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The role of Information Technology in marketing management of Vietnamese enterprises

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Abstract

Information technology plays an important role in marketing. However, to be able to understand and apply information technology is not an easy task for marketers or businesses today. Therefore, we have chosen the topic "The role of Information Technology in marketing management of Vietnamese enterprises" to investigate deeply on this topic.

1. Introduction

1. Research objective

This topic clearly defines the role of information technology in the marketing of enterprises.

2. Research Methods

The topic uses methods to collect information on websites. In addition, the study also uses the methods of synthesis, comparison, evaluation

3. Essay structure

The essay is structured in 3 parts:

A. Introduction

The topic uses methods to collect information on websites. In addition, the study also uses the methods of synthesis, comparison, evaluation.

B. Content section

Presents information elements related to information technology and marketing. from which point out the role of information technology in the marketing of enterprises.

C. Conclusion

Present the main content of the essay and the elements and skills needed for the interview.

D. Reference Mterial

B. Content Section

Chapter 1: Information Technology?

1.1 What is information technology?

Information technology is a general term that includes computer science and computer engineering. To create, store, secure, process, secure, and transform forms of electronic data, this discipline enables you to use any computer, network, and computing device.

When you study information technology, you will be trained in the fundamentals of computer science and practice the skills necessary to use technology, including hardware, software, and supporting tools other... You will also have the opportunity to acquire in-depth knowledge that will enable you to build, design and operate computer hardware or computer-based devices, as well as research and create software applications. In addition, you will learn industry-related knowledge to serve the needs of the job.

People working in this industry are often referred to as IT (Information Technology). The purpose of this interdisciplinary integrated science is to develop the ability to repair, create and use computer devices and systems (both hardware and software) to provide information processing solutions on the Internet. Personal and organizational needs with technical backgrounds. Currently, information technology is often divided into popular disciplines such as: computer science, computer engineering, information systems, communications and computer networks, software engineering and applied informatics. Nowadays, information technology has been widely applied in various economic fields. The core services that help realize these business strategies are: business automation, information delivery, customer connectivity, and production tools.

Information technology is known as the discipline that applies methods and tools to train software, computer systems, tools, and the use of the Internet. From there, students after graduation will know programming to manage information, operate technical equipment systems and networks.

We are living in the Fourth Industrial Revolution, a period associated with technological breakthroughs. Majoring in information technology is considered a foundation for the development of other industries. Technological change has a major impact on the labor market. Correspondingly, many traditional jobs will disappear and many new jobs and new opportunities will appear.

1.2 The role of information technology for Viet Nam businesses

Information technology makes it easy for people to connect with each other via the Internet, shopping, transactions, payments, and moving are also much more convenient thanks to information technology.

- Information technology has provided businesses with tools to solve complex problems.
- Information technology enables businesses to make better decisions.
- Information technology has improved customer support. Customers can get support from multiple phone channels, email, social media platforms, webinars, etc. In addition, a customer relationship management system helps businesses understand customer behavior.
- Information technology has improved resource management. Cloud computing allows company employees to use any device anywhere in the world to access enterprise-class software.

In fact, it's hard to imagine any business that doesn't benefit from information technology. Today, the formula for business success is simple: drive IT innovation. So the first thing startups in any industry do is try to make smart IT choices.

For example, a store owner is content to use a cash register

similar to the one invented by James Ritty in 1879. Although it was on August 6, 1991, when the World Wide Web was released online. Gender. But it is hardly mentioned in any newspaper on the planet. Most people around the globe don't know that the Internet exists. Although Tim Berners-Lee's invention changed the world. But it was only at the end of the decade that the Internet became popular.

Thanks to information technology, information transmission and management of businesses also become simpler and easier. Information technology also helps businesses have a channel to reach customers and effectively promote products and services, which is a premise to sell more products and increase profits for the company. In short, long-term success in business cannot be achieved without taking advantage of the benefits that information technology has to offer in this digital age.

Chapter 2. Marketing

2.1. What is marketing?

Marketing is a business term that experts define in dozens of different ways. In fact, even at the corporate level, the term can be interpreted differently. Essentially, it is a process of managing products and services from concept to customer. It involves identifying products, determining demand, determining their prices and choosing distribution channels. It also includes developing and implementing an advertising strategy including outbound and inbound marketing.

"Marketing is the organization that sells products, such as deciding how much to price them, where to ship them, and how to advertise them."

"Marketing is the activity, set of institutions and processes of creating, communicating, delivering and exchanging products of value to customers, customers, partners and society at large."

Marketing refers to the activities of a company related to buying and selling products or services. It's about finding out what consumers want and whether it's possible to produce it at the right price. The company then makes and sells it. Marketing covers a vast area of business, including:

How do you communicate

Mark

The design

Price

Market Survey

Consumer psychology

Measure effectiveness

The core of marketing is to understand the needs and values of customers. The long-term success of a company depends on understanding the needs of its customers. It then finds ways to add value through different methods. business to business marketing

This includes targeting other companies. We also call it business-to-business or B2B marketing. It's about offering products or services to other companies.

The physical products that a company sells to other companies are "manufactured goods." Finished goods can be raw materials for companies that produce plastics, yarns for the textile trade. It also includes aircraft used by airlines and the military

In fact, the term 'industrial goods' refers anything a company or organization needs and buys.

Marketing Strategy

A company's marketing strategy should combine all of its goals into one comprehensive, comprehensive plan. In other words, it shouldn't focus on one strategy at the expense of others.

It should use market research data to develop a strategy. Companies should focus on the ideal product mix to achieve the best profit potential. The right product mix is also critical to sustaining a business.

According to marketingstrategynow.com: "The best marketing strategy process allows you to specifically target your products and services to the ideal buyers who are most likely to buy."

An effective and successful marketing plan depends on a good strategy. A company's strategy should start with setting goals that support its overall goals.

It must then develop a strategy that will enable it to achieve those goals.

Fundamentally, sales and marketing are trying to achieve the same thing. In other words, they are trying to get more customers and revenues. However, they look at things slightly differently. Put simply; marketing focuses on the market, while sales focuses on the product. Sales also focuses on how to persuade consumers to like it and buy it. Some sales managers disagree with the image above, insisting that sales do continue after the sale of the product.

Basically, sales and marketing are trying to achieve the same goal. In other words, they are trying to get more customers and revenue. However, they see things slightly differently. To put it in a simple way; marketing focuses on the market, while sales focuses on the product. Sales also focuses on convincing consumers to like it and buy it. Some sales executives disagree with the above image and insist on continuing to sell products after they sell.

2.2. The role of double marketing with Vietnamese businesses

2.2.1. Meet the desired needs of customers

- Only one need and desire, what customers need for businesses and individuals when bringing the product to the market, what customers need, so that the customer wants.
- Want to survive in business, need to determine the needs of customers and apply appropriate marketing strategies because these needs are shaped by culture and individuals.
- The market has a problem, businesses must come up with a suitable marketing strategy for the business to survive and develop. Therefore, businesses need to identify the culture and personality of customers, understand the psychology and needs of customers.
- Satisfy the needs of customers through the communication process between business people and customers. If the customer's needs are met, they buy and pay.
- The needs of customers are very large and diverse, businesses need to determine what the real and necessary needs are. But the needs of customers are endless, it has many types of needs, so entrepreneurs cannot follow all those needs of customers. Find out what is really the most necessary customer need and advise customers on really suitable products.
- Enterprises must continuously meet the increasing needs of customers, Customer needs are always increasing and

changing. Therefore, businesses must learn, approach and adjust their products to follow the needs of customers.

2.2.2. Product and Brand Development:

Products and brands are often closely related, if a company can develop a product it can develop a brand.

1. The company exists to retain customers and increase market share that means the company exists to retain customers and increase market share over the years.
2. Helping companies achieve customer-centric goals. This shows the importance of marketing in finding and satisfying all the wants and needs of customers.
3. Satisfy customer needs, create commercial activities and generate sales to ensure the presence, growth and development of the company's brand.

Marketing helps companies develop basic brand ideas, define brand personality, create brand identity, and conduct communication activities to educate customers about the brand.

2.2.3. Convey brand and product information to customers

- To expand the market, the company can carry out activities such as:
 - Sales channel development
 - Advertisement
 - Organizing events, PR for branded products
 - The more activities promoted, the wider the market.
 - Revolutions in communication technology have made marketing more interactive and effective. Currently, with the 4.0 technology era, many interactive activities with customers and advertising, communication and sales also help marketing activities become more successful and effective.

2.2.4. Reasonable price adjustment (Marketing helps increase revenue)

- Price is a very sensitive issue that needs to be quickly adjusted by the store. The business must be sensitive to its surroundings, as well as to its competitors or the business environment. Prices change very quickly for the business, so it is necessary to adapt immediately whenever there is any fluctuation or change in competitive prices in the market.
- Directly competitive prices, customers easily compare prices of brands with each other.
- Adjust prices reasonably and timely to increase sales.
- Marketing strategy helps to set the right price, incorporate the changes and create a suitable plan.
- The buying and selling process goes smoothly when the price is fixed.
- On the other hand, marketing not only meets the needs of customers, but also expands the reach, helping more people know about the company's products. In this way, they help increase their ability to get their products to more consumers. A good marketing strategy will help increase sales and generate huge profits for the business.

2.2.5 Establish and maintain the relationship between the company and customers

- Marketing strategies help increase the company's presence in the minds of customers by helping them to

clearly and accurately understand both the information and products the company offers.

- Analyze human personality based on trends, the more you understand the topic, the more confident you will be. And when customers trust the brand, they will easily choose products and services. With marketing activities, the corporate image becomes more popular with customers, helping to establish and maintain long-term relationships with customers. Tools like CRM help businesses better manage and use customer information, including providing customers with better insights and thereby building better long-term customer relationships.

2.2.6. Competition

- In terms of competition, business owners have to face many competitors who are businesses and individuals trading the same products and the same segment.
- Competition occurs when products, services and prices coincide with the products, services and prices of other brands.
- Competitors always try to stand out from the competition by comparing products, services and prices.
- There are two forms of direct and indirect competition:
- Direct competition is a similar product, service or price from a competitor.
- Indirect competition is a product, service, or price that closely resembles a competitor's price.
- It is important to stay up to date with competitor news and to react quickly to competitor changes.

2.2.7. Business Development

- Marketing creates demand
- Increased demand encourages production and distribution activities
- Formula for business development:
- Increase the number of customers
- Increase average value per transaction
- Increase the number of repeat purchases.
- Before the development and fierce competition of the market, marketing is likened to the "support" pillar for the whole business. It plays an important role in determining the growth of this business. No business can survive long in the market without an effective marketing strategy. In particular, marketing also helps to balance the competitive advantages between small and medium enterprises with large enterprises.

2.2.8. Facilitate interaction and search for potential customers

Marketing as well as the development of technology and social networking sites make it easier for the company to interact with customers. In particular, this interaction also shows the influence and value of the company name, and evaluates whether the marketing strategy is effective or not. Moreover, businesses can send product and service information to customers in the fastest way, thereby reaching more potential customers. Today, the marketing function has become one of the most important functions of almost every business. Depending on the size and needs of promoting marketing activities of the company, the company may have a marketing department or separate it into many functional departments such as marketing, customer service, etc. tremendous advantage over its competitors.

Chapter 3. The role of Information Technology in marketing management of Vietnamese enterprises

Help transmit useful information to consumers, helping buyers understand more information such as where to buy, at what price to buy...

Internet marketing using online advertising methods (SEO, PPC, Facebook Ads) are much more precise ways than traditional marketing in finding the target audience, discovering their needs and build a marketing campaign to convince them to buy.

Through social networking platforms to help businesses create a variety of goods to satisfy the needs and desires of each customer or a specific customer group of products for production planners to implement.

With the widespread spread of Internet Marketing Online in businesses, it is a powerful arm to help the company grow strongly in the world. Play an important role as a golden key to effectively connect businesses with customers.

Currently, information technology ideas have become popular related to many industries and fields of people. In fact, today's information technology has done more than that. When all financial activities and daily life, work, entertainment... can easily be done with just a smartphone. This means that digital creeps into every little corner of life. Of course, marketing - the field that brings added benefits to customers also cannot escape this large flow. In the analysis below, we will outline what the impact of digital on Digital Marketing is!

3.1. Market Research

- The basic and paramount part of marketing is understanding the market, understanding customers in the company's product area. In the past, the investigation faced many difficulties when the investigator/researcher had to wait a long time to receive or even not receive a constructive response. Now, social media and data analytics have helped solve these problems. With social networks, it is easier and richer to gather market insights and multi-dimensional customer feedback. Data collection, management and optimization is based on CRM (Customer Relationship Management) platform with levels of data decentralization, filtering and reuse.
- The most important and difficult part is knowing how to analyze and use data with the help of Bigdata, AI and machine learning. Trending technologies help analyze data, group data sets of the same type together, and transform raw data into valuable and identifiable data. It also helps to analyze and guide the effective use of data.

3.2. Content Marketing Development

Platform (Content Marketing) always holds the leading position and is a key factor to help deploy effective marketing campaigns. Build the appearance of applications similar to Customer 360 or CDP (Customer Data Platform) to capture customer actions, thoughts, and preferences across any medium. From there, the process of evaluating customers and choosing products and services is also easier. Every content marketer is a character in the story, and information technology makes the storyteller closer to the reader.

3.3. Marketing channel

- There are many tools to support marketing implementation. Using the right tools will help smooth operation and promote optimal efficiency.

- Marketing automation is considered a "hot" keyword for marketers, especially with B2B marketing in recent years. The most popular is email marketing with MailChimp, Marketo... The management of Social Media is also supported by many effective tools such as: Sprout Social, Post Planner, AdRoll... There are also some very effective marketing automation tools in the world like Marketo, Eloqua.

3.4. Search and support customers

- Technology gives marketers broad reach and search, increasing the number of leads/leads/leads. With a responsible inbound team, Adobe or Sitecore can help you with behavioral tracking and effective remarketing campaigns. With Outbulet's responsible team, it becomes easier to identify this group of customers instead of just collecting pure information.
- In fact, the rate of new customers is much lower than the rate of customers converting or growing from an existing customer base. Tracking and capturing customer information through social networks, groups, communities through channels such as email, search efficiency optimization, mobile advertising, etc. are prioritized by many businesses and become similar for clear.

3.5. Applying information technology to market research

- For marketing, the most basic and important thing is to understand your market and customers. Who are they, what do they need, how will their needs and problems be solved by you, etc. So you need to do market research at different stages to understand the needs of your customers. In the past, surveying customers was extremely difficult when you had to directly interview each person, distribute leaflets to the place, etc. Nowadays, with the application of information technology in marketing, it will help you to collect evaluations. valued customers more easily. For example, you can query customers over a wifi connection; or send survey links to customers via SMS, social networks, websites, etc.
- When you use social networks, you will easily collect market information; more multidimensional customer feedback. Data collection, optimization and management is based on CRM platform with levels of data decentralization, filtering and reuse. At the data analysis and usage stage, Bigdata, AI and machine learning are greatly supported. These technologies allow data analysis, grouping data of the same type. Simultaneously convert raw data to valuable form; Assist in analysis and provide guidance for effective data use.

3.6. Build a content strategy

So far, the content is still looming large. It is the central element to carrying out effective marketing activities. Today, marketers still deploy a traditional content strategy based on each stage of the customer journey. However, in order for this content to reach the right audience, technology is required. When you know how to classify customers, determine the right content group for each customer group, the content marketing campaign will promote invaluable effects. At the same time, save countless resources and costs. Not only helps at the big picture level, when applying information technology to marketing will help content marketers in other details. Specifically, technology is an effective arm for

content marketers to perform tasks such as designing videos, websites, presentation materials, blog posts, etc. Plus, with powerful support. From SEO and SEM, your work will be appreciated.

C. Conclusion

Currently, information technology is one of the most popular tools in almost every field, especially Marketing. So to be able to use information technology effectively we need to understand them and what their role is?

1. What is information technology? - learn about information technology and its role.
2. What is marketing? - understand what marketing is and its role in the business.
3. The role of information technology in marketing for businesses?

Grasping and understanding the three factors above, you can learn and apply information technology easily in marketing for businesses

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