



Chapter 3

Impact of IoT Applications Using Digital Marketing

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ABSTRACT

Internet of things (IoT) is one of the new technologies that is expanding exponentially and is presenting new opportunities in a variety of industries, including business, academics, healthcare, transportation, industry, environment, and making our home and cities smart, among others. The IoT system's smart gadgets will be able to perceive, gather, and transport data via the internet without the need for human interaction. Large businesses strive to include technology into their marketing or digital marketing plan that reshapes consumers' expectations, attitudes, and requirements toward businesses in addition to communication style and product promotion. Due to the utilization of several smart devices, networks, and software that are weak and susceptible to hacking, it has a number of security vulnerabilities. The study focuses on the impression of IoT in digital marketing, IoT surface attack and security flaws, technological and security issues in digital marketing, and tries to present some preventive solutions for using IoT's in digital marketing.

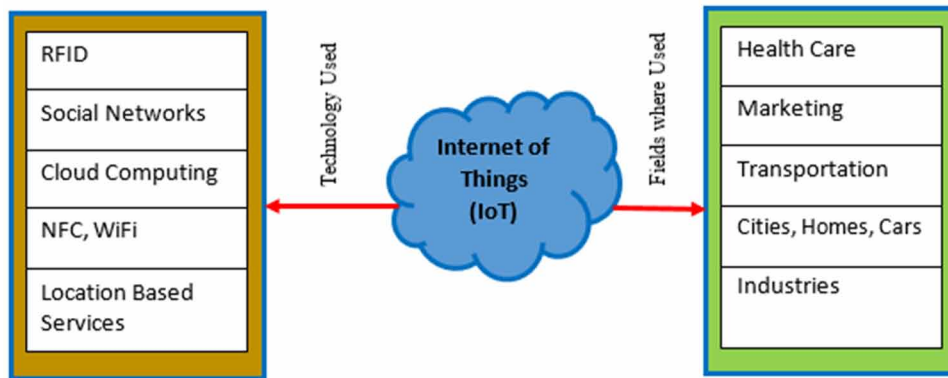
INTRODUCTION

One of the recent current technological innovations with the quickest rate of development is the internet of things (IoT). IoT Analytics predicts that by 2030, there will probably be more than 30 billion linked devices worldwide. In the year 1999 Radio Frequency Identification (RFID) technology and networked computing devices, came together and gave birth to a new technology called as Internet of Things (IoT) and which can be simply defined as - a network of connected devices (Vermesan & Friess, 2014). The term “device” can be used to describe anything from computers to smartphones to vehicles to home

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furnishings to manufacturing equipment to medical implants to entire structures, and the list goes on. Figure 1 shows the various technologies and fields where IoT is used.

Figure 1. Various technologies and fields where IoT is used



International Data Corporation (IDC) defines an IoT solution as “a network of uniquely identifiable endpoints that communicate without human interaction using IP connectivity – whether locally or globally. IoT brings meaning to the concept of ubiquitous connectivity for businesses, governments, and consumers with its innate management, monitoring and analytics”.

IoT-enabled data collection, processing, and sharing provide consumers and businesses with a wide range of advantages. For instance, by implementing IoT devices, it is feasible to conduct electronic illness diagnosis, treatment, and prevention (Vermesan & Friess, 2014). Additionally, it is possible to incorporate consuming appliances into a single Internet of Things system, improving the effectiveness of power consumption (Ray, 2018). In marketing, IoT-connected smart employments can track product supply and eventually make suggestions to the owners about new purchases, deals, and fashions.

IoT defines a wide span of intercommunication among various web-oriented gadgets utilized for day-to-day needs. These gadgets will gather and perusal details, remit info by wifi and BT gesture. The marketing team can hold the info to generate effective perception, find design express to patron relationships. It will reinforce to imagine consumers priority and associate them to plan to buy.

IoT enabled devices will live with us in our daily routine as Smart Tv, Smart appliances, Smart watch and so on. It interacts with human and machine as a, IoT will assist the business doing team to enhance their business to reach an enormous growth and to achieve lot. With the help of ads played as 30 sec videos will promote their product. Apart from *traditional marketing* like TV, Radio nowadays *digital marketing* with IoT mounted sensors will promote the products and reach the customers in easy way. The public stated a query that “A sensor mounted on a device is possible to interact with human or machine to transmit an info”.

In current scenario, there is a collection of gadgets that function as fragment of the Internet of Things, it includes

- Trendy devices which are attracted by all range of people is fitness gadgets to track and transmit the fitness related info.

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