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## RECENT DEVELOPMENTS IN MARKETING: A PATH TO SUCCESS OF BUSINESS

By

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### Abstract:

This is an attempt to afford the potential and recent trends in the area of marketing which can be significant for the accomplishment and growth of the Modern Business organizations. This article is secondary in marketing field which draws plenty of information from various secondary resources such as Marketing, Journals, Magazines, Newspapers, Research Articles of marketing domain, Reports, Internet etc.

In the last 20 years marketing field has pragmatic and experienced major transformation and change. Now the most important change is moved more customer centric than the producer centric. As a outcome of alteration which have occurred in Marketing, there are many questions and issues are raised. At the apex of the list the question is 'Whether Marketing has accomplished and completed in the final purpose and the target or its journey will still prolong for some other intention? and if the answer is yes, than what will be the next intention for marketing to achieve?

To set the base and to discuss the future opportunity of Marketing the author has described the journey of marketing since beginning. Marketing is very important for any and evolving. Marketing has to adopt many approaches in which most important is, inside and outside approach.

This approach means that the external environment plays an essential role that involves and includes clients, stakeholders, suppliers, distributors, shareholders. Here, in this study, it is an attempt to keep in mind not only what marketing does or can do within the organization, but also that they are targets. It involves marketing investments similar as marketing function. Marketing people selling exploration and analytics, marketing practices and numerous further directly or laterally which are related to the business. In this regard, the author has presented a number of platforms which will come the guiding body for unborn exploration and practices in this area of marketing.

## Introduction:

*“Stop interrupting what people are interested in and be what people are interested in.” ~ Craig Davis*

*“Make your customer the hero of your stories.” ~ Ann Handley*

*“Marketing is too important to be left to the marketing department.” ~ David Packard*

Today’s global marketplace is changing rapidly. The borders of nations vanish because, they take advantages of business opportunities. Today’s customers are global and present international in character. Due to the evolution of information technologies, rapid means of transport, liberalization and mobility of people across the globe their purchasing habits vary rapidly and the fortunes of the various organizations too. In the globalised business environment the marketer must move goods faster and quicker to satisfy the consumers needs and wants by serving the best quality goods and services. That’s why marketers are satisfying from transactional thinking to relationship building and also focusing on life long customers. So, the marketer gave more emphasis to the concept “offering more for less” and adopts various strategies to satisfy consumers. All commercial transactions can be performed on an electronic network, mainly via the internet. The number of web users are growing very faster. They use a variety of tools such as computers, laptops, tablets and smart and Android devices to access different websites. In addition, social networks have opened up new paths of interaction with customers. The following are the recent development in marketing.

## Social Marketing:

**Social marketing** has the primary goal of achieving "common good". Traditional commercial marketing aims are primarily financial, though they can have positive social effects as well. In the context of public health, social marketing would promote general health, raise awareness and induce changes in behaviour. Social marketing has been a large industry for some time now and was originally done with newspapers and billboards, but similar to commercial marketing has adapted to the modern world. The most common use of social marketing in today's society is through social media. However, to see social marketing as only the use of standard commercial marketing practices to achieve non-commercial goals is an oversimplified view.

Social marketing seeks to develop and integrate marketing concepts with other approaches to social change. Social marketing aims to influence behaviors that benefit (or "impact") individuals and communities for the greater social good. The goal is to deliver competition-sensitive and segmented social change programs that are effective, efficient, equitable and sustainable.

Increasingly, social marketing is described as having "two parents." The "social parent" uses social science and social policy approaches. The "marketing parent" uses commercial and

public sector marketing approaches. Recent years have also witnessed a broader focus. Social marketing now goes beyond influencing individual behaviour. It promotes socio-cultural and structural change relevant to social issues. Consequently, social marketing scholars are beginning to advocate for a broader definition of social marketing: "social marketing is the application of marketing principles to enable individual and collective ideas and actions in the pursuit of effective, efficient, equitable, fair and sustained social transformation". The new emphasis gives equal weight to the effects (efficiency and effectiveness) and the process (equity, fairness and sustainability) of social marketing programs. Together with a new social marketing definition that focuses on social transformation, there is also an argument that "a systems approach is needed if social marketing is to address the increasingly complex and dynamic social issues facing contemporary societies"

### **Meaning of Social Marketing:**

Social marketing is move towards to develop activities intended at changing or maintaining people's behaviour for the benefit of individuals and society as a whole.

Combining thoughts from commercial promoting and the social sciences, social showcasing may be a demonstrated instrument for impacting conduct in a economical and cost-effective way. It helps you to decide:

- Which people to work with
- What behaviour to influence
- How to go about it
- How to measure it

Social marketing is not the same as social media marketing. Find out more.

### **Approach**

Social marketing is a systematic and planned process. It follows six steps

### **Behaviour**

The objective of social promoting is continuously to alter or keep up how individuals carry on – not what they think or how mindful they are almost an issue. On the off chance that your objective is as it were to extend mindfulness or knowledge, or alter states of mind, you're not doing social showcasing.

### **Benefits people and society**

This is the value – perceived or actual – as it is defined by the people who are targeted by a social marketing intervention. It is not what is assumed to benefit them by the organisation that is trying to encourage the behaviour change.

## A social marketing approach

Indeed in case you don't take social promoting any advance, fair considering these four questions will include esteem to your ventures and arrangements.

1. Do I truly get it my target gathering of people and see things from their viewpoint?
2. Am I clear around what I would like my target group of onlookers to do?
3. For my target group of onlookers, do the benefits of doing what I would like them to do exceed the costs or boundaries to doing it?
4. Am I employing a combination of exercises in order to encourage people to attain the specified activity?
5. Policy: social promoting makes a difference to guarantee arrangement is based on an understanding of people's lives, making arrangement objectives practical and achievable. Approach case: water proportioning in Jordan
6. Strategy: social marketing empowers you to target your assets cost-effectively, and select intercessions that have the leading affect over time. Procedure illustration: lung infection procedure in Britain

## Online marketing:

Online marketing means using the internet to tell people about things you are selling. Online marketing is different from traditional business marketing because there are more ways to advertise on the internet.

### Online marketing can help you in many ways, like:

1. Increase in possibility for development or success.
2. Lower costs
3. Fancy ways of talking or conveying messages.
4. More ability to manage or handle.
5. Making the service provided to customers better.

Competitive advantage means having something better than your competitors that makes you win over them.

Online marketing means promoting products or services over the internet. This includes different types of marketing like social media, search engines, ads and promotions to gain attention from customers online.

When companies use information about their customers and tools to manage customer interactions, they can create successful online marketing strategies. Online marketing helps companies find interested customers and improves business growth more than regular marketing.

Having a presence online can help a company get more people to know about it and recognize its brand.

Online marketing uses different things on the internet like designing, selling and advertising to help businesses in different ways.

- a. Online shopping
- b. Websites that use lead as a material.
- c. Affiliate marketing means earning money by promoting other people's products or services.
- d. Local search is searching for things that are nearby or in a specific location.
- e. Online platforms where people can connect and share information with each other.

### **Online marketing has many benefits, like:**

#### **Low costs**

Large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads. Many advertising platforms also allow for scalable ads with different levels of reach that are proportioned to the advertising budget. Rather than committing a large amount of money to advertising, smaller companies can spend a small amount and still increase their reach.

#### **Flexibility and convenience:**

Consumer blogs allow consumers to explore and buy products and services as they please. Business blogs allow consumers and prospects to do their own research on a business's products and provide feedback and reviews.

#### **Analytics:**

It's a much more cost-effective way to produce high-quality statistics. Many ad platforms have a built-in analytics platform where you can easily organize and track all your data. This makes business intelligence workflows and data-driven decision-making much simpler.

#### **Multiple options:**

PPC Ads, Email Marketing, Interstitial Ads and Banners, Social Media Advertising, Local Search Integration (Google Maps, etc.) are just a few of the advertising tools available. Digital marketing companies typically provide their services across multiple online advertising platforms by tailoring their services to the specific needs of their clients.

#### **Demographic targeting:**

Branding agency that makes the most of their brands. Based in Prague, with more than 15 years of experience working on global campaigns. Direct Marketing Campaign with Impactful "We'll Give Our Blood for Good Branding" Copy and Graphic Design. Best Direct Marketing Campaign we've seen.

One of the biggest problems with online marketing is that you don't have the option to try before you buy or try on. This is where your generous return policy comes in.

Online marketing has become more popular than traditional advertising in recent years and continues to grow at a rapid rate.

#### **Direct marketing:**

What is Direct Marketing? A direct marketing campaign is an advertisement directed at a specific group of consumers. The goal of the campaign is to get them to take a certain action

(i.e. order, visit a store, website, or enquiry) as a result of a communication action taken by the marketer. Communications can take a variety of forms. Some of the most common types of communications are: Direct mail Telemarketing Point of Sale Direct email marketing

One of the biggest keys to success in direct marketing is that the consumer response can be measured. For example, if you offer a discount code on your e-commerce website, you will need to add a cookie (or a pixel) to let the user know if the code was actually used.



## Benefits of Direct Marketing

6 Benefits of Digital Direct Marketing Digital direct marketing allows you to reach your target audience directly and measure results in real-time. But the benefits don't end there.

1. **High segmentation and targeting.** One of the biggest benefits of this kind of marketing is the ability to reach your target audience with one-on-one, one-of-a-kind messages. To be successful, you'll need to put in the time and effort to find out who the most likely customers are to convert, so you can focus your efforts on the things that actually work.
2. **Optimize your marketing budget.** Targeting online direct marketing directly to your target audience gives you the ability to set realistic targets and increase sales on a limited budget. If you optimize your direct campaign correctly, you'll see results with only a fraction of the costs of traditional advertising.
3. **Increase your sales with current and former clients.** With digital direct marketing, you can communicate with your existing customers to maintain the relationship while adding value. You can also reconnect with your old customers and create new sales opportunities.

4. **Upgrade your loyalty strategies.** With direct contact, you can tailor your offers, promotions, and emails to create an immediate connection with your customers. Combine your direct marketing strategies with a loyalty program to get the most bang for your buck.
5. **Create new business opportunities.** With direct marketing, you can adjust to the ever-changing needs of the market and respond better.
6. **Tests and analyzes the results.** Direct response campaigns allow you to measure results directly. Make the most of your testing time and make real-time decisions.

### Examples of Direct Marketing

Direct marketing is the most effective and innovative way to reach your target audience. It involves delivering content directly to your target audience, both in person and via email marketing. An eye-catching graphic design, an eye-catching product, or an emotional video can all directly target your target audience. Let's take a look at three examples of this type of direct marketing: · Toyota Corolla

Direct marketing is not only a great marketing tool for your business if you use it correctly, but it's also a great way for your agency to showcase its skills. If you put all your creativity into your strategy and use some truly jaw-dropping advertising tactics, your campaign will be remembered for a long time (and draw in potential customers). Take a look at the video below, courtesy of Toyota.

### Touch Branding

A branding agency that makes the most out of their brands. Based in Prague, with more than 15 years of experience working on global campaigns. Developed a direct marketing strategy with impactful copy "We'll Give Our Blood for Good Branding" and graphic design that matched the message. This is one of the best examples of direct marketing we've seen.

For direct mail they attached with letters a "blood bag" (don't worry - it was fake). The design of the email they sent was in the same line, and the cover photo on their website was a picture with two doctors who carried the blood bag with copy below. Actually, they matched all season long in Touch Branding and it was a way to "hook" potential companies to be customers.

### Canva:

The beauty of Canva's emails is in its simplicity. When they create a new design concept, they advertise it to all of their subscribers and send them an email so that they know and can start applying the new template in their presentations and info graphics. At Cyber click we are great lovers of this online marketing tool (so we might be a little biased) and believe that their emails are **great examples of direct marketing.**

### Fire Up Your Direct Email Marketing Campaign

- **Develop your contact list.** The first step in developing a direct email marketing campaign knows who you're going to target. In the market you can find many email lists by sector, but you need to take your customization further and find users who are genuinely

interested in your product. To get leads, you can try an inbound marketing campaign based on content (such as downloads of an eBook) or lead generation ads on Twitter. Whatever you do, do not forget that everything you need to segment your list of contacts, for example, how often they visit your site or products that interest them.

- **Create the ideal mail.** Subject, text, icons, and call to action ... Nothing in your email marketing campaign should be random. Align creativity and segmentation.
- **Enter a code or identification pixel.** As mentioned above, one of the keys to direct marketing is the ability to precisely measure all the results. To do this, you need to include a pixel code in your emails that identifies users who have come to your site through this particular campaign.
- **Test the campaign.** Take advantage of your email campaigns to test A / B test and discover what really works with your audience. Subject, images, button, time sent ... try all the possible variants.
- **Put an ongoing campaign.** Send a test email to make sure everything runs smoothly and launch your campaign. But beware! As with social networks and other tools of digital advertising, you must send it at an ideal time and day to avoid idle time if you do not want to fall into oblivion.
- **Consumer responses.** Ready! Now you just have to wait to see the reactions of your target. Leave a window of reasonable time before drawing conclusions, since not everyone looks at their email instantly.
- **Analyze the results of the campaign.** Finally, you have to measure how your campaign has worked. How many people have opened the mail, clicked, or converted? If you've tried several versions, what has worked best and why? Use these conclusions for the next campaign and see how quickly you will launch a really effective direct marketing campaign.

Remember, **good planning and preparation are the keys to success** for digital marketers. Good luck in your direct marketing campaigns!



## Services Marketing:



### Service Marketing:

What is Service Marketing? Simply put, service marketing is the promotion and marketing of a service or intangible commodity to the target audience. Service marketing is a new type of marketing that has become quite popular in helping companies to promote services worldwide.

Service Marketing is a reflection of how a certain type of service is marketed in the market. Although service marketing is a one-of-a-kind concept, it demands an intangible representation of commodity (services).

Service marketing is different from Product Marketing which is about a product that is physically available but is sold out. Service marketing is about a service that is sold out but is not physically available. Services are activities, benefits or facilities that are simply offered as a commodity to consumers who choose from a wide variety of services. For example, when a family visits a restaurant, they enjoy the services (dine) while they are at the restaurant.

*"Don't be afraid to get creative and experiment with your marketing."*  
-Mike Volpe

In return, they pay for the services they have availed and perhaps consume an intangible commodity. From transport to education, the world has been wrapped up by services that tend to serve the common masses in one way or the other in recent times.

The global sphere has eventually emerged as a service hub, providing multiple services to the customers who are present worldwide.

## Features of Service Marketing

Service Marketing is quite a bit newer than marketing itself. You've had a brief introduction to it in the previous section, but here are some things you need to know about service marketing:

### 1. Intangible Performance

Service Marketing is more focused on an intangible performance than anything else. A service is a performance, not a product. It is an intangible commodity, that the masses consume. Services are invisible and intangible, just like a product. This calls for a different type of marketing strategy that promotes an unseen service. Performance-oriented marketers do this very well. So, service marketing is just a representation of the intangible performance that the masses consume in their daily lives. For example, the hotel industry does not have any products to sell, but services. They promote and perform an intangible service through different advertising means to reach the masses.

### 2. No Ownership Involved

Unlike product marketing, where the audience is exposed to a product ownership promise, service marketing doesn't make such promises. That's because you can consume a service, not own it. For example, you can enjoy a meal at a restaurant, as opposed to a pencil that you can own in product marketing. This is especially important because service marketing officials put in a lot of effort to attract customers.

"Treat the customer like you wanted to be treated. Period!!!" -Brad Shweig

### 3. Perishable Products

Unlike products that last a long time, a service dies in a very short amount of time, which is why a service is considered perishable. This is because a service lasts as long as the customer is at the venue.

After that, it's just a memory that you can't remember! Because a service is a perishable product, a lot of audience members aren't easily convinced. However, the service marketing uses perishable products and advertises them in a way that appeals to the target audience.

### 4. Cost of Consumption

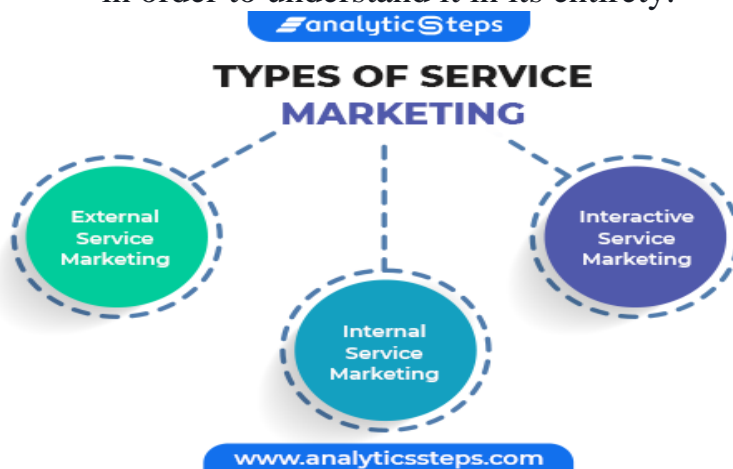
The cost of consumption, unlike the cost of products, is not standardized in any way. Let's take an example. A 1-star restaurant will offer its services at a cheap price with cheap quality, but at the same time it will offer the same services at a 5-star price with refined quality and a better experience. The differences between these services can be huge. Maybe there isn't a standard cost of consumption when it comes to service marketing. That's why services aren't standardized in cost. Instead, cost of consumption becomes a major focus in service marketing to promote a service.

## 5. Inseparably Interesting

Service marketing is a way of promoting a service as a way of promoting your brand. A service is an intrinsically interesting thing that cannot be separated from its producer. It demands that the target audience avail themselves of a particular service and enjoy it to the fullest. A service is different from a product that a customer can physically own. A service must seem interesting enough to make the audience want to consume it. For example, a beauty salons services are inseparable from their producers. When you visit a beauty salon and avail yourself of the services offered at the salon, you don't take anything with you physically. The service is therefore inseparable. However, the service seems interesting to you because it's a commodity that moves you towards a better life. That's why service marketing involves a service that is an intrinsically interesting commodity.

### Types of Service Marketing

Now, let's move on to learning about the marketing tactics that the service industry uses to market its services. But first, you'll need to learn about the different types of service marketing in order to understand it in its entirety.

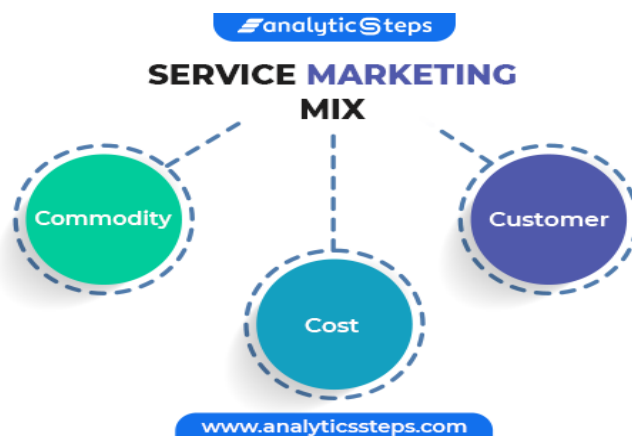


#### 1. External Service Marketing

The first type of service marketing is external service marketing. This is the type where the company markets its services to customers outside of the company. This type of marketing encourages the company to promote services through traditional methods such as pricing, products, and customers. The goal of external service marketing is to promote services to customers outside the company so that they can use and consume the services.

- **Service Marketing Mix**

Since the outsourced service marketing follows the tried-and-true marketing strategies, here are a few components of the service marketing mix.



What is a marketing mix? Marketing mix is a term used to describe the combination of elements that should be present in your marketing mix.

1. **Commodity-** A commodity or a service should be presented in a clear and detailed way. A service, on the other hand, is more unspecific than a product. However, the entire commodity is advertised across multiple channels to capture the audience's attention. For example, a bank service marketing advertisement doesn't necessarily mean that the audience needs to buy the bank. Rather, it simply implies that the audience is likely to purchase the banking service. In this instance, the bank service needs to be marketed as a product or a service for the audience.
2. **Cost-** As mentioned earlier, the cost of service marketing isn't uniform. The price of this commodity varies from one service to another, so there is no one-size-fits-all price for the customers. For instance, a restaurant offers a dining experience for as little as 500 or as much as 5000 rupees. That's because the services come with a wide range of facilities, such as dining facilities, bar facilities, location, and so on. So, depending on what kind of experience you want to give your customers, price can be a variable but an integral part of your marketing mix.
3. **Customer-** The third element in the service marketing mix is definitely the customer. While the cost and commodity emphasize the service and its features, the concept of the customer represents the buyer or the potential buyer who is going to use the product. This means that when marketing a service, you need to be extremely careful about reaching the right audience in an attractive and appropriate way. Since the customer is the end user, you need to pay attention to the features and details of the service to strike the right balance with the customer and their needs and demands.

## 2. Internal Service Marketing

The second kind of service marketing is internal service marketing. Internal service marketing is all about promoting a service within your company-employees. This means that the promotion takes place internally so that your employees know where a service is and how to spread the word better. Internal service marketing targets your employees more than your customers because your employees are an important part of your marketing chain. It is very important that your employees within your company are familiar with your service so that they can spread the word ahead of time and help the company advertise its services on a large scale.

### 3. Interactive Service Marketing

While service marketing mostly involves a company advertising its service to its customers, there is much more to it than that. Since a product is not included in this marketing chain, instead a service is promoted. To provide a service, company officials must be humble and kind to the customers. Maybe technical service is also very important and calls for the third kind of service marketing - Interactive Service Marketing. In this type of marketing, the promotion of the service takes place between the employee and the customer. Interactive marketing in service marketing means that the employees interact with the customers to promote their company's services. For example, the hotel chain Taj Hotels wants to advertise its services to its target audience. Here's a short description of the types of services that Taj Hotels will include to achieve its goal.

First, the company will create ads that showcase the services that the hotel chain provides to its guests (External Service Marketing) Then, the company will promote its services internally so that its employees are familiar with the services it provides so that they can actively promote and participate in service marketing (internal Service Marketing). Finally, the company's employees will interact with customers when they actually use the service. This involves the employees serving customers through a range of administrative and quality services (Interactive service Marketing). This is how the company executes its service marketing stint.

### Conclusion

In short, service marketing refers to a company's efforts to promote its services, which are intangible, non-negotiable, and non-perishable. Through a variety of activities, service marketing takes place in the context of an emerging global service industry.

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