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DIGITISATION, TRENDS AND FUTURE OF MARKETING

Abstract

One of the ways to succeed in the competitive environment is more effective communication with target customers. The rapid development of technologies offers ever greater opportunities to explore behavior, perception and emotional engagement of customers. The development of communication technologies coupled with the use of direct advertising targeting offers the possibility of adapting marketing communication to both the target segment and the media that communicates to consumers. The paper describes selected marketing trends and marketing methods in a digital age and a future.

Keywords: marketing, digitisation, trends

1. INTRODUCTION

New opportunities for rapid scattering, targeting and placement of advertising communications and the use of media, on the other hand, meet the overwhelming and unattractive attitudes of consumers. People go through the day in different environments where there is no segmentation of communication, exhibiting nationwide, world-wide media where communication is targeted at the broadest masses. In this way, general communication makes people less interested or even worse, resisting any form of communication. As advertising grows overwhelmed by consumer awareness, the potential for targeting and the right placement of advertising communications is losing efficiency. Investing money in communication campaigns is a bet rather than reasonably spent money. It is necessary to realize how the traditional concept of marketing communication changes.

Currently, marketers are being challenged by the fast-evolving changes driven by digitalisation: a process which has created more channels, opening up new ways for customers and businesses to interact, as well as increased availability of existing and new data-driven products and services. Digitalisation has placed power into the hands of the customer. Businesses were faced with customer relationships breaking down as expectations changed. Digital elites, such as Facebook, Uber and Airbnb, are creating innovative business models that deliver a superior experience to customers, providing them with increased control. This transforms customer expectations in terms of how consumers interact with services, the dialogue customers can engage in and the innovative products that they will come across to fulfil their needs.

1.1. Selected Marketing Trends in the Digital Age

Year 2018 progresses and the digital marketing landscape that encompasses social media, SEO, content marketing, PPC (pay per click) and more is witnessing a dramatic shift – which businesses can no ignore longer. There are many new digital marketing trends and strategies that are evolving in the current high-tech era and businesses now need to use them to succeed in their efforts. The key is to stay on top of the trends and figure out what is the best for a business in these days. The trends are following (Dave, 2018):

Chatbots

Chatbots are an important digital marketing trend in 2018. This Artificial intelligence-based technology uses an instant messaging format to chat in real-time, day or night, with your customers or site visitors, and many businesses are already using this feature. They have the ability to meet the growing demands of customers of this highly connected digital era by enabling smooth and instant communication with customers and prospects. Chatbots will help businesses save a lot of money per annum, especially in the banking and healthcare industries. Many customers prefer interacting with chatbots as they are responsive and give answers promptly and accurately and never lose patience. These virtual assistants offer outstanding customer service, meeting customers' expectations and automating repetitive tasks that let organisations focus on more important work. Chatbots can answer questions, provide complete information about products and services, and ask for an email address to send details without any human involvement. They can also retain information so that a customer doesn't have to start over with every new interaction.

The Uber app uses chatbot technology (Fig. 1) to communicate with customers, making it easy for them to hire cars even on Facebook Messenger. Passengers can use the menu to choose the type of ride, make a request, track the location of the car, send friends a time estimate of their arrival, and even make payment.
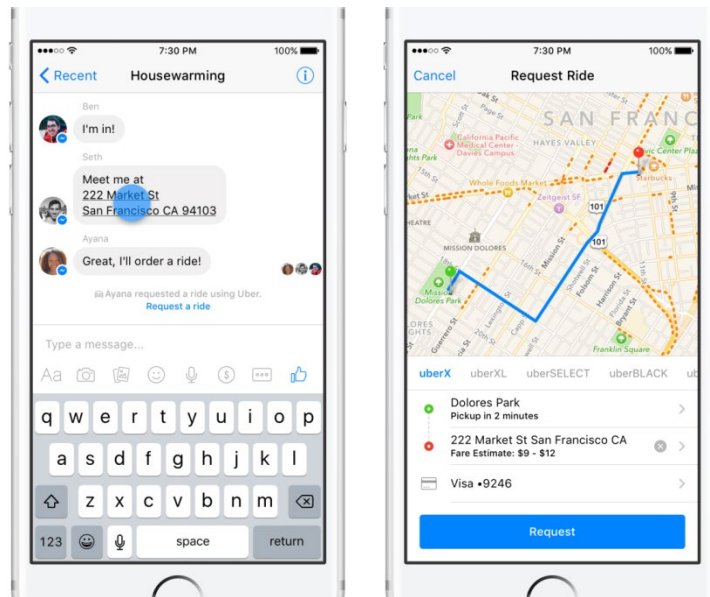
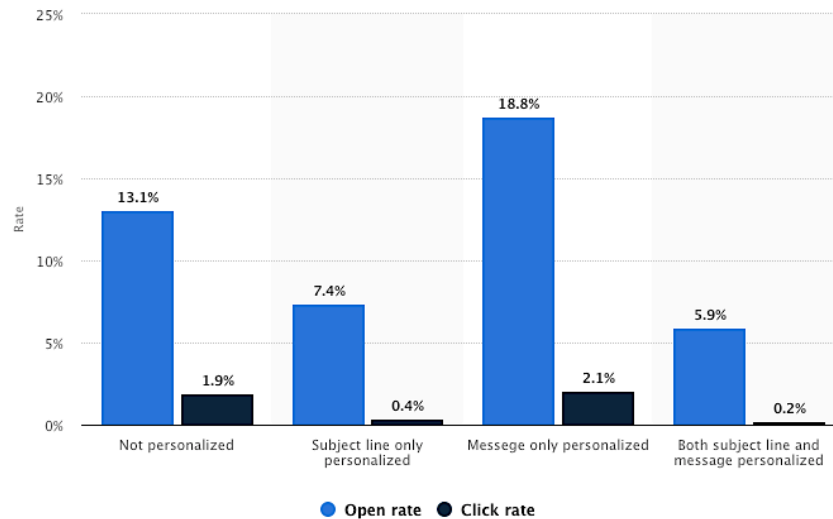Source: (Dave, 2018) Digital Marketing Trends you can no longer ignore

Figure 1 Chatbot Technology

Programmatic Advertising and Artificial Intelligence

Programmatic advertising is using Artificial intelligence to automate the buying of ads and being able to target audiences more specifically, which increases the chances of success of the marketing campaign and reduces the customer acquisition costs. Artificial intelligence can analyze consumer behavior and search patterns, utilizing data from social media platforms and blog posts to help businesses understand how users and customers find their products and services. Businesses adopting Artificial intelligence in 2018 will be able to save costs and accelerate growth, getting an edge over their competitors.

Personalization

Personalization or personalized content has become a major aspect of marketing and will be vital as 2018 progresses to ensure customer delight. It delivers a unique experience to customers based on their choices and preferences and is considered a better option than "one-size-fits-all" marketing. With the availability of data like purchase history, consumer behavior and links clicked, businesses can customize their content and boost their ROI. Businesses are leveraging the power of personalization by customizing emails based on behavior, interests, and demographics. According to Statista.com, the open rate for e-mails with a personalized message was 18.8% as compared to 13.1% without any personalization (Fig. 2).

Figure 2 Personalization

One of the examples of personalization is of Coca-Cola, which came out with "Share a Coke" campaign in the U.S. in 2014 with an aim to reach millennials (Fig. 3).

"Share A Coke" created a personalized brand experience for customers with individual names of the most popular first names printed on Coke bottles.

Figure 3 Example of personalization

Video

Providing informative content through visually-rich video allows conveying a message effectively to a large number of people. According to Forrester Research's Dr. James McQuivey, one minute of video is equal to 1.8 million words. Live video is gaining popularity, with a large number of businesses using it for interviews, product demos and "behind the scenes" glimpses of events, life in the office, how products are made, etc. Live videos are a great way for companies to unveil the faces behind their brand, which viewers embrace and love to see, as this instills trust in your audience and humanizes your brand. With social media platforms like Facebook and Instagram launching their own live streaming video features, it has become simpler for businesses to include live videos in their digital marketing strategy.

Visual Search

Visual search (Fig. 4) is a new type of search engine and can take the user experience to a totally new level. With visual search, users can upload an image to conduct a search and get more specific results. Pinterest came out with Lens, a new visual search tool that allows users to snap a photo of an item to find out where to buy it online, search for similar products, or view pin boards of related items.
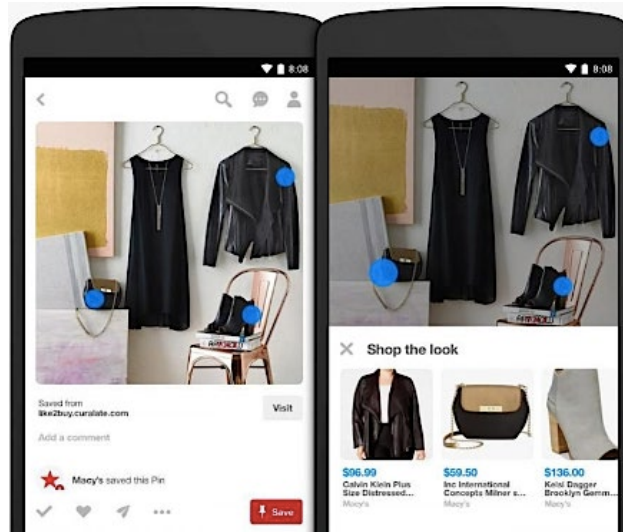
Source: (Dave, 2018) Digital Marketing Trends you can no longer ignore

Figure 4 Visual Search

Another one is Google Lens is a visual search engine by Google, which recognizes objects, landmarks and other things visually through a camera app (available on Pixel phones). Microsoft also has its own version, called Bing Visual Search that allows users to easily search for a particular element within an image. This visual search tool will not only find matching images, but also display product pages for that item. Another one is CamFind - a visual search mobile app, which enables users to search for anything from their mobile phones by snapping a picture and this app will tell what it is. Instead of typing queries into a search engine, it is possible directly search through images to find similar images, price comparisons, local shopping results and so on.

Influencer Marketing

Using influencers is a very effective marketing tool that works to attract customers. Influencers can be anyone from celebrities and Instagram or YouTube stars to well-known bloggers and journalists who help spread the word about a business or product through their social channels. These people interact and engage with their large network of followers and consumers on social media, talking about a particular brand that they love and use to an audience with whom trust has already been established. Because this is not an ad or coming from the company, influencers are able to build up a brand's positive image in the minds of people, thereby helping attract more customers. Marketers are realizing how powerful is the influencer marketing, especially as an alternative to traditional advertising that can be expensive and inefficient. More importantly, consumers don't like to be advertised to and marketing messages have less credibility every day.

Influencer marketing as a strategy has been growing in popularity for the past few years, but new and different types of brands are now starting to take notice. As Raghav Haran (a content writer and marketer who helps B2B companies generate more leads) puts it, *"Influencer marketing is a type of word-of-mouth marketing that focuses on using key leaders to drive your brand's message to*

the larger market…. Rather than marketing directly to a large group of consumers, you instead pay influencers to get out the word for you."

https://www.singlegrain.com/content-marketing-strategy-2/what-is-influencer-marketing-chris/

An example of influencer marketing the Swedish watch company Daniel Wellington, which joined up with influencers on Instagram to promote its watches with a caption that included a discount code for 15% off.

Privacy Protection

Privacy protection will be a major priority across the globe. With the onset of new privacy regulations across the globe, brands that sell to customers in Europe and beyond have to be prepared to comply. The new European Data Protection Regulation (GDPR), in particular, will redefine what online privacy means for all organisations, as they're faced with requests (and requirements) for the permanent erasure of customer information through the "right to erasure" and restrictions about how prospect data is collected and used for marketing initiatives. 2017's massive data breaches have had a considerable impact on how consumers everywhere think about their online privacy and security. Consumers will prioritize companies and products that put their information security first in 2018 and beyond as these attacks continue to become more common and smart marketers will begin using privacy protection and data security as a value proposition across all industries and product offerings.

Voice Search

In current digital era, it is possible to answer almost all questions through search engines. While people can get comprehensive information easily, they don't always have the patience to read through several paragraphs to fetch information. Voice search plays an important role in providing all the relevant information through audio content. Artificial Intelligence is getting smarter and many brands have included voice search in their digital marketing strategies to deliver value-based content effectively to their customers.

Social Media Stories

With the growing popularity (Fig. 5) of social media "stories," it is important for marketers to consider this format in their digital marketing strategy. Savvy marketers can make use of live video, one of the most profitable social roll-outs to date, to promote engagement and brand awareness. It is important to tailor a marketing strategy to the people, not force the people to engage with a business on terms. First Snapchat came out with the concept of "My Story," then Instagram and Facebook stories were introduced, and YouTube has unveiled their own story format, "Reels." Since stories disappear after a set period of time, this is a great opportunity for marketers to make good use of FOMO (fear of missing out). With short attention spans, users like to view content and visuals whose time expires, so brands are putting their efforts in the Stories feature and generate more exciting but transient content. It is also possible to feature employees in the Stories, show the story behind the making of a product, ask for reviews about a products and services, and give a glimpse of behind-the-scenes photos and videos of a company.

<https://digitalmarketinginstitute.com/blog/2017-12-11-5-digital-marketing-trends-for-2018>
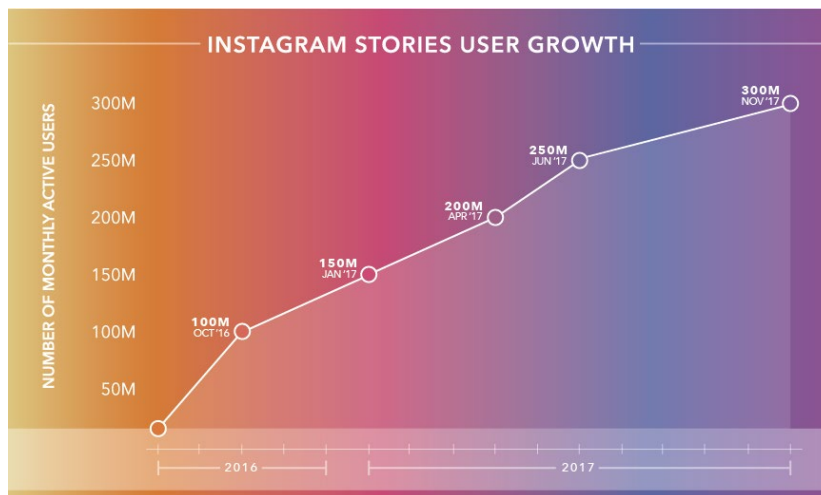
Source: (Dave, 2018) Digital Marketing Trends you can no longer ignore

Figure 5 Instagram Stories User Growth

A study by RetailMeNot (2018) (RetailMeNot, Inc. (formerly Whaleshark Media) is an American multinational company headquartered in Austin, that maintains a collection of coupon web sites. The company owns RetailMeNot.com and VoucherCodes.co.uk and acquires coupon sites and third-party software) revealed several key trends that are impacting the retail industry and change the types of marketing decisions being made in the future:

Deals and Promotions

Promotions and deals will be critical when it comes to increasing revenue and loyalty among customers. Seventy-six percent of the retailers surveyed plan to increase the promotions they offer in 2018, becoming more strategic in how they play in the promotions space and working with partners to better measure the success of their promotions across channels.

Increasing sales revenue is a top indicator for success. It is ranked most often as a determining factor of the promotions that retailers and brands offer to consumer (56%), followed by new customer growth (55%) and brand awareness (50%).

Retailers that believe that engaging lapsed customers is a low priority are missing the opportunity. Deals can be a valuable marketing tool for re-engaging a customer with a particular brand and often will redirect the consumer's shopping journey back to the retailer – resulting in a sale. Consumers want savings that are easy to obtain regardless of platform or location.

Shift toward a Social Media Spend

Seventy-eight percent of retailers surveyed will spend more in 2018 on social media marketing. And even if 67% said they will use email marketing and driving mobile conversion as a way to get more customers, some (10%) of the largest retailers reported they will keep their budgets exactly the same as 2017.

"Brands are looking at social media not just for brand building but for acquisition and performance media," said Marissa Tarleton, CMO at RetailMeNot Inc. *"In the past, marketers were putting aside a social budget for brand building, but brands are now putting more investment on social media because they can see a return on investment."*

Shift toward a Younger Demographic

Most retailers are shifting the focus away from Baby Boomers for the younger demographic. As shopping behaviors between generations continue to shift so do retailers' focus and targeting.

Marketers who want to capitalize on the spending habits of younger generations are shifting marketing dollars toward them and away from older generations. Retailers in 2018 are paying closer attention to the way shoppers approach the buying journey and what they are demanding from shopping experience. Marketers are increasing spend on millennials, with many retailers specifically spending more on social media. Now, marketers are investing in content utilizing brand influencers, including blog-related content to reach this group of shoppers.

Mobile Checkout

Top of mind for retailers is tackling the challenges with mobile web checkout and making sure brands can improve the experience for their customers.

The survey revealed that mobile will be a key area for retailers looking to positively affect sales growth and offer consumers the smartphone shopping experience they are looking for.

Those retailers with an in-store presence, in-store cash back offers and card-linked offers rank high, with more than half (54%) planning to test these tactics in 2018.

Mobile Marketing to Drive In-Store Sales

Marketers are investing more in mobile marketing to help drive in-store sales. Marketers are shifting their mobile efforts away from ecommerce to digital marketing. This is a result of the increased opportunities of having mobile marketing impact all digital and in-store channels. Seventy-two percent of the retailers surveyed use mobile marketing to drive in-store sales, followed by 82% using it for mobile app sales and 93% using mobile marketing for online sales growth. An additional 50% of retail marketers say their mobile marketing team falls under digital marketing within their organisation – up from 41% in 2016. Mobile is influencing all channels because consumers in these days are making their buying decisions on mobile devices.

"It's about being in front of the customer where they are, that speaks to social media as well, because so much time is spent on social media on their phone," said Tarleton.

Reputation and identity management

Reputation/identity management is already well-paid at the upper echelons, and one can imagine that the methods of finding both negative and positive communications will change further through social media and review platforms yet to exist. Companies of all sizes will realise that they need to be extra-vigilant in maintaining a watchful eye on how others portray them.

Market research/data mining

The archaic methods of a researcher posting out a written form or making a call to a customer are long-gone, to be replaced by emerging techniques such as webcam interviews, text analytics, crowdsourcing, and the big mobile surveys.

1.2. Selected Marketing Methods in the Digital Age

Without innovation strategies, companies will lose their competitive advantage in an increasingly commoditized world. The expectations of the new 'generation Y' or 'digital natives' mean that companies must keep up with the pace of change or lose relevance. The challenge for businesses is to face the implications of digital change: in particular, the loss of control over the customer

relationship, increased competition and threat of commoditisation, and the need to engage digitally with suppliers, partners and employees in addition to customers.

Further development of marketing and thus marketing communication is influenced by the development of socio-economic relations. This development is mainly marked by a fact that can be characterized on the one hand by the globalization of needs and supply, on the other hand, at the same time, their high differentiation. This necessarily leads to changes in the marketing science paradigm. Classical marketing, which can be characterized as transactional, changes in the marketing of relationships. *"New paradigms are information, relationship, and process orientations. By expressing this change, there are tendencies to strengthen customer relationships, customer relations, leading to loyal customers, and this is a significant factor of success."* [Tomek a Vávrová, 2009]

Correctly deployed digitization provides a new transparency that lets you know what the customer needs before he knows it. In addition, the data do not know any borders, so there is a possibility of independent placement. Above all, however, obstacles such as lacking knowledge of Big Data, clouds, etc. have to be overcome, and understanding the teachings that data is a raw material that needs to be upgraded to the useable knowledge. We are in the process of digitization and we do not need to discuss whether it is coming.

The following are briefly explaining the principles of how each new method works:

Neuromarketing

Neuromarketing is probably the most discussed method used in the last few years [Ariely, 2006]. Advertising and research agencies offer its use for media campaigns and almost all kinds of communication. Opponents of this method point to advertising ethics. They are particularly concerned with the inability to resist such research [Morin, 2011]. They are afraid that researchers will find such a center in the brain that they can act to force people to buy things they do not want. How much are the methods used in neuromarketing possible and how unethical such research is the question of discussion.

For neuromarketing [Lee, 2006] are considered three methods: electroencephalography (EEG) magnetoencephalography (MEG), and functional magnetic resonance imaging (fMRI). All three methods are non-invasive, which opens up the possibility of wide use.

The Neuromarketing Method Assistance Test is done by proband being exposed to the subject of communication, concurrently measuring the activity of the brain. Depending on which parts of the brain and how much they are involved in the cognitive perception of the subject under consideration, they determine the unconscious reaction of proband to perceived communication.

Eye tracking

The most widespread and also the cheapest and easiest to implement method. The method uses a computer with a so-called eye camera. Proband is seated in an armchair opposite the monitor, with an eye catcher on his head. The camera has a high speed scanning and is synchronized with the projection of an advertisement on the monitor. The problem is spatial calibration. If the proband moves the head, the position changes to the monitor and thus the recorded eye coordinates are shifted. The proband claim is not significant in this respect if testing takes place within about three minutes, after which the proband may feel uncomfortable. Several types of images can result in measurements. The first is the eye movement curve after the displayed subject of the communication. This curve is recorded and real-time eye movement can be monitored. The curve shows what the proband was first focused on and continued the vision path.

The second is a map showing the timestamp, how long the proband focused on individual elements of communication. It is also possible to determine the proportion of time devoted to the individual elements of the communication to the total time spent watching the projected communication. Depending on the software used, it is possible to define so-called areas of interest

and then evaluate them separately to the whole. The third is the so-called temperature map, which, depending on the time of observation of the communication element, draws the colors directly on the observed object. All three outputs can be combined. The results will show how much he catches, where the longest time spent, what proband most often returned and what he did not see. Based on the data obtained, the communication can be edited and retested. The disadvantage of this test is the possibility of knowingly influencing the proband result. Testing should be supplemented by a questionnaire to verify the data obtained.

There are also methods where the eye of the camera does not relieve eye fixation position at the head of the proband, but is placed on the screen opposite probands. The SW monitors the movements of the proband head and evaluates the eye movements. Another method is the motion of a proband with a camera on the head, for example, after a shop. The camera records what the proband has been watching and what it has been for so long. The advantage of this method is that it is possible to determine from the record not only the packaging but also the goods, the POS material, which has taken interest. Also placing goods in a shop outside the field of view of customers. This is especially beneficial for trade marketing, merchandising, category management and packaging design and production.

Face reader

This method is used by Noldus uses special software to capture the human face and to analyze the data obtained. The proband face is captured by a camera whose recording is stored on the computer. The software analyzes individual points on the face and determines the level of emotion according to their relative position. For seven emotions, she draws a graph in real time and also finds the overall rate of positive or negative emotional expression. The face detection and analysis algorithm is based on a network of points covering the face. Face reader is suitable for both individual use and for use as a supplement to some other research methods. The disadvantage of this measurement is the conscious distortion. Advantage, however, is the speed of measurement and the availability of a method that does not have any special spatial or material requirements. Authors Matsumoto and Hwang [Matsumoto and Hwang, 2011] have confirmed that the expression of the face, is the expression of emotion, is universally multicultural for the seven basic emotions (joy, surprise, sadness, anger, fear, disgust, contempt). It means that the emotional reading method in the face can be used across the nations. This is especially beneficial for multinational companies using international communication campaigns. In their article, they also describe the so-called micro emotions that create emotions on the face.

Electrodermal changes

Historically there are two methods of detecting electrodermal activity. The first method uses a very small external power source (both AC and DC can be used) and measures the amount of current flowing between the pair of electrodes placed on the skin. The second method is without using an external source and measures the potential of two electrodes placed on the skin [Radin, 2004]. Conductivity or resistance between electrodes is due to the excretion of sweat glands. Swabs are controlled by an autonomous and somatic nervous system [Klebba, 1985]. This is where the cause of the sweat glands is triggered.

EDA (Electrodermal activities) stands for multiple methods of dealing with electrodermal activity:

- CFR - skin resistance response (response skin resistance),
- SRL - skin resistance level (the level of skin resistance),
- SCR - skin conductance response (response skin conductance),
- SCL - skin conductance level (the level of skin conductance),
- SPR - skin potential response (skin potential response),
- SPL - skin potential level (level of skin potential).

Electrodermal activity is used to measure attention, excitement, anxiety, warmth and emotions [Klebba, 1985; Wang, 2008]. This method is relatively cheap and accessible, which is its advantage, the disadvantage of this measurement is difficult to compare values between them. Every person has a different conductivity of the skin. Ambient parameters such as temperature or physical stress substantially affect the measurement.

Heart frequency

According to the above-mentioned methods of research of physiological parameters and heart rate indicator attitude, passion, or pleasant or unpleasant effect of an external stimulus [Wang, 2008]. Electrocardiogram (ECG) measures electrical discharges caused by contractile cardiac muscle. The authors Wang and Minor further describe a method of measuring vascular activity. It is a measure of blood pressure, volume of blood flow and heart rate. The disadvantage of this method is low reliability. These variables may be affected by environmental conditions or previous experience. It is, of course, indicators that cannot be consciously influenced. An advantage is relatively easy and available measurement, the disadvantage of its poor connection with the stimulus.

Pupilometry

Pupilometry measures pupil size in response to the presented communication. Depending on how communication is perceived, it is a reduction or enlargement of the pupil. Tellis states: "... the pupilometer records pupil extensions. The pupil expands in response to interesting, pleasant or mentally challenging stimuli, otherwise it narrows..."[Tellis, 2000]. To measure the size of the pupil, use special glasses or a headset where an eye camera is attached. Eye camera captures the eye. Mostly just record one eye because the other eye responds as well. Stimulus is projected on the monitor and the proband is established to determine the distance and near are kept constant light conditions and temperature. Pupil size can be affected by settling, the long-term, repetitive activity, and fright like. In this case it is not possible to intentionally affect the size of the pupil. Besides the described static measurement, there is a version where the headset is mounted in addition to eye camera view and the camera sensing the proband. The output is the size of the pupil synchronized with the scanned surroundings of the probanda.

The size of the pupil should reflect what attracted proband's interest. This version is very difficult to evaluate due to unserviceable environmental conditions. Static pupilometry can also be used with the advertising clip. Special software detects the subject of communication such as area of interest and evaluates pupil size when viewed on this subject. In this case, pupilometry is associated with eye tracking. The disadvantage of this measurement is the ambiguous response to the subject of marketing communication and, at the same time, the inclusion of environmental conditions and all the parameters that can influence the size of the pupil. An advantage is the cost and availability of measurements. Pupilometry is appropriate in combination with other research methods described above as well as with classical inquiries using questionnaires, focus groups, etc.

In the future Pupilometry in pretest advertising communication should be only a complementary method, but by reference to flawless targeting marketing communications to target customer. Its uniqueness will consist in the impossibility of knowingly affecting pupil size. When switching to the online communication environments it could become an important factor in the whole system of communication. A great benefit would be definitely a system that would be used for the detection of the pupil, for example, camera and mobile devices based on the data obtained regulate marketing communications for the final consumer. However, there is a question of both the moral and ethical nature and the effectiveness of marketing research.

2. CONCLUSIONS

Brands and companies will always need promotion. We are now at somewhat of a crossroads of legacy and new media, where newspapers, radio and television still hold enough sway to be relevant alongside the multiplicity of brand new digital avenues such as Buzzfeed and Quora and Twitter, within the overall realms of SEO and paid search and more (Rossi, 2015).

From applications including anticipatory design, personalization, flexibility and interactivity, innovations in digital technology have resulted in the complete turnaround for how a brand markets its products and services.

In the industry of digital brand building, the success can be measured by the longevity of a business. Brands that continually refine their approach to meet and exceed user expectations are those that have the best chance at long-term growth and a considerable tip of the scales in their favor for market share.

The way consumers go about buying has been simplified by digital advancement. The complexity of the consumer-brand relationship has deepened. It's now more important than ever for a business to remain approachable, consistent and available to its audience.

These qualities can be extended by leveraging technologies, which can result in more focused and personal brand-consumer relationships. While implementations have to be tailored to the product or service being offered, it's essential to extend this quality of confidence to the user in lieu of a face-to-face connection (Paunovic, 2018).

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