IMPACT OF USE OF TECHNOLOGY ON NETWORK MARKETER

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ABSTRACT:

This study seeks to shed light on how recent innovations have impacted the marketing of today. The report goes on to talk about how technological ideas have altered marketing strategies. When we consider the effects of technology on marketing, we can see how much it has changed since the turn of the century. As a result of the increasing importance of technology in marketing, a new field of study has emerged: digital marketing. Marketing efforts in the digital realm are concentrated on electronic gadgets like mobile phones and personal computers.

Keywords: Technology, Marketing, Digital marketing, Information technology.

INTRODUCTION

Network marketing, commonly known as MLM, is a business strategy in which goods and services are marketed and sold to customers via a hierarchical structure of distributors and representatives [1]. Many parts of network marketers' employment have been altered as a result of the widespread use of technology within the sector[2].

This began from the very beginning of marketing, with the goal of discovering novel marketing techniques. Methods never before used by marketers to zero in on their target demographic. Then came technological advancements, which introduced a radical new phase in the growth of marketing. From traditional media like television commercials to newer forms like online promotion, technology has always been a driving force. Digital marketing is another word for modern marketing. To promote or sell a product or service, marketers must get the word out about what makes it special to potential buyers. One of the most crucial parts of marketing is learning how to persuade consumers of a product's value. Socially speaking, marketing connects a community's tangible needs with its economic responses. By facilitating transactions and laying the groundwork for lasting connections, marketing helps to meet these requirements. Marketing is a hybrid discipline that makes use of both scientific method and cutting-edge IT infrastructure. Business and non-profits

alike may benefit from marketing management that incorporates the discipline. Innovation has emerged as the most positive result of incorporating technology. Today, more than ever, originality is essential for survival. The available goods have caused a sensation on the market. Many items are available for purchase in order to meet the demands of consumers. Marketers have had to be on their toes to meet consumers' requirements, real or imagined. While it's true that technology has many positive aspects, the claim that "Technology is good for Marketing" is false. New clients can be attracted, follow-up can be automated, and people can have a voice in decisions that affect them remotely, all because to technological advancements. However, some drawbacks include the fact that it's costly and presents challenges when dealing with time constraints. To take the right action, one must carefully assess the benefits and drawbacks of this situation. Utilizing and introducing technology at the appropriate moment in product marketing is crucial. When a new product or service is being introduced to the market, direct marketing is crucial. However, technology is crucial to maintaining the product as it ages and develops. It gives new life to a boring old product and changes how people feel about it. Research costs a lot of money, and that cost rises as technology develops. New discoveries do result from these studies. We refer to this as a major technical advance. Most marketers agree with the aforementioned. They are aware of the need to innovate in order to keep their product competitive, therefore they work hard all the time to think of fresh ways to promote it. Over many decades, marketing as a discipline and a set of ideas have evolved. Its transition from black and white to color is almost undetectable. The transition from cold calling to internet marketing has been a long one. Having the correct amount of both technology and innovation has been a cornerstone of its success [3].

TECHNOLOGICAL ADVANCEMENTS IN NETWORK MARKETING:

Key technology developments that have transformed network marketing are discussed in this section:

a. Online Platforms and E-commerce: Because of the proliferation of the internet and online shopping, network marketing companies may now target customers all over the world.

b. Social Media and Influencer Marketing: Network marketers may now make significant inroads with prospective clients, expand their brands' visibility, and benefit from strategic alliances by using social media.

c. Data Analytics and Personalization: Network marketers may learn more about their customers' habits, likes, and trends with the use of sophisticated data analytics tools.

d. Mobile Applications: Network marketers may improve their workflow with the use of mobile applications since they allow for constant two-way communication, accurate sales monitoring, and frictionless interaction with customers.

POSITIVE IMPACTS OF TECHNOLOGY ON NETWORK MARKETERS:

In this article, we'll look at the ways in which the use of technology has benefited network marketers, including how they've broadened their target audience, strengthened their lines of communication, boosted their client involvement, and simplified their operations [4].

STRATEGIES FOR NAVIGATING THE TECHNOLOGICAL LANDSCAPE:

Network marketers may use the tactics outlined in this section to successfully adapt to the ever-changing technology world:

a. Embracing Education: Updating one's knowledge and abilities in light of emerging technologies and marketing methods is an absolute must for every network marketer.

b. Leveraging Automation: By using automation software, network marketers may save time on mundane duties and use that time toward more fruitful endeavors.

c. Building Authentic Relationships: Even while network marketing is increasingly conducted online, it still relies heavily on establishing genuine connections with clients [5].

IMPACT OF TECHNOLOGY IN MARKETING

Businesses thrive, individuals connect, organizations become more efficient, and mutual understanding blossoms thanks to technological advancements in communication. Internet, mobile phones, social media, and customer relationship management systems are just some of the technical advancements that have had a significant effect on how companies connect with prospective customers. As a result of these new mediums, the media landscape and the methods through which companies communicate with their audiences are changing. Both consumers and professionals rely heavily on their computers and mobile devices for research and communication. Now that consumers have access to several information sources and an interest in interactive media, they may do more independent research on items. Some people work from home or in a virtual office, while others do business on social media platforms such as Facebook, LinkedIn, Pinterest, and Twitter. As the media landscape evolves, so too will the allocation of an organization's resources toward its many modes of communication and technology. Once a corporation has developed a marketable product or service, it must spread the word. Millennials make up the vast majority of the world's young and are driving the need for cutting-edge communication technologies as consumers. A young customer may opt in to mobile marketing channels like SMS messages from nearby companies or in-game alerts on their mobile gaming device. The same is true for Facebook advertisements, which have proliferated as business social media usage has grown. Traditional types of media, such as periodicals, newspapers, and television, face competition from the Internet, texting, mobile phones, social media, user-generated content like blogs and YouTube, and out-of-home advertising, such as billboards and transportable promotions. Because of this, the whole marketing sector has had to become innovative. Rising consumer expectations and a plethora of engagement devices and channels have forced marketers to make

sense of a complicated matrix of interrelated statistics. Even if certain systems may provide a more integrated view of information, over 71% of CMOs today still feel unprepared for the data explosion they confront. Today's metrics collection goes far beyond simple accounting of transactions and monitoring of business targets. Businesses should consider developing holistic, cross-channel consumer profiles in order to effectively use analytics in the pursuit of customer loyalty and engagement. They need measurements that can be aggregated to provide insight into the whole customer journey and demonstrate how to improve message targeting for increased engagement. In order to make use of all available data, marketers must find a solution to eliminate data silos. Only then will they have a full picture of all their dealings with each customer and be able to use that information to develop lasting bonds [6].

DIGITAL TECHNOLOGY

To name just a few instances, digital technology has permeated almost every facet of society via the Internet, social media, video games, and mobile phones. This research looks at the effects of digital technology on the marketing mix by analyzing two case studies: digital platforms and big data. Information may be created on a digital platform. When businesses analyze their data, they get insights that may influence their marketing choices [7].

1. Digital Platforms

A digital platform is a widely used marketing venue for businesses of all sizes. Digital platforms come in many

forms, including social networking and e-commerce sites. Figure 1 depicts six distinct kinds of digital media. The features of various digital platforms vary. Consider the online social media platforms. Marketers at a wide variety of businesses are increasingly turning to social media sites like Snapchat, Twitter, and Facebook. Snapchat is the most personal, laid-back, and innovative medium for sharing news, connecting with friends and family, and having fun. Instagram is recommended for interactive material that combines educational and entertaining appeals, while Twitter is recommended for informational appeals and Facebook is recommended for interactive entertainment postings. The features of these online social networks vary. When developing their advertising campaigns, businesses will take these features into mind [8].

Figure 1. Six different types of digital platforms

Other types of digital platforms include those that are "built to leverage digital technologies to facilitate business

interactions among authorized users," such as Google and Uber technology. Digital business platforms gather valuable information that may guide corporate decision making. Companies may effectively advertise on these digital platforms. To better comprehend the function of digital mediums in digital advertising, many models have been constructed. One of the modern mediums whereby consumers may have their say is social media. The research by Rangaswamy et al. demonstrates that the major function of marketing is shifting toward locating suitable offers for platform users and supporting their numerous interactions. Companies may get valuable insights from their consumers via digital channels [9].

2. Big Data

In today's age of advanced computing, data are digitally created, gathered, and analyzed. Because of the rapid transfer rates of the Internet, the convenience of smartphones, and the widespread use of various types of digital platforms, an enormous amount of data is being produced. Big data refers to datasets that are too vast to be managed using conventional methods or stored in a conventional database management system. It helps businesses in their marketing efforts. Using digital technologies, businesses may gather information. Then, businesses may benefit from the insights gleaned by analyzing massive data. Companies can better meet the demands of their target markets if they have access to relevant data on those markets. After narrowing down on a certain demographic, businesses may utilize tailored or individualized

approaches to marketing to pique the interest of potential buyers. Also, machine learning analyzes data to aid businesses in making predictions. To teach a computer to learn without being explicitly programmed, researchers use data sets to create self-learning models that include numerous techniques. This is known as machine learning. The impact of machine learning is the creation of algorithms that aid businesses in anticipating future behaviors and trends by making use of historical data and established patterns [10].

TOOLS OF MODERN MARKETING

The most up-to-date type of advertising is digital marketing. Digital advertising is a kind of marketing that targets consumers using electronic devices such as computers, smartphones, and tablets. Stakeholder interaction through TVs and video gaming consoles. Digital Brand Engagement is an integral part of modern online advertising strategies. Internet-based marketing makes use of channels including the World Wide Web, electronic mail, mobile applications, and social media. Digital marketing encompasses both online and offline methods of promotion. Traditional media such as television, radio, and short message service (SMS) are all examples of offline digital marketing tactics [11].

The constant two-way communication between brands and their customers through the web and mobile apps is changing the face of marketing. Combining scientific precision with creative narrative that appeals to customers' aspirations and desires is essential in today's marketing. Disputes often arise between the two disciplines. It

might be challenging to unite creative marketers with technical experts. Digital has changed the game in terms of speed, relevance, and reach for marketing campaigns. The use of digital marketing has also helped boost relevance significantly. A narrow audience may be singled out and sent highly relevant messages. Campaigns now have a far larger audience than in the past. With so many platforms for consumers to consume media (Facebook, YouTube, news websites, mobile/tablet applications), a successful concept may rapidly expand in scope. Marketers need to improve their knowledge to take advantage of these dynamic, highly relevant digital ads. Data scientists, web developers, and social media marketers are all disciplines they need to work closely with. The future marketer will need to be proficient in marketing and creative as well as real-time technologies. Employees on the digital side who are technically minded, such as marketers, are rising to the challenge of learning more about technology, data, and analytics. In today's rapidly evolving digital landscape, curiosity is more important than technical expertise for marketers. Chief marketing officers and chief information officers need to collaborate for businesses to succeed in the digital sphere. However, this is sometimes difficult to do and may lead to tension between the two parties involved. Online-only retailers like Net-a-Porter have evolved to meet the needs of online shoppers. If you want to work in marketing, you need to be able to combine the art of marketing with the science of technology to create campaigns that resonate with your target audience. Consumers now may access information from a variety of devices, including

smartphones, tablets, computers, and even wearables like glasses and watches. As a consequence, marketing teams need to become computer savvy in order to create engaging campaigns on all of these platforms. Marketers collaborate closely with information technology teams and professionals. They have an understanding of what goes into making a website, managing data, and launching a social media campaign. The panel examined how marketers may learn to collaborate with engineers without losing their own brand of imagination and instinct [12].

MARKETING TECHNOLOGY: PAST AND FUTURE

It's undeniable that technological advancements have changed the way people all around the globe consume, analyze, and react to the news. With the dawn of the internet at the turn of the twenty-first century and the rapid proliferation of technologies that give quick and easy access to the internet and its millions of portals, consumers are finding new ways to engage with companies and items. Many professionals and laypeople now believe that the information age, backed by expanding technology, has changed the role of marketing to adapt to new forms of interaction between consumers and businesses. The role of marketing has developed throughout time. The marketing department shifted its emphasis to relationship cultivation and upkeep. In spite of having held this position for over a decade, marketers continue to put out effort into maintaining these ties. The goal of marketing hasn't changed, but new technologies have shifted the balance of power between buyers and sellers, how

businesses see the marketing department, and how marketing is practiced. The growth of the internet has been the single most important cause in this transfer of power from marketers to consumers. Thanks to the internet, consumers have fast, critical, and verified access to massive volumes of data from all over the world. Customers may now research companies and the products they provide with a few clicks of the mouse. They may shop around for comparable things at lower prices, check out product reviews, and even talk to other buyers to learn more about their experiences with the items. Users of the internet are not just consuming media, but also creating and spreading their own content, allowing for an unprecedented influx of ideas and insights. Customers may now quickly and easily read both good and negative evaluations of products from their networks because to the spread of social media platforms such as Facebook, Twitter, Tumblr, Instagram, and many more. A video or blog post made by an irate consumer today may become viral in a matter of hours. The significance of the post lies in the reaction it elicits, rather than the activity itself. Thus, the notions of brand supremacy and brand loyalty as we've known them up until now are becoming irrelevant. Marketers face new challenges as consumers increasingly see brands as commodities in search of cost savings. Therefore, in today's world, contemporary marketers must guard the trustworthiness of companies. Since producing a product and shoving it down people's throats no longer works. Marketers today need to pay attention to what customers are saying in order to develop products and services that meet or exceed customer expectations while being

competitively priced. The corporation should also focus on attracting digital brand ambassadors by figuring out how to include the best customer service into its products. Regardless of tactics, it's certain that companies are losing command over the narrative, the message around their brands, and even their price structures. As a consequence of technological progress, the savvy shopper has evolved [13].

One of the four main pillars of every successful business is its marketing department. But since the late 1990s, when marketing's focus shifted to cultivating connections with consumers, the function as a whole has been seen differently inside businesses. These days, businesses know that marketing is what keeps them together. The sales forecasts made by marketing help both production and finance decide on appropriate output levels. The same marketing department's analytics on future consumer trends and demands informs R&D's prioritization of projects. The idea that marketing is everyone's job now forms the backbone of this holistic perspective. customers are no longer passive recipients of marketers' efforts to contact them; with more access to information promoted by the use of mobile digital technology, customers are actively seeking it out. Customers nowadays may find a business either online or offline and contact them for further details. Touch points include both the people and the technologies with which these customers interact. They are reliable resources for data that businesses may use to develop dynamic personas for their clientele. These may then be used to create tailored communications and merchandise that businesses can sell to the individual consumers who provided the data.

Specifically, two factors are at play here [14].

CHALLENGES AND LIMITATIONS:

Despite the upsides, technology presents several obstacles for network marketers, such as:

a. Information Overload: Network marketers risk having their efforts watered down due to the deluge of information available online. [15]

b. Reputation Management: Individual network marketers and the MLM organizations they represent might suffer from the rapid spread of internet disinformation and negative reviews. **c. Privacy and Data Security:** Network marketers, especially in the digital era, have difficulties when it comes to handling client data and complying with privacy requirements.[16]

CONCLUSION

The network marketing sector has seen significant shifts due to the introduction of new technologies. There are chances for development and innovation, but there are also threats that must be countered with a well-thought-out plan of action. Network marketers may thrive in the digital era by foreseeing the many ways in which technology will affect their business and adapting accordingly. As a direct consequence of the arduous work that modern marketers have put in to bridging the gap between their profession and our day-to-day lives, the gap is becoming smaller and smaller with each passing second. Marketers depend heavily on various forms of technology to communicate with the people that make up their target audience. [17]

The convergence of marketing and technology has made it feasible for companies to reap advantages that were not available to them in the past. When advertising was in its infancy, no one could have conceived of a day when there would be alternatives to print media. Print media was the only option. Without a shadow of a doubt, marketing and the fundamental ideas that underpin it are going through and will continue to go through considerable and continuing change. The emergence of technology as a new facet of marketing known as "digital marketing" is playing a vital part in this transformation. In conclusion, the past ten years have seen a significant change in marketing as a direct result of one thing: developments in technology.

Future Trends and Implications:

Future technological changes and their possible effects on network marketing are discussed in the last section of the article. Further, it stresses the need of ethical issues and appropriate technology utilization within the sector.[18]

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