

Chapter 11

Digital Marketing in the Globalization Process: Examples From Real-Time Marketing

Ali Tehci

Fatsa Faculty of Marine Sciences, Ordu University, Turkey

ABSTRACT

It is seen that the global economy has changed significantly as a result of digitalization, which facilitates cross-border communication and transactions. For this reason, businesses must use technology to promote their products or services and to encourage consumers. In this respect, social media platforms provide businesses with real-time opportunities such as running campaign events, promoting products or services. In this study, the concept of digital marketing, which is extremely important for businesses, was examined and the importance of this concept was tried to be explained with examples from real-time marketing activities. Organizations or brands must take advantage of digital marketing opportunities to gain competitive advantage. Especially on social media platforms, companies are thought to be successful as a result of participating in real-time marketing activities and performing these activities appropriately.

INTRODUCTION

As a result of technological developments, globalization is felt quite a lot and becomes a natural situation both in human life and in corporate activities. It can be said that globalization is a process in which businesses or organizations operate internationally. Although it is stated that globalization brings problems such as loss of cultural identity, migration management, it also has benefits such as interaction with new cultures, access to new markets and low-cost products and rapid spread of technology. It is stated that there is a positive correlation between economic globalization, which expresses the exchange and flow of goods, services, and nutrition status, education, income and public health, among the countries and regions of the world (Bergh and Nilsson, 2010). In this sense, along with globalization, threats can arise and opportunities for both humanity and businesses.

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While physical goods and financial flows are one of the distinguishing features of the global economy of the 20th century, it is stated that these flows are decreasing and the globalization of the 21st century is defined by data and information flows. Therefore, digitalization has changed global economies in various ways. The network era, which emerged because of extensive technological changes at the end of the 20th century, significantly increased the spread of information and affected consumers worldwide (Hil and Dhanda, 2004). Digital platforms have reduced cross-border transaction and communication costs, making it easier for businesses to connect with customers and suppliers in other countries (Manyika et al., 2016). Especially in the past century, globalization provided opportunities for big companies. However, as a result of the developments in digital technology, it can be said that globalization offers opportunities for small businesses and entrepreneurs. In today's world, where competition has increased even more because of globalization, businesses need to effectively use marketing activities to create demand for their goods and services. In this sense, because of technological developments and digitalization, the concept of digital marketing is being important.

Marketing has been defined as a management process to meet and forecast consumer needs profitably. While marketing focuses on the customer, it also connects with other business processes to achieve profitability. Therefore, it is stated that digital marketing, which is expressed as the promotion and marketing of products or services in electronic media, can support these targets (Chaffey and Chadwick, 2016). While digital marketing is only about the promotion of products at the beginning, it is seen that today it has become a concept that interacts with people and creates experience. Therefore, it can be said that digital marketing is an effective marketing activity to reach potential customers and to carry out activities for the target market. Today, it is imperative that businesses use technology to promote their products or services and to encourage consumers. In this sense social media platforms, which allow users to interact, provide businesses with opportunities such as conducting campaign activities, promoting their products or services, measuring activity and source of feedback. It also offers social media businesses a real-time marketing opportunity that has a huge impact on users. Along with the technological developments, digitization has changed global economic activities considerably. For this reason, it will be useful to examine the concept of digital marketing, which is important for businesses in the global world, and to explain the importance of this concept with examples from real-time marketing activities.

DIGITAL GLOBALIZATION AND MARKETING

It is seen that globalization, which is explained by the convergence processes of economies and societies (Bergh and Nilsson, 2010) is evaluated in economic, social and political aspects and affects life (Griffith, 2020). It is stated that globalization is not a new concept (Betoret and Betoret, 2020), it is a process that has developed and mutated for centuries (Passaris, 2006). In this context, it is stated by the researchers that globalization is considered as a process based on the beginning of industry and capitalism or that has been going on for thousands of years (Steger, 2003; Mir et al., 2014). In the literature, it is seen that globalization is defined in the fields of political, economic, sociology, anthropology, linguistics and geography. Globalization is defined as a series of economic and political processes resulting from the changing structure of goods and assets (Cerny, 1995). The concept of globalization by Dunning and Lundan (2008) the growth of international production, the way cross-border production and transaction strategies are affected, Rodrik (1997) defines society as the process that includes the international connections of goods, services and capital markets that force them to change their traditional practices. While Dicken

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