21st Century Marketing

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**Introduction**

Development of promotional activities and tactics of distribution of services and goods to businesses or the end users is known as marketing. Marketing is also publicizing of places and ideas etc. and is not limited to merchandises and amenities only. In order to perform any kind of marketing, knowledge, awareness and technicalities of the product or service being marketed is vital for marketers (Buttell, N.d). The selling concept or in other words marketing concept rely on in pushing buyers or users into buying of services and products, which under usual conditions they would not.

**Discussion**

Marketing in the 21st century is quite different from what it was before. With immense advancements in media and communication sector, marketers have numerous opportunities and choices. With the media progression and new modes of communication, marketers face much more opposition from diverse sources, especially the World Wide Web as it has made possible for businesses from around the world to participate virtually anywhere with any organization. Though traditional approaches and tools are still being used widely for marketing communication and products or services publicity for instance, Radio, Television and Newspapers, the 21st century has offered lots of new varieties for marketing communications such as social media (Revchun, 2014).

Another significant progress in the field is Word-of-Mouth. The advent of internet has given birth to social media, because of this new highly in demand medium of connectivity and communication consumers have the facility to network with millions of people and businesses thus effectively marketing strategies, rivalries and opportunities. 21st century technology has presented not only more alternatives to marketing but new selections for generating messages as well through using range of apparatuses to enrich communications through visuals, movements and sounds

Moreover, digital revolution such as smart phones, SMS, etc. has helped corporations take quicker decisions and implement plans more promptly. This 21st century revolution resulted in cost reductions and fine tuning the way of conducting marketing. Also, marketers can now build long lasting relationships with consumers from around the world.

**Conclusions**

21st century technology has presented not only more alternatives to marketing but also consumers have more choices now and therefore, more competition is involved in the marketing field. Advancements in marketing tactics and mediums have made businesses capable to establish themselves not just on regional level but also national and even international level.

**References**

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