Augmented Reality And The Future Of Marketing

Emma Taylor

Marketing 6.0 Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, 2023-12-12 Rediscover the fundamentals of marketing along with the rise of metamarketing from the best in the business. In Marketing 6.0, the celebrated promoter of the “Four P’s of Marketing,” Philip Kotler, explains how marketers can use technology to address customers’ needs and make a difference in the world. In a new age of metamarketing, this book provides marketers with a way to integrate technological and business model evolution with the dramatic shifts in consumer behavior that have happened in the last decade. Readers will learn about: The building blocks of metamarketing, Generation Z and Generation Alpha and the technologies they use daily, How to tap into metaverses and extended reality, The potential obstacles and solutions for creating a more interactive and immersive experience. Marketing has evolved to address global challenges and changing customer expectations. Incorporating sustainability themes and new technologies for customer engagement are essential for businesses to remain relevant. Indeed, marketing has shifted from traditional to digital, but most customers still value some forms of human interaction. As a result, multichannel and omnichannel marketing have become popular among marketers aiming to leverage both traditional and digital engagement. Metamarketing goes beyond that and offers a genuine physical and digital convergence by providing a more interactive and immersive customer experience across physical and digital spaces.

Elevate Your Brand with Immersive Experiences Mayank Verma, 2023-09-04 In a world dominated by digital experiences, standing out as a brand requires more than just captivating visuals and clever copy. Elevate Your Brand with Immersive Experiences is your definitive handbook to harnessing the power of Augmented Reality (AR) and Virtual Reality (VR) to create unparalleled brand engagements. Explore how these groundbreaking technologies are revolutionizing marketing and learn how to navigate the immersive landscape to drive brand excellence. Throughout this guide, we will cover key concepts, strategies, and step-by-step instructions on how to effectively integrate AR and VR into your marketing efforts. Whether you are new to these technologies or looking to enhance your existing marketing campaigns, this tutorial will provide you with the knowledge and insights needed to create compelling and engaging brand experiences. By the end of this guide, you will have a solid understanding of the fundamentals of AR and VR, as well as the tools and techniques necessary to leverage these technologies in your marketing initiatives. Get ready to dive into the world of AR and VR and unlock the full potential of these innovative tools for your brand. Quotes for Reflection Users are eager to share their encounters with AR and VR, generating
organic word-of-mouth marketing that extends the reach of the brand. By placing your audience within the narrative, you're inviting them to feel the emotions you wish to convey. Immersive experiences obliterate the barriers between brands and consumers. You're no longer an outsider trying to communicate a message; you're a companion guiding them through an experience. Explore inside Beyond Reality: The AR & VR Revolution Building the Foundation: Integrating AR & VR into Your Strategy Crafting Immersive Experiences: Strategies for Success AR & VR Across Channels: Creating Multi-dimensional Campaigns From Concept to Reality: Developing AR & VR Experiences Measuring Success: Metrics and Insights in Immersive Marketing The Future of Immersion: AR, VR, and Beyond Case Studies: Pioneering Brands in AR & VR Marketing Practical Considerations: Challenges and Ethics in Immersive Marketing Your Path to Immersive Success: Actionable Steps

Why Brands Should Invest In Augmented Reality Marketing Solutions. The Benefits Of Brands Utilizing Augmented Reality Marketing Activities, And How Brands Can Effectively Leverage Augmented Reality Marketing Solutions Dr Harrison Sachs,2020-02-24 This essay sheds light on why brands should invest in augmented reality marketing solutions and also elucidates the benefits of brands utilizing augmented reality marketing activities. Moreover, how brands can effectively leverage augmented reality solutions is delineated in this essay. In the digital era, the evolving marketing landscape is preordained to drastically change overtime as the field of digital marketing is further revolutionized by the ubiquity of advanced technologies, such as augmented reality technologies, virtual reality technologies, algorithms, and smart technologies. Traditional marketing strategies will also be jettisoned or deprioritized by more brands in favor of employing more innovative digital marketing strategies to cultivate increased brand growth, brand equity, brand recognition, and brand loyalty. New innovative marketing activities, such as the usage of augmented reality marketing, is slated to become prevalent in the coming years through smart technologies, such as smart glasses, smart contact lenses, and smart phones. Augmented reality is a powerful tool of visualization that conveys ideas through images in the most interactive and engaging ways. It thrills; it exists; and it simply works. Global augmented reality advertisement revenue in 2018 reached $428 million and is expected to triple by 2021 (Bogomolov, 2019). The future of digital marketing activities will manifest itself into fruition through augmented reality technologies and smart technologies. The benefits of brands leveraging augmented reality marketing activities are multitudinous. Augmented reality marketing is innovative and has a novelty aspect. Augmented reality marketing stands out among posters, commercials and social media advertisements. Augmented reality has a vibe of futurism, novelty and progress that many people find extremely attractive which renders it more memorable. Using augmented reality in marketing campaigns also adds to your brand image. A company that applies innovative solutions is seen as innovation and up to date. Augmented reality solutions distinguish your company the competitors by creative a positive emotional response and making it memorable (Bogomolov, 2019). The novelty facet of augmented reality marketing should not be overlooked and it is incumbent for brands to be on the forefront of innovation to win over the customer's
attention and generate buzz. Companies with smaller budgets can employ augmented reality marketing activities with ease even without being knowledge in coding. Small business owners can try augmented reality platforms in which they pay for a subscription and create their own augmented reality experience. As a small business owner, you can use these app creator platforms knowing nothing about coding and make simple experiences with a couple of clicks (Bogomolov, 2019). Companies without coders can utilize platforms, such as BlippAR and Aurasma, to create their own augmented reality content. Companies with coders can utilize software development kits, such as Wikitude, Vuforia, and Kudan, to generate augmented reality content. Considering their affordability, accessibility, and latitude for exercising creativity, augmented reality marketing activities warrant the market dollars. Augmented reality applications can empower businesses and even allow their customers to try on products at home before they buy them since they have unprecedented technological capabilities. Augmented reality technologies can help facilitate connecting a target market to the brand's products far more so than traditional marketing activities. The true merit in augmented reality technologies goes beyond delivering meaningful, interactive, and customized content, it also seamlessly reshapes the physical environment into a virtual environment and offers unique value far beyond the capabilities of other technologies. Brands should devise their own customized augmented reality experiences for customers.

**Digital and Social Media Marketing** Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfill their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

**Managerial Challenges and Social Impacts of Virtual and Augmented Reality** Loureiro, Sandra Maria Correia, 2020-01-03 The increase in smartphone usage and new technologies embedded in smart devices have led to innovative developments and applications throughout a variety of industries. However, new techniques such as spatial augmented reality are becoming more affordable for business, allowing consumers to experience and interact with the world as they never have before. AR
and VR have vast implications for management and can allow companies to increase their sustainability and reduce their CO2 footprint. Managerial Challenges and Social Impacts of Virtual and Augmented Reality is a pivotal reference source that provides vital research on the applications of VR, AR, and related technologies from the perspectives of managers and marketers in the industry and discusses the social impact of these technologies. While highlighting topics such as consumer analysis, privacy ethics, and relationship marketing, this book is ideally designed for managers, marketers, technology developers, managing directors, business professionals, academicians, students, and researchers seeking current studies on the evolution of interactive technology.

**The Strong Potential of Augmented Reality for Experiential Marketing** Simon Hötreiter, 2020-08-05 Bachelor Thesis from the year 2020 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,0, University of Applied Sciences Landshut, language: English, abstract: As traditional marketing approaches are losing their effectiveness, brands have recently started to apply augmented reality (AR) for staging powerful brand experiences that will differentiate them from competition. However, despite proving an innovative way to captivate consumers’ attention, research within the field of AR brand experiences has been relatively scarce, resulting in reluctant adoption as marketers are unaware of the technology’s direct brand-related outcomes. Since several scholars indicate a possible connection between AR brand experiences and consumer-brand relationships, this thesis aims to extend the scarce literature and subsequently further entice adoption by examining the impact of AR brand experiences on consumer-brand relationships. This study applied a mixed method research approach, consisting of a survey as the predominant method to assess the hypotheses as well as expert interviews to validate the quantitative results and gain further in-depth insights. The questionnaire sampled millennial consumers in Germany who recently encountered an AR brand experience. Overall, quantitative data analysis included exploratory factor analysis and multiple regression analysis for hypotheses testing, while a thematic analysis was applied on the gathered qualitative data. The results of this thesis demonstrate that AR brand experiences have a positive impact on consumer-brand relationships. Furthermore, the key relationship drivers of AR were identified as sensory experiences incorporated through visualization and immersion, affective experience staged by storytelling and co-creation, as well as behavioral experiences crafted through location-based AR. This thesis contributes further knowledge to the augmented reality marketing literature, consumer-brand relationship literature and experiential marketing literature, as well as suggests directions for future research. Moreover, the findings of this research facilitate marketers’ endeavors to successfully develop AR brand experiences that foster consumer-brand relationships.

**Augmented Reality for Marketers and Developers** Chris Cameron, ReadWriteWeb (Firm), 2010

consider when designing AR experiences? How do you experience flow when using the Augmented Reality? What new possibilities are available to architects with virtual and augmented reality? Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process. Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are we really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-)President, CxO etc... - they are the people who rule the future. They are the person who asks the right questions to make Augmented Reality in marketing investments work better. This Augmented Reality in marketing All-Inclusive Self-Assessment enables You to be that person. All the tools you need to an in-depth Augmented Reality in marketing Self-Assessment. Featuring 996 new and updated case-based questions, organized into seven core areas of process design, this Self-Assessment will help you identify areas in which Augmented Reality in marketing improvements can be made. In using the questions you will be better able to: - diagnose Augmented Reality in marketing projects, initiatives, organizations, businesses and processes using accepted diagnostic standards and practices - implement evidence-based best practice strategies aligned with overall goals - integrate recent advances in Augmented Reality in marketing and process design strategies into practice according to best practice guidelines Using a Self-Assessment tool known as the Augmented Reality in marketing Scorecard, you will develop a clear picture of which Augmented Reality in marketing areas need attention. Your purchase includes access details to the Augmented Reality in marketing self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Augmented Reality in marketing Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

*Leadership, Innovation and Entrepreneurship as Driving Forces of the Global Economy* Rachid Benlamri, Michael Sparer, 2016-12-01 This volume aims to outline the fundamental principles behind leadership, innovation and entrepreneurship and show how the interrelations between them promote business and trade practices in the global economy. Derived from the 2016 International Conference on Leadership, Innovation, and Entrepreneurship (ICLIE), this
volume showcases original papers presenting current research, discoveries and innovations across disciplines such as business, social sciences, engineering, health sciences and medicine. The pace of globalization is increasing at a rapid rate and is primarily driven by increasing volume of trade, accelerating pace of competition among nations, freer flows of capital and increased level of cooperation among trading partners. Leadership, innovation, and entrepreneurship are key driving forces in enhancing this phenomenon and are among the major catalysts for contemporary businesses trading in the global economy. This conference and the enclosed papers provides a platform in which to disseminate and exchange ideas to promote a better understanding of current issues and solutions to challenges in the globalized economy in relation to the fields of entrepreneurship, business and economics, technology management, and Islamic finance and management. Thus, the theories, research, innovations, methods and practices presented in this book will be of use to researchers, practitioners, student and policy makers across the globe.

**Handbook of Research on IoT, Digital Transformation, and the Future of Global Marketing** El-Gohary, Hatem, Edwards, David, Ben Mimoun, Mohamed Slim, 2021-06-25 The business world today is changing enormously due to many factors that affect every element of the business cycle worldwide. From globalization to recession, in addition to other environmental forces, companies today face numerous challenges that have a great impact on business. Among the factors that are affecting the current way business is conducted are the emergence of marketing tools including the internet, internet of things (IoT), virtual reality, mobile applications, social media, electronic word of mouth (eWoM), artificial intelligence, digital marketing, and more that have a great impact not only on customers but also on companies. It is imperative for businesses to embrace the utilization of these tools in order to expand their customer base and provide unique, successful consumer experiences. The Handbook of Research on IoT, Digital Transformation, and the Future of Global Marketing provides comprehensive coverage of current global marketing trends related to the use of technology. The book links the industry with academia by providing useful insights on how to improve businesses’ ability to create and customize customer value and loyalty. Covering topics including e-commerce, mobile marketing, website development, and phygital customer experiences, this book is essential for marketers, brand managers, advertisers, IT consultants and specialists, customer relations officers, managers, practitioners, business owners, marketing and business associations, students, researchers, and academicians interested in incorporating the latest technologies and marketing strategies into their businesses and studies.

**The Future of Digital Marketing: Trends to Watch** Mayfair Digital Agency, 2017-10-13 The Future of Digital Marketing: Trends to Watch is a compelling eBook that offers a comprehensive glimpse into the ever-evolving landscape of digital marketing. Authored by [Author Name], a leading authority in the field of marketing and technology, this book explores the emerging trends and transformative technologies that are set to shape the future of marketing strategies.
Through extensive research and expert analysis, readers gain valuable insights into the potential impact of artificial intelligence, augmented reality, voice search, and data-driven personalization on marketing campaigns. The eBook also discusses the significance of sustainability and ethical marketing practices in the coming era of consumer consciousness. Whether you are a seasoned marketer or an aspiring entrepreneur, The Future of Digital Marketing: Trends to Watch is an indispensable guide that will equip you to stay ahead of the curve and navigate the dynamic world of digital marketing with confidence.

**Augmented Reality and Virtual Reality** M. Claudia tom Dieck, Timothy H. Jung, Sandra M. C. Loureiro, 2021-05-04 This book features the latest research in the area of immersive technologies, presented at the 6th International Augmented Reality and Virtual Reality Conference, held online in 2020. Bridging the gap between academia and industry, it presents the state of the art in augmented reality (AR) and virtual reality (VR) technologies and their applications in various industries such as marketing, education, health care, tourism, events, fashion, entertainment, retail and the gaming industry. The book is a collection of research papers by prominent AR and VR scholars from around the globe. Covering the most significant topics in the field of augmented and virtual reality and providing the latest findings, it is of interest to academics and practitioners alike.

**Future of Augmented Reality in the Digital Age** Emma Taylor, 2023-11-02 Future of Augmented Reality in the Digital Age: Strategies for Success is a futuristic look at the disruptive potential of AR in today's ever-changing digital ecosystem. This book provides readers with an in-depth exploration of the most current and popular terms used to describe the Augmented Reality landscape, as well as useful advice for navigating this dynamic new field. Augmented reality (AR) has taken the online world by storm, altering the way we take in and respond to our physical surroundings. This book lays out a roadmap for the future of augmented reality (AR) in a number of different settings, where it can be used to superimpose digital information over the physical world. The book emphasizes how augmented reality (AR) is at the forefront of altering our digital experiences as we enter an increasingly networked and computerized era. Augmented reality has the potential to revolutionize many facets of modern life, including education, employment, recreation, and social interaction. The book is an all-encompassing resource that provides concrete advice for succeeding in the augmented reality industry. It identifies critical variables for success and offers a road map for realizing the benefits of augmented reality. The book's primary focus is on how augmented reality is fostering innovation across a wide range of industries, from instruction and healthcare to consumer goods and retail. It demonstrates how innovative people and businesses are utilizing AR to thrive in the modern digital environment. The book stresses the important role of augmented reality in delivering engaging and dynamic content, with a focus on improving the user experience. Methods for making augmented reality apps that people love and that provide real value are discussed. Industry uses: The book analyzes the varied uses of AR across various industries, including gaming,
marketing, and manufacturing. It shows how companies are using augmented reality to further their goals and expand their operations. The book digs at the technological developments that are driving augmented reality ahead. New technologies are discussed in terms of their potential effects on the future of augmented reality. As we live in an era concerned with data privacy and ethics, the book discusses the significance of ethical augmented reality creation and use. It deals with the moral quandaries and government concerns that crop up in the augmented reality industry. To help readers thrive in the rapidly evolving digital ecosystem that AR is shaping, Future of Augmented Reality in the Digital Age: Strategies for Success provides the background information and guidance they need. This book is a must-read for everyone interested in Augmented Reality (AR), whether as a person curious about the technology's possibilities or as a company in search of fresh ideas.

**Augmented Reality and Virtual Reality** M. Claudia tom Dieck, Timothy Jung, 2019-02-19 This book presents a collection of the latest research in the area of immersive technologies, presented at the International Augmented and Virtual Reality Conference 2018 in Manchester, UK, and showcases how augmented reality (AR) and virtual reality (VR) are transforming the business landscape. Innovations in this field are seen as providing opportunities for businesses to offer their customers unique services and experiences. The papers gathered here advance the state of the art in AR/VR technologies and their applications in various industries such as healthcare, tourism, hospitality, events, fashion, entertainment, retail, education and gaming. The volume collects contributions by prominent computer and social sciences experts from around the globe. Addressing the most significant topics in the field of augmented and virtual reality and sharing the latest findings, it will be of interest to academics and practitioners alike.

**Digital Marketing 2024** Charlie Wassen, 2024-06-27 Navigate the ever-evolving landscape of digital marketing with confidence and expertise using Digital Marketing 2024. This comprehensive guide is designed for marketers, business owners, and digital enthusiasts eager to stay ahead in the fast-paced world of online marketing. In Digital Marketing 2024, you will discover the latest trends, tools, and strategies that will dominate the digital sphere. From harnessing the power of AI and machine learning to leveraging social media platforms for maximum engagement, this book covers it all. Learn how to create compelling content, optimize for search engines, and run effective advertising campaigns that yield measurable results. Whether you're a seasoned marketer or just starting, Digital Marketing 2024 is your essential companion for mastering the digital marketing landscape and achieving your business goals. Embrace the future of marketing with this indispensable guide and transform your digital strategies for unparalleled success. Contents: AI and Machine Learning Voice Search Optimization Video Marketing Social Commerce Privacy and Data Security Augmented Reality (AR) and Virtual Reality (VR) Content Experience Sustainability and Social Responsibility

**Augmented Reality In Marketing Strategy A Complete Guide - 2020 Edition** Gerardus Blokdyk, 2019-11-17 How much does Augmented Reality in marketing strategy help? What are the stakeholder objectives to be achieved with
Augmented Reality in marketing strategy? Are you making progress, and are you making progress as Augmented Reality in marketing strategy leaders? Have you included everything in your Augmented Reality in marketing strategy cost models? Is there a Augmented Reality in marketing strategy Communication plan covering who needs to get what information when? Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process. Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are we really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-President, CxO etc... - they are the people who rule the future. They are the person who asks the right questions to make Augmented Reality In Marketing Strategy investments work better. This Augmented Reality In Marketing Strategy All-Inclusive Self-Assessment enables You to be that person. All the tools you need to an in-depth Augmented Reality In Marketing Strategy Self-Assessment. Featuring 945 new and updated case-based questions, organized into seven core areas of process design, this Self-Assessment will help you identify areas in which Augmented Reality In Marketing Strategy improvements can be made. In using the questions you will be better able to: - diagnose Augmented Reality In Marketing Strategy projects, initiatives, organizations, businesses and processes using accepted diagnostic standards and practices - implement evidence-based best practice strategies aligned with overall goals - integrate recent advances in Augmented Reality In Marketing Strategy and process design strategies into practice according to best practice guidelines Using a Self-Assessment tool known as the Augmented Reality In Marketing Strategy Scorecard, you will develop a clear picture of which Augmented Reality In Marketing Strategy areas need attention. Your purchase includes access details to the Augmented Reality In Marketing Strategy self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Augmented Reality In Marketing Strategy Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

XR Case Studies Timothy Jung,Jeremy Dalton,2021-09-11 This book presents a comprehensive collection of case studies
on augmented reality and virtual reality (AR/VR) applications in various industries. Augmented reality and virtual reality are changing the business landscape, providing opportunities for businesses to offer unique services and experiences to their customers. The case studies provided in this volume explore business uses of the technology across multiple industries such as healthcare, tourism, hospitality, events, fashion, entertainment, retail, education and video gaming. The book includes solutions of different maturities as well as those from startups to large enterprises thereby providing a thorough view of how augmented reality and virtual reality can be used in business.

The Immersive Reality Revolution T P Ffiske, 2020-02-14 Immersive reality (VR, AR, and MR) is shaping multiple industries today. Everything, from marketing to retail and training to education, is being fundamentally changed by technology. This concise book will explore all the ways the technology is shaping our industries, disrupting our old way of life and introducing new ways to improve processes. But like all technologies, we must bear in mind how we sustainably move into our future. The book summarises by exploring the ethics behind VR and AR, as well as the regulations we must bear in mind. Are you ready for the immersive reality revolution?

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- Ethics in Virtual and Augmented Reality
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- Epilogue: Where Immersive Technology Will Go Next

The Future of Influencer Marketing: Evolution of Consumer Behavior in the Digital World Yoesoep Edhie Rachmad, 2024-06-09 The Future of Influencer Marketing: Evolution of Consumer Behavior in the Digital World offers a profound exploration of how the digital age is reshaping consumer behavior and marketing strategies. This insightful book delves into the theories explaining the evolution of buyer and seller roles and introduces the Eleven-P Marketing Concept, uniquely influenced by viral marketing. The Eleven-P framework expands upon traditional marketing principles by integrating Product, Price, Place, Promotion, People, Process, Physical Evidence, Partnerships, Personalization, Participation, and Performance. Each element is examined to illustrate how viral marketing strategies, driven by influential digital figures, can enhance engagement, build trust, and drive purchasing decisions. Key theories such as Digital Influence Theory, Network Influence Theory, Trust-Based Marketing Theory, Engagement Influence Theory, and Authenticity and Credibility Theory are explored to provide a comprehensive understanding of the digital consumer landscape. By combining these theories with practical insights, the book equips marketers and business leaders with the tools to navigate and succeed in the evolving world of digital marketing. Discover how the power of influencers and viral marketing can transform your approach
to consumer engagement and drive business success in The Future of Influencer Marketing.

*Marketing 5.0* Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, 2021-02-03 Rediscover the fundamentals of marketing from the best in the business. In Marketing 5.0, the celebrated promoter of the “Four P’s of Marketing,” Philip Kotler, explains how marketers can use technology to address customers’ needs and make a difference in the world. In a new age when marketers are struggling with the digital transformation of business and the changing behavior of customers, this book provides marketers with a way to integrate technological and business model evolution with the dramatic shifts in consumer behavior that have happened in the last decade. Following the pattern presented in his bestselling Marketing X.0 series, Philip Kotler covers the crucial topics necessary to understand modern marketing, including: · Artificial Intelligence for marketing automation · Agile marketing · “Segments of one” marketing · Contextual technology · Facial recognition and voice tech for marketing · The future of Customer Experience (CX) · Transmedia storytelling · The “Whatever-Whenever-Wherever” service delivery · “Everything-As-A-Service” business model · Internet of Things and blockchain for marketing · Virtual and augmented reality marketing · Corporate activism Perfect for traditional and digital marketers, as well as students and teachers of marketing and business, Marketing 5.0 reinvigorates the field of marketing with actionable recommendations and unique insights.

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