

The Impact of Technological Innovation in Promoting Marketing Strategies-A Review Paper

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Abstract

Advertising and marketing with revolutionary technology is of specific significance at this second. marketing, method, plans of movement, improvement is vital each from a hypothetical and administrative perspective. the internet has reformed the marketing strategy, interfacing capability customers to corporations in a direction at no different time achievable. records and verbal exchange technologies transformed right into a step by step requirement for anyone at this second. internet advertising offers large, Purposeful route on how groups can get the most out of the net to meet their promoting targets. the business now is predicated on upon the front line groups, for instance, amazon, eBay, YouTube, fb and so forth. an alternate of advertising is in progress as we invest extra time in our smartphones, capsules and transportable desktops to diverse price assessment sites, net seek gear, and lots of social networking websites. the check for brands is to interface with customers through each such a device constantly and make battles that paintings crosswise over web-based social networking and internet commercial enterprise. the real-time websites and portable applications have modified the way of advertising. the modern advertising and marketing division desires to sign up for the inventive facet of the educate – utilizing effective money owed to take gain of individuals' desires and yearnings – with the specialised side of data and analytics. this subject matter will make clear new technological and modern techniques for speaking to the customers and moreover assist people to comprehend superior advertising and marketing in this present truth.

Keywords: Technology, Innovation, Marketing Tools, E-Marketing, Strategy, Social Networking.

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I. Introduction

Marketing of innovation and technology is of particular importance at this moment. advertising, methodology, plans of motion, and improvement are critical each from a hypothetical and administrative attitude. the arena has changed so

much and is advancing so unexpectedly with new inquiries rising constantly. the proceeding with rapid advancements in social technology that have revolutionized advertising, interchanges, and hierarchical connections make those factors basics. given the creating importance of the records and

communication technologies not virtually in the character presence of the overall population additionally the sports grasped by way of the legitimate people, it has been starting late viewed a bent among analysts from diverse fields closer to considers which go for selecting the impact of using the web method for correspondence at the consumer's lead.

The blast of Big Data, Smartphone, Social networking and the utilization of the Internet implies that specialized aptitude is turning into a pre-imperative for anybody offering statistical surveying or market knowledge. Associations need to understand their customers better and develop better methodologies for banding together with customers using an extent of participation contraptions, for instance, more significant examination, co-facilitated exertion and MROCs (measurable looking over on the web bunches), or flexible or social progressions to assemble information and get learning about customers. This can incorporate direct investigation of exchanges, snap ways, informal communities, applications, activity examination or better approaches for welcoming assistance from clients or give input [1]. Advancing thru the net, or on line showing shows publicizing and promoting attempts that usage the net and e mail to pressure set up deals with the aid of methods for digital enterprise, no matter preparations leads from websites or messages. web advertising and on line advancing attempts are often used as a piece of conjunction with well-known varieties of publicizing, for example, radio, television, daily papers and magazines [2].

II. Marketing Communication

In brand new innovative driven global, statistics technology impacts advertising in many ways. some of these spare works and provide better administration. others make absolutely new objects and new authoritative structures. still, others upgrade showcasing operations in methods that

could change their man or woman. for this example, the combination of records and innovation is bringing accelerated advertising viability, hierarchical change, and movements in strength inner channels of dispersion. all of the extra, via and large, Technological innovation obscures traditional key and useful limits by way of empowering an association to convey an expansive quantity of separated objects to an extensive number of separated markets. [3]. the pcs and net have been applied in 1990's, in particular with the aid of governments and faculties. additionally, this had begun profoundly mounted modifications in the life of humans. this era has been referred to as because the time of statistics generation. in this time, the basis houses of the lifestyles have no longer been changed however, as a substitute new homes have been introduced to their methods. consistently regeneration of information technology has added information frameworks.

The improvements in the information and correspondence technology have added a super deal of oddity and quickened the prevailing strategies.

Technological advances stimulated the institutions' paintings patterns. the financial and social effects of this progressions introduced approximately massive trades in the structure of the association. the associations that need to subsist, positioned resources into data improvements as a consequence they rendered their paintings patterns properly with technological innovation. the trades have not sure with these and that they have guided associations to pastimes in fresh, reviving and reclamation hardware and software program [4].



Figure 1. The blend of Marketing Communication.

Advertising communicate has the expect to get in contact with the supposed hobby organization of peoples and develop a correspondence channel between the organisation and the customer. on this way, the advertising communicate interchanges through using the "Marketing Communication Blend" regarded in determine figure 1. the advertising verbal exchange combo contains of five diverse fields of conversation channel: advertising, personal promoting, public relations, direct advertising and income merchandising [5].

2.1 Strategy of Marketing Communication

Social media energizing and changing the form of marketing in every aspect of the business [6]. Now, communication strategy varies extensively from one in previous circumstances or disconnected circumstances. It is critical to comprehend the connection between digital communication and traditional communication in the old media. Television, radio, magazines and billboard advertisements were the former communication model which are now replaced by advanced media, similar to websites, social networking sites, wikis and each kind of advertising advancing exertion [7].

Web-based social networking is the group of online interchanges channels devoted to group-based information, cooperation, content-sharing and joint effort of collaboration [8]. Some of the most dominating Social Media sites are Facebook,

Twitter, Google+, Wikipedia, LinkedIn, Instagram, Reddit, Pinterest etc.

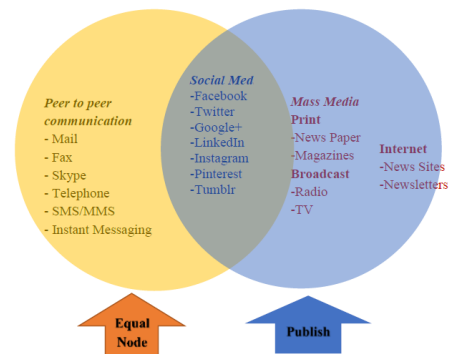


Figure 2. Defining the Social Media

2.2 Design of Communication Model

The model concentrates at the transmission of a message from the sender to the recipient. the manner of the transmission starts with the identity of an information supply. the source gives the records that need to be exchanged. the transmitter modifications the message via encoding it into a form wherein it may be despatched to the recipient. the encoded message gets exchanged via a correspondence medium to the beneficiary. at the same time as being exchanged, the facts contained within the encoded message is supplied to noise sources, which probably interfere with the effective transmission of the message. the message can be deficient or records, which shouldn't be transmitted, is added to the encoded message [9].

The given diagram at figure 3 illustrates the design of a communication model which is traditionally developed by Shannon. This can help us to easily understand, how the communication process takes place. Essentially three distinct sorts of issues can happen amid the exchange and the decoding of the message. Above all else, the message must be exchanged without the event of any specialized issues. The receiver must have the capacity to translate the decoded message similarly the transmitter proposed. The transmitter can't

assess the level of how compelling the data transmitted is on the recipient's conduct. An effective transmission of the data has occurred if the recipient can decode the message, translate it an understandable path from the transmitter proposed it to be comprehended and demonstrate a response in his conduct as having been impacted by the exchanged data. The transmitter encounters the accomplishment of the conveyed message when he gets feedback from the recipient. This feedback can be both positive and negative, contingent upon how the recipient grabbed the data imparted. As indicated by the feedback, the transmitter can modify the message conveyed if the decoded message did not coordinate the one conveyed [10].

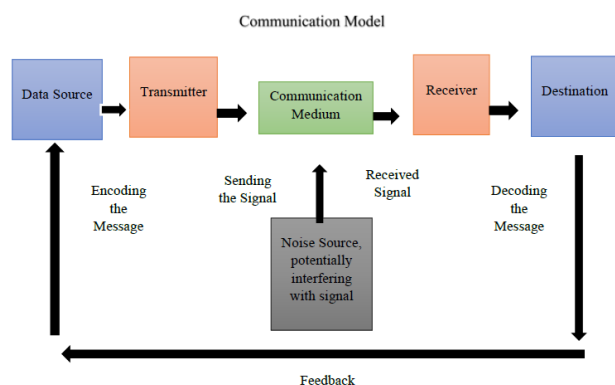


Figure 3. Shannon Communication Channel

III. Marketing with Technology

Marketing Technology is combined with Marketing and Technology. It is the devices and stages used by deals and promoting and advertising associations to adequately total their obligations. It is very hard to consider only Marketing without the Technology. Marketing and Technology are attached to each other.

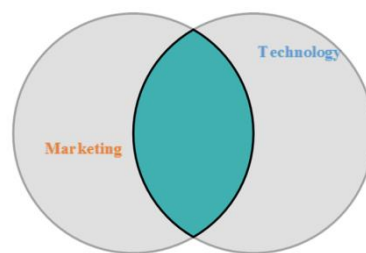


Figure 4. Marketing and Technology Combine each other.

Marketing Technology Tools

Marketing technology gives fundamental instruments to advertisers who are entrusted with staying aware of the perpetually changing marketing scene. The issue is, there are such a large number of classifications of devices, not to mention singular apparatuses, that advertisers can lose all sense of direction in the sheer broadness of accessible marketing advancements. In any case, the correct blend of Marketing Technological instruments can streamline promoting capacities for advertisers and empower them to concentrate on the centre undertakings that sustain leads and drive income. That is the reason we've arranged our definitive advertising innovation toolbox, to help advertisers discover the Marketing Technological devices that best suit their requirements [11].

In the substance marketing circle alone, there are content marketing innovation apparatuses for content curation, content dissemination, content streamlining, content estimation, and much more. The same is valid for social media marketing innovation apparatuses. The sheer volume of devices in the promoting innovation space, combined with the hundreds – infrequently thousands – of merchants in a solitary class can make marketing innovation appear to be very scary to those not comfortable with space. Marketing tools fit into many different latest innovative technologies. Here discussed some latest innovative tools.

i. AdRoll

AdRoll is an advertisement administration and remarketing instrument that helps marketing groups accomplish more with their information. More than 25,000 advertisers overall make utilization of AdRoll's retargeting and prospecting stage, which helps advertisers contact individuals crosswise over gadgets, programs, and applications with access to more than 500 promotion trades.

ii. DoubleClick by Google

DoubleClick is the advertisement administration and remarketing apparatus that "associates the perfect individuals in the right moment to improve advanced advertising work." This advertising innovation toolbox's incorporated arrangements make it feasible for an organization to unite gathering of people bits of knowledge in one place and expand advertisements' effects.

iii. Google Analytics

No marketing innovation tools would be finished without Google Analytics, the "capable and coordinated estimation devices, for now." Google Analytics is an analytics and tracking apparatus that helps associations show signs of improvement results over the greater part of their destinations, applications, and disconnected channels by transforming client bits of knowledge into increases.

iv. IBM Campaign

IBM campaign enables advertisers' configuration, execute, measure and streamline outbound selling efforts. this contemporary omnichannel campaign administration association permits advertisers to carry out profound division over numerous information assets to convey custom outfitted messages to huge volumes of contacts.

v. Oracle Marketing Cloud

Oracle Marketing Cloud is a cutting edge promoting arrangement that coordinates cross-channel, substance, and social marketing with information administration for the venture. It offers the information-driven arrangements that advertisers require in their marketing innovation toolbox to make an engagement, coordinate encounters, and advance online associations to pull in and hold clients.

vi. Akamai

Akamai is a worldwide pioneer in Content Delivery Networks and cloud administrations, making the Internet dependable, quick, and secure. Associations pick Akamai for their marketing innovation toolbox since they require the Internet to be business prepared so they can change their destinations into "immersive web encounters."

vii. MaxCDN

MaxCDN is a Content Delivery Networks that rates sites to make tech groups speedier. With MaxDCN in the promoting innovation toolbox, associations to not need to sit tight for substance conveyance or to make a move. Meet the desires of your clients and prospects with MaxCDN.

viii. Optimizely

Optimizely is a conversion optimization instrument for the marketing innovation toolbox that enables brands to improve their sites and versatile applications, convey client encounters, and drive business esteem. With Optimizely, advertisers can test, customize, and streamline all for the web and mobile applications.

ix. SugarCRM

SugarCRM is genuinely an individual answer for all workers to make unprecedented client connections. SugarCRM computerizes center deals,

client administration, and advertising forms with an exact concentrate on the person.

x. Core Audience

Core Audience is an information administration stage that "empowers improvement crosswise over Hearst Corporation's advanced system of substance and groups of audiences." Core Audience conveys a multi-stage effect with its cross-stage arrangements that enable associations to create more grounded associations with customers by contacting the opportune individuals at the correct time on the correct gadget.

xi. Krux

Krux is a cutting edge DMP that tries to "help organizations increment income by conveying more profitable substance, business, and showcasing encounters." This DMP for advertising innovation toolbox empowers associations to give individuals information something to do by conveying more important and more individual promoting, media, and trade encounters.

xii. Constant Contact

Consistent Contact gives private companies and charities the capacity to develop and flourish by means of email promoting. Notwithstanding its intense email advertising highlights, this promoting innovation instrument offers an across the country system of specialists for preparing and classes, in addition, to award-winning support for its clients.

xiii. GetResponse

GetResponse is the email advertising apparatus that helps more than 350,000 organizations showcase their items all the more successfully. It is easy to connect with clients with GetResponse's because of its capable apparatuses and basic email marketing interface.

xiv. HubSpot

HubSpot, the world's driving inbound marketing and deals stage, has more than 15,000 clients in more than 90 nations. These clients have picked HubSpot as their advertising computerization instrument since it offers the reconciliation, advancement, and mechanization associations need to achieve their clients and develop their business.

xv. Infusionsoft

Infusionsoft offers deals and showcasing programming particularly worked for the private company. This marketing robotization instrument for promoting innovation toolbox helps organizations by offering a superior approach to develop deals by means of customized, computerized development.

xvi. Ensign Mobile

Ensign Mobile is a pioneer in big business label administration and omnichannel information arrangements, Ensign helps marks safely oversee and bring together different advertising advances and information. That is the reason Ensign Mobile is a capable versatile streamlining apparatus for marketing innovation toolbox; it extends Ensign's way to deal with mobile applications and makes it simpler for organizations to improve inapplication experiences.

xvii. Google Mobile-Friendly Test The Google Mobile-Friendly Test is a versatile enhancement apparatus that examines an URL and reports whether the page has a portable agreeable outline by Google Developers, trusted by organizations as a marketing innovation apparatus, the Google Mobile-Friendly Test gives brisk input with the goal that associations can make certain they are achieving clients on all gadgets and living up to their desires for portable site execution.

xviii. Adobe Dynamic Tag Management

Advertisers get the majority of the apparatuses they have to work more beneficially and keenly than any time in recent memory with Adobe Marketing Cloud. One such apparatus is Adobe Dynamic Tag Management, a label administration instrument for the marketing innovation toolbox.

xix. Signal Tag

A pioneer in real-time, cross-channel marketing advances, Signal forces a large number of brands and agencies. Their general optimization instruments, the signal also offers Signal Tag, a label administration device that is free for Signal Fuse clients. Signal Tag quiets the disorder of overseeing labels and helps associations get their analytics and promoting programs moving.

IV. Marketing with Social Networking

Social media or on line networking has reformed company interchanges. social media advertising permits corporations to deliver straightforwardly and in a flash with their companions, denoting a move from the standard one-direction yield of corporate interchanges, to an extended change amongst company and consumer. there is a connection among on-line networking and corporate interchanges, in particular concentrating at the employments of net-based totally social networking for advertising and marketing and dissecting the progressions that have passed off within the enterprise hence of web-based social networking units.

Web-based social networking comprises of online advances, practices or groups that individuals use to produce substance and impart insights, bits of knowledge, encounters, and points of view with each other. Illustrations incorporate sites as like Blogger, WordPress, intranets, podcasts, video sharing sites as like YouTube, Vimeo; photograph sharing sites as like Flickr,

500px; Social networking site as like Facebook, Myspace; informative sites as like wikis, Wikipedia; gaming locales, virtual universes as like Second Life, microblogging sites as like Twitter; video conferencing, text visits, get-together/logbook frameworks as like Momentous; social bookmarking locales as like Delectable, Digg, Stumble Upon, and news conglomeration locales, among others

[12].



Figure 5. Key Social Networking Platforms

V. Electronic Business and Commerce

Internet shopping is getting prominent, because of its straightforwardness and additionally the offerings gave them. that is possible sincerely due to digital structures are called e-trade and e-business. it's miles difficult to isolate the 2 on the grounds that they're solidly interconnected phrases. ecommerce is best shopping and imparting of merchandise across the web on the other hand e-enterprise is particularly first rate as it isn't always constrained to, business exchanges, but as a substitute it additionally gives other services [13].

E-Commerce is the shopping and presenting of services and products, or the transfer of property or statistics, over an electronic system, basically thru the internet to the internet. these business exchanges manifest both as business-to-business,

business-to-client, patron to customer or customer to business [14].

E-Enterprise or digital enterprise is the lead of enterprise approaches on the internet. these electronic commercial enterprise bureaucracy purchasing and presenting items, resources, and administrations; overhauling clients; preparing instalments; overseeing advent manage; working collectively with business accomplices; sharing records; jogging mechanized representative administrations; enrolling; and plenty greater [15].

Internal Marketing building up an e-business arrangement it is basic to have a dream for coordinating business procedures to better serve the clients. Streamlining of individual procedures without respect to their general setting result in just a superior individual process. Coordinating all the individual procedures can bring about expanded upper hands and levels of fulfilment, yet executing e-business inside an association is not something one can do at a touch of a catch and could realize various issues. To take care of such issues the organization would need to complete internal marketing. The accompanying is a few reasons why an association may think that it's hard to actualize e-business [16,17].

VI. Conclusion

The Internet has reformed the way of marketing and technology makes the way easier of thinking and implementing. Today, by the blessing of the innovative technologies, organization adapting more gadgets and applications to connect the client for easier communication. As a result, people now feel free to purchase their specific products through online as it gives more security of transaction and also saves times. Smartphones, Websites, email plays a vital role in the development of marketing sector. There is a revolutionary change in the traditional marketing forms and the marketing approaches have been advanced with the latest technology. People can easily now compare

products from different vendors which increase the competition between marketers. Marketing and technology now combined and without the help of innovative technology, Marketing will not be easier to catch the today's customer. Thus, the technology affects the ways of marketing.

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