

## Edition-06

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Welcome to the Marketing Bonanza, character of the MBA Marketing Club. We would like to have insights about this. **You can share your perspectives, realities, suggestions, information, any interesting stuff in regards to advertising which could be published in our further releases on the mail id's made reference to beneath.**

~ Ayushi Solanki

### Congratulations

#### *HDB*

- Kulkit Yadav
- Nilay Jain
- Ravi Jain
- Sourabh Anand Patidar
- Sparsh Jain

#### *COLGATE PALMOLIVE*

- Ankit Bagherwal
- Palash Garg
- Piyush Sharma
- Roma Lalwani
- Shubham Borana

#### E-mail to:

ayushi.solanki@icloud.com  
marketingclub.ims@gmail.com

# Marketing Bonanza

(Marketing E-News)

## ***Alexa, what's the future of marketing?***

**From Artificial Intelligence to the “retro marketing” trend that's finding an audience with digitally weary consumers, marketing 2019 is a bag of contradictions**

2019 is the year marketing science catches up to the art: While once revered as more art than science, the discipline of marketing is becoming increasingly technical. As modern-day marketing practitioners, it has become table stakes to have some level of technical acumen on how the marketing technology stack plugs together. This year, CMOs will demand marketers expand their tech knowledge beyond marketing and into different business functions as marketing continues to traverse across organizational silos. At the end of the day, the more tech-aware and tech-savvy marketers are going to be the ones that win the customer experience battleground.

AI shifts marketers from tactical to strategic players: The roles within marketing organizations are shifting now that AI has arrived. For example, now marketing operations can leave list pulling, campaign execution and reporting to intelligent machines. Now, less burdened with these tasks, they're shifting and re-skilling themselves to become much more focused on data science as it relates to the bigger picture. The evolving role scape is moving away from order taking and execution to requiring that practitioners have a deeper understanding of and influence over the complete business strategy.

Agencies will get left behind: As digital marketing savviness is now common amongst modern marketers, there will be less need to work with outside creative and media-buying agencies. This year this shift will bring a significant number of those more specialized disciplines in-house, as brands find that they can develop and source high-quality work from within their own department at a lower overall cost, and with a greater level of transparency and control.

Marketing strategy goes retro: What's old in marketing will become new again. Consumers are more tuned in to digital marketing manipulation and leery of data privacy abuses—making them more skeptical and hence less responsive to even hyper-targeted digital advertising. The current wave of digital marketing has become overcooked. In response, marketers will look back to more traditional analog and out-of-home strategies with fresh eyes. This resurgent “retro marketing” trend will find an audience

## ***Social Media Marketing Facts***

- 1) Customer service matters. People who report receiving good social media customer service will spend 21% more money on that company's products.**
- 2) Video has become the most popular form of social media marketing. On top of this, most social media marketers use video over everything else. The two facts correlate well.**

with digitally weary consumers looking for a more personalized, human relationship with the brands they engage with. GDPR and data privacy regulations will put more of an emphasis on authentic marketing: In this new era of data privacy, consumers are empowered to decide not just what brands they do business with, but what brands they are willing to interact with at all. The value exchange between vendor and consumer must be crystal clear in any marketing interaction. Anything else, and vendors risk the future viability of engaging with their audiences. This not only increases the importance of personalisation but also the authenticity of those interactions. Brands must show customers that they respect their data by using it to engage with them in a way that drives real value—not just to drive revenue for their business, but to truly help the consumer in some way. Meaningless marketing metrics meet their maker: Marketers will reject any vanity marketing metrics that does little to show the value of marketing, such as attribution KPIs, return on ad spend, etc. Simpler metrics that focus on engagement and outcomes will prevail. Marketers will ask themselves: did we increase engagement with targeted contacts? This approach will become the standard to measure all marketing campaigns. By building a contact engagement model that underpins all interaction channels, marketing departments can then measure spend increases against engaged contacts within the customer organisation.

### **Say it satirical**

"I am a mess",  
not the one that  
beautiful girls mention  
in their caption.  
Rather, I am a filthy mess  
of semi-liquid mud in a  
pit-hole of a service road  
in a small town, on a  
rainy Sunday morning.

Everyone would walk by me,  
but you, sir, would think from  
distance that I am shallow.  
I'd warn you by staining the white  
Reebok t-shirt of some rich guy  
on his sports bike, which would  
make him remember me  
everytime he'd look at his t-shirt.  
But you'd ignore my caution.

## ***Social Media Marketing Facts***

**3) 91% of social media users use mobile devices to access their accounts.**

**4) Over half of the people on social media interact with brands more than once a month. They are using it for more than just sharing updates about their lives.**

**5) Over 88% of all companies are now marketing on social media. If you aren't then, now is the time to get started.**

Just when you'd walk-in,  
you'd feel suffocated to realize  
how deep this shallow-looking  
mess is. I'd play clean by reciting  
Grenville Kleiser' quote:  
Just because I came from a bad  
place doesn't mean I am a bad person.

As you move your feet, you'd gravitate  
more into the pit. You're too nice  
to tell me that you want to leave,  
and I'd flaunt how I've mastered  
the art of not-expecting.

Now that you're trying to walk out  
of this poem, you'd look down  
only to realize that your legs are  
already drenched in my muddy-mess.  
Didn't I warn you not to  
walk-in?

**~Ayushi Dauneriya  
(MM – 4<sup>th</sup> Sem)**