Chapter 26
The Features of New Communication Channels and Digital Marketing

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ABSTRACT

In today’s conditions, human beings live in an environment where borders disappear; the center of life becomes “the speed,” and they adopt technology very quickly. There are more than three billion internet users around the world, and the daily data generated on the internet is continuously increasing. In this environment, communication channels are changing to keep up with all these technological and individual transformations. This transformation also breaks the rules of the game for companies and brands. Today’s consumers are demanding personalized products and services. Besides, they demand the relationship of the brands to themselves, the communication tools they use and the advertising narrative are personal, and they want to be part of this story. This situation leads to differentiation of advertising and other means of communication, and the concept of digital marketing is moving to a different dimension.

INTRODUCTION

About 50 years ago, the first steps toward the internet began with room-sized computers, and there were very limited digital communication facilities until the first half of the 90s. In the second half of the 90s, the widespread use of computers, internet and mobile phone technologies grew in popularity throughout society. This process quickly led to a transformation that influenced social and economic structure. The rapid change in internet technologies has brought about both social and cultural transformations, and the impact of this change has been global.

The dramatic change in electronic devices and internet technologies, the reduction in production costs and cheapening of devices has enabled the masses to access these technological devices and the Internet. This access has played an essential role in both the global economy, social relations between
people and the social structure. People have connected with new “friends” through the internet and social networks, and have started to share with these friends and consider their opinions about a brand, product or company before buying something.

All these developments such as today’s Internet technologies, has led to a reduction day by day in the impact of traditional communication tools such as television, radio, newspapers, and magazines on today’s individuals. It is becoming more difficult for brands and companies to reach today’s individuals who use the internet effectively, who change content directly when using traditional communication tools such as television advertisements, and are capable of blocking content that they do not want to be exposed to. Therefore, companies need to have a structure that adapts to economic, technological and social change.

INTERNET TECHNOLOGIES AND DIGITAL MARKETING

With the technological developments, the rapid change in the internet and digital technologies since the 90s has led to a transformation in marketing. This process, which starts with room-sized communication devices, has become a growing and evolving structure with contents created by users over the years. This structure has led to changes in societies, governments, businesses, and people, which has led to a global transformation.

Although the impact of traditional communication tools on society and individuals has changed over time, the transformational impact of internet technologies on societies was rapidly observed in the early years of the 21st century. People integrated this technology into their lives quickly because of the rapid and facilitating aspects of the internet.

Due to changes in the production and service area brought about by the transformation in the social dimension, governments have had to change in order to manage the transformation and provide the necessary legal and administrative infrastructure.

Businesses have had to revise their business forms and make them compatible with existing conditions because of accelerating technology and internet activities in the company. Also, the opportunities offered by the internet in the field of electronic commerce have led businesses or brands to become directly or partially active in this area. These opportunities have enabled businesses to explore new markets, acquire new customers and quickly reach large audiences. The fact that today’s consumers spend most of their time on the internet has made it necessary for brands to reach target consumers on the internet, to develop the scope of marketing activities and to focus on different communication platforms.

The Internet provides benefits such as information to consumers, entertainment as well as communication with other people, companies and brands, and for shopping. In terms of enterprises, besides being able to reach potential and existing consumers through new and various communication platforms, one of the most significant effects of this technology is to offer alternative new business models for companies.

One of the business models is electronic business (E-business), which is an electronically mediated information exchange both within an organization and with external stakeholders supporting a range of business processes (Chaffey & Ellis-Chadwick, 2012: 21). Basically, it is the optimization of activities of a business through digital technologies (Strauss & Frost, 23). In addition to the whole business process of purchasing and selling, the pre-production activities of the brand and its relations with its suppliers are also included in the digital environment so a brand can reach potential and existing customers. Although this situation requires different investments, it can be advantageous in terms of costs.