A Study on The Impact of New Technology on Digital Advertising

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Abstract

There is no doubt that technology has changed how people get, think about, and respond to information worldwide. New ways for people to interact with businesses and products are coming to light thanks to the Internet and new technologies that make it easy for people to get to many different portals quickly and easily. Many experts and people think that the information age has changed advertising because of new technology. Advertising's role has changed over time. The paper is about learning about new things that have changed advertising in the modern world. The paper also talks about how technology has changed the way people think about advertising. People talk about advertising and the role of technology when they talk about it. We know that new advertising ideas have changed the look of 21st-century advertising techniques. Now that advertising is mostly based on technology, a new type of advertising called digital advertising has come into existence. The main focus is on advertising through digital media devices like phones and computers in digital advertising.

Keywords: Information technology, Digital Advertising, Digital devices, Technology, Advertising

Introduction

Advertising is a type of advertising that tries to get a product or service in front of a specific group of people. It is one of the oldest types of advertising, and the goal is to get people to buy, sell, or do something. It is called "traditional advertising" when it comes to print, TV, and radio ads that have been around for more than 150 years. Print advertising is the best way for businesses to get their message in front of people. They can get flyers, newspapers, and mail with the ads. There are many different types of digital advertising, such as social media advertising and display advertising.

This type of advertising is becoming more popular because the costs are lower. It is easier to keep track of Advertisements, and the development of new ways to advertise was the first step in the process. This means that marketers could think outside the box about reaching out to their clients. Old-fashioned advertising was given a new lease on life thanks to new technology. This led to a revolution in advertising. There are many different kinds of tools and techniques that can be used to solve problems or reach a goal. For example, "the design, application, and knowledge of tools and techniques that can be used to solve problems or reach a goal." In advertising, technology is a way for marketers to get their products or services to end-users. Technology has been a big part of everything from TV ads to internet ads. Advertising connects a society's material needs and economic reactions from a social point of view. Advertisement helps meet these expectations and goals through trade systems and long-term relationships. Advertising is both an art and a science. It makes use of information technology to do this. Advertising management is the term for putting advertising into place in businesses and other groups.

The best thing about using technology is that it has led to new ideas. Today's success is based on quick changes. The items at the bazaar have wowed the crowd. To meet the needs and wants of the market, a variety of products are available. It does not matter how simple or hidden a person's wants are. They have kept marketers on their toes. The idea that "technology is good for advertising" is not true. Even though technology has many benefits, it also has many drawbacks. Other than that, technology can help you attract new clients, automate follow-up, and be a part of online decisions, among many other things. People who do not want to use them because of their high cost and much time to deal with them cannot. When advertising a product, it is important to use and introduce technology correctly. Direct advertising is very important for any new product or service during its first launch. The use of technology is very important for growing and keeping a product alive. It breathes new life into an old, worn-out product and makes it look new again. As technology gets better, much money is spent on research. A lot of new ideas come up as a result of this study. In our language, this is called a technological breakthrough. People who work in marketing are very sure of what

they believe. As a result, companies make much effort and spend much money to develop new ways to advertise their products.

Review of literature

The world is concerned about health awareness and management. Promotional and awareness campaigns are run to make people aware of health issues. Social advertising helps people become more aware of a social issue by highlighting it in a strategically-crafted message that encourages a positive response from a homogenous group of people. Print, electronic, radio, and digital media are ways to spread these messages to people (Sharma & Sharma 2021)[1].

When a business can connect with its customers on social media, it can find out what they need, their most important segments, and their profiles. However, this is an uncontrolled environment, so it needs a strong social media strategy that also manages customers' comments, both positive and negative. If you have a business, these social networking sites can be both a threat and a good thing for you because they can quickly spread the opinions of dissatisfied customers (Goyal M. 2018)[2]. As a part of the marketing mix, social media has become a very important thing to include. It has changed the way companies interact with their customers. Almost everyone who runs a business now has to be on social media to build trust with their customers, show that they know what they are talking about, and meet new customers. It is not enough to have social media sites set up for your business without a clear plan for using them. The business will have to work hard to get customer engagement and sales. A social media marketing strategy usually focuses on making content that draws attention and encourages people to share it with their friends.

Advertising researchers usually discuss the practical implications of their research findings, but they also talk about the theoretical implications for marketers and advertisers. Many people do not discuss the theoretical and methodological implications, and the consequences for public policy or education are not discussed. This focus on the practical applications of research results reflects that most people are interested in the economic function of advertising, which drives and justifies the research. So, it looks like the main goal of advertising research now is to help advertising's economic function be done effectively and efficiently (Weber &Schweiger, 2017)[3].

Methodological Tools

The present paper applied Qualitative method of Research with Secondary data and interview schedule to gain in-depth insights into participants' subjective experiences for the primary data. According to the purpose and based on their relevant experiences and perspectives related to the phenomenon New Media Journalist, Advertising Specialist, Academicians and Scholar interviewed by the Researcher. The researcher transcribes and carefully reads through the interview transcripts, identifies meaningful units, and organizes them into themes that represent the essence of participants' experiences. This process helps to identify commonalities and differences among participants and develop a comprehensive understanding of the phenomenon.

The Effect of Technology on Advertising

Technology and communication help businesses grow and succeed, make connections, run businesses more efficiently, and help people understand what they do. The Internet, mobile phones, social media, and customer relationship management systems have a huge impact on how businesses interact with people who might become customers. This means that the media landscape and business communication strategies are changing because people use new ways to get in touch. Many people use computers and phones to find out about things, connect with people and businesses, and get information about them. Many people who want to learn more about things on their own and get help from many different sources may be able to. When people work from home or communicate on social media sites like Facebook, LinkedIn, or Twitter, it is becoming more common. They are also changing their work environments. People who work for businesses will change the amount of money they spend on different types of communication and technology as the media landscape shifts. Following the development, businesses need to tell their customers about the value and benefits of their products and services.

People in their 20s and 30s are called the "millennial generation," and this group of people are driving the switch to new communication technologies. A young customer might be interested in getting offers from stores as you walk by or from a mobile gaming device that can connect to the web. As more businesses use social media, Facebook advertising is becoming more common. It is hard for traditional media like periodicals and TV to keep up with newer technologies like

texting and the Internet. They also have to compete without home ads, like billboards and movable ads, and social media like blogs and YouTube. As a result, all types of advertising media have had to change to stay useful. It is hard for marketers to figure out what to do with all this data because customers have high expectations, and there are so many ways to interact with them. Seventy-one percent of Chief Advertising Officers (CMOs) say they are not ready for the data explosion.

On the other hand, many platforms now give a complete view of data. Today, metrics are more than just keeping track of transactions and organisational goals. Businesses that want to keep their customers loyal and interested need to have a single, personal view of them across all media. They need statistics to make their messages more effective and complete a picture of the customer relationship. Marketers need to figure out how to connect different data sources and break down silos. They will only be able to get a complete picture of how clients and transactions work if they use the information to build strong relationships with them.

Advertising Tools for the Twenty-First Century

Digital advertising is part of modern advertising. Advertising uses electronic devices like computers, smartphones, cellphones, tablets, TVs, TVs, and game consoles to talk to people. Digital advertising also includes interacting with brands on the web. Websites, email, apps, and social media are digital advertising technologies or platforms. You can use digital ads in ways that do not use the Internet. For example, you can advertise on the radio or TV, send text messages, or advertise on social media, email, or banner ads. One of the parts of digital advertising is advertising on social media sites. Many businesses use a mix of traditional and digital advertising techniques.

People are becoming more interested in digital advertising to get their products in front of more people. It allows them to target and track more things, like their return on investment, than they could with traditional advertising methods (ROI). Digital advertising is good for consumers and businesses because it promotes and markets products and services through digital media, like the Internet. This is how advertising changes as we spend much time on our phones, tablets or computers: Brands have a hard time communicating with customers in real-time on all of these platforms and building social media, display advertising, and e-commerce campaigns. Advertising has changed because of companies' real-time conversations with customers when they use websites and apps on their phones and tablets. Creative advertising, like making great stories that make people think about what they want and need, must be linked with technical advertising, like digital engineering and analytics. This is how today's advertising department works. Most of the time, the two areas do not get along well. It can be hard for creative marketers to work with technical people. Digital has changed three things about advertising: campaign speed, relevance, and reach. As a result of digital advertising, relevance has gone through the roof. Relevant content and messages can be sent to people in certain groups. The campaign's reach has also grown a lot. With so many ways to get media, like Facebook, YouTube, news websites, and apps for smartphones and tablets, a good idea can quickly spread. To take advantage of these fast-paced and very relevant digital activities, marketers need to learn more. Data scientists, web designers, and social media experts will work together. Future marketers will need advertising and creative skills and a working knowledge of real-time technologies to do their jobs well. They must be more creative to solve this problem, just like marketers must learn more about technology and data and analytics. Curiosity is more important for marketers in a rapidly changing digital world than understanding how to use the tools. They must work together so that brands can thrive in the digital age. However, many businesses find this hard, and the two sides may not agree.

Net-a-Porter has always been a digital company, and it has been changed to meet the needs of the internet age. People who want to work in advertising should expect to combine advertising magic with technology science to develop effective and relevant advertising ideas. Today, connected people use phones, iPods, laptops, glasses, and even watches to get to the content. As a result, advertising departments will need to develop engaging campaigns and learn about the technology of these devices. Marketers often work with IT, teams, and technologists. These people know how to build websites, manage data, and run social media campaigns. The panellists talked about how marketers and engineers could work together while still being unique, creative, and intuitive.

The Past and Future of Advertising Technology

Advertising has become more important than keeping in touch with clients. A decade after they took on this new role, marketers are still working to keep these relationships alive and well. Even though the goal of advertising has not

changed, new technology has changed the power balance between buyers and sellers, corporate attitudes about advertising, and advertising methods. When the Internet came out, it was the single most important thing that changed the power from marketers to customers. Consumers now have access to much information from all over the world that is old, important, and verified, thanks to the Internet. Companies and their products can be learned about with a few mouse clicks on the web. They can compare products, look for better deals, read reviews, and even talk about product quality and customer service with other users. Users on the Internet can consume, make, and share content, which allows for a new way to share information and knowledge. There are a lot of social networking sites that people can use to get quick feedback from their friends and family about the good and bad things they buy. If a customer is not happy, their blog or video could go viral in a few hours today. People who contact it have a much stronger reaction than the post itself. People are not as loyal to brands anymore, so they do not want to be associated with them anymore.

Consumers are looking for value at a lower price, so brands quickly become commodities, making it hard for modern marketers. For today's marketers, keeping their brands true is as simple as making a product and giving it to people. Now, marketers must figure out how to turn customer interactions into unique, high-value products that are cheap and better than the competition. It also needs to figure out how to put the best service into its products to find digital brand ambassadors who can help spread the word to the company's networks. Organisations can no longer control how they communicate, what their brands say, or how they price their products in some cases, no matter what method they use. The rise of the "conscious consumer" has been helped by new technology.

There are four main parts to running a business, and advertising is one. However, in the late 1990s, when advertising's goal was to build customer relationships, internal perceptions of the function changed. In the past, advertising has been thought of as the "glue." Sales forecasts can help you figure out how much to make and how much money to spend in your business. The same advertising helps research and development think about making new products. Advertising is now everyone's business because of this strategy. Because mobile digital technologies have made it easier for people to get information, they no longer have to wait for marketers to come to them. If a customer needs more information, they can now get in touch with a company online and offline. They are the people and things that these customers interact with. It is possible to use this data to make personalised customer profiles and typesets that change with the needs of each person. These can be used to make personalised messages and things that businesses can market to these customers later. In this case, two things are important.

A customer cannot tell the difference between customer service and the product. Many different parts of the company have become one, like how technology has brought the world together and made information more accessible to everyone. Businesses in every sector will have places where people can interact with them, which means that these interfaces need to be ready. Find the second driver here. Touchpoints are not just between advertising and customers. The use of Customer Relationship Management systems in more and more businesses makes it more important than ever to spread advertising to all parts of the company. Starbucks and Zappos, for example, have had much success after using this new advertising strategy in a more open setting like this. Most marketers started renaming their businesses and shifting their resources away from media campaigns, and building relationships with customers in online communities. They realised that the message's power was not in the channel but in how it was delivered.

For one thing, marketers no longer believe that "a good product sells itself." They know that the Internet has made it easier for customers to find and buy goods from all over the world. The smart marketer does not try to sell a product to a customer at these new touchpoints. Instead, he listens to them and gathers more detailed, personalised data, which he then manipulates to deliver relevant responses. Today's marketers know that content is the most important thing. They also know that they must become multi-channel creators in order to win. In today's world, marketers have to find a way to meet people's needs for new information while still keeping the right structure, breadth, and tone. To use this strategy, you need to make open-source information and set up tools to ensure that messages are syndicated and linked to other websites. Websites today have many blogs where marketers talk about their products and services but not about what their customers are worried about. This helps build the buyer-seller relationship and strengthens brand loyalty. Customers want to connect with people who know them. Thus, mass advertising has been replaced by a variety of advertising based on the idea that high-quality customer interactions bring in more money than low-quality ones. People who work in marketing are also "brand vigilantes." They have to keep an eye on online brand defamation because it is easy for people to share user and marketer-generated information. As with a positive review shared with friends in an online community,

bad reviews can help a company's reputation. There are many ways to improve a company's good name and customer base through its customers, like:

A shift from outbound to inbound ads has been the best way to advertise since 2000. Corporate experiences have shown that luring customers to their products rather than pushing their products toward customers is the best way to get them to buy. Because it keeps bombarding people with messages through print, radio, and TV commercials, as well as unpleasant tele-advertising and spam emails, outbound advertising, is not very effective or cheap. There came to be a realisation that traditional advertising could not compete on its own, which led to "pull" advertising. This new method will be very good for businesses. Marketers can get inside their heads by giving customers white papers, eBooks, infographics, and more. If you are a marketer, you can use this data to massage your customers' needs and get private, personal data that can be used to figure out market segments, find important leads, and make personalised messages and products. A message can spread quickly when it is shared on social networks like Twitter and Facebook and news aggregators like Reddit.com and Digg.com. Customers use search engines to find out what they need to know and find it. Thus, advertising must make sure that their material is customer-centred and search engine optimised with important ad terms in order for it to be found by people. Because of social media and the Internet, advertising's attitude about making ads and promos has also changed because of these things.

Before they changed their strategy, advertising teams used in-house creativity, intelligence, and outside help to make ads. Businesses can use crowdsourcing to build relationships with their customers and cut down on the cost of advertising. In this case, it raises how much this new advertising plan will cost and how much it will cost the company to run. As a result of digital technology, Inbound Advertising is more effective and costs less than traditional Outbound Advertising. This is because digital technology allows for more reach and specialisation. According to the statistics, inbound advertising costs 62% less per lead than outbound advertising, which costs 62% less. In this modern advertising strategy, you will find business information, predictive analytics and customer relationship management systems, and many other technical tools and programmes. These technologies can help businesses quickly sift through, analyse, and translate the huge amounts of data they get from their customers' growing number of touchpoints. As the Internet and digital devices that make it easy and safe to get to its portals become more common, the way people advertise will change. There will not be many surprises when advertising and information technology become more intertwined in the next few years, so there will be more advertising-tech teams. Project collaboration between CMOS and CIOs will rise, with the former giving more money to IT than the latter. Many people are very interested in GPS, 4G Wi-Fi, and mobile technology, and they want to be able to get information on the go. This will change how people think about traditional media and how they think about handheld electronics.

This means that advertising will make and organise content for mobile platforms because they need to be where their clients are at all times. As a result, traditional outbound advertising and advertising's role in the past will live on. Because there will always be different customers, old tactics and even famous Inbound Advertising champions can be used again. Hub Spot thinks that advertising will be split between inbound and outbound advertising, whether or not evenly or not. One thing is for sure: advertising must link changes in customer behaviour to good customer connections. It does not matter how technology, globalisation, or other trends change their behaviour and habits. They will continue to play a bigger role in advertising. As technology improves, the way advertising is done will always be different. Today, advertising tools are being developed at an unprecedented rate and customer expectations for better service rise.

Conclusion

It is easy to see how hard marketers have worked to make advertising more a part of our daily lives when we look at the history of new era advertising. People who want to reach the general public and their target audience need to use technology. Beautiful fruits have been made by businesses that would not have been able to make them without the help of technology and advertising. In the 1970s, no one thought there would be another way to advertise through print media. Advertising and its principles are changing and will change even more in the next few years, which will happen even more. The rise of "digital advertising" as a new type of advertising is a big deal that should not be ignored. Finally, advertising has changed a lot in the last ten years because of new technology.

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