

Nutshell



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TECHNOLOGY AND ITS IMPACT ON MARKETING

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From the Chairman's desk

Dear Member,

Technology is constantly changing. It seems like almost every day there's something new coming out, and every once in a while, that something makes an especially big splash.

A transformation of marketing is underway as we spend more time on our mobiles, tablets and laptops. The challenge for brands is to connect with customers through all these devices in real time and create campaigns that work across social media, display advertising and e-commerce. The real-time conversations that brands have with consumers as they interact with websites and mobile apps has changed the nature of marketing.

This issue of the Nutshell showcases the impact that technology has had on the marketing function and the challenges ahead. We would love to hear back from you. Do send in your feedback to isa.ed@vsnl.net

Regards,



Sunil Kataria
Chairman

Technology and Its Impact on Marketing

Technology is evolving at a breathtaking pace. With a multitude of devices that the customer is engaging with today and the speed at which media consumption is changing, the challenge for marketers has increased exponentially. Marketers therefore need to become more savvy about technology, data and analytics. The modern day marketing department needs to combine the creative side of the discipline – using powerful narratives to tap into people's wishes and aspirations – with the technical side of data, digital engineering and analytics. The two areas do not always sit easily together. Getting creative marketers to work alongside technical staff is a massive challenge.

Technology is constantly changing. It seems like almost every day there's something new coming out, and every once in a while, that something makes an especially big splash.

How Technology Can Impact Marketing

The technology that people use in their daily lives is changing. Marketers need to stay on top of those advances, so they can reach people on the devices they spend the most time on. Tech is also transforming the way marketers do business, work together and create strategies.

There are many technological advances that have played a role in changing the marketing industry over the past few years. It's much different than it was just 15, 10 or even 5 years ago.

Here are 5 technologies from the last 5 years



New

odonil

Nature

inspired fragrances

Zipper
so powerful





that have made the biggest impact:

1. Big Data

There are more ways than ever before to collect data, and sometimes, it's difficult even to know what to do with it all. For marketers, data can be extremely useful. It can tell you more about your customers, your marketing campaigns and your businesses.

A recent study showed that 44% of marketers use insights from big data to improve responsiveness. Today's technology makes it possible to know more about your customers than ever before. This means you can target



ads more accurately to them and even create customized marketing plans for targeting them.



Marketers can also use data analytics to gather information on their campaigns. More thorough data means it's easier to determine what works well and what doesn't, so marketing plans can be redesigned accordingly.

2. Artificial Intelligence

The various technologies available have the ability to collect more data than the human brain can even process. That's where artificial intelligence (AI) comes in handy — to find useful patterns and insights in the numbers. Those patterns and insights can be used for a number of things. Marketers can use them to better target ads and predict customer behaviour. AI programs may even automatically create targeted ad strategies like they do with YouTube and Netflix recommendations. Search engines also use AI to interpret search queries and bring up relevant results. This means marketers have to consider AI when optimizing their content

The secret of younger looking skin





for search engines. The world of artificial intelligence is just beginning to take shape. Google, Facebook and other tech companies, big and small, are doing research in the area — and marketers will have to keep up with the advancements.

3. The Internet of Things

One of the places where all of this new data is coming from is known as the Internet of Things. The Internet of Things, or IoT, is the growing collection of internet-connected devices, which nowadays can be anything from cars to refrigerators to lawn mowers. Whenever people use IoT devices, it creates the potential for marketers to gather information



about their habits, likes and dislikes. And the more connected devices someone has, the more potential ways for marketers to reach people. For example, if someone were shopping for a new pair of shoes on their laptop, they could get an ad on their smartwatch about a shoe sale while they're in the mall. Companies have already started getting creative with IoT. One innovator tested out a vending machine that users could only interact with via Tweets.

4. Augmented Reality

Chances are, you've heard about the recent Pokémon Go phenomenon. If not, you've probably noticed more people than usual walking around seemingly aimlessly while staring at their phones. Pokémon Go represents probably the most successful iteration of augmented reality technology. Augmented reality refers to technology that combines the real world with a virtual one by superimposing the virtual onto someone's real-life surroundings. A few companies have taken the leap and incorporated this technology in their marketing.

Toys "R" Us tried it out in 2015 with their "find the mascot" game. To play the game, you had to use a smartphone to find a virtual Geoffrey the Giraffe within the pages of the Toys "R" Us catalogue. This encouraged kids to look through the catalogue and have a fun time doing it.

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5. The Cloud

The cloud can help marketers to manage content, organize data and collaborate on projects — all from anywhere in the world. Marketers must create campaigns that stretch across multiple channels from various social media sites to search engines to blogs. Especially when multiple employees are working on one account, this can get confusing. The cloud allows them to keep everything in one place, so they can roll out a cohesive marketing campaign.

The cloud also provides a place to store all that useful customer and campaign data in a place where everyone can access it. Multiple marketers can use the same data to fine-tune their strategies, and everyone has access to the same information, so they're all on the same page.

Cloud technology is also quite useful when multiple people are working on the same project even if they're in different locations. A copywriter in New York, a graphic designer in Hong Kong and a web designer in Berlin can all stay up to date on each other's work and communicate seamlessly if they're using



the cloud.

Technology is changing rapidly, and marketers are adjusting their strategies along with these changes. They have to if they want to stay relevant and continue to reach people. Marketing is a field that is constantly evolving, and technology is causing that shift to speed up. The technology that's just being introduced today may become a major game changer in the marketing industry tomorrow. For this reason, it's crucial for marketers to stay up to date on the latest technology trends.



Sometimes it can be easy to forget that we are surrounded by technology that would have seemed magical even a generation or two ago. We carry in our pockets enough technology to give us access to the world's knowledge, as well as immediate information on what's going on across the globe. Tech affects us in all aspects of our lives and shows every indication of continuing to become even more amazing in the years ahead.

It's only natural, then, that technology in sales and marketing should have advanced at a similar rate, changing the way these fundamental business processes are performed.

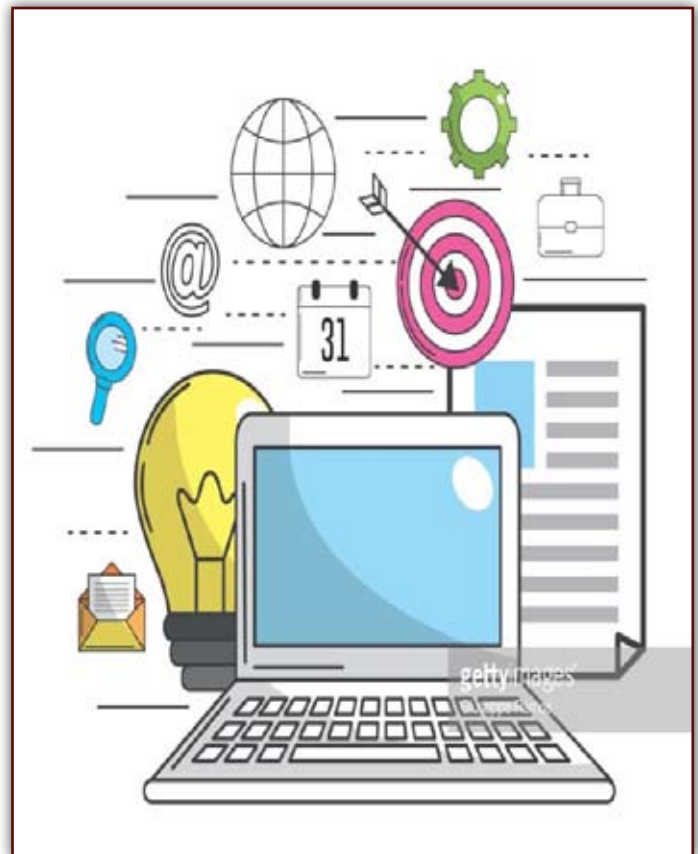


Take a good close look at your smartphone, laptop or tablet computer; the complicated devices and equipment that connect you to your customers and business partners. Then, as you try to imagine how you would function without them, give some thought to the following ways that technology in sales and marketing has changed your job and made it easier and faster.

Distance has become less of an obstacle: For today's professionals, distance has become almost irrelevant to the sales and marketing process. Smartphone applications, online conference programs, and remote-work tools



have made it easy to work and communicate with customers and colleagues anywhere in the world. Travel is minimized since sales and marketing staff can “meet” online to negotiate, make presentations, and finalize deals just as easily as they could in person. Remote workers and telecommuters can work across town or across the country with equal productivity and efficiency.



Customer service is faster, more accurate, and more personalized: Modern CRM applications allow immediate access to important information about customers, which improves the customer service process. Sales staff can find out useful information such as customer needs, when products were last ordered, or when a customer is likely to need the company's services again. Company representatives can respond to customers' questions, orders, and requests almost immediately. Data mining and big data applications allow companies to process vast amounts of data and apply them to customer acquisition, making prospecting and



lead generation more accurate and efficient.

Key decision makers can be reached more easily: With electronic communications, key decision-makers in a company can be contacted quickly and easily. Electronic signature and approval systems can reduce the amount of time it takes to get an approval and can make it easier for executives in different time zones or areas of the world to sign off on important paperwork.

Sales and marketing costs can be reduced: Technology in sales and marketing can be a significant source of savings. Marketing materials, such as brochures or other traditional printed material can be created in electronic format and distributed easily. Video and audio files can be added to the sales and marketing toolbox, increasing the number of ways to engage customers. Electronic material can be distributed at little or no cost over the cost of traditional physical shipping methods.



Customers can reach you, and be reached, through social media: Facebook, Twitter, and other social media sites allow immediate and direct contact between you and your customers. Online presentations, webinars, and similar techniques permit real-time access to company personnel. You can keep your customers up-to-date on important news and events in your company through Facebook updates and blog posts.

The proper use of today's technology can give you a distinct competitive edge in the marketplace. Here are 5 ways that tech is going to change marketing in 2019 that you should be on the lookout for:

1. It Will Be Easier To Find Customers

There are inbound leads, like site visitors, and there are also outbound leads, like a group of Sales VPs that get sent an email. Tech is making it easier to find and sell to both of these groups.

For inbound, technology has enabled marketing teams to find out more about their website visitors. Companies can run reverse IP

lookups to match a visitor with the company they work for. Different services are also making it easier to capture emails. Emails are more valuable than ever because enrichment products can tell you everything about a person once given an email. Plus, that data is becoming more accurate as time goes on.

Outbound leads have also become easier to find. Marketing teams can take advantage of lead generation services that offer unique targeting of audiences. The customization that companies will be able to do to gather leads, and the quality of those leads, will also increase in 2019. This is, consequently, enabling companies to spend more time figuring out who their target audience is, instead of just gathering their information.

2. There Is Better Customization

Once you know the visitor's title, location, company and/or industry, anything about their site experience can be changed. This could be the images they are presented, the customers or testimonials they see for social proof, and even the messages sent by a chatbot. This customization, and the functionality for it, is

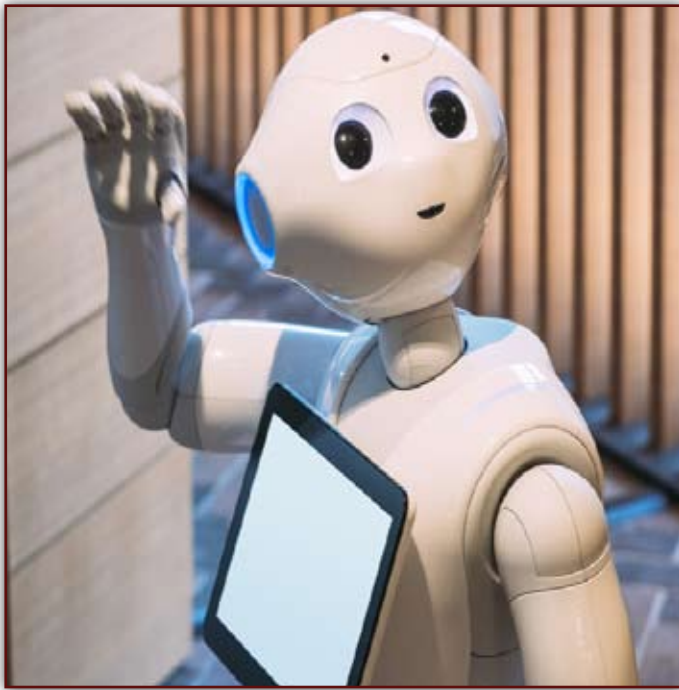


going to improve dramatically in 2019.

The early movers are also going to get a huge bump in conversion rates. They will be able to target messaging and pictures to fit the psyche of each company and visitor. Instead of a catch-all site, companies can segment their audiences. There are two very different customers. One group are potential franchisees and the other, the DIY customers. A marketer has to segment visitors and show them relevant info or they're gone fast. They can then display the best option, given the data they have on the visitor. That, inevitably, will increase conversion rates.

3. There Will Be A Greater Push For Immediate Sales

People have many distractions today, and that will only increase in 2019. They are constantly flooded with emails and content, while also spending a significant amount of time on social media. Therefore, in 2019, marketing is going to move further towards quick sales. E-commerce sites are trying to capture the sale upon a user's first visit. They are already offering discounts for immediate buys and



will likely continue to do so. Email follow-ups about open online orders will also continue to emerge as a norm.

Implementations of blockchain technologies, like PureGold's new gold-backed payment gateway, will enhance consumer access to e-commerce using cryptocurrency. Being a brick and mortar company with gold ATMs, gold minting factories and storefronts, PureGold also offers many offline ways to provide instant transactions for consumers. Whether mobile, desktop, or in person, maximum flexibility is offered.



The recent emergence of chat-bots like Drift and Intercom enable a site visitor to schedule a demo with a sales rep in seconds. Being able to do so prevents the need for back and forth email exchange. It also takes advantage of the currently attentive visitor before they become distracted or overwhelmed with other things.

4. No Excuse For Poor Web Design

Engineers have become better and there are new tools enabling novices to design quality-looking sites. In just a few clicks, developers and designers can now easily build content-ready, production sites for their products. Landing pages are critical components of a brand's image and will largely determine the effectiveness of a company's funnel. This trend is putting a greater emphasis on people that can design, build front-end sites, or even navigate a CMS like WordPress.

5. There Will Be A Greater Emphasis On Data (if that's even possible)

Marketers can look at more metrics than ever. These include open rates, time spent on pages, and how people interact with a page. This data

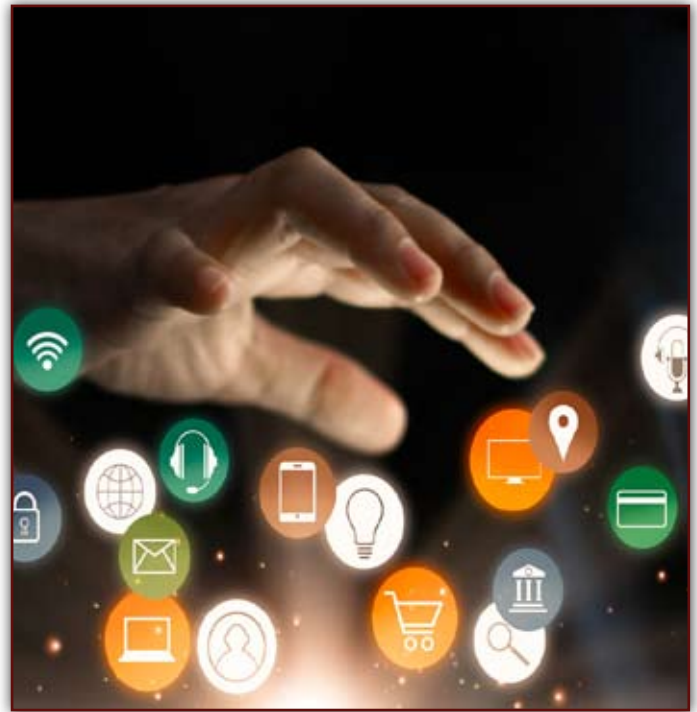


can drive better decisions and keep marketing people from guessing. There has even been an emergence of machine learning in marketing. Machine learning can qualify leads and determine customer projected value.

Companies like Repux are using data and artificial intelligence to help businesses maximize their potential. On the Repux platform, businesses can sell anonymized data to developers for use with machine learning algorithms. Once optimized as intelligent applications, the applications can be sold back to businesses for better business decision making.

Larger brands will likely put more resources towards their branding, images and messaging because they can. Smaller brands do not have the budget or time for that. In the past, this meant that they were less effective. Now, though, smaller brands can test a handful of approaches quickly. Then, they can use that data to inform their decisions.

Modern consumers have evolved to anticipate instant gratification. Whether we're scrolling through our social media feeds, shopping online, or checking the news, we assume



that what we're looking at is immediate and relevant. And when something no longer meets our present needs, we're on to the next thing.

Until recently, the standard marketing practice was to recommend products using pre-configured rules gleaned from user data and demographics. While this method was cutting-edge 10 years ago, advances in cloud





infrastructure, machine learning, and data processing have far surpassed what was possible in the past.

Machine learning technology holds consumer attention. A recent study found that 90% of Americans use multiple electronic devices per day. In fact, many are toggling between screens simultaneously. They'll check Instagram while watching TV, or shop online while texting.

This means marketers can and should engage with users across multiple platforms, from web to email to push notifications. Marketers are now able to reach potential customers on their phones or their computers, and even on airplanes, when they're 30,000 feet in the sky.



“Omni-channel marketing” is the buzzword marketers use to describe this approach. While being in an omni-channel world means that marketers now have more ways than ever to reach customers, it also puts increased pressure on marketers to provide a seamless user experience across all of those channels.

The fact that people are constantly switching devices means it has never been harder to hold consumers' attention. Marketers need to move from asynchronous-based marketing strategies — such as mass email and re-targeted ads — towards more real-time personalized communication with customers. LiftIgniter, for example uses machine learning technology that observes users' actions and behaviour in the moment, capturing the subtle cues as they click from one item to another and as their wants and needs shift. It then uses these cues or signals to provide recommendations for what is relevant to the user in the here and now.

To keep customers' interest in an omni-channel world requires new strategies that



prioritize personalization. Evolved marketing tools imitate real-life experiences. Even as consumers turn from physical to online retailers, digital marketers can benefit from looking to real-life shopping experiences. Some of the best marketing tools today create a digital experience that closely imitates reality.

Let's say you walk into a store without a clear decision on what to purchase. When you walk into that store, the clerk makes an initial assessment of what you might need based on

external clues. The clerk doesn't ask you to fill out a piece of paper with your preferences. Instead, he or she might note that your shoes look a little worn and suggest a few options.

Rather than relying on declared preferences or on those tracked by activities across multiple stores, the clerk can look at you and perceive, understand, and read your body language.

Similarly, a customer today might buy himself a tie from JCrew.com, and then quickly shift to buying his son an Xbox on the same browser. Based on the latter purchase, older marketing strategies would start sending him lots of targeted ads about gaming, which would be completely irrelevant to his present interests.

More refined and newer approaches instead focus on increased personalization to zone in on what matters to each customer in the moment. Machine learning technology here provides a nuanced approach to recommendations.

Digital tracking has historically been unable to provide a real-time perception of consumer needs. Until now, tracking was mostly focused





on where the customer has been by using previously sourced data, like browsing history, psychographic and demographic data, and previous purchases.

While user segmentation is certainly still relevant, because of the ever shortening attention span of consumers, it's even more crucial for marketers to have a more in-the-moment snapshot of their users, and to be able to predict where they'll be in the future.

In a brick-and-mortar store, a clerk can suggest items that you may need in the future based on what's happening in that moment. For instance, an umbrella when it's about to rain. The aim of today's most successful customer-centric companies' emerging digital marketing technology is to be similarly predictive.

Machine learning technology allows for a more nuanced approach to recommendations, because you no longer need a user's entire history in order to engage with them. AI can pick up on very subtle signals from a user, enter them into that calculus, and imitate or create a digital user experience relevant to their present physical reality.

In today's competitive market, pre-programmed rules no longer cut it. Customers



expect an experience relevant to each passing moment. Anything less, and they will move elsewhere.

As we look forward to what the future may hold in 2019, it's important to remember that the marketing landscape is always shifting. We rely on technology to be able to reach our audience and get our message out to the world, and what previously worked won't necessarily hold true today.

In this constantly changing landscape, knowledge is power. Getting on top of the





latest trends and what they may mean for the future is key to getting ahead of the game and developing a marketing strategy that will put you in a position to succeed in 2019.

Here are some marketing trends that we've identified as key to what will work next year and in the years to come.

Social Media as a Publishing Platform

We're used to thinking about social media in a particular way: a tool that can amplify our content and put it in front of the eyes of our audience. Knowing where to reach what audience, and what will appeal to them, has always been the key to making a message that connects and resonates with the people that

we're trying to reach. The difference for 2019 is that we need to start recognizing that these channels themselves are increasingly effective as a place to host all the amazing content that we create in order to get our message noticed.

The main takeaway here is that social media shares are no longer the be-all end-all of an effective content marketing strategy. While your blog and other hosting resources are definitely still a useful tool in the toolbox, customers are increasingly looking for a seamless experience when they interact with content online.

Facebook Instant Articles is leading the charge, offering a robust suite of tools to help you make your content shine in a format that is native to Facebook to create a great experience for your audience. These interactive and immersive tools blur the line between writing and video to create an amazing mobile experience. As more and more users shift towards engaging with content exclusively on mobile, expect marketers to jump on this trend.

Medium and LinkedIn are other contenders in this space and each can appeal to a different and diverse audience, yielding strong engagement and results. Additionally, both Snapchat and



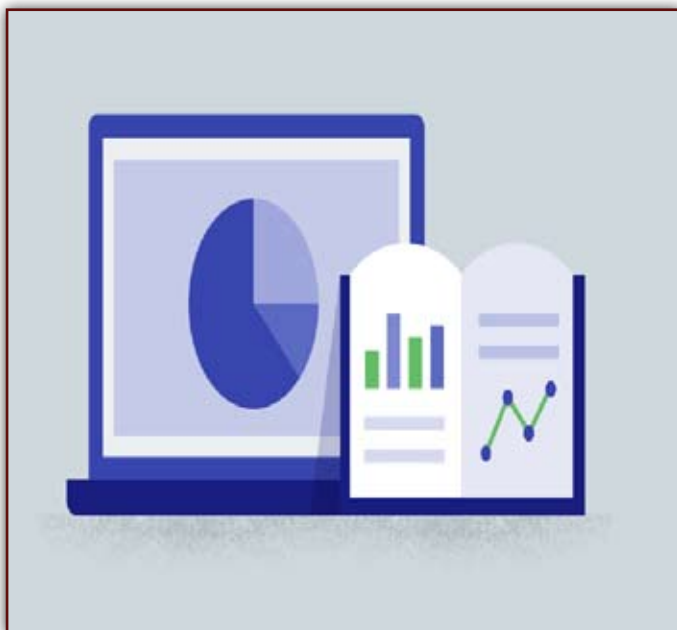
Instagram have pioneered ways to integrate their own proprietary content experience with external links that are incorporated into the user experience. This lets you create content specifically for those platforms that is actually actionable, giving you the ability to send someone directly to a customized landing page that makes it easy to convert your audience.

While traditional social media amplification still has a big role to play, it's important to look forward and think about how you can leverage these new tools to make sure your message gets the attention and engagement you're looking for.

Growing Marketing Automation

Marketing automation was definitely a key area to watch in 2017, and it only became more important through 2018. The stats from CMO state, "On average, 49% of companies are currently using marketing automation, with more than half of B2B companies (55%) adopting the technology."

The power of marketing automation is vast, and it will only grow as we're able to sink our teeth into even more new and exciting



forms of data. The fact of the matter is that we have access to more information than ever before about the people who are interested in our brands and visit our sites. The secret of marketing automation is that it allows us to tap into that data and turn our insights into something actionable.

In 2019, marketers will look to get even more granular about who they target and how they connect with those groups of customers. The right platform will let you segment your audience, make customized, targeted campaigns that deliver the right content to the right people, and help you keep track of what worked and what didn't. By identifying key targets that have a high chance of conversion, you can make marketing campaigns that have a high ROI even with a relatively small number of leads.

Even More Video

As mobile increasingly begins to take over the digital landscape, marketers will pivot to creating content in forms that drive engagement, which means moving to more video. According to Smart Insights, 82% of consumers surveyed said they prefer live content over other types of social posts.

Live video is still in its early adoption phase – and it’s a great way to bring customers inside your business and give them a front row seat for anything and everything that you get up to. Some examples include new product demos, company events, or a quick workshop on a particular topic in which you have a lot of knowledge. Your creativity is the limit when it comes to using live video as a way to reach out and engage with your audience.

Machine Learning and Chatbots

Customers are looking for simpler and more personal ways to connect with brands, and in 2019 machine learning promises to deliver. Creating a chatbot without writing a single line of code is free and easy, and as marketers are able to integrate more and more of what they know about customers into the programming of these conversational UIs, they’ll be able to make these experiences even more personal.

Chatbots are amazing because they go where customers already are, on mobile and on messaging platforms, but are robust enough to allow them to access many of the features that

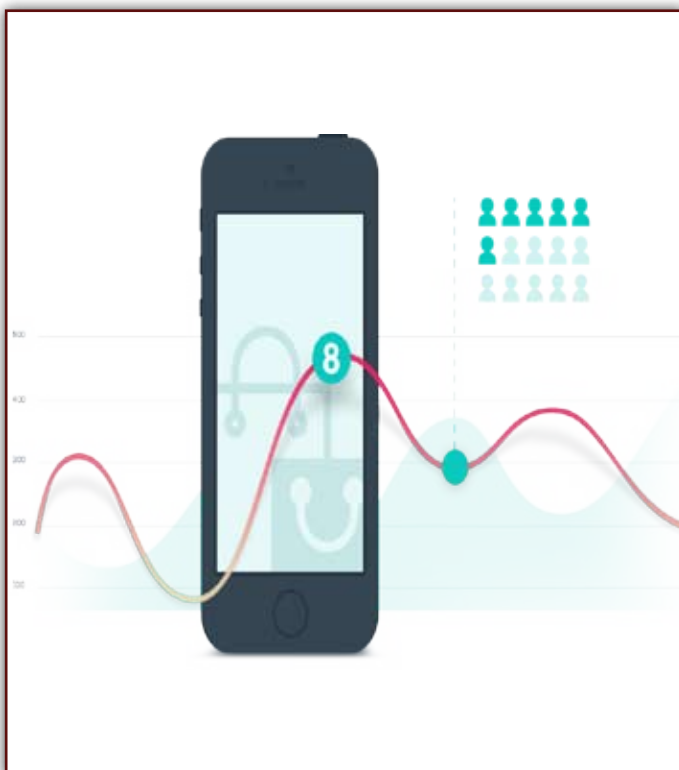


they’d otherwise get through your website. Your products, frequently asked questions, information about what your company stands for and why: all of it can be accessed via a chatbot and delivered in a conversational, personal way. Expect this to be applied in new and exciting ways in 2019.

What You Can Do Right Now

While it can be easy to dwell on the successes of last year, it’s important to always keep one eye forward when you’re thinking about marketing for your business. Between publishing on social media, leveraging video and chatbots, and taking full advantage of marketing automation there’s a lot to look forward to. Here are our takeaways:

- Social media is growing not just as a sharing platform, but as a content publishing platform.
- Marketing automation will become even more crucial in 2019.
- Video is becoming one of the most important tools in any content creator’s kit.
- More and more businesses will leverage machine learning and chatbots.





Marketers are now asked to find the best use cases for their brands to benefit from this shift, helping consumers make the most of technology.

A modern marketing strategy that includes emerging technology needs to understand



the consumers' needs, their interaction with technology and what they really expect from it.

It's not just about adding new technologies to your marketing mix for the sake of it, it's the time to revise your creative plans and include the best technology that can bring you closer to your consumers.

New technologies can bring a new era of experiential marketing that supplements awareness, engagement and conversion. All of them can help brands find a meaningful connection with their consumers that can lead to an improved customer experience.

Authenticity remains key to any strategy and people are more responsive to an idea when the impact of that idea touches them personally. Long gone are the days of mass marketing. As we have seen in the news lately, personalised content to influence user behavior is indeed very powerful. As marketers we need to be mindful to use that data within the limits promised to our consumers and keep our content pure to its message to truly resonate with our audience.





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