

# Literature review of articles related to digital marketing

Literature



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## **Market Segmentation In Action: Marketing And ‘ Yet To Be Installed’ Role Of Big And Social Media Data**

Marketing has always been dependent on the input of new forms of consumer data throughout its history, relying on translations of this data into more and more effective means for targeting and engaging consumers. The focus on the digital segmentation of consumers has been subject to differing marketing orientations, beginning with relationship marketing and moving towards experiential marketing and now more recent efforts towards ‘ collaborative’ marketing.

The intention behind segmenting consumers is focused on more effectively engaging targeted segments towards repeat buying behaviors. However, as in past practices, the shift to social media marketing and social customer relationship management (social CRM) has been subject to some significant limitations. Although the advent of social media and the opening up of this space for marketing has created (the potential for) an expanded means for tracking and classifying consumer behavior, this paper highlights the limitations of the practices for all but a few select marketing practices in the ‘ successful’ ‘ making up’ of markets.

Despite the promises of big data, old ways of segmentation and classification die hard and are seen as and often are evaluated as (more) effective. While the potential for consumers to actively participate in forms of marketing has shifted with the advent of social media, studies of participation in multiple mediums for ‘ user’ or consumer participation indicate that this is done infrequently. Social media remains ‘ uninstalled’. This paper highlights the

limitations of specific marketing segmentations ‘ in practice.’ It indicates that narratives of consumer empowerment and participation are limited alongside the slow and incremental adaptation to highly valued trends by most companies in practice.

### **Recommender Systems and Social Networks: What are the Implications for Digital Marketing?**

It describes the concept of social recommendation. Social recommendation found a new life because of social networks. The chapter shows that its management is difficult for brands and that recommender systems help free them from a certain number of problems concerning, notably, the transmitter of the recommendation (consumer, expert, opinion leader). Social recommender systems not only function within the ecosystem of networks, but also with many digital mediums. The chapter point outs the benefits of these recommender systems for the development of social commerce. It measures their efficiency in terms of online sales, operating principles, and usage principles. Social recommendation strategies pushed by brands must integrate the set of constraints set by the consumer themselves and sometimes the institutions which aim to improve the respect of privacy of Internet users.

### **How Should We Think About Audience Power in the Digital Age?**

It emphasizes the workings of corporate power in people’s core relationships to the emerging digital media system. Its aim is to provide a counterbalance to a perspective with a lot of traction among contemporary academics: that the best way to think about audiences in the new age is to emphasize that individual audience members are exercising unprecedented control over the

creation and distribution of media products. Focusing on the media-buying sector of the advertising industry, this chapter outlines the contours of a new ecosystem of digital-marketing companies that buys and sells data about online users without their permission or knowledge. This ecosystem raises a new version of the concerns about media's constructions of society for society that scholars first expressed in the late nineteenth and early twentieth centuries.

### **Customer Journey Mapping: Putting Yourself in the Customer's Shoes**

Hospitality industry believes that delivering a meaningful and relevant guest experience that is personalized according to guest needs and preferences will be the key to staying competitive against other hotels and the third-party distribution channels that are fighting to own the guest. Personalization initiatives will only succeed if they are built off of a detailed behavioral database and are infused with predictive analytics, or digital intelligence. This is a large technology vision, involving real-time delivery and the ability to communicate key guest information across the enterprise. Revenue managers have an important role to play in ensuring that personalization initiatives are delivered profitably. For example, prices offered should reflect the revenue management recommendations. Hotels can get started on this journey today by putting together a cross-functional team to map out the guest journey, and ensure that current channel presence makes it easy for the guest to find and book the hotel.