

PRESENT TREND MARKETING AND CUSTOMER SATISFACTION

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ABSTRACT

This document is an overview of current trends in digital communication. Digital marketing and its tools (online advertising, online video and interactive television advertising, mobile marketing, buzz marketing, websites and social media) are perfect for communication with all stakeholders, and at first place with customers. This days the main challenge of companies and digital marketing communication is being noticed. Digital technologies match traditional communication and media channels, beside that they span the marketing mix. Accordingly, digital communication become significant element of marketing communication. Companies can hardly gain profit without getting noticed, especially if the target audience is young people that are digital natives. The originality of this paper is its focus on new trends in digital communication and their impact on companies processes to explore how a strategic adoption of digital communication tools can influence creating strategies and action plans. Any organization has to listen to its external customers and stakeholders. ... Customer satisfaction can be addressed as a strategic business development tool and it does have a positive effect on an organization's profitability.

INTRODUCTION : Marketing moves at the speed of light ... er , at least it feels that way when you're brainstorming a new campaign or strategy, and all of a sudden, a new statistic or technology release changes *everything*. On a yearly, quarterly, and even monthly basis, new trends and techniques pop up and transform the way we attract, connect with, and market to our audiences. But keeping up with these changes isn't always enough. To succeed in the fast-paced, marketing world, you have to stay *ahead* of the game. That's why we created this guide — influenced by some of our very own Hub Spot experts — so you can bookmark and return to some of the most important marketing trends of 2019, time and time again.

Use marketing trends

If a certain marketing strategy or approach has consistently worked for your business, why change it?

Well, just because something works now doesn't mean it'll work again in the future. You have to be one step ahead, or at least keep up with the emerging trends, that will impact your marketing success the next time around. So, other than keeping up with developments in the industry, why should your business care about marketing trends?

Marketing trends allow you to ...

- Keep up with the way your consumers shop and research your products and services (and those of your competitors')
- Stay up to date with changes in consumer behavior and priorities
- Ensure you're ahead of the curve in terms of knowing who your target audience is and what they need from your business
- Listen and respond to changes in the market to help you save money
- Stay relevant in your target marketplace and among your competitors (now and in the long run)

As we've said, many things change in the marketing world — and they do so frequently. That's why we've listed some of the most popular types of marketing trends — and an example or two of each — to help you adapt to these developments as needed and to equip your business with the knowledge necessary for you to succeed.

MARKETING TOOLS

1. General marketing trends
2. Content marketing trends
3. Social media marketing trends
4. Serach engine optimization marketing trends

5. Technology marketing trends
6. Privacy marketing trends

1. **General Marketing Trends:**

General marketing trends can be applied to virtually any type of company, no matter the size or industry. These trends will help you effectively reach your target audience and convert more prospects through your business's marketing content. Two common trends today include inbound marketing and the process of using your customers as marketers (and promoters).

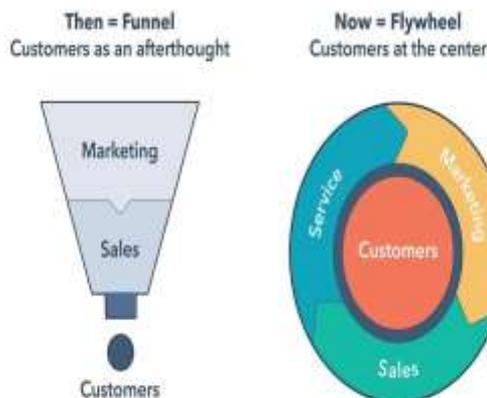
Use inbound marketing to reach more audience members organically.

As disruptive, outbound marketing tactics that interrupt audience members from whatever it is they're doing become less effective in reaching prospects and leads, inbound marketing has come to the forefront of effective tactics. The process of inbound marketing requires you to product quality, valuable content tailored towards your target audience and buyer personas and their needs.

Sign up for a free inbound marketing course to help you begin organically reaching more audience members.

Turn your customers into your biggest advocates and promoters.

The marketing funnel is old news. Today, **the flywheel** — and a subsequent **focus on service** — have replaced the one-way direction of the funnel.



In the world of the marketing funnel, customers were an afterthought. Once they became a paying

customer, businesses considered them obsolete — until, of course, it was time re-sign that contract.

The flywheel, on the other hand, places the customer in the center. Since **word-of-mouth marketing is the single most powerful marketing tactic**, it's wise to not only serve your customers but also equip them to become advocates for and promoters of your brand. The flywheel illustrates this process:

excellent service as its own marketing strategy. By keeping the flywheel at the center of your marketing efforts, placing a heavy emphasis on customer service and training to equip your customer service team with the tools to handle requests and issues, you'll delight and empower your customers. This will lead to customers who can market *for you* — they can promote and advocate for your business via their networks both online and in-person.

Featured Resource

- **The Ultimate Customer Case Study Creation Kit (+ Free Templates)**

2. **Content Marketing Trends :**

All types of business in a variety of industries are focusing on content marketing — publishing blogs, investing in resources to produce unique content, and paying for content-related ads. So, why should you also care about the current content marketing trends? Because 47% of buyers view three to five pieces of content prior to engaging with a sales rep, and 70% of people say they'd rather learn about new products through content over traditional advertising.

To ensure your content marketing efforts are as effective and accessible as possible, pay attention to the type of content that resonates most with your buyer personas, target audience, and current customers.

3. **Social Media Marketing Trends :**

In the U.S. alone, 77% of people have some type of social media account — and globally, there are over 3.7 billion social media users. This is why social media marketing is a popular trend that's become a part of almost every business's greater marketing strategy. Social media marketing allows you to

authentically connect with your audience on a personal level, humanizing your brand.

Featured Resources

- How to Use Twitter for Business (+ Follower Growth Tracking Template)
- 30 Days of Instagram: A Guide for Businesses
- How to Attract Customers With Facebook

Engage your audience with both ephemeral and permanent social media content:

Not all social media is created equal. Different types of content do better on various platforms. This includes ephemeral (fleeting) and permanent (long-lasting) social media content. Let's take a deeper look at ephemeral vs. permanent social content

Ephemeral Social Media Marketing

Today, Instagram and Facebook Stories specifically make the creation of ephemeral content simple — Instagram and Facebook Stories are photos and videos that live for 24-hours before disappearing “forever”. (Well, not really ... there’s an Archive feature where all your Stories reside after they expire. But you get the gist.) Kelly Hendrickson, a social media marketer at Hub Spot, says: “Ephemeral content versus permanent content is often dictated by the social platform, as well as by the audience's behavior on the platform.”

4. Search Engine Optimization Marketing Trend

61% of marketers say improving search engine optimization (SEO) to grow their organic presence online is their top inbound marketing priority. Are you one of these marketers? If so, have you figured out how exactly you plan to improve your SEO and organic presence? When you optimize for specific types of consumer behavior, you'll help your business become more discoverable online.

5. Technology Marketing Trends:

Similar to marketing, technology is also ever-changing — and it's happening equally as fast (if not faster). There are a number of ways to use technology to your advantage when it comes to your marketing, especially since so many new opportunities are emerging every day.

Integrate artificial intelligence (AI) to help your audience and customers solve for their problems quickly and accurately.

In general terms, [artificial intelligence](#) refers to a subset of computer science that teaches machines to do things that would require intelligence if done by a human. Think of tasks like learning, seeing, talking, socializing, reasoning, or problem-solving. When completed by computers, they're considered AI. AI has completely infiltrated our daily lives and tasks. When Spotify recommends a song, Facebook recognizes and tags a person, or you text a friend using Siri, you're tapping into AI. As we utilize AI more and more (especially as consumers), marketers and businesses will need to respond.

6. Privacy Marketing Trends:

In the marketing world, data is highly valuable ... and not just valuable to *you*, as a marketer or business owner. Whether it's an email address, credit card information, or smart phone location, consumers also view their data as precious and privileged — and it's your responsibility to take care of it.

Give your customers greater control over their data.

Whether a software company, bank, government agency, or lemonade stand, every business operates using data. It's the lifeblood of all things marketing, sales, service, and more. And hackers know it. When data breaches happen, precious information is siphoned into the wrong hands, leading to untrustworthy businesses and exploited consumers. That's why the [General Data Protection Regulation](#) was enacted — it's an effort by the EU to give greater control to consumers over their data. Under the GDPR, organizations must ensure that their data is collected legally and safely and that those who collect and manage said data will protect it and respect consumers' rights.

CONCLUSION: You're up to speed ... for now. If your current campaigns and advertising don't align with these trends, don't fret. Slowly apply these changes to your marketing efforts and ensure all of your activities are compliant and legal. As long as you're keeping a thumb on the pulse of current marketing trends — an always remain open to change — your business won't fall behind.

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