MARKETING COMMUNICATION IN THE DIGITAL AGE

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Abstract: Marketing communication helps businesses grow and prosper, creates relationships, strengthens the effectiveness of organizations, and allows people to learn about one another. Once companies have developed products and services, they must communicate the value and benefits of the offerings to current and potential customers. Consumers are changing. With access to many sources of information and often an interest in interactive media, consumers may collect more product information on their own. In a digital context, companies must get more creative in the channels they are using to enable the new, quicker ways of working and the speedier mind-set and behavior changes that a digital transformation requires. Digital marketing communication technologies have exploded across the world and have transformed nearly every aspect of the information and media landscape. Organizations are shifting to address implications, manage consequences, and capitalize on opportunities presented by new digital communications platforms. Organizations that are responsive, transparent and willing engage in direct dialog with their constituents and customers on their chosen platforms are increasingly rewarded in this new landscape. The shift to digital marketing communication has changed the way that consumers expect to find, share, and discuss information, and has opened whole new models for engagement and participation. Organizations have to develop new skills, practices, and policies in order to effectively communicate, engage, and manage their brand in this new environment. Effective communication strategies take this into account and choose content platforms that are widely supported on a variety of devices. Therefore, the purpose of this paper is to analyze and highlight the main changes in marketing communication in the context of the digital age from the point of view of both consumers and companies.

Key words: marketing communication, digital age, engagement models, interactive media, consumers benefits.

JEL Classification Codes: M30, M31, M37.

1. INTRODUCTION

In today's competitive environment, the organizations must constantly communicate with the current and potential stakeholders, provide products and/or quality services, establish attractive prices and facilitate the access of the customers at these. The world is more connected than ever. To a large degree, this is thanks to the growth and unparalleled reach of digital media (particularly Internet-based social media) and the widespread adoption of mobility devices. More people online connecting to more social networks results in an unprecedented amount of data generated by devices and services. Now companies can enter into rich, interactive dialog with customers via many more touch points to learn more about them than ever before. Opportunities for enhanced marketing are enormous, but they don't come without challenges – the biggest one being successfully orchestrating the customer experience across the growing galaxy of touch points. The Internet is enabling a growing number of social media – and the increase in mobile devices is giving more consumers greater access.

In the age of digital society, all CEOs, CMOs and senior marketing executives must consider how to change their strategies, improve the role of marketing Not only can users engage with each other more readily, but the interfaces at which they interact with businesses are becoming more numerous.

The market changes faster than marketing. In essence, marketing strategy has undergone only two eras, the entity era and the bit era, and adopt emerging technological and data tools to integrate with the Internet. The goal of digital marketing strategy is not to disrupt existing marketing strategies, but to complement, integrate and develop the two at the same time. Many CEOs and CMOs ask the following questions: How is marketing communication in the digital era different from that in traditional times? What has changed in each step of a marketing communication in the digital era and what has been preserved? Only by starting with the mindset and framework and thinking as that of a CEO and CMO can we make good top-down designs and plans. We need to know the nature of marketing communication, the most prominent features of marketing in the digital era, the latest developments in segmentation, target market, position and brand strategy with digital technologies and the strategic platform of digital marketing established as such development takes place.

2. WHY IS VERY IMPORTANT MARKETING COMMUNICATION IN THE DIGITAL AGE?

As Digital marketing is a type of marketing that is widely used to promote products or services through digital technology in order to attract and retain consumers. Digital marketing goes beyond Internet marketing, including channels that do not require the use of the Internet. It is used in radio, mobile technology, television, the Internet, social media and contextual advertising and in many other forms of digital media. Success in the digital age will require the marketing team to stop thinking of their primary objective as marketing communication – telling customers what to buy and why – and start prioritizing engagement – giving customers reasons to choose to build a relationship with the brand. Engagement is about building a relationship with the customer based on a coordinated series of compelling interactions.

This goes beyond managing the experience at touch points to include all the ways companies motivate customers to invest in an ongoing relationship with a product or brand. Even how employees behave has become part of the marketing mix. Marketing as a function can no longer view itself as a silo, since touch points and data streams critical to the marketing mission exist in and across multiple functions and units. Its main role has shifted to orchestrating customer experiences and engagement – through all touch points and for the company in its entirety.

Thus, the marketing communication needs to be the engine driving customer engagement (McKinsey&Company, 2013). Present day entrepreneurs in any industry would probably agree that digitalized revolution is extremely urgent. Consumers are willing to embrace the digital era; consumer-oriented enterprises are rapidly accelerating the pace of the "Internet+" to walk into the future of business (Figure 1). With digital media, consumers can access information anytime and anywhere they want (Idrysheva, Z., Tovma, N., Abisheva, K., Z., Murzagulova, M. and Mergenbay, N., 2019).

Figure 1. When custumer age meets real-time age

Source: Kotler, M., Cao, T., Wang, S., Qiao, C., "Marketing Strategy in the Digital Age - Applying Kotler's Strategies to Digital Marketing", World Scientific, 2020

Currently, business is entering the real-time age. The time taken for clients to make decisions, for the market to adjust to the competition landscape or for consumers to get a response used to be measured on a daily or hourly basis, but now, it is being calculated in minutes and seconds.

If enterprises do not respond to clients' demand instantly at this moment, they are losing their clients and will fail in competition. "Instant connectivity" of mobile Internet makes the importance of user scenarios more prominent and "integrates people and machine into one"; community gathering makes crowdsourcing, crowd innovation and crowd promotion emerge in business models. We need to redefine this era, redefine business and business models and redefine marketing strategies (Figure 2).
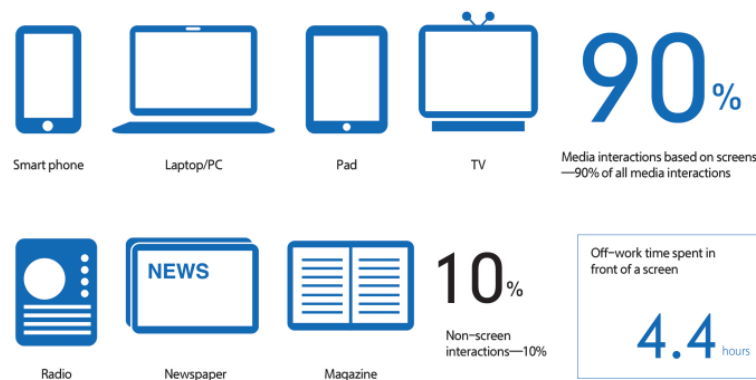

Figure 2. Multi-screen interactions of consumers

Source: Kotler, M., Cao, T., Wang, S., Qiao, C., "Marketing Strategy in the Digital Age - Applying Kotler's Strategies to Digital Marketing", World Scientific, 2020

Now interactions happening on new digital media including cell phones, personal computers, tablets and TVs take up the majority of daily media interactions among consumers. Compared with traditional radio, newspapers and magazines, interactions on new media account for 90% of all media interactions. On average, people spend 4.4 hours on different types screens off work. Recently, Nike has claimed that "Now each and everything is digital".

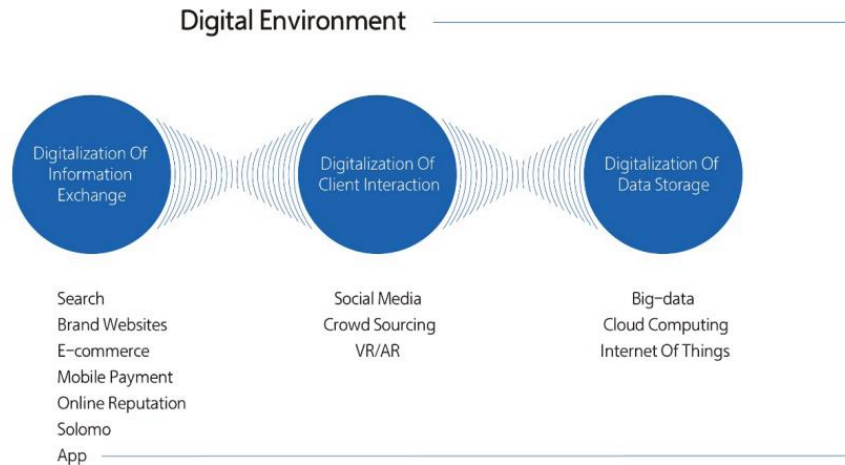## 2.1 Tools of the marketing communication in digital environment

Figure 3. Marketing communication in digital environment

Source: Kotler, M., Cao, T., Wang, S., Qiao, C., "Marketing Strategy in the Digital Age -
Applying Kotler's Strategies to Digital Marketing", World Scientific, 2020

2.2 Digitalization of information exchange

Searching is the most basic information tool in the Internet. By taking new search engine technologies, digital information can be accessed with ease. Using a search engine to explore can help enterprises and consumers locate target information within seconds, largely improving business efficiency. Keyword searches are one of the most elementary applications of online searching. With the better performing computing power, storage capacity and network speed currently available to us, we have access to advanced methods in searching. For example, users can search information by voice or visual search. From the perspective of enterprises, for many years, people from digital marketing have been continuously optimizing search engines. In fact, search engine optimization (SEO) has always been one of the important tools to increase online views for enterprises. For users, they have access to more accurate information in line with their own needs. However, effects of traditional means like optimizing the webpage and buying keywords may be waning Mobile technologies, voice recognition and big data can help computers retrieve a mass of the Internet, social media and geo-location data. Based on the filtration and categorization of the data, computers can more accurately predict the future requirements and behaviors of users (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

Figure 4. What is SEO?

Source: HubSpot, Introduction to Search Engine Optimization

Search engines have one objective – to provide you with the most relevant results possible in relation to your search query. If the search engine is successful in providing you with information that meets your needs, then you are a happy searcher. And happy searchers are more likely to come back to the same search engine time and time again because they are getting the results they need. In order for a search engine to be able to display results when a user types in a query, they need to have an archive of available information to choose from. Every search engine has proprietary methods for gathering and prioritizing website content. Regardless of the specific tactics or methods used, this process is called indexing. Search engines actually attempt to scan the entire online universe and index all the information so they can show it to you when you enter a search query (HubSpot, Introduction to Search Engine Optimization).

Official website of a company is a critical battlefield of brands on the Internet. Visits, such as search engines, introduced by channels are most likely targeted at brand websites which are the main source of information for digital consumers and possess some real business functions including attracting clients, performing marketing services and offering client services as well. As a digital flagship store, information demonstration center and online distribution system of a commercial organization, brand websites must play multiple roles, cultivate new sales clues and maintain the existing clients (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

For companies "nowadays, the websites tell much about what we do as a company, how we strive to change the world" (Nguyen et al., 2016, p. 15). Therefore, the corporate website is a primary vehicle for corporate visual identity and plays an essential role in the way that an organization portrays itself to internal and external stakeholders (Chen and Wells 1999; Melewar and Karaosmanoglu, 2006; Van den Bosch et al., 2006). Building a favorable corporate website is one of the main facets of corporate visual identity, in line with the name, a symbol and/or logo, typography, color, or slogan, is a way to reveal corporate identity in a visual manner (Ageeva et al., 2018; Foroudi et al., 2017; Van den Bosch et al., 2006).

As an extension and supplement to the official website of a company, e-commerce is an important function furthering the digital revolution of enterprises. It provides clients with a very convenient way of knowing, comparing and purchasing goods and obtaining services. Nowadays, clients expect that all channels of the enterprises are consistent, strongly connected, easy to be interconverted and competitive in user experience. Against such a background, enterprises must ensure that their e-commerce platform not just offers online trading services but also needs to integrate e-commerce, social media and mobile ends into a unified experience. Or further, they integrate online and offline channels, which provides an all-round buying experience for clients (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).
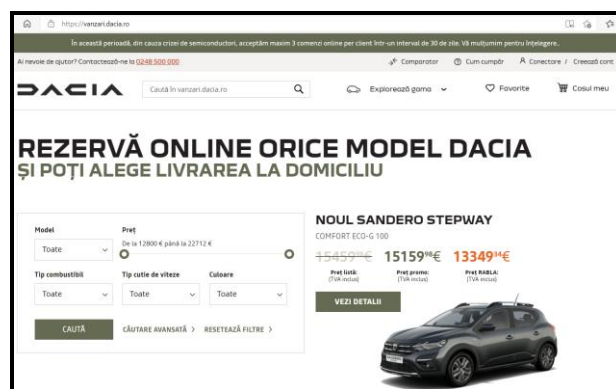

Figure 5. E-commerce website: Dacia Group Renault

Source: www.vanzari.dacia.ro

Dacia Groupe Renault Romania registered a significant increase in online sales on the two e-Commerce platforms launched 2 years ago. Thus, sales figures reached a record of 30 units per day, Dacia and Renault vehicles purchased by customers following a strictly online route. Some of them have also opted for home delivery, an optional service offered to those who want to reduce physical interaction or the effort of going to a showroom. So far, over 2,500 customers have chosen to purchase a Dacia or Renault car through e-Commerce platforms.

E-commerce websites with a good visual presentation can help users sort out the best product, compare different price solutions of products in short terms and provide a safe and efficient means of payment. Users can easily comment on their shopping experience and this can also help enterprises build brand trust. Generally, e-commerce consumers may just be a group of younger people more familiar with digital technologies, but the fact is that number of e-commerce users is expanding in every age group. A new trend in e-commerce is mobile e-commerce, which benefits from the rapid popularity of smartphones and tablet computers in recent years. Mobile e-commerce helps physical stores to collect more trading data to better optimize user experience, provide a more personalized shopping advice, which reduces the gap between the online and the offline trading experience (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

Described as a "mediated interaction tool designed to implement a marketing strategy, used by an intelligent and motivated player in the buying process" (Reix, 2003), an e-commerce website can therefore be considered concurrently or in turn as "a marketing channel", a retailing channel, "a servuction system element", or a medium (Helme-Guizon, 2001). Reix (2003) first identified an initial traditional and commonly used approach evaluating websites within the framework of information systems, focusing on the quality of the interface, then a second approach focusing on customer satisfaction and "considering the website as a type of store". Having reviewed the literature, a third approach seems appropriate: the website as a communication channel.

Mobile payment, even at its very early stage, has received widespread attention and popularity. Mobile payment service is exploding at an impressive rate as the global mobile payment revenue almost tripled over the last five years. But the reasons behind this phenomenon are still not clear. This paper thus focuses on identifying the key factors that contribute to the success of mobile payments. We firstly take a look at the current status of mobile payments. With this brief background in mind, we then address several questions associated with three key actors of mobile payment ecosystem: m-payment service provider, consumer, merchants. Specifically, the business model of mobile payments firms (including value proposition, market contribution, revenue source), consumer preferences and merchant. Mobile payment is gradually developing towards diversification and cross-border integration with highly sophisticated technology behind; the success of mobile payments application is based on aprofitable and valuable business model; in order to gain a competitive advantage when facing with fierce competition in the market, firms should respond best to consumer change and merchant feedback.

Electronic word-of-mouth (eWOM) communication refers to any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau et al., 2004). It can also be considered as the extension of traditional interpersonal communication into the new generation of cyberspace. It has been the focus of a great deal of marketing and consumer research, specifically how eWOM influences consumption. Stauss (1997, 2000) discussed the threats and opportunities for businesses brought about by the rise in online customer articulations. Senecal and Nantel (2004) examined how eWOM influences product

choice using an experimental study of consumers' use of online recommendation sources (Cheung, Christy M.K., Lee, Matthew K.O. and Rabjohn, N., 2008)

Internet word-of-mouth reputation is the positive or negative information of an enterprise or a brand shared on the Internet. Word-of-mouth reputation of enterprises always exists, and in the digital era, it has become so extremely important that it cannot be neglected. The rich information on the Internet enables word-of-mouth receivers to obtain more and richer information closer to the real experience. Internet word-of-mouth reputation helps users to profoundly understand the information of the company, reduces the uncertainty of trading and improves the possibility of trading. Enterprises need to pay close attention to images described online and proactively improve the marketing efficiency (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

The Internet has created opportunities for electronic word-of-mouth (eWOM) communication through electronic media, such as online discussion forums, electronic bulletin board systems, newsgroups, blogs, review sites, and social networking sites (Goldsmith, 2006). eWOM communication through electronic media allows consumers to not only obtain information related to goods and services from the few people they know, but also from a vast, geographically dispersed group of people, who have experience with relevant products or services (Ratchford et al., 2001; Lee et al., 2006). A recent survey found that most consumers perceive online opinions to be as trustworthy as brand web sites (ACNielson, 2007). Rowley (2001) also proposed that commercial enterprises should try organizing online communities rather than to simply advertise on the Internet. These studies indicate how great of a potential impact eWOM can have on the consumer decision process (Cheung, Christy M.K., Lee, Matthew K.O. and Rabjohn, N., 2008).

SoLoMo o is a mixed concept that combines Social Marketing, Local Marketing and Mobile Marketing. In traditional models, social marketing, local marketing and mobile marketing are basically independent. The social marketing department is only responsible for online social marketing. Teams from different regions complete regional marketing together and hold a large number of marketing activities. As for mobile marketing, it is more likely to be SMS marketing, developing the business by sending short texts. The popularity of smartphones and tablet computers changes the picture. These mobile devices give consumers many more new functions and choices, which enable them to get any product and service they need at anytime and at anyplace (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

SoLoMo marketing has become an important tool for product promotion, brand development that stimulates direct purchases because it offers more interpersonal connectivity, intimacy and sociability that are used by mobile phone users. It is strong due to its ability to disseminate product information to the virtual communities of users (i.e. classmates, family, friends and acquaintances) widely and quickly. Friends on social networks (such as Facebook) can respond to the ad by pressing a similar button, sharing personal experiences, and reviewing and recommending the brand in the ad. Subsequently, advertisers can use geographic information in real-time and word-of-mouth power and socialization in mobile marketing efforts to increase the specificity and effectiveness of ads. It helps the companies to increase bi-directional dialogue with consumers, allowing traders to quickly understand consumers' feelings, their campaign or product ratings. They can then flexibly respond to market changes and reach potential consumers through bidirectional communication (Križo1, p., Čarnogurský K. and Sirotiaková, M., 2018).

App. The surge in the number of smart mobile devices has increasingly made users rely on mobile search functions. According to Google's data, 94% of the users look up the address of physical retail stores. In addition to social applications and local searching applications, apps of retail businesses will become more common in the next few years. Specialized apps can provide

more specific action targets as well as a simple and direct user experience (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020). According to App Annie's State of Mobile 2022 report , mobile device use hit record-breaking numbers last year. The study found that the consumers spent an average of 4.8 hours a day on our phones. The study found that out of all that time spent on our phones, seven out of every ten minutes were spent on social or photo/video apps. More specifically, Gen Z tended to skew towards photo/video apps, while Millennials favored shopping, finance, and food/drink apps. In addition, Gen X and Baby Boomers used their screen time to browse medical, news, and weather apps (appannie.com)

• Digitalized interaction for clients

Social media is a channel for enterprises to have a deeper and easier conversation with clients thanks to digital technologies. It also serves as a tool to build brand loyalty in the digital era. In the current age, enterprises must go further beyond the relationship of not only passing on information but also establishing social relationships to cultivate brand affinity that enhances communication, understanding and trust. Social network and community connect people together, allowing them to share and transmit real-time information. Social media can be regarded as contact and interaction of online culture in the virtual market (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

• Around 27% of the time, Internet users have been active on social media;

• Around 70% of B2C companies say that they obtain new clients via social media channels.

Social media can help enterprises to amplify the brand influence and obtain better outcomes by more effectively using their own marketing content. When a company launches marketing content on an official account, followers will forward or comment on the content. Once the content has been forwarded many times, even non-subscribers can also receive the information shared by these followers. By such means, social media can help brands obtain unimaginable attention. However, being seen or having many followers is not enough. Enterprises need to encourage users to participate. Digital technologies provide an unprecedented chance, which enables enterprises to have deeper communication with the existing clients and potential clients and build closer brand relations. Enterprises should master a richer range of interactions to foster brand affinity. To improve the level of participation, Google's research team has made a research project. Research results show that the full process includes four steps: user choice, interactions, sharing and conversion. And the research team believes that the key method for improving the participation of clients is "during the information boom, those enterprises who attach importance to social participation are more likely to succeed compared with the enterprises that only concern about exposure (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

The Internet is enabling a growing number of social media – and the increase in mobile devices is giving more consumers greater access. Not only can users engage with each other more readily, but the interfaces at which they interact with businesses are becoming more numerous. This opens up massive customer insight opportunities for business, while giving virtually every customer the power to become a widely-read, credible critic and reviewer. To capitalize on the opportunity and simultaneously manage the risk that this data revolution presents, consumer-focused companies will need to move marketing from the margins to the top of their agendas and restructure their organizations accordingly (McKinsey&Company, 2013)

The new focus of marketing campaigns has shifted to understanding and managing social interactions between customers and businesses and turning customers into a medium for brand communication. In the current era of social interactions, social media has provided consumers a

way to express their personal opinions for free. Enterprises should reasonably organize so that consumers could share opinions that help the brands.

• Around 90% of consumers recommend a brand after social interactions with others.

• Around 83% of consumers say that user comments often or sometimes influence their purchasing decisions.

• Around 80% of consumers change their purchase intention after having read negative reviews online

Social media gives consumers the ability to influence the branding preferences of those around them, which would not have been possible with traditional marketing practices.

Crowdsourcing. The term "crowdsourcing" was introduced by Jeff Howe and Mark Robinson in a Wired Magazine article in June 2006. The "official" definition of the term comes from Jeff Howe who has outlined crowdsourcing as "the act of a company or institution taking a function once performed by employees and outsourcing it to an undefined (and generally large) network of people in the form of an open call" (Howe, 2006b). At a later stage Howe added the proviso that outsourcing involved some form of payment to differentiate crowdsourcing from the better-known "wikinomics" (Tapscott & Williams, 2006) or 'commons-based peer production' (Benkler, 2006) which involves large unrelated groups working on joint projects such as the software programme Linux, or the online encyclopaedia Wikipedia "without relying on either market signals or managerial commands" (Whitl, P., 2009).

Crowdsourcing is similar in principle to cloud computing technology, but it focuses on gathering many people to address challenges more effectively or complex problems via the Internet rather than servers. Whether to produce a new solution by brainstorming or to raise funds (also known as crowdfunding) for a specific project, crowdsourcing has already become a non-negligible social phenomenon and a business tool. Crowdsourcing in nature has pushed new business models to grow, by which individuals or organizations create new ideas and produce more competitive products and services in a more effective and low-cost way. By digital means, crowdsourcing is a tool with infinite potential since the focus of the public can be detected and efficient solutions can be provided at low costs (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

VR/AR - Nowadays, marketing people have started to examine ways to improve the digital experience. Augmented reality (AR) can empower marketing people with digital capabilities to improve the user experience digital marketing in a real sense. Statistics in research companies show that over 60 million users in 2014 used AR apps in their smartphones, tablet computers or smart glasses. It is estimated that this figure will exceed 200 million in 2018 and such statistics indicate that AR technology will influence predominant business environments beyond doubt.Based on virtual reality (VR for short), AR is an emerging technology. Objects that reside in the real world are augmented by computer-generated perceptual information by sensors, display equipment and digital pictures, voices and data (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

Augmented reality (AR) is an interactive experience that connects the virtual world on screen with the real world, which blurs the boundary between the real and virtual world and augments user experience in the real world. Therefore, AR can be seen as an external digital interface of the real world. By contrast, virtual reality (VR) technologies, by which multiple senses including visual, auditory, haptic and even the olfactory sense can be emulated in the virtual world, enabling users to immerse themselves in the digital environment and find themselves in another space. In this regard, VR can be seen as an internal interface of the virtual world Nearly all AR tools are realized by apps on smart devices, including smartphones, tablet computers and wearable devices. AR has provided an augmented digital experience for our life and daily contacts. To realize such effects, a sensor or a camera is needed to capture the view or information in the real world. Currently, many AR startups are developing apps for Google Glass

for the reason that Google Glass has the sensors and cameras that are necessary for augmented reality (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

• Digitalized data storage
Big data - The term "big data" refers to a set of data sets that are too large to be collected, analyzed, graphed and analyzed using traditional software. Moreover, these data are usually unstructured. For businesses and marketers, the biggest challenge for big data is how to get accurate, relevant and executable insights into vast amounts of information. Advances in technology and data handsets enable marketers to track, review and improve all aspects of digital activities. The ability to quickly compare campaigns with real-world results can help companies continue to refine their brand information and marketing campaigns and better connect with existing customers and prospective customers through marketing content. If we consider big data as mine and oil, then big data marketing is one of the commercial applications of mines and oil. Digital marketing is "(content platform + digital platform) × big data operation × upgraded marketing strategy thinking" (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

Cloud computing. Peter Mell and Tim Grance of the National Institute of Standards and Technology (NIST) proposed in 2009 that cloud computing is a computing resource that can be accessed over a network (including networks, servers, data storage, software applications and software services, etc.), which can meet the individual needs of customers in a convenient way, without special intervention and maintenance. For enterprises, cloud computing provides enterprise computing infrastructure construction and off-site hosting services through third-party outsourcing. This allows companies to put resources and capabilities to more core areas without having to build IT infrastructure or manpower within the enterprise. Compared with traditional internal computing systems, the advantages of cloud computing are 24-hour accessibility, advanced security and lower cost. Cloud computing services provide similar types of advantages to both corporate users and individual users: 24/7 access to services, cheap subscription prices (such as Netflix's monthly video service), higher security (cloud-based online bank encryption algorithm) and lower hardware input costs. Users no longer need to set up their own local servers to store pictures, videos and other data. They can store the data in the network hard disk provided by cloud service companies, such as Google, Amazon, Baidu Cloud and so on (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

Achieving the speed and agility that cloud platforms promise requires frequent interaction—for instance, to define and optimize customer journeys— between IT managers and their counterparts in the business units and functions, particularly those who own products and capability areas. CEOs need to encourage business leaders to appoint knowledgeable decision makers as product owners for each business capability (McKinsey&Company, 2020).

The Internet of Things is probably the most influential technological trend of the era. It means all the objects in the world, including people, upload all the data continuously to the Internet for circulation through the one or more microcomputers or smart sensors everywhere. In the Internet of Things, a network IP can be assigned to any object to exchange informa tion with the Internet. Almost everything including car tires, coffee pots, human body parts and undergarments can be connected to the network. So far, the Internet of Things has realized machine-to-machine (M2M) information linkage in larger industries such as manufacturing and public utilities. At the business level, the world of interconnected devices is an important opportunity for companies to extend their business to every corner of the world. To embrace the Internet of Things, the key challenge for corporate marketing executives is that they need to not only create compelling marketing content and social interactions for each potential customer but also interact with the smart devices of those customers. Wearable devices are regarded as an

integral part of the IoT ecosystem. From Google Glass to Apple Watch, wearable technology covers everything that humans can wear (Kotler, M., Cao, T., Wang, S., Qiao, C., 2020).

3. CONCLUSIONS

The Marketing communication in the digital age can mean different things to different people. To stay competitive, companies must stop experimenting with digital and commit to transforming themselves into full digital businesses. In today's digital age, businesses are doing a lot of their activities online. The internet always brings new possibilities in every area and the area of integrated marketing communication is one of the most developing fields. An important role is played by social media with links to user geolocation and mobile devices, i.e. mobile marketing. These marketing techniques are based on attracting attention to the brand, product, or particular business.

Digital leaders examine all aspects of their business—both customer-facing and back-office systems and processes, up and down the supply chain—for digitally driven innovation. Companies need to move beyond experiments with digital and transform themselves into digital businesses. Yet many companies are stumbling as they try to turn their digital agendas into new business and operating models.

Marketing communication in the digital age is less concerned with impressions and more concerned with engagement metrics. Digital marketing tactics like influencer marketing are on the rise because influencers represent the perfect merger of informed consumers and celebrity endorsements. These authentic engagements on intuitive social platforms strengthen brand-customer relationships. Each customer touchpoint either drives or repels engagement.

Omnichannel is taking the multichannel approach (as in, you use multiple digital channels to showcase your brand) and integrating each channel into seamless synchronicity. Omnichannel brands are mobile friendly - they build apps, curate social media presences, and maintain mobile-friendly websites. More importantly, they integrate each digital tool to work together rather than operate independently of other digital channels. These brands are also taking advantage of voice, video, and augmented reality (AR) technology. For many consumers, being digital is second nature. Activities unknown a few years ago are now commonplace: using a smartphone to compare prices while shopping, or seeking product recommendations using Facebook. Yet an organization's top table can take a while to catch up to this reality. After all, most of today's senior executives built their careers in the predigital age and for the past ten years have been too busy hitting their numbers to spend much time following tech trends or posting on social media.

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