Chapter 12

Real–Time Marketing as a New Marketing Approach in the Digital Age: A Study on the Brands’ Social Media Sharing in Turkey

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ABSTRACT

Nowadays, in order for brands to respond to consumer expectations, digital media efforts need to be involved in the brand communication process. Brands have a unique way to remind their names in a consumer’s mind with real-time marketing. In addition, real-time marketing offers a way to make it easier for marketers to reach their target audiences at a low cost when increasing the speed and functionality of information. In this chapter, real-time marketing posts that have high user interaction on Twitter are handled in the context of their process, content features, and message appeal. Examined were 185 tweets. According to the data obtained, brands are trying to create positive brand image for consumers. Besides, it has been determined that both informational and emotional appeals are used intensively in order to create brand awareness.
INTRODUCTION

Developments and practical applications in digital media have an encouraging feature for brands to find alternative ways to reach consumers. Due to the changes in consumer expectations, marketing communication efforts must be re-established through digital platforms. Because today’s consumers have tended towards brands that hold interesting features in which make a difference rather than searching for new and quality ones. At this point, it is crucial that the brand diversifies its marketing communication efforts through alternative applications and identifies an integrated brand strategy to create a positive perception.

One of the most important elements of consumer interest in the brand is to capture the moment. In this context, real-time marketing is one of the applications that brands perform in connection with current practices on digital media platforms. Real-time marketing which allows a brand to establish an effective connection with consumers is an alternative digital marketing communication effort to meet consumer expectations. It is also a Web 2.0-based social media application forms online moves against competing brands.

Real-time marketing possibly addresses a process in which consumer interaction that involves engagement and communication oriented structuring in the definition. Additionally, the brand organizes activities to take active dynamism and action on time.

Real-time marketing, a strategy which brand-generated content simultaneously transmits to the user, creates an organic link between the brand and the consumer. Besides it ensures consumers to engage in an interactive process.

MEDIA AND MARKETING COMMUNICATION FROM TRADITIONAL TO DIGITAL

One of the most distinctive principles for the survival and socialization of humanity is the sharing of messages and ideas with the dynamics that make up society. In this context, the communication which is a product of the way of human being’s existence and which has evolved according to the developments in the form of survival is a human-specific fact (Oskay, 2001, p. 1).

The development of technology and the adaptation of humanity to these changes have changed the dimension of communication. Due to this rapid change, it is possible to say that a significant part of communication practices has shifted to digital environments. With the help of web-based applications, interactive connections has changed the structure of communication. In particular, users’ content and the ability to share these contents, causes significant changes in the functioning of communication. The different practices that took place on an individual basis together with the transformation have led to significant changes in the social sense can be stated.

The rapid progress of technology makes it easier to include in social practices. The evolution of media into a digital dimension supports this social change. When defining the concept of digital media, it is important to focus on the transformations and the effects of societies on the transition from traditional media to digital. Every society has influenced by this process of transformation which has penetrated the communication practices. McLuhan (1964) argues that the speed, scale or type of change in any media or technology has a profound effect on human relations. In this respect, there is a social change in the
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