

The old and new WORKING IN SYNC

With technology evolving dramatically in the last 30 years, marketing has been able to go to the ends of the earth in finding ways to transform itself, writes Michael Kava.

We now communicate in new ways, meaning no more letters but texts; no faxing but emails; and the list is forever increasing. Marketers must stay up-to-date and constantly refresh their outlook to service their clients more efficiently; but one thing that remains the same is the principles and laws behind marketing strategies.

As times have changed in the marketing world, more jobs have been created and different revenue streams have begun. A great example is music. Music stores across the world are limited and some have shut down. Why? People can now buy music online or download it from their own home. Another reason is people now use their smartphones to listen to their music. They can carry it in their bags and listen to it on the train, connect it to their car and out through the speakers it comes. This isn't the music industry dying, but being a part of an evolution in technology.

But what does this mean for your small business? Well, you need to have an open approach to technology and the growing needs of society to change the initiatives you have in place to accommodate the changing tools of marketing.

A good example that recently was implemented by one of our small business clients is video communication. With our marketing assistance, our clients created an animation video to distribute to their clients and add to their website. This was implemented to keep up-to-date with their advancing customer base and communicate in an appealing way.

How about live chat when you're on a website? This has transformed the way you can ask a question or contact businesses.

As a small business your attention isn't on keeping up-to-date with these trends but working hard building your own business. A practical and efficient way to do this is to hire marketing teams whose job it is to stay on top of trends and changes. With the help of marketers your business can implement strategies you might not have even considered.

Just because people have changed and so have the communication avenues they utilise, this doesn't mean your traditional practices need to change also. The same laws apply for your branding, promotion and communication. All small business customers want to feel like they have been personally given the time and day for the services they are paying for and still need and want that personal and efficient customer service. The only things that have changed in the small business industries are newer and more efficient ways of servicing customers.

Now businesses can utilise online tools including their website, social media entities such as Facebook and LinkedIn and video to further communicate their offerings.

For some small businesses, social media has worked as a great tool. Some fashion boutiques across Sydney have opted to use Facebook or Instagram to communicate with their customers by constantly (and I stress constantly)

adding images of products, promoting sales and general communication.

Again, even though you are using social media as the latest communication tool, the theory of using various tools has remained the same as it still promotes interactivity and two-way communication.

Through encouragement from family and friends and even their own need to stay up-to-date, many Baby Boomers and Generation X people who grew up with traditional marketing tools are becoming a part of the online community.

The marketing industry is based on the value of communicating a product or service to clients based on the purpose of selling that product or service. The marketing element is finding creative ways to do that based on the knowledge we have of communication and society, hence the changes to the connecting avenues used to reach the audience.

Overall, this means that traditional marketing hasn't ended but has moved forward with the evolution of technology. Marketing strategies and tools wouldn't be what they are today if it wasn't for traditional foundations and strategies that were put into place and practiced.

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