IT and Marketing: Working Together for Business Success and Sustainability

Hardeep Singh¹ and Navpreet Kaur²

¹Assistant Professor and Head, Department of Training & Placement, Ferozepur College of Engineering & Technology (FCET), Ferozepur (Punjab) India  
geniussodhi@gmail.com

²Assistant Professor, Department of Management, CT Institute of Management and Technology, Jalandhar (Punjab) India  
navpreetbhatia@gmail.com

ABSTRACT

In this hi-tech world, Information technology (IT) is the greatest innovation of this era. It has a lot of beneficial impacts in social and financial economic sectors. In the field of economic sector, information technology has been in the process of bringing lots of helpful activities in the field of marketing management. The main purpose of this paper is to study the concept, applications and effect of information technology (IT) in marketing. The data has been collected in different ways to make the paper knowledgeable and empirical in nature. Secondary data has been collected using various sources like websites; journals; magazines; newspapers; research papers; and even books. Some primary data has also been discussed in this paper to give it a real look and make the paper more authentic. Primary data has been collected by the help of telephonic interactions and personal interactions held with some professionals and the learned people.

Keywords: Economic Sector; Hi-tech world; Information Technology (IT); Marketing; Marketing Management.

1. Introduction

In this world of globalization and technology advancements business is facing lots of challenges and competition now a days. IT is seen like the blood of nay filed or department or organization especially by marketing. Technology has become so much important in the field of marketing that mostly companies have started recruiting manpower to take on the role of chief marketing technologist. Without IT no management can survive. IT plays a vital role in the field of marketing. Marketing management uses IT in lots like enterprise systems such as CRM and other data ware houses. IT department supports marketing department by providing large scale projects. There are some challenges for IT also in which areas the IT department is unable to works at a speedy rate so as to cope up with the changes of IT in the marketing field. We can take a little example that IT is unable to provide mobile applications that can be run on smartphones for the purpose of consumer targeting. IT tends to be more rigid and serious but slower in speed.

2. What is IT?

Information technology is abbreviated as IT. The application of computers and telecommunications equipment that is used to store, retrieve, transmit and manipulate data in any organization or enterprise is known as Information Technology (IT). It also refers to anything that has been related to computing technology, for example networking, hardware, software, the Internet, or the people that work with these technologies.

3. Objectives of the study

The main objectives of the study are as follows:

- To study the concept of IT and Marketing in today’s life.
- To make the public aware about the meaning and applications if IT in field of marketing in this world of globalization.
- To make the public aware about the goal sharing of IT and marketing management.
4. Research Methodology

Research methodology to make this paper reliable and of better use is the research based on the secondary data and primary data. Secondary data has been collected using various sources like websites; journals; magazines; newspapers; research papers; and even books. Some primary data has also been discussed in this paper to give it a real look and make the paper more authentic. Primary data has been collected by the help of telephonic interactions and personal interactions held with some professionals and the learned people.

5. Findings of the Study

5.1. Focus on business

IT (largely focused on advanced technology) is required to communication and interpret with business strategy. Now the IT is working in the closeness with marketing department and breaking down the obstacles due to increase of multiple consumer/customer channels. Consumerisation of technology provides golden opportunity to IT department to influence the marketing people and customers to use their devices at job / duty and making regular contact with the friends through social networking sites wherever they are appropriate. Sometimes it looks like that IT is little bit behind the marketing, but actually now at this time marketing and IT are working together hand in hand to face every challenge.

5.2. Sharing goals

To make a division or line of control between marketing department and IT department in an organization or out of organization is not an easy task. IT plays a vital role in maintain security for marketing department. But maintaining security is not the only reason due to which marketing and IT are working together as one team. There are lots of other activities also that IT department handles for marketing department. Consolidation and rationalization are the major key drivers that make IT and marketing department to work together. It benefits both the departments. It is a hard task to get right data base of fruitful customer that are really going to help in the business goals. The database of customers can not be found anywhere. One cannot even get it from the cloud, flying in air or from the server outside. It is held in datacenter. It is backed up by IT department. It also adheres to IT security and regulations. IT also works for ERP, CRM and other warehouses for marketing department. There is an utmost need that IT department should recognize that every application needs not to be defined or specified and over-engineered for integration in corporate sector. Some applications have very small life. Some applications work only for a very few days or weeks.

5.3. Applications of IT in Marketing

In marketing IT plays a very important role in the area of Market research. Databases of customers is one of the most useful mine of information for marketing as well as operational purposes in business organizations IT is useful in collecting primary data by the tools such as on-line-surveys and questionnaires. The organizations or companies that deal in ecommerce business can ask their customers or consumers to fill up those questionnaires. Incentives are also provided to the participants that can be provide in the shape of discount on purchase of any item.

5.3.1. Targeted marketing promotion

The customer data provides the marketing department a very powerful and worthy means of closely targeting.

- Direct mail
- Email
- Telemarketing

Campaigns are arranged to choose or select the only people who are the right person for the said product or service. By this the responses will also be improved. If not done so the mails sent to the people who are not interested in the product they find these mails irritating. And this is poorly targeted marketing. This marketing has poor results. Whereas the others who are really interested in the product buy as a result of receiving emails containing right information about products. The main reason is that they are actually interested in the said product or service. This is really targeted marketing and it is beneficial process.
5.3.2. On-line advertising

Many businesses organizations or companies do the advertisements through ‘banners’ and similar advertisements are put on the other websites. By putting the advertisements on the websites the customers interested in the said product or service get attracted and do the required queries. This process provides potential customers that respond quickly. Even in this case, right targeted marketing approach is also required. Otherwise the effort gets waste because there is a lot of online advertising on the internet. The very popular and largest websites such as Google are very much concerned and sophisticated regarding the advertisements that the advertisements on these websites are presented only to the customers or would be customers who may be really interested in that product. Payment of online advertising depends upon the number of clicks on the link of the advertiser.

5.3.3. Corporate websites

In this fast speedy world of high technology and globalization the website is the main requirement of every organization may it be a small organization or medium or large organization. On the website the full information regarding the profile and products of the company is given on the site. IT plays a very important role in creating and maintains a website. Basic contact information of the company and the key marketing messages about the products services, discounts and incentives is also give on the sites. The official websites provides a good place to keep public relations information such as press releases and other announcements. In many cases, the company websites are also an electronic store.

5.3.4. Geo-demographics

A software package is also available that helps in overlaying the demographic data over a map. For example, a retailer or the dealer might choose its location partly on the basis of the demographic make-up of the local population. This helps in keeping his stores location at the most convenient place for suitable size of target market. By this the population can be classified and measures according to various criterias like age, gender, social status, sex, income, and so on.

5.3.5. Automation

IT provides marketing department a software that helps in automating the time consuming activities in marketing such as to manage the email campaigns. The emails related to marketing information and other matter can be automatically delivered at predetermined periods. This software also provides the reports that tells us the number of the people or persons who have viewed the said mails or who have clicked the links. By using this one can also respond to the persons who have viewed the mails and opened the links available in the mails. This software also has the feature that enables the user to respond the user’s behavior. When one clicks on the link a reply is sent to the user automatically along with the requested matter or content to the customer.

5.3.6. Targeting

Targeting helps in increasing the marketing precision. The more information one has about the consumers, customers and prospects, the more precisely one can target the communications and offers. IT provides the techniques for data storage. The data networks allow one to store, manage and access vast amounts of market and data of prospects for campaign research and planning. This internal network also helps in gathering data from the customer by interacting with them via emails, telephonic calls regarding orders, service requests and site visits. This also helps in providing a comprehensive image of the customer relationship.

5.3.7. New Channels

Information Technology (IT) has opened new channels to communicate with the customers. IT has provided Traditional channels to the marketing department. These channels are e-advertising. In direct marketing it is one way channel or one way communication in which there is no dialogue box or no feedback. IT has provided an opportunity to the organizations or companies’ marketing departments to interact with the customers which you can say two way communication. IT has provided social network sites by which one can come to know what the customer is saying regarding the product. What are his interests or what are the requirements or needs of the customer?

Organized By: GNI Nagpur, India
Conclusion

Lastly in few words we conclude that IT has become the blood factor in the marketing management field. Now the marketing cannot succeed and not even survive without IT. IT and marketing will have to work together for the success and sustainability of the business organizations.

References


AUTHOR

Hardeep Singh Author No. 1 Having more than 10 years experience, he is working as Assistant Professor & Head Training & Placement Department at Ferozepur College of Engineering and Technology (FCET), Ferozepur, Punjab, INDIA. He has authored two (2) books. He is life member of many national & international bodies like IACSIT; IETE; PCMA; IFRSA; IEDRC. He has received Gold Medal & Rashtriya Vidya Saraswati Puraskar. He has been invited as Key Note Speaker ICMLC 2011 Singapore; Conf. Tech. Chair ICMET 2011 Dalian, China; ICMEI 2012 Kala Lumpur, Malaysia; ICFT 2012 Hong Kong, China; ICHSC 2012 Hong Kong, China; ICEME 2012 Hong Kong, China; CBETM 2012 Hong Kong, China; ICMEI 2013 Copenhagen, Denmark; ICMSS 2013 Copenhagen, Denmark; & ICEBI 2013 Copenhagen, Denmark. He has attended 62 National & International Conference & has 84 Research Publications.

Navpreet Kaur Author No. 2 An MBA and a skilled Training Professional with overall of 13 + years of experience (industry - 5years, teaching – 8 years in different Verticals including training & development, module creation, design & development, employee engagement. Areas of research include labour welfare in bicycle industry, HR Issues in retail sector, critical analysis of HRD in manufacturing sector, organization behaviour and soft skills.