulfillment to accomplish sovereignty through successful advertising correspondence and conveyance forms. Marketing strategy endeavors to accomplish the most extreme positive results from this positive client encounter involving higher money related results. Hence, given this expansive meaning of advertising system, this exploration distinguishes the key calculates methodology innovation impacts.

The purpose of the study is to offer a review of literature on how information system and association in a market between customers, organization, and contenders is developing and improving marketing strategies and practices.

The Use of Technology in Marketing

According to Bach (2014), an influx of new innovations of technology exists today to help marketers in coming to and inquiring about existing and forthcoming customers. Indeed, even apparatuses considered as "new" 10 years back, for example, internet advertisements, messages, and content informing, are presently observed as the standard or even out of date. More current innovations like GPS, DVR's, online networking and advanced mobile phone applications, are winding up plainly progressively imperative. Many organizations these days confront solid rivalry and so as to get by in this sort of condition, it's vital for them to know the customers' needs and line up with all the business exercises to these customer needs. Two noteworthy devices being utilized today are customer relationship management system and social media marketing.

Customer Relationship Management (CRM)

As stated in Moore (1999) a certain amount of marketing information is being gathered all the time by companies as they engage in their daily operations. When a sale is made and recorded, this is marketing information that's being gathered. When a sales representative records the shipping preferences of a customer in a firm's CRM system, this is also marketing information that's being collected. When a firm gets a customer complaint and records it, this too is information that should be put to use. All this data can be used to generate consumer insight. However, truly understanding customers involve not just collecting quantitative data (numbers) related to them but qualitative data, such as comments about what they think.

Social Media Marketing

Social media is defined as a way toward picking up site activity or consideration through web-based social networking destinations. Social media marketing includes utilizing peer proposals, building brand identity, and tending to the market as a heterogeneous group of people. All in all, programs generally fixate to make content that pulls in consideration and urges peruses to impart it to their interpersonal organizations. Subsequently, this type of showcasing is driven by listening in on others' conversations; this implies it creates brings about earned media as opposed to paid media (Kotler, Philip, Kevin, Keller, 2006).

According to Anderson, and Hakan (1994), some examples of popular websites social media are as follows:

▪ **Twitter**

Twitter enables organizations to promote products based on an individual preference. The utilization of a product can be clarified in short messages that adherents will probably read. Messages can be connected to the item's site, Facebook profile, photographs, recordings, and whatnot. This connection gives adherents the chance to invest more energy associating with the item on the web. This communication can make a faithful association amongst item and individual and can likewise prompt bigger promoting openings.

▪ **Facebook**

Facebook profiles are more definite than Twitter. They enable a product to give recordings, photographs, and longer portrayals. These likewise can incorporate tributes, as different adherents can remark on the item pages for others to see.

▪ **Foursquare**

Foursquare is a social networking website were users can register with areas through their cell phones. Foursquare enables organizations to make a page or make another setting or claim a current one. A decent marketing strategy for organizations to expand footfall or hold faithful clients incorporates offering impetuses like rebates or free sustenance/refreshments for individuals registering with their area, or gives extraordinary benefits to the chairman of that area.

▪ **LinkedIn**

LinkedIn, being an expert business-related systems administration site, enables organizations to make proficient profiles for themselves and enabling their business to network and meet others. Using gadgets, individuals can advance their different person to person communication exercises, for example, Twitter stream or blog sections of their item pages, on their LinkedIn profile page. LinkedIn gives its individuals the chance to create deals leads and business accomplices.

There is an impact on the marketing technology on organizational system as well as the customers view point of the new technology increase it will benefit the company, as see below will be a continuum of the above statement.

● Impacts on the Organization

According to Ahearne, Jelinek, and Rapp (2005) states from the organizational point of view, the innovation of technology has affected the capacity to gather and compose marketing data, the channels the association can use to achieve customers, and the way toward creating distinctive sorts and organizations of promoting resources. Associations have more information, all the more promoting configurations, and more online spots to speak with shoppers (such as websites, blogs, YouTube, and so on.).

While considering the effect of technology as an advertiser, what's most imperative is keeping up a full extent of the applicable choices and stations that can be used to speak with forthcoming and existing purchasers:

● Social network: My space and Twitter

● Advertisements: Facebook sponsor ads

● Paid advertisement in social networks: Facebook.

- Online audits and evaluations: Online pools
- Blogs: WordPress and blogger
- Smartphone ad sends by mobile carriers.
- Web Banner Ads

According to Ahearne, Jelinek, and Rapp (2005) when advertising materials are disseminated on the web, it can be extremely complex. Above is a case of a layout that may be experienced when creating web advertisements. This is a good example of the multifaceted nature that can go with online dissemination of showcasing materials. These are the different regular arrangements one may experience when creating banner advertisements for various channels.

- **Impacts on the Consumer**

As stated in Ahearne, Jelinek, and Rapp (2005) From the consumer side, marketing has turned out to be progressively coordinated into regular day to day existence. From Facebook publicizing to Google paid search results, the normal consumer has an undeniably customized and information driven introduction to "significant" advertisement materials. Appreciate and thankful for all helpful information exist, primarily from social networks and browsing behavior, consumers are likewise being affected from a protection perspective, in that there privacy is being violated in many cases. From what we watch on TV to who our companions are to what vocation ways we are on, the greater part of this data is being used on account of informal organizations and program treats. This makes precisely catered advertisements, yet close by substantial concerns of protection.

According to Bruggen, Smidts, Wierenga (2001) Data Management "The effective execution of relationship management requests the mix of appropriate and exact market, buyer, and item data Organizations are consuming great efforts in utilizing the most recent data innovation to keep up and fabricate data frameworks. Data management is important since poor information quality causes immediate economic problems since it prompts the making of awful business and showcasing techniques. Data Management creates, executes, and oversees practices and projects that control, convey, ensure, and upgrade significant data and information resources. Data Management includes the equipment and abilities used to secure, store, sort out, and recover data.

According to Bruggen, Smidts, Wierenga (2001) technology characteristic technology offers assorted methods for managing and dealing with center business capabilities and capacities. This is on the grounds that the qualities and nature of innovation enables it to play out these capacities, and are finding wide applications in showcasing. For instance, distinguishes that "web search tools are essential approaches to get individuals to your (Web) webpage at first once they need to guarantee they return. A brilliant approach to do this is through a bulletin. Technology like the electronic web crawlers and the web enable organizations to find new potential clients. They enable existing shoppers to incorporate the URL of the organization or its promotion site to their rundown of top picks enabling them to effectively come back to the destinations and look at new items, declarations, and administrations. Nonetheless, as per this does not guarantee that first time customers will come back to the organization's site or will routinely check for new products and services. Conducted studies show that data and correspondence innovation like the email highlight the benefits of the web and web advancements. The Websites

initially wants to attract new consumers, by having a high web search the tool score expands and the likelihood of it showing up on the web page. This is accomplished utilizing the correct mix of pursuit terms related with the company, its brands, its ads, deals advancements, and offers. The e-newsletters and bulletins add to the pull strategy of innovation for they offer the customer helpful data and also limited time materials (Bruggen, Smidts, Wierenga 2001).

People now want companies to provide them with suggestion regarding products that might be of internist to them based on previous purchases or sometimes by friend's recommendations. People also want an instant way to contact customer service to get assistant in using the product or reporting an issue with it. In that way, managing technology in marketing have made the communication easier to customers as well as for companies which they can be more aware and creative according to the recent environment changed (Weise 1986). How organizations or companies adjust to this ever growing and continuously expanding world will characterize their future achievement. The site, blog, Twitter channel and Facebook page are at no time in the future additional items to a business' correspondence spending plan: They ought to be fundamental to its marketing strategy, and utilized as a part of coordination with other marketing efforts (Weise, 1986). According to McCann and Gallagher (1988), as an initial phase in tending to the issue at hand, the company must ensure that there site is set up to deal with exchanges, as well as for communication and that when clients leave remarks or send messages the group dependably follows up. Contingent upon the channels they pick, this may mean helping the customer service staff benefit and adjust to new techniques for conveying. When they have, the company should keep on keeping in contact with customers itself. Beyond customer service, the organization need to consider that the old divisions between advertising, marketing and public relations have separated, so it's an ideal opportunity to survey how you're promoting group functions.

Conclusion

An incorporated structure of marketing strategy creation and execution components is displayed alongside the effect of technology on each. The model demonstrates that technology positively affects promoting technique where it is incorporated with advertising components of situating, selection of target segments, sectioning the market, understanding buyer conduct, overseeing deals, overseeing marketing campaigns, and understanding the market. The advanced technology offers new approaches to communicate with the customer and possibly fashion new and exciting partnerships with them. However, without anyone else's input, the technology can't resolve issues. It must be incorporated into the organization culture, procedures, and aggregate customer experience to use it for advantage. Left unattended or without the correct support, zones of shortcoming can rapidly grow into regions of emergency or defeat. So we can say that, the technology certainly stimulates the cycles of communication with customers.

Conflict of Interest Disclosure
Authors declare no conflict of interests.

Acknowledgment

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