



## HOW TECHNOLOGY IS STEPPING UP THE GAME OF ADVERTISING & PROMOTION

*Categorizing Promo Mediums By Technology Is No Longer Appropriate*

By Veronica A. Williams

Print, TV, Radio, Internet. These have been common ways to describe advertising mediums. The technology used is no longer an appropriate way to delineate the delivery of messages. Books, magazines and newspapers are now delivered via Internet. So are TV and radio. As a matter of fact, existing technologies can be employed to catapult the effectiveness of message delivery to all audiences. This is already beginning to be revealed in commercially available products and services.

### NEW TECHNOLOGIES

Big data companies are continually refining tools that access vaults of extensive information to carefully define billions of buyers worldwide. The ability to know what you want, when you want it, how you can pay for it and where to deliver it to you – is here. Yes, ladies and gentlemen, the horse is already out of the barn.

The rates of adoption of technology have dramatically accelerated over the past 10 years. It won't be long before Big Data Prospecting tools and resources – previously only available to mega consumer companies – will be available to the masses. Hold on. When that

happens, the business playing field will be leveled at a dizzying pace. Large and small companies will be able to target prospective customers cost effectively. Major corporations have begun scrambling to establish positions that give them a strong advantage, with staying power.

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### ORACLE & VERIZON ESTABLISH POSITION

When Verizon acquired AOL in June 2015, it gained technology that promises to catapult the value of its 108.2 million customer base, making the addition of AOL's 2.2 million customer base inconsequential. AOL's

technology for delivering ads and video over the Internet can position Verizon to enter new markets and more than compensate for declining revenue segments based on old technologies.

Last year Oracle snapped up [BlueKai](#), a firm used by SONY to gather data from visitors to their sites. As Ben Plomion of ClickZ noted, [this acquisition was a big deal for programmatic marketers](#). But patents and a head start won't protect Verizon and Oracle from

### TRANSFORMING IDEAS INTO VALUE

These concepts, models and frameworks are presented in seminars delivered from [www.The5Ps.com](http://www.The5Ps.com). The5Ps of Trade collection of books are planned to be released in 2017. Some concepts are included in the predecessor book, *Leading Edge Marketing, BEP 2014*, by Williams. Digital copies may be purchased at [www.The5Ps.com](http://www.The5Ps.com), [Amazon.com](http://Amazon.com), [BarnesAndNoble.com](http://BarnesAndNoble.com) and other booksellers.

formidable competition for long. In the wake of BlueKai's acquisition by Oracle, there are over twenty-five challenging competitors. The race to create new technologies, products and services has created an exciting competition in this space. As sellers strive to more accurately reach their target audiences, many customers seek to narrow information and promotions to their individual interests. The outcome will surely mean increased choices for the discerning customer.

### **THE CUSTOMER IS ALWAYS NO. 1**

The ultimate e-commerce process occurs when products are promoted, delivered, and most importantly paid for, digitally or over the Internet. Books, magazines, computer software and databases are not the only products and services that can be delivered digitally. As companies strive to increase revenue and lower costs buy using the Internet, the fundamental role of customer service and management remains the same. It is always less expensive to keep a customer than to earn a new customer. Customer loyalty remains the holy grail of sales.

The ultimate power of customer loyalty is not earned by iron clad long-term contracts, nor by impenetrable patents, nor even by lower prices. Customers that deliver solid, ongoing revenue and hefty margins patronize companies that they trust to deliver a stable solution of real value, over and over again. People want honest, straight forward products and service at a constant quality and at an affordable price. Pure and

simple. Changes that offer short term gains, usually come at long term cost to the seller such as losing existing and prospective customers.

### **WHAT THE FUTURE HOLDS**

So what's in store for the future? Customers whose demands continue to challenge the ability of companies to deliver upon these demands profitably. Successful companies that learn to nimbly embrace change in a manner that allows them to maintain a sustainable business. Customers, vendors and the products and services that connect them will take us into the Knowledge Age. Innovation created products that led to the Industrial Age, the Information Age and other periods throughout world history. The Knowledge Age will produce incredible value by taking innovation to heights never conceived of before.

Fortune favors the bold. The bold are those who marry disparate products and services; those who exploit new technologies; the *smart* bold remain ahead of the cutting edge of trends but just behind the bleeding edge of technology.

Fortune does not mean maximum profit. Fortune is products and services at a quality and price that encourages customers to buy again and also refer others; Fortune is a fair wage for all workers; and Fortune is building a strong economy that provides a humane and comfortable lifestyle for all. Remember, we're all better off when we're *all* better off.

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**ABOUT THE WRITER**  
Veronica Williams, author of many books including *The 5Ps of Trade series (2017)*, has delivered results to Fortune 100 firms – as an employee and an entrepreneur – for more than 25 years. Her CV may be found at [www.VeronicaWilliams.com](http://www.VeronicaWilliams.com).