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Marketing in the Digital Era

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Abstract

This paper aims to explore the digital marketing era as a whole, to make the reader understand what is it all about and how it affects our generation. Using information from recent articles in the field of marketing, I want to present the new trends and focuses of our times. This paper presents in a few pages the most essential things and gives an overview of the new ideas in online marketing.

Keywords: mobile marketing, influencer marketing, artificial intelligence

Mobile Marketing

In a world of online marketing, mobile is being talked about as a direct digital marketing tool in a big process of expansion. Recent research shows that the mobile phone offers the greatest intrusion of all electronic communication devices and that it grows exponentially. The connection between the user and his or her mobile phone or tablet is personal and much more intimate than the one with other communication channels, so advertising campaigns must be

dedicated to this channel (Evan, 2019). Smartphones are considered to be somehow a digital extension of the user, which means that they will not run any call-to-action message if they are not personalized and relevant to it.

According to Rodriguez Lang (2019), the world we live in becomes more mobile-centric every day (Lang, 2019). For the best outcome of the mobile marketing strategy, she highlights some core concepts: speed, simplicity, and convenience. Also, she puts into consideration the fact that mobile technology is one of the fastest growing markets and new products are released every day. While it's important to start building a mobile marketing strategy that works now, it's vital to keep looking for new mobile marketing trends in the future. After all, the opportunities presented by these trends will allow the company to distinguish the brand from the competition.
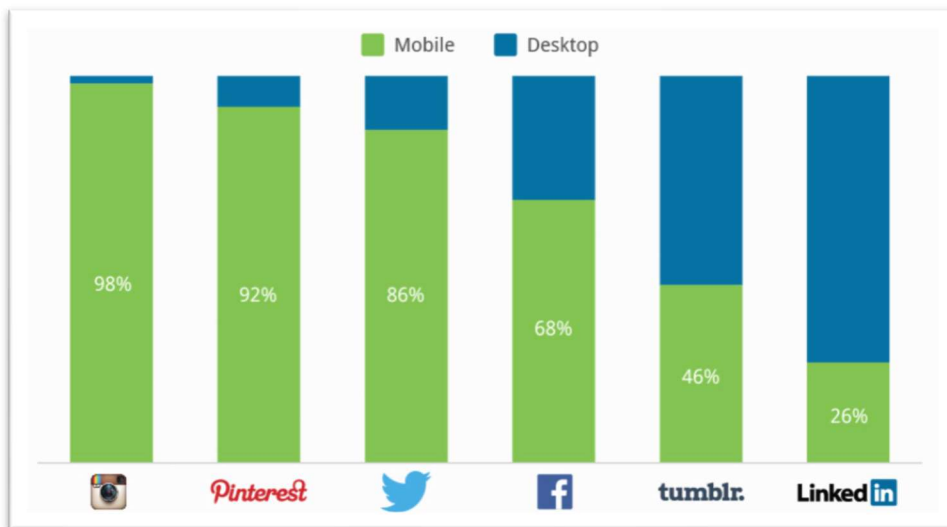

Figure 1. The percentage of time spent on social networks in the United States, by platform

(Source: (Richter, 2014))

Mobile devices play an increasingly important role in daily media consumption, social networks have been among the first activities that have first become on mobile. Although, some social networks are much more mobile than others, as the chart shows. While Instagram, Pinterest, and Twitter are used almost exclusively on mobile devices, Facebook usage is distributed

evenly across various devices. The future of social networks is clearly through mobile, with Tumblr and LinkedIn being the only two exceptions to the rule (Richter, 2014).

Influencer Marketing

Influencer marketing involves using key brand advocates to bring the message to the broader market in an organic way. It identifies people with a high social interest who impact the target audience, then focuses on marketing efforts that present those key factors. The influencer is the person whose presence in the online environment has a significant impact on a certain niche of the public and influences the choices of the community that follows it through the content it creates and posts in Social Media. Usually, the influence of this person is not limited to a single social network: he can be a blogger, a vlogger, an Instagrammer, a popular Facebook group admin, all of those listed before, or simply a person known in social media for its well-argued opinions or recommendations, which inspire confidence. Influencer marketing is the series of actions that have the forefront of the influence described above, which, through its channels of communication, conveys creatively to its niche the messages of the brands with which it collaborates. Long story short, instead of direct communication with your potential clients, collaborating with an influence helps not only to reach your target audience faster, but also to build a trusting relationship between the public and the brand, just by the recommendation made by the influencer , which adds value to the messages (Haran, 2019). People listen and trust other people more than in brands when it comes to buying products or services. Another reason why this change took place is that some brands have not yet found a way to speak normally, they sound like robots, and consumers are rejecting such messages (Cole, 2019).
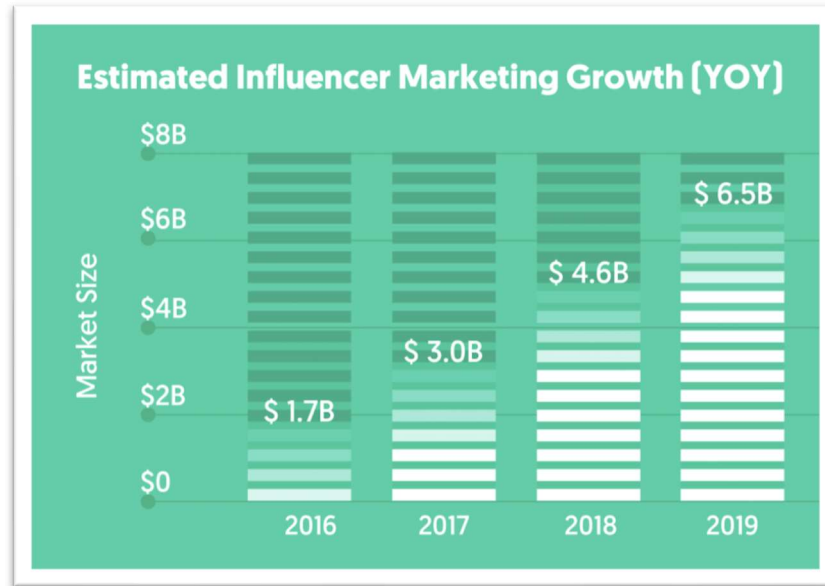
Figure 2. The state of influencer marketing 2016-2019

(Source: (Influencer Marketing Hub, 2019)

Collaboration with influencers is not a new thing in marketing and PR, but in the last two years, things have become much more serious. A lot of new influencers have emerged in the landscape, as well as agents that impress them. Also, a large number of brands have started to allocate a special budget for such collaborations from the total investments in marketing.

There is also a change in the influencers chosen for the campaigns. If advertising budgets were going to bloggers in the past, in 2018 most of the campaign influences were Instagrammers or vloggers - and the trend appears to be in place in 2019. It is enough to take a look at industry profiles and blogs to see that marketing influence is an intensely discussed topic on the list of the most effective channels for promoting a business online. And the data is conclusive: According to a study conducted by Influencer Marketing Hub, over the last three years, there has been a 1500% increase in Google searches for "influencer marketing" (Influencer Marketing Hub, 2019).

Artificial Intelligence

Artificial Intelligence is a branch of computer science with the aim of building intelligent machines and shaping human intelligence. More generally, artificial intelligence aims at programming and studying intelligent systems that perceive the environment and contribute to the attainment of man-made goals. From SIRI to self-driving cars, artificial intelligence is progressing rapidly. If in SF films or novels the artificial intelligence is presented in the form of robots with humanoid characteristics, it is actually more widespread, from industrial robots that have to perform certain tasks in the production process and have the ability to improve their way performing these tasks to Google algorithms or other search engines on the Internet and to systems that automatically control the heating, ventilation or brightness of an office building to optimize consumption (Tegmark, 2016).

At the present moment, artificial intelligence fulfills certain specific functions, with a higher degree of complexity or a lower one. The first one is known as weak artificial intelligence and is designed to carry out a simple task (for example, just to make facial recognition, to search for web results relevant to certain terms entered into the search engine, to drive a car, to speak like SIRI). On the other hand, strong artificial intelligence, also known as artificial general intelligence, is an artificial intelligence system with generalized human cognitive abilities. This artificial intelligence system is able to find a solution without any human intervention when presented with an unfamiliar task (Rouse, 2010).

Artificial Intelligence has come in many ways into our daily lives. It's available in online stores and is used to make recommendations for new purchases based on your previous purchases. It is one of the smart engines behind platforms like Siri and Alexa. Artificial intelligence analyzes and recognizes who or what appears in a photo, detects spam or bank card fraud. Besides all these uses, here are some of the most important applications for artificial intelligence, some of which are already common in today's technology: healthcare, entertainment, finance, data security, manufacturing, automotive industry (Mukherjee, 2018).

These artificial intelligence systems learn to accomplish objectives and processes by analyzing the examples they receive from outside, usually without being scheduled to complete a particular task. The idea of artificial intelligence is related to neural networks because their development is the only current method by which artificial intelligence can be developed (Castrounis, 2016). The role that artificial intelligence systems and applications will have in the

future can only evolve from one year to another, and road openers are the major global companies that specialize in this direction, such as Google, Amazon and Apple show that interest in artificial intelligence is not at all ephemeral.

Conclusion

At the present moment, we are in continuous digital expansion, with which we must constantly keep up the pace and keep ourselves up to date. New digital technologies and digital marketing techniques begin to appear at a global state and are developing very fast, and through them, we can develop business and marketing strategies at the next level.

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