



Technology, Recession Changing Marketing Forever

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In the marketing and advertising world, new technology is sparking a revolution. The ability to reach customers anytime, anywhere, and to target only the most promising prospects is altering how would-be sellers and buyers interact. Those forces are reshaping the \$600-billion-plus industries.

One development key to the changes: The growth of data mining -- the collection and analysis of billions of bits of information, which lets marketers figure out the needs and wants of individual shoppers and how to appeal to them. The second critical development: The blossoming of the Web and new media.

Consumers at this media buffet are choosing less ad-supported media than in the past, opting instead to subscribe to premium cable or social network sites, for example. By 2013, VSS forecasts 46% of all media consumption will be ad-supported. In 2003, 60% was.

As a result, businesses will have to reach consumers in nontraditional ways. "It's about creating events around different opportunities, different media properties," says Jack Myers.

Traditional ads can still be successful marketing tools, but as Dean DeBiase, chairman of consulting firm Reboot Partners and former CEO of media analytics company TNS Media, says they're just a jumping-off point. You need to have other components that build on them, according to DeBiase, citing as examples TV ads that feature Web site addresses and social networking opportunities. You need "something I can forward on to you [via e-mail], catching the whole social media wave," he says.