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**SOLUTIONS OF MARKETING COMMUNICATIONS
IN NEW ECONOMY**

Abstract

This article shows the meaning a new technologies in the activity of new economy enterprises, especially in the marketing area. The use of modern techniques of information transmission and information extraction paves the way for development of marketing communications. The Internet is the first medium that allows such advanced dialog between the firm and the clients, and consequently – building lasting relationships with them.

The main tools used in the communication process include: easily editable electronic documents, multimedia, computer networks, which allow the use of electronic mail, video conferencing, web pages, newsgroups and the Internet.

Keywords: new economy, marketing communications, Internet

The extraordinary progress in information transfer techniques and technologies as well as globalization are the two phenomena and forces, which are at the root of the changes in all areas of life in the 21st century. Information issues are at the centre of attention. The New Economy is characterized by the role of information, the dynamically developing information technologies as well as the globalization processes.

For several years there has been a web civilization or an information civilization and the new economy is an economy created by this civilization. The development of that civilization is defined by advanced technique and technology, especially transmission of information. Network economy creates new opportunities and development opportunities on an unprecedented scale, including those related to marketing communications. The use of modern techniques of information transmission and information extraction paves the way for development of marketing communications. The Internet is the first medium that allows such advanced dialog between the firm and the clients, and consequently – building lasting relationships with them.

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Characteristics of marketing communications

A company that wants to be a winner in the market has to create its marketing strategies well, and in order to do this it must have access to information and know how to use it in an effective and appropriate way. Therefore, a company should have a marketing information system. A marketing information system is a coordinated team of people, procedures, activities and tools, especially computer systems for the production, storage and use of data to ensure the orderly flow of timely and relevant information from internal and external sources, necessary to make marketing decisions (Sztucki, 1998). Using the Internet is particularly noteworthy in marketing communications, which in the literature of the subject is referred to as the exchange of information between the company and its environment, that carries out a marketing strategy defined by the company. In contrast to the promotion, where the stream of information flows mainly from the company to the buyer, marketing communications involves the free flow of information both ways, so it is a broader concept than the concept of promotion in its classical version (Szymoniuk, 2006, p. 15).

If economy is changing, marketing communications is also subject to changes. A few key areas can be identified where significant changes in marketing communications are seen (Kowalski, 2011, p. 502):

1. New media and means of information exchange are increasingly used, such as the Internet, digital telephony, digital TV. As the technology develops, there is the convergence of electronic communication services.
2. Forms of communication and exchange of information related to new media such as Internet advertising, e-mail, discussion forums, price comparison services, social networking services, web services with experts' and consumers' opinions, which partly replace traditional forms of promotion become more and more important.
3. Diversity and complexity of marketing communication tools make integration of instruments and promotional activities an essential feature of modern marketing communications.
4. Marketing communications becomes bi-directional, becomes a real dialog, exchange of information between the sender and the recipient. Even in the marketing messages broadcast in traditional media like television, radio, press or outdoor advertising, there is information that more and more often points to specific Internet addresses. And there, in addition to getting familiar with the details of the offer, you can make direct and permanent contact with the consumer, if you persuade him or her to leave their contact details. Establishing individual and permanent contact allows you to take appropriate actions that lead the consumer to desirable, from the sender's point of view, responses.
5. Individuality of the offer. Digital television and radio stations or those broadcast in the Internet can more and more precisely specify the scope of the subject matter presented, thereby limiting and further defining the audience, and obtaining a specific target group for marketing activities. Marketing specialists also increasingly penetrate social networking services and discussion forums, seeking a potential target group with a relatively low cost of reaching.
6. Marketing messages must also take into account the fact that they are directed to more and more educated consumers. The consequence of this is that consumers have opportunities and can search for sources of verification of the information presented to them, and share their thoughts with others. This forces the creators and broadcasters of marketing messages to look for new and effective mechanisms to influence customers. The dialog between broadcasters of marketing contents – businesses, institutions, non-governmental organizations and advertising agencies acting on their

behalf and recipients of the contents – consumers is gradually changing its character. Broadcasters must remember that they are beginning to talk with the consumer, whose essential characteristic is knowledge and the ability to use it in a pragmatic manner. Modern marketing message must therefore take into account the fact that the recipient is a consumer you can obviously influence referring to his/her feelings, but when we want to refer to his/her rationalism, this increase of consumers' knowledge and their skills to use it should be taken into account.

7. Growing importance of brands in communication with the market should be also paid attention to. Due to the fact that information is a fundamental good in information society, an intangible asset which is an original, unique, protected and distinguished from other offers composition of a verbal name and a nonverbal layout becomes an important factor of competitiveness.

Technologies used in marketing communication

In recent years, marketing communication environment has experienced two major changes:

- fragmentation of traditional media (the emergence of satellite and digital TV, thematic channels directed to a narrow group of recipients),
- the emergence of new ways of communication (e.g. product placement, interactive electronic media).

These changes have resulted in abundance and variety of available options to contact with customers. In addition to the traditionally understood advertisement interactive advertising appeared.

It should be emphasized that the task of marketing communications is to form the message in such a way that the recipient takes the action expected by the sender. Exchange of information evokes customer's reactions to the message – including decoding, acquisition and valuation. The use of various techniques of persuasion is to strengthen the force of the message broadcast. However, they have a chance to achieve a desired success only if the sender (at the message design stage) takes into account psychological, demographic, cultural, social and economic features, specific to a given recipient (group of recipients) (Rosa, 2005,

p. 42). A similar situation is with the choice of media that are to carry a personalized message.

The tools to obtain, analyze and optimize the use of marketing data coming from the network include:

- a) in case of obtaining marketing data:
 - analysis of server logs,
 - electronic survey,
 - commercial online basis,
 - analysis of invisible network resources,
 - data extraction from web pages;
- b) in case of analyzing marketing information:
 - Web Farming,
 - Web Warehousing,
 - Data Mining;
- c) in case of systems to manage marketing information in e-business:
 - Customer Knowledge Management,
 - electronic Customer Relationship Management.

Personalization in marketing communication

The transmission and exchange of information are becoming more individualized in character, channeled towards an ever narrower and more precisely defined group of recipients or even towards an individual recipient. This is because digital media technologies allow for individualization of communication, including targetting a single recipient. The basic content can therefore be supplemented by additional, marketing content, prepared to match the specific profile of the consumer.

Individualization of an offer consists in adjusting it so that it best matches a potential group of consumers of the product (service), selected on the basis of psycho- and demographic data. Personalization goes one step further – it can be said that here the offer is adjusted not only at the level of the characteristics (behavior) of the target group but also at the level of a single recipient belonging to this group.

The purpose of personalization is to make the recipient feel that the offer is addressed only to him/her – he/she is to feel special. This in turn provokes him/her to take advantage of the offer.

Personalizing communications in the digital world, contrary to what may appear, however, is not very difficult to achieve and only requires specific conditions. The basic requirement for its use is the availability of adequate data on the recipient and the appropriate technology to collect and process that data (e.g. registration form on a website). Customer information databases are beginning to play a special role in both collection and processing of such data.

The benefits that recipients derive from personalization in traditional and electronic relationship with individual customers are:

- the ability to benefit from discounts,
- efficient service,
- the opportunity to subscribe to a newsletter according to the customer's preference (for portals – e.g. finance, advice, entertainment),
- efficient access to interesting offers in an electronic shop,
- possibility to compose a customized page from the available content,
- quick access to desired resources,
- consistency of personalized communications across all electronic channels,
- ability to place orders for unusual items (e.g. own composition of elements of Nike shoes or ordering individual books in print published by Helion).

In turn, among the benefits that the organization receives, the following can be mentioned:

- ability to define the target group,
- building own address database,
- initiation and maintenance of effective communication process with users,
- chance to win customer loyalty,
- generating return visits of online recipients, gaining customer satisfaction, which may be the source of the most effective advertising distributed through word-of-mouth recommendation,
- competitive advantage against companies which do not use similar personalization practices,
- ability to share the defined advertising platform,

- getting positive feedback about the site or company,
- attracting attention of large Internet audience,
- gaining recognition among the online community for the uniqueness of the services provided.

An important advantage of the Internet is also the ability to track what the user is doing on the site, and even in other places in the network. Limited to its own site, the company may collect a number of user information already at the stage of registration (if it has this functionality), using an appropriately designed registration form.

Personalized forms of advertising include (Szwarc):

1. Recommendations in e-shops – recommendations, called otherwise suggestions, are used to suggest to the user in what other products (services, articles) he/she may also be interested. Recommendations of this type are most commonly used on news websites and on blogs and – in a broader sense – in e-commerce.
2. E-mail marketing – personalization is also increasingly being used in e-mail marketing. As with ads on websites, here you can also use the user's name and data from his/her profile. It is also possible to automatically, taking into account the recipient's gender, adjust the message content – both the welcome address, as well as individual words in the text.
3. Personalization in search engines – creators of the now most popular Internet search engine in Poland, Google, have made personalization of the search results one of its development directions. This is called semantic search. The data collected by Google may include, among other things, keywords entered by users, the history of clicks on search results pages that are displayed on them and sponsored links. The collected data is used to generate results in terms of the user's existing preferences.

Conclusions

Information that is useful in a decision-making process becomes the most valuable resource namely knowledge for today's businesses. Marketing information is any kind of information used in the process of company's marketing management, which is the basis of knowledge creation. It allows us to reduce the uncertainty of decisions related to the implementation of strategic and operational marketing.

Increasing needs and requirements of customers, increasing economic and IT awareness, and escalating competition have resulted in a fact that information, being a product of information technology, is a necessary condition to achieve a non-price competitive advantage.

Information systems have operated in business for a long time. So far, however, their purpose has been to improve existing practices. Only adding them to an integrated, global network – which is the Internet – creates a new quality. Every organization, large or small, has the ability to conduct business on an international scale. The wealth of information in the network gives tremendous opportunities to businesses and customers. Information and knowledge can spread rapidly over large distances. Progress and economic growth has always been a product of human mind and technological innovation. Access to information and knowledge, what this information means is the basis of development, including economic development. New business environment is created where information and knowledge, through teleinformation technology, become a primary decisive criterion for the success or failure of firms, regions and whole economies. Information and knowledge create value added, increase productivity and efficiency of management.

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