Principles of Marketing

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With the shift in technology and the internet, paradigms have also evolved the trends in business marketing. The following paper will include a discussion on “Successful Marketers Will Harness Artificial Intelligence, Video, and Digital ABM as an area of interest. Moreover, this part will focus on the evolution of marketing in this decade.

# Discussion

Marketers have a long list of activities to perform and they contribute to the transformations occurring in the business market by adopting the innovative trends (Kumbi, 2020). I believe that, with the change in the internet and technological facilities, consumers have moved to these both. Marketers have utilized the available tools for marketing purposes, and Artificial Intelligence has changed traditional business marketing to digital marketing (Kumbi, 2020). Moreover, this is helpful for the optimization of online marketing around the market within the marketing budgets. However, there is a still need to make a better understanding of AI to enhance marketing in the business market.

Video marketing has become a trend of this decade, which has engaged multiple market segments. In the previous year, 87 percent of the businesses were engaged in video marketing, and in the coming years, video marketing will be contributing more than before (Kumbi, 2020). I predict that video marketing and engagement of the consumers will change the game in business marketing. Lastly, digital marketing has also become trendy in these recent decades, with the advancements in technology and the availability of internet facilities. To make an effective-account based marketing, all of the marketers will make new strategies, and this will be helpful in reaching maximum consumers in the global market (Kumbi, 2020).

This is very interesting to know that marketing trends have evolved with the help of AI, digital marketing, and video marketing. This also has included a large number of consumers in the business market to avail and utilize the available products.

References

Kumbi, N. (2020). *10 Marketing Predictions for a New Decade TRENDS AND CHANGES IN 2020 AND BEYOND*. Marketo Engage. https://www.docs.writing4money.com/uploads/orders/gah0rmi39f7ih5tki3m7rvmvb5---eBook-2020-Marketing-Predictions-for-New-Decade%201%20.pdf