

Chapter 1

Advent of New Media Marketing Techniques: The Inevitable Disruption

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ABSTRACT

The ever-changing marketing landscape has been upfront in adapting to innovations. People are getting attuned to tons of advancements concerning new media technologies over the past decade. For example, we now have different apps that are more mobile-friendly than inclined towards desktops. Such technological advancements have led to huge information generation every second. Today, information is best conceived when it is in form of attractive content. Content in this era majorly constitutes of audio-visual effects, also there is a gamut of interesting applications which has taken media to an inexplicable height. In such a dynamic environment, it is important to channelize one's efforts and resources towards profitable marketing. This is a period of disruption and whoever makes that first move to adopt it will have a greater hold on its customer base. The chapter guides the reader through the emerging new media marketing tools that can bring in the inevitable disruption.

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INTRODUCTION

The constant lookout for the ‘next big thing’ by consumers, producers, marketers and other stakeholders has given the roots to disruption. “Disruption” is one amongst the much-adored jargons used in marketing industry now-a-day. It denotes an innovative idea which may change the way people think about something. This idea may take any form, for instance, an App that changes the way how everyone commutes on a daily basis or a service which changes the internet usage patterns of the masses overnight or it can be a gaming App that becomes a cult worldwide. Today, booking an Uber or an Ola for commuting purpose seems hassle free unlike five years back when it appeared to be a costly affair and a trustful ride was also a question. With the everyday evolving technology and sciences, a new product is launched frequently. This in turn calls for smart marketing techniques which are capable of delivering uniqueness when it comes to attracting consumers. Disruption in this industry is evident and marketing plays a great role in simplifying the use of a new concept introduced through disruption in the market. With the right marketing strategy, these companies are able to attract the maximum end users. Therefore, with the rise of disruptive innovations, it is essential to come up with disruptive marketing practices as well.

According to Christensen, Aaron and Clark (2002), disruption is an influential tool that is known to transform numerous industries like retailing to computers, and even to the education industry. Hence, “Disruption is how industries achieve the seemingly incompatible goals of increased access, higher quality, and lower prices” (Christensen, Aaron & Clark, 2002). Thereby, it brings in a new wave of innovation adoption. The marketing industry too is on a search of new tools which may result in huge impact and techniques which are not mundane. This search has given pedigrees to disruptive marketing practices.

Today, the competition is so immense that clearing the bottle neck is an uphill battle. The consumers have increased and so have the producers. Just making a product sound useful will not make it sell in the market place. Innovative products are no assurance to success if the marketing part is neglected (Nayak & Ketteringham, 1986). Therefore, the role of strong media usage for promotions comes into picture so that the product is not left un-noticed. The new age media is a strong platform to achieve exposure in the clutter. The new age media combined with disruptive methods can be a powerful tool.

There are several means of marketing that have arisen over the past few years. New media marketing methods being one of them. It comprises multimedia, social media and use of other online media technologies to promote one’s product at a new level all together. The chapter focuses on the rise of different media techniques by discussing some of these in the light of the usage pattern to benefit the producers

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