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THE FUTURE OF MARKETING IS THE EXPERIENCE (THE EXAMPLE OF MICROSOFT CORPORATION)

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Consumers expect amazing experiences. We have the tools and the capability to deliver. We can continue to do marketing the old way, narrowcasting down specific channels like social or mobile. We can continue to operate separate from IT organizations. We can continue do things the old way in a world that is moving faster. We can do those things. But we shouldn't.

We should be in the business of amazing experiences. Of inviting consumers into our brand, product or service stories, and giving them experiences that add value to their world, both online and off. To do this, we need to bring together four elements: intelligent analytics, streamlined operations, engaging marketing, and rigorous attention to the consumer experience. And we need to be able to do all of this without sacrificing productivity. This only works if the worlds of IT and marketing come together to create new marketing experiences.

Intelligent Analytics. We want to transform big data into actionable data. With the digital and analog worlds coming together, we want to have a comprehensive, 360 degree view of the customer online and off. We want to know how our customers are communicating, keep up with trends via social sentiment analysis. What we want is a predictive analytics engine that can reconcile data from any source – one that's complex enough to handle any data in any situation, but simple and cost effective enough for anyone to use.

Streamlined Operations. In order to take advantage of our analytics, we'll want to optimize for productivity. Businesses from small to enterprise need efficient communication channels, real time conferencing and document sharing. They need powerful productivity software that can handle everything from quick memos to elaborate keynote presentations. And we need the same emphasis on productivity in our resource allocation and CRM that can bring your sales team closer to your marketing campaigns.

Engaging Ads. We should be making ads that work, not just more ads. And with the right analytics and the right operational capacity, we can. We can build rich creative that works on platforms where that creative comes to life, like tablet apps and consoles. We can integrate a full spectrum view of the customer at every stage of the decision journey. We can be in the mindsets and moments that matter most to consumers.

Incredible Experiences. Bring these three elements together, marry the power of IT and the insights of marketing. And bind them all together with an attention to the nuances of the consumer experience, and we can wow consumers. We can produce marketing that excites and engages them. We can update information about products, audiences, and offers in real time.

It's time for us to live up to our promise. Consumers deserve better, and so do we. With IT and marketing coming together, we have the tools and the creative energy to build the next generation of experiences, to create the moments that matter. Let's get started.