

Marketing Future and Future Markets

Masoud Lajevardi*

Department of Business Management, Semnan Branch, Islamic Azad University, Semnan, Iran

Introduction

Today's long-term survival and development organizations, business depends on customer satisfaction, therefore the Trustee that enterprise marketing management, needs to have a comprehensive look and widespread awareness inside and outside the organization. Hard and fast changing market turbulence management has never been like today predict new media and technology, particularly e-marketing, advertising negligent about rules and message content, segmenting and targeting the market, the new realities of global markets and intense competition multinational corporations, major challenges that are facing the traditional ways of managing the market. Therefore, concepts and scientific approach has shortcomings that have been developed and this is particularly active in collecting and managing information, which is the foundation of email marketing, is more significant. Increasing Large volumes of data that are transferred annually to establish and continuously. This eliminates access to information is difficult and costly activities. However, it still has not been judged worthy of the impact of e-marketing, but it emphasizes the importance of learning. This coupled with the highly competitive and complex global markets, the market turmoil that is equal and consistent with market turmoil. Therefore, businesses must be constantly vigilant and take extra care on the efficiency and effectiveness of their marketing resources. But always, in many organizations, large quantities of unused capacity and marketing resources or limited as to be handled. So smart peoples are what businesses need to know right from the needs to coordinate their activities to deserve it.

Perspective Fault

Many managers, now well known, but their knowledge in the field of the environment and sensitivity around them and cannot respond to larger changes. Soon it was evident that most Ignorance of the outer part of the changes that are happening in the environment, where four major transformative force, work. These four forces are: governmental policies, rapid growth of technology, cultural and social transformation and economic transformation. This environment forces on each other and is constantly changing and evolving influence of the so-called (PEST) call. The effect of these forces on the organization's external environment, causing shockwaves in the surroundings and also within your organization and no organization could not be away from such effects. Hence, managers constantly have to look outside the organization (environment) is mixed so that it changes in a timely manner and approach is needed to understand their organization's strategy.

Strategy and Marketing Planning

Sub-strategies of the marketing strategy of any company should be consistent with it. One common way to ensure the implementation of the two together, having a clear mission and vision statement prepared for the entire Company including management market. Unfortunately, in some companies less attention is paid to this issue and it is something futility. While preparing this document for business, very useful and necessary. In business vision statement encompasses fundamental purpose, its reason for existence and mission characteristic of the company from other organizations. In business vision statement

encompasses fundamental purpose, its reason for existence and mission characteristic of the company from other organizations. In a statement, the landscape becomes clear that what the organization wants to be and what should be, Of course, all the organizations and companies have thrown so even if the eye is not provided in written form, But the vision and mission statement for written document preparation, management stems forcing organizations to deliberate on the implementation of the fundamental mission and mission organizations, to develop strategies and consequently strategies to manage Note also comes to the market and customers. Note organizations vision and mission statement of instrument is associated with an inherent risk may in the development of strategies, among leadership, a clear difference of opinion is created, but the mission statement and vision in writing , the risk to the extent of losing ground. This document can be set as a strategic assessment tool and strategies to match expectations and programs, the selection criteria and parameters to evaluate the performance and how to achieve the goals of the organization. Strategies and strategies of departments and offices at their level, to pursue the mission of the organization. Pay particular attention to the objectives of each unit can be synchronized with other units of the basic objectives of the organization to be effective. In the next step should be started from the beginning of known targets, and applications will be accepted by those who implement them, All managers should see that the chosen strategy is consistent with the organization's capabilities and resources available in the market or not. This goal setting, strategy selection and determining work methods and techniques more efficient and easier. Strategies and marketing plans should incorporate all aspects of marketing, including the power to refer the case. Basic assumptions and hypotheses derived from the mission statement of the organization, the resources needed to implement the strategies, forecasts ranging from product and material requirements for the importation of goods into the market, the factors affecting the market shares ranging from technical factors, business , economic, financial and their role in positioning the organization, opportunities and threats and procedure better understand, improve and stabilize the competitive position of the organization, budgeting and costing, operational, tracking and monitoring and evaluation strategies and other necessary progress in defining and determine marketing strategies. When considering all aspects and angles necessary in the formulation of marketing strategies, we can hope that the turmoil and intense competition in the market today lifeline for survival and market share and the company provided.

*Corresponding author: Masoud Lajevardi, Department of Business Management, Semnan Branch, Islamic Azad University, Semnan, Iran, Tel: +982147911; E-mail: lajevardi_masoud@yahoo.com

Received November 16, 2016; Accepted November 18, 2016; Published November 25, 2016

Citation: Lajevardi M (2016) Marketing Future and Future Markets. J Account Mark 5: 205. doi:10.4172/2168-9601.1000205

Copyright: © 2016 Lajevardi M. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Marketing Information System

With the advent of the Internet, a great revolution has occurred in how to access the information. Now the information that in the past months' time was needed for it can be promptly took just press a few buttons. Constantly increasing volume of information available is very heavy and hence, researchers and marketing managers should be very careful with your questions and searches to obtain correct and relevant. Do not rely solely on the Internet and thought that the dominant phenomenon meets the information needs and information is essential. Other media and ways must also be considered. Some information, such as market size or market penetration rate and how the internet cannot be accurately achieved. Important criterion in marketing information system information available information is not needed. On the other hand, second-hand information from inside or outside the organization, mainly in raw or processed, there cannot even be useful, But also achieve unique first-hand information and can help achieve a competitive advantage in the field of marketing information. Such information is usually by analysts or firms specializing in the research and marketing research production and processing occurs. Before turning to the work (of course, they get first-hand information that would be costly) first highest utilization of existing resources and data within the organization did. According to the association and develop a marketing information system for receiving and processing information and analysis on the market or produce the required information ranging from research and market research, important in order to keep the survival of the competition in the market is of business. Another dimension is very important in marketing information system and can cause organizations is maintaining the level of sales and profitability, according to the customer information system, and continued to trade stems easier. The other hand, if the needs and interests of people, loyalty and repurchase always makes smoother.

Future Markets

Changing markets and changing nature of the industry requires emphasis fact that they are re-examining their business plans and strategies and strategies to incorporate elements of flexibility. Perhaps the riskiest areas to predict because a lot of variables and too many other areas, is volatile and unpredictable, But in spite of all difficulties, will inevitably lead to a systematic and detailed analysis and the best judgment possible factors in the market. Marketing managers more than anything want to know how future changes show themselves in the market. This will never be accurately received, but in possession of information of the factors affecting the market, can reduce the risk of handling errors large. Predictably, more than any other aspect in the

management of the market, information requirements of fine, fresh and accurate is that much of the raw data can be obtained from official and unofficial sources related organizations, books and journals and more than all, acquired on the internet. Less time is spent where respected organizations in the field of economics, markets, technologies, or social change do not fully anticipate. Some of this information has been considerable scientific times, and some are purely political aim. Thus, marketing managers must accept any prediction, careful to take action. Specialized libraries and information science databases online also introduces rich virgin, but double-precision pure knowledge of good and evil continues to be marketing managers. The strength and quality estimation and evaluation, as well as statistics and data for marketing managers are important. One way to remain safe from the risk of accelerating the transformation of the market, having options, scenarios and different instructions for different situations, That they will be seeking change in the basis of forecasts, the successor of previous strategies. Important step in adaptation, parameters influencing decision-making in the field of business. Marketing managers should be vigilant and indicators of external and internal factors affecting the business identified in different situations and any changes in them so that in due time under the required strategies based on those indices change.

Competitive Knowledge

Lower industry activity that we know or is indifferent to the issue of competition, On the other hand, global trade also address this issue, if not impossible, without considering it very dangerous and difficult. In recognition of the competitive environment is not only competition but also have the resources, abilities and disabilities that customers see as rivals, better recognition. Have found that their threat to other competitors and also their Achilles heel is the vulnerable point. Of course gain knowledge about a competitor fine is not easy, but neglects to endure the devastation it can cause failure of the competition. Vigilance and preparedness in the competition, will be increasingly difficult, profound changes in the business world today (including privatization, removal of many trade barriers, reengineering and fundamental changes in organizational structure, expanding the market and the emergence of global giants multinational businesses, etc.) always brought great opportunities and competitive threats was. Also, pay special attention to this issue must be handled carefully in evaluating the activities competitiveness, innovation and creativity should be noted that customer need only rival is the way that cannot be met, But also many other ways to satisfy customers' needs and market presence there in the midst competitors, and perhaps this is the key point, a way out to escape deadlocks competitive in today's world.