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## **5 TECHNOLOGIES THAT IMPROVES MARKETING**

**Annotation:** Your sales and marketing teams should work together like a well-oiled machine, passing leads from marketing to sales for them to close the deal with, but that doesn't always happen, does it? Sometimes things get missed, or left behind, or misdirected.

Wouldn't it be nice if you could wave a magic wand and make things work the way you wanted? Well, you may have heard Arthur C. Clarke's law that goes "Any sufficiently advanced technology is indistinguishable from magic." Here's some tech that might give you some magical results.

**Keywords:** Marketing, technologies, media, search engine.

What is marketing technology?

Marketing technology is a general term for tech used to assist marketing teams in their work. The technology is mostly used in the sphere of digital marketing, and also for the optimization of offline marketing channels.

Knowing this; we can look at some techs that can help improve marketing

### **PAID MEDIA**

By picking the right platform and targeting the right demographic, paid media can ensure your message reaches the right audience. However, to do this you need the correct tools to track your campaigns. There are also great tools to help you develop a competitive strategy.

## **What tools to use and why?**

There's also a great tool called SpyFu, which enables you to carry out PPC competitor research. Whether it's a competitor estimated monthly spend, the keywords that they are targeting or how well their ads are ranking, SpyFu gives you insights to help put together a campaign strategy that is highly competitive.

Aidan\_Danaher, Account Director, says:

*“Before starting any paid media campaign, it's extremely important to check out the competition. Who's targeting the same search terms as you? How much are they spending? Where do they rank? In order to get the results you want, you need to be creative. SpyFu offers a ton of value, particularly in understanding the competition.”*

## **SEO**

Search engine optimization (SEO) is all about becoming visible and searchable online. It can be tricky, as Google is forever changing its algorithms. Staying on top of these changes is hard enough but being able to adapt your SEO to these changes to remain competitive is the real challenge.

## **What tools to use and why?**

Moz is your best bet for continued SEO success. Not only does Moz offer great educational resources to keep on top of SEO best practice, but the Moz all-in-one SEO toolset provides the full range of capabilities that you need. It tracks desktop and mobile keyword ranking, allowing users to easily keep tabs on any and all active keywords. This intelligent keyword analysis is supported by other features like link building and opportunities, site audits, search visibility score and page insights.

Laura Lopez, Marketing Executive, says:

*“What I love about Moz is that it keeps up to date with Google algorithm changes, which is incredibly useful. If I ever see an unusual change in site traffic, I quickly go to Moz’s dashboard and check the cause – like any recent updates from Google. Another useful feature is Moz’s live chat because I can ask them anything and they’re always prompt in providing me with the information I need.”*

## **AI: INTERACT & LEARN**

While around since the 50’s, brands have only started to use AI effectively for core consumer services. Evolving all the time, AI has huge potential as it helps improve customer self-service, enhance personalization and cater to individual customer requests and needs in a unique way.

Take the Hilton hotel chain as an example. Keen to make AI a part of their customer experience, the brand worked with IBM to create the hospitality industry’s first Watson-enabled robot concierge, Connie to cater to guests’ queries. Through cognitive reasoning and robotics, the robot provides a unique interaction for consumers and the more she interacts with, the more she learns about how to provide assistance.

While creating a robot may seem like an extreme example of the technology, it demonstrates the potential of AI to provide a customer experience like no other. A technology not to be ignored, it has the potential to interact and learn, making it a useful technology to enhance customer experience

## **PROGRAMMATIC ADVERTISING: SUPERIOR TARGETING**

With spending on programmatic advertising on the up brands are investing in using data to ensure the right ad gets to the right person at the right time.

The key to programmatic is that it uses technology and the resulting analytics to help brands understand as much as possible about the person viewing an advert before space is actually bought. In addition, as customers access content through multiple devices programmatic enables a customer to be tracked and targeted across them effectively.

An excellent example of programmatic marketing can be found in a recent campaign from The Economist. Taking a provocative approach based on the rationale 'There is nothing more provocative than the truth,' the brand invested heavily in advertising and designed a series of unique, highly targeted ads which were catered to their target demographic - well-educated, middle-class readers.

More than 60 ads were created, most in near real-time highlighting topics such as the CIA's use of torture within hours of the story breaking.

The campaign was rolled out across a variety of platforms, and resulted in:

- Achieving 50% of target in just 9 days
- The ads resulted in over 3.6m new people responding to calls-to-action, sampling The Economist or becoming re-targetable contacts.

For brands, programmatic will only continue to grow for improving customer experience as it is real-time, scalable, cost-effective, efficient and omnichannel.

Knowledge is power when it comes to selling a product or service. These new and constantly evolving technologies can not only help expand an organization's customer base but also help them gain insight into their customers on a macro-level.

Learning how to make the most of these technologies will help organizations - big and small - enhance customer experience to a level that would never have been thought possible a few years ago.

## **MOBILE APPLICATION & M-WALLET**

Optimization of a mobile is a primary concern for the eCommerce business, which is moving forward, but it is not enough anymore. You have to implement the functionality of the mobile wallet. You should also consider it as a launch of the mobile app. The mobile platform is one of the eCommerce technologies trends in 2019.

As many of the clients shop online, we understand the advantages and will add the security of using the mobile wallet. Mobile customers will accept the use of the mobile wallet to finalize a purchase. Mobile wallet functionality will help you to increase sales and boost your rate of conversion.

Shopping with the help of the App is more convenient for the customers and will give a more immersive environment for marketing. Your app will work as a pop-up, and you will have a feel as a physical store.

As the apps are immersive, a user likes to spend more time browsing. We will give opportunities for marketing & sales.

## **Conclusion**

The E-commerce website will be ready for the future by integrating with the latest technological trends. You will also get professional support in this if you need to incorporate the latest technologies for marketing strategies.

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