

Application of new information and communication technologies in marketing

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Abstract: Development in information and communication technologies (ICT) is advancing by leaps and bounds and one who can keep pace gaining a competitive advantage. The Internet is becoming a normal part of life. Problems such as lack of information receded into the background. With the amount of information that the Internet offers grows the length of time needed for their selection. We are overwhelmed by large amounts of information that is useless for us and than is problem to find those that are important to us. New trends in ICT should to serve as an effective marketing solution with clearly defined goals - to gain new customers via the Internet, and thus increase profits.

Key words: Information and communication technologies, search engine marketing, database marketing, electronic direct marketing

Abstrakt: Vývoj v informačných a komunikačných technológiách (IKT) napreduje míľovými krokmi a ten, kto dokáže udržať tempo získava zároveň konkurenčnú výhodu. Internet sa stáva bežnou súčasťou života spoločnosti. Problémy ako nedostatok informácií ustúpili do úzadia a vznikajú nové. S množstvom informácií, ktoré Internet ponúka rastie i dĺžka času potrebná na ich výber. V dnešnej dobe sme zahltení množstvom informácií, ktoré sú pre nás bezcenné a nastáva problém nájsť tie, ktoré sú pre nás dôležité. Nové trendy v IKT by mali slúžiť ako efektívne marketingové riešenia s jednoznačne definovaným cieľom – získať nových zákazníkov prostredníctvom Internetu a tým zvýšiť svoj profit.

Kľúčové slová: Informačno-komunikačné technológie, marketing založený na vyhľadávačoch, databázový marketing, elektronický priamy marketing

1. Introduction

Mobile communication, digital television, electronic financial services, Internet quickly became part of everyday life of citizens. With the development of information

and communication technologies still increases the number of other electronic services and applications. ICT, enabling automated processing of information, however, were so powerful tool that they can be used for purposes other than originally intended. ICT and e-commerce are the main engines of development value chain: procurement, manufacturing, marketing, sales and distribution. Specific objectives and applications of electronic commerce, however, vary greatly in depending of the business model, its size and market in which it operates. It is obvious that the marketing has changed over the years. At the forefront is getting the transition from traditional ways of marketing more interactive and non-traditional ways of marketing. What is promising now? Generally speaking, that is at the forefront of the Internet, blogs, social networking, guerilla marketing and targeted public relations. Nowadays, we have enough information, but the problem arises to find those that are important to us. Usually we are overwhelmed with large amounts of information that is useless for us. Therefore, knowledge discovery (data-mining) is playing an increasingly greater and greater role. Database Marketing (DM) arises as a natural response to the development of electronic commerce and the growth of a large amount of information. Data warehouse is an essential technological basis for many possible solutions to enhance competitiveness and profitability of companies. The principle is to convert large volumes of data generated on the valuable information and new insights into data useful for good management decisions. Customer Data Warehouse (CDW) for modern business has become an essential component of information infrastructure.

2. New trends in marketing

Do you often pose the question as to ensure profitability of the company to gain edge over competitors or to attract customers' attention? Modern marketing in recent years gives a clear answer these questions - to understand customer needs and meet them. To this end, many companies are introducing design solutions for customer relationship management. Customer Data Warehouse (CDW) for modern business has become an essential component of information infrastructure. Without it is impossible to succeed in key areas such as CRM, Marketing Automation and Campaign Management. The core is a central customer database, which gathers all relevant information about customers. Customer data warehouse support customer operational processes (such as targeted marketing, fraud detection or change of address of the customer), as well as strategic (e.g. determining consumer value, its solvency, credit risk, its retirement to compete whether the probability of its reaction to a proposal).

2.1. Search Engine Marketing

Do you need to get customers through the Internet? Marketing based on the search engines (Search Engine Marketing - SEM) is the most effective method. Up to 87% of internet users visit web-pages via a search engine. Search is improving and becoming multimedia. Your search results you will receive in the form of text, image, audio or video. Therefore it is possible to use several methods of advertising, e.g. text ads, image ads, video advertising, gadget (interactive) advertising. Instead of just displaying text or images like Google AdWords, there's much more. These new Gadget Ads can incorporate real-time data into the ad so that the content becomes more relevant to users and websites. Instead of simply clicking through an ad to a website, with gadget ads the consumer can click a certain area, learn more about the advertiser's right there, and decide to continue. This results in highly targeted advertising and marketing efforts where the users are fully aware of the site's content before going to the advertiser website. Consumers link placement in search engines with success of the company. SEM is the essence of the location of the advertised web link in a prominent position (first page) search results relevant phrases. On the first page of result links click around 90% of users. Up to 71% of users expect on top positions of search results the best-known brands and 36% of users associated placement in the results with significance and brand positioning. What benefits will bring internet-based search engine marketing? The main advantage is precise, direct targeting. Visitors who get through online marketing in search engines, looking for what you offer. Therefore, it is likely that those visitors order your goods or services and become your customers is significantly greater than those visitors who get there through the classical banner advertising.

2.2. Database marketing

Problems such as lack of information receded into the background. With the amount of information that the Internet offers grows the length of time needed for their selection. We are overwhelmed by large amounts of information that is useless for us and than is problem to find those that are important to us. Therefore, knowledge discovery (data-mining) is playing an increasingly greater and greater role. Database Marketing (DM) arises as a natural response to the development of electronic commerce and the growth of a large amount of information. Electronic commerce is a new economy, which places high demands for its effective use. The necessity of effective information handling solves database marketing. Its purpose is to gather data about customers, carefully save these data into

databases, retrieve data from the relevant information and then use this information for improved decision-making processes. In the DM we are working with information in order to more effectively reach customers. For the existence of a customer database is essential development of information technology. The whole process of handling the information falls within the field of information systems and information technology, known as the IS / IT (Information Technology / Information Communications). Data warehouses represent the development trends in business and technology. For enterprise data warehousing is the most used relational database management systems, they allow to store large amounts of data. In the relational database model data are stored in tables and columns. As part of this database may be some data from internal company information system. Filled with sufficient and appropriate database structure can also be used for other purposes, such as market research, testing new products, measuring the effectiveness of the media, monitoring trends etc.

2.2.1. Data warehouse

Data warehouse (DS) is a type of relational database that allows solve tasks aimed primarily at analytical querying over large datasets. William Inmon defined the data warehouse as a subject-oriented, integrated, stable and time-varying collection of data that supports decision-making processes. DS is a new development trends in technological and commercial fields and can provide vital information required for sound decision. All data available in data warehouses must undergo purification and filtration. Essential part of every DS is a large database, which contains an integrated enterprise data, which are derived mainly from internal and external data sources. Internal data we collect from operating activities within the company, external data is provided by third parties (business partners, customers, authorities, organizations). The data warehouse is still in addition to these internal and external data sources are also meta-data, which are essentially data that describe other data. Invaluable contribution is an integrated view on customer, which can be obtained from the results of internal and external data.

2.3. Electronic Direct Marketing

What is Electronic Direct Marketing (EDM)? EDM, also known as Email Marketing, is a direct marketing channel which uses electronic mail or email as a means to communicate to a target audience. EDM can be used to promote products or services, disseminate information or other purposes. Online marketing priority is to serve as an effective marketing solution with clearly defined goals - to gain new customers via the Internet, and thus increase

profits. Email marketing service is aimed at promoting the company, its products and services. The aim is to regularly inform and motivate customers to buy - through solicited commercial e-mail. There is no doubt that electronic marketing has contributed positively in the life of modern societies, mainly the consuming societies. It allowed purchasing of materials cheaply without any limit, and without any restrictions. It also gave the chance to make a free selection and comparison between the prices of goods at the electronic department stores throughout the Internet (1). Direct e-mail might be the one online marketing communications tool that has had the highest penetration among marketers. Compared with offline direct marketing, online direct marketing allows customization, personalization, and niche targeting in a much more flexible, easier, quicker and cheaper way (2). Every email successfully sent is an opportunity to generate brand awareness, sales leads or any of your outlined objectives. However, successfully sending a message is only part of the success journey in any EDM campaign. Convincing recipients to open their mail, read the message and act on it requires specific focus.

3. Conclusions

In terms of developmental trends in marketing communications is not possible to confirm that we are witnessing a revolution in the field of marketing communications, there is obviously presented a permanent and continuous development. Customers consider quality, speed, reliability, flexibility and cost-efficiency to be the main criteria for the selection of products and services or the development of customer loyalty.

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