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The History of Marketing Tools, their Big Moments, and their Future

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Abstract

As technology progresses, the tools people use to market products and ideas change. Starting with one of the earliest forms of marketing tools the newspaper, we have seen how marketing practices change with technology. The newspaper led to catalogs, the radio led to television, then along came the internet creating vast opportunities for marketing. The internet created a revolution of marketing and is in competition with all these other mediums. The internet has also gave birth to new forms of marketing like social media marketing and creating a bigger impact with influencer/word of mouth marketing. Many of the biggest moments in marketing history can be traced back to several of these marketing tools changing the way things are done, leading to future forms of marketing because of the changes in technology.

Methodology

In this study the research focuses on different major technologies used for marketing purposes being: the newspaper, catalogs, radio, television, the internet and some of its subsets, and future marketing tools. Each of these technologies are broken into a chronological order of their creation and their big moments in marketing history. These technologies will also be analyzed on the basis of where said technology stands today, their competition, and their future. Mentions of these technologies can be found all throughout this research for better comparisons on the main principles of the analysis. Each of these technologies have been broken down into their own sections not only for better organization, but also for readers to see how these technologies have advanced through the years, and for better understanding of the underlying principles. A collection of scholarly articles, books, marketing research, and current updated articles on these technologies were used for the best possible information to assist with this research.

Introduction

The research conducted will outline some of the most important tools used for marketing to date and their big moments in history. The marketing tools discussed and historical events will take a chronological order to show the correlation of each technological tool created, its importance, and its moment in history was built on top of one another that in affect created new marketing opportunities. Where there is an audience, there is the opportunity for commercial purposes like marketing. Starting first with the newspaper then leading to catalogs, radio, television, the internet and some of its subsets, and future marketing tools will be analyzed on the basis of their historical events, where they stand today, competition, and their future.

Introduction to the Newspaper

The newspaper is one of the very earliest tools used for information purposes and advertising (Lane, King, & Russell, 2008, p.14). It will be the first tool analyzed in this research to evaluate its performance, competition, future, and look at its big moments within marketing history. The first early stages of the newspaper can traced all the way back to the Roman Empire in 59 B.C. which was made up of daily government news sheets (Lane, et al., 2008, p.14). From there it would take several centuries for newspaper to become what it is today, it would first need an invention to simply create a mass amount of prints. In 1440 Johannes Gutenberg invented the printing press that had movable letters to create your printed document (Lane, et al., 2008, p.15). A decade later the newspaper was still in its early stages in the forms of pamphlets which would eventually lead to formal newspaper publications (Lane, et al., 2008, p.15). England would have its first newspaper publication in 1665 known as the The Oxford Gazette with first newspaper in colonial American being printed in Boston in 1690 which was quickly banned by the governor (Lane, et al., 2008, p.15). The newspaper falls into the mass communication era which ranges from the 1700s to the early 1900s, where advertisers could reach large amounts of a population through mass media (Lane, et al., 2008, p.11). Marketing done with newspapers had three standout moments, each having a major impact on American history itself.

The Newspapers Big Marketing Moments

Marketing does not just involve trying to sell goods and service, but promoting ideas and actions. This will be a common theme found throughout this research, with tools such as the newspaper, radio, and television, found within their big moments in marketing history. At the beginning of the formation of the United States, a war had to take place in order to gain its freedom from England. Getting people onboard with this impending war was proving to be

difficult while others were ready to up and take arms. One of the major events that took place that caused colonial citizens to rally around one another was the Boston Massacre and its lucrative propaganda in newspapers. It was March 5th, 1770 when the event took place. British soldiers opened fire on a crowd of colonists killing five, though this attack was provoked by the colonists. What was to come next played a major role in uniting colonies against England. A drawing was created that depicted this "massacre" though it was highly exaggerated. This was the point though, it showed a group of British soldiers opening fire on a group of "innocent" colonists with them being slaughtered. The drawing was printed on pamphlets to be handed out but found its way into newspapers to further be spread across colonial America. The drawing would be published in the Boston Gazzette and was circulated widely (Fischer, 1995, p.24). This anti-British propaganda reached many and proved to very effective in stirring the pot for a war against England. Interestingly enough, the drawing also found its way to London newspapers though it was given a different description than was in the colonial papers (York, 2009, p.75). The blame was put on the colonists for the event taking place as many in England were pro-British rule over the colonies. It did not have the same effects as the version in America though and was simply just another article to read.

The Boston Massacre played a major role in American history and the creation of that role could be credited to anti-British rule colonists marketing ploy. If the drawing of the massacre was not widely circulated in newspapers, colonists may have never united because of the event. Newspapers are mass communication pieces and connected colonies to one another. While political propaganda was used throughout the Revolutionary War, the Boston Massacre depiction played as one of the most influential pieces. It was one of the biggest moments in

marketing newspaper history and while it did not sell a product, it did sell the idea of colonists uniting against the British.

The newspaper propaganda during the Revolutionary War played a key part of uniting the colonies but there is also another major war that newspaper played a key role in. World War One would also play a huge role in uniting Americans for the cause of WWI and shifting public opinion. Unlike with the Revolutionary War, newspapers had become mainstream and a household item for Americans. By 1900 newspaper publications like the New York World and Chicago Tribune had circulation of 500,000 papers (Lane, et al., 2008, p.16). WWI began in 1914 with the United States not entering the war until 1917. In 1914 the U.S. had a strict isolationism policy and did not want to get involved with affairs of other nations (Library of Congress, par.1). Woodrow Wilson would get re-elected as president in 1916 with his campaign slogan being "he kept us out of the war" (LC, par.2). A majority of Americans were on board with isolationism but when President Wilson declared war on Germany in 1917, he knew he would have to act quickly to rally the American people (LC, par.3).

Patriotic propaganda would begin to fill newspaper and with the help of the Espionage Act that censored and made it illegal to profane the U.S. government in any way, the American people quickly got on board. Photos of masses amount of men signing up for the draft were published and American flags were found in a majority of photos to show patriotism (LC, par.4). No more pictures of German soldiers would be published or their stories from their perspective of the war (LC, par.4). There was a decrease in the amount of pictures of the war being published and would be replaced with more positive images like parades for soldiers or them training (LC, par.4). Newspaper editorial policies were pro-American as they had to be because of the Espionage Act. It would take a few months for Americans to become pro-war and reject

isolationism (LC, par.5). The United States would become the "protector of democracy throughout the world" (LC, par.5). While Americans embraced this new role, the newspaper industry embraced its new role an agent of public opinion and not just news reporting (LC, par.5).

The third big moment dealing with marketing and the newspaper takes place in the 1920s and 30s. The 1920s is also referred to as the roaring twenties, America's economy was booming thanks to post-World War One (Lane, et al., 2008, p.22). "Manufactures of war goods turned to the task of meeting unfulfilled consumer demand built up during the war" (Lane, et al., 2008, p.22). There was also a new emergence of technologies, the electric refrigerator and washing machine were developed in this time and there was a huge demand for them. America's booming economy would come to a sudden stop as the Great Depression would begin in the 1930s. The mass communication era would play a major role in crippling America's economy. The rise of consumer credit taking place in this time period was astronomical. There was a huge rise of advertising to buying items on credit, and companies pushed heavily to do so. With people having money in the booming economy and mass produced advertisements for credit being everywhere, of course it led many people to purchase items on credit. As previously mentioned, new technologies had emerged like the electric refrigerator and washing machine. They came at a heavy price and in the consumers mind, buying on credit was the best option.

Consumer credit would lead to consumer debt which was one of the major causes of the Great Depression. There were also several other factors that contributed to the Great Depression that dealt with advertising. Declining price levels and excess industrial capacity were also major factors (Lane, et al., 2008, p.24). With all these factors combined it "discouraged consumer spending and manufacturing output with a resulting negative impact on advertising" (Lane, et al.,

2008, p.24). Mass advertising can be a bad thing and that was the marketing trend in that era. Advertisers would advertise as much as possible, to as many as people possible, and it proved not to be a good thing. It proved to be very detrimental to the economy though there were poor consumer choices that played a role.

The Newspaper Today, the Future, and its Problems

The newspaper is still a very relevant tool used for marketing endeavors, even in this digital age. Other marketing tools such as the television and internet are major competitors with this medium. Newspaper revenue though have taken its fair share of hits such as the Great Depression and the 2000's Recession. In a 55 year period, the U.S. newspaper advertising has grown from $2 billion to $47.4 billion (Picard, 2008, p.708). These are very incredible gains but it ended because of the 2001 recession (Picard, 2008, p.708). Research conducted by Picard (2008) finds there is a very strong connection between GDP and newspaper advertising (p. 704, abstract). When the GDP is performing well, so is newspaper advertising (Picard, 2008, p.705). Picard's (2008) research finds that the "relationship between GDP and expenditures is weakening, that growth is not keeping pace with inflation, and that there is greater volatility in advertising than seen in the past" (p.704, abstract). The trends found in Picard's (2008) study shows that advertising expenditures will eventually level off and eventually begin to decline in the future (p. 704, abstract). This will cause newspapers revenue growth to come to a halt, causing advertising in newspapers to become no more, making it no longer sustainable (Picard, 2008, p.704, abstract). The future of using newspapers for marketing is in a very volatile state. Newspaper advertising just did not recover after the 2001 recession and there is another additional factor to this, the internet was becoming more mainstream at the time.

Many of the big name newspaper companies have started to cut back on print newspapers while moving into more digital content. These big name newspaper companies failed to realize how big the internet/digital age was going to be, and the results costed them financially. There have been cuts in staffing for many of these big name companies but it is also affecting local newspaper companies. For example, our local paper company had to move locations because they could no longer afford the building they were in. They also had to find a new distributor to print newspapers because of cost issues. There was also a small rise in the cost of the local paper. The internet has tremendously been the source of the newspapers demise. Picard's study trend results are not the only studies to show that the newspaper is fading off. It is important to note though that newspaper will likely never ever completely die off though, but will slowly digress to be more digital. Many of the older generations still rely heavily on the print newspaper for local news, and may have difficulty in working with technology to reach a digitalized newspaper. "Newspapers appeal primarily to an upscale audience, especially those adults age 35 and older" (Lane, et al., 2008, p.311). While the age 35 and up allows for an ample audience, statistics have shown that teens and young adults reading the paper has not kept up with the growing population (Lane, et al., 2008, p.311). Newspaper companies will have to find a way to attract new audiences like young adults or its demise will continue. It will take many more years if the print newspaper was going to completely die off, as there are still older generations around who have plenty of time left who prefer a handheld copy of news.

Cost and lack of a younger audience continues to be major problems the newspaper is facing. As stated earlier, many companies have made cuts to staffing because of the lack of profits being made. Companies are making moves into digital newspapers as they cost less than an actual printed paper and offers readers the option to subscribe to it. A reader is likely getting

the same content cheaper in most cases and companies are saving money from not creating an

actual print pieces. Digital copies of the newspaper may also appeal to younger audiences which

will prove very effective for revitalizing the industry. With all these issues at hand, it is causing

more problems for newspaper companies to bring in advertisers.

It is a simple fact, advertisers are not using newspapers to advertise as much like they did

in years past. Since people can get the information they need through multiple mediums such as

the internet, readership of the newspaper has fallen. The newspaper industry along with the radio

industry heavily rely on advertisers to bring in revenue by selling available spots. "Advertising

constitutes for more than 70% of all newspaper revenue" so it is the backbone to keeping a

company alive (Lane, et al., 2008, p.317). Most newspapers contain around 60% of

advertisement content leaving only 40% for news and other information (Lane, et al., 2008,

p.311). The average reading time of someone reading a newspaper is less than thirty minutes

resulting in many advertisements being skipped over (Lane, et al., 2008, p.311). It also important

to note that the cost to advertise within newspapers have gone up in recent years making it less

attractive to companies (Lane, et al., 2008, p.311).

Bogart's Six Suggestions to Save the Newspaper Industry

To combat the many issues that the newspaper industry is facing, Bogart (1999) gives six

steps that the newspaper industry should take (as cited in Lane, et al., 2008, p.316-317). Bogart's

(1999) first suggested step to be taken is for newspaper companies to make it a priority to

maintain an adequate circulation number (as cited in Lane, et al., 2008, p.316-317). There should

be an emphasis on getting newspapers to younger generations and make them easily accessible

(as cited in Lane, et al., 2008, p.316-317). This step can already be considered taking place as

digital papers can easily be accessed online and some newspaper companies have programs in

place that provide papers to school students (as cited in Lane, et al., 2008, p.317).

Bogart's (1999) second suggested step is to allow editors and reporters to not be

controlled by the marketing department (as cited in Lane, et al., 2008, p.317). This essentially

allows editors and reporters the freedom to write stories without the marketing department

interfering on what to write about. Stories should not be directed by advertising and business

concerns as it can interfere with the newspapers credibility (as cited in Lane, et al., 2008, p.317).

One of the strengths that the newspaper has over other mediums is that they have a "high

credibility with their readers, which creates a positive environment for advertisers (Lane, et al.,

2008, p.317). While it is important to consult with the marketing department in regards to their

market research on who their readers are and what stories are most appropriate, that freedom to

write a story should always be there.

Moving into Bogart's (1999) third suggested step, he believes newspaper should move

into national advertising (as cited in Lane, et al., 2008, p.317). This is a very opportunist

suggestion and bold. Newspapers have long struggled to make it to the national level. Based on

criteria by TNS Media Intelligence, there are only three national newspaper companies here in

the United States, the Wall Street Journal, USA Today, and the New York Times (Lane, et al.,

2008, p.314). The reason as to why there are not many national newspapers is simple, it is hard

to find a profitable advertising niche (Lane, et al., 2008, p.315). National papers are unlikely to

get advertisements from local businesses because a local grocery store in New York won't have

someone from Florida purchasing milk from them (Lane, et al., 2008, p.315). National

advertising in newspapers is just not feasible for local companies or most newspaper companies,

but for national newspapers to make it they still have to rely on advertisements like their

counterparts. National newspapers will of course seek out companies that are located nationally like food franchises, automotive companies, and financial service companies who are all across the United States (Lane, et al., 2008, p.315). While Bogart believes the move into national advertising is crucial for the survival of newspapers, it will take much time for more companies to reach this level as newspapers have long been a local medium.

Bogart's (1999) fourth suggested step is for newspapers to become more innovative and utilize their websites (as cited in Lane, et al., 2008, p.317). The internet has opened up many opportunities for the newspaper industry but it has also came with several negative impacts. Newspapers can now reach new audiences through the internet while also creating more specific marketing for advertisers to reach their audience. The problem with newspaper websites is that not all of them are profitable. The Wall Street Journal has managed to create a profitable website because it is widely known and specializes in business related content (Lane, et al., 2008, p.315). It charges $99 for an online subscription fee and on top of that it has advertisements online (Lane, et al., 2008, p.315). While the Wall Street Journal has an online subscription fee, some online newspapers are completely free to read or allow limited access. Our local paper The Sturgis News allows for limited access online to read about certain events or you can subscribe to the online version for $18 for a whole year. The cost of the online version is also the same as the cost of the print version.

Bogart's (1999) fifth suggested step for newspapers is to allow readers to have more choices and begin marketing to new audiences (as cited in Lane, et al., 2008, p.317). As previously discussed, the amount of young adult readers of the newspaper is slim and is not seeing any gains. Bogart (1999) suggests that newspapers should begin creating youth oriented sections within the general newspaper (as cited in Lane, et al., 2008, p.317). This type of

targeting might cost more but will be worth it as it can create long term readers of the newspaper (as cited in Lane, et al., 2008, p.317). This suggestion is something many newspaper companies should begin looking at because young adults will likely determine the fate of the newspaper. Bogart (1999) also emphasizes the importance for newspapers to appeal to our ever growing population (as cited in Lane, et al., 2008, p.317).

Bogart's (1999) sixth suggested step for the newspaper is to "invest in research and explore ways to make their internet site complement the information provided in the newspaper" (as cited in Lane, et al., 2008, p.317). This is something that many newspaper companies are currently doing but in a different way. Social media has opened new doors on how to report the news and other information. You can find many of these newspaper companies on Facebook, Instagram, and etc. telling you about a story and then directing you to their website to read more about the event taking place. Also, many of these newspaper companies send out massive emails on top stories of the day and when you click on the story it takes you to their website. The involvement newspaper companies have created through social media is successfully leading readers to their website.

Conclusion of the Newspaper

With all the issues at hand with the newspaper, it boils down to one question, will the digitalized newspapers be enough to save the newspaper? More than likely it will not looking at its current rate. Online marketing has changed things significantly and you no longer have to rely on a newspaper company to promote/sell something. If the digital newspaper cannot bring in readers and advertisers then it is not a print vs. digital problem, it is a format problem. Consumers may just no longer enjoy the newspaper format, whether it is print or digital. The newspaper has been around for ages and technology has changed a lot since the newspapers

beginning. The newspaper may just no longer be a viable marketing tool or one for information. How marketers market to people changes as technology does, and the newspaper is one of the oldest tools out there. So will the print newspaper continue on, will it switch to digital, or is it just no longer viable? While the newspaper has played an important part within American history and marketing, only time will tell the future of the newspaper and its marketing endeavors.

Introduction of the Catalog

The next marketing tool that will be analyzed has been around for centuries like the newspaper. Similar with the newspaper, the creation of the printing press played a huge role in the creation of catalogs. Catalogs date back to 1498, carrying much of the same rich history as newspapers (Lane, et al., 2008, p.428). Like the newspaper, catalogs fall into the mass communication era here in the United States. Unlike the newspaper, catalogs have a different marketing technique which is direct marketing. Companies focus their marketing endeavors directly on the consumer with a wide array of products of their products in a catalog sent to you. The catalog served as an important tool to those after the Civil War era. As more and more people began to spread across the United States, the need to purchase products to build and settle in new areas was desperately needed. It was during this time that the catalogs big moment in history would take place and it would start with three main pioneers of the industry, Tiffany & Co., Montgomery Ward and Sears Roebuck and Co.

Pioneers of the Catalog and their Big Moments

Looking at the big moments for these various marketing tools for this analysis helps for a better understanding of not only their creation but what made them become what they are today. Charles Lewis Tiffany would be the earliest founder of the catalog in the United States. Tiffany would first begin in New York opening his brick and mortar store in 1837 (Phillips, 2006, p.1).

From there Tiffany would see great success with the selling of his jewelry, silverware, and other fine accessories (Phillips, 2006, p.1). As the success continued, Tiffany began the process of expanding his market. In 1845 Tiffany would launch the first catalog in the United States titled Catalogue of Useful and Fancy Articles, Imported by Tiffany, Young, and Ellis (Phillips, 2006, p.9). The catalog consisted of a selection of fine jewelry and imitation jewelry that had lengthy descriptions of how it is accepted by the upper class in Europe and the United States (Phillips, 2006, p.9). Some other finer items included were fans, bouquet holders, accordions, and many more items (Phillips, 2006, p.296). The catalog proved to be a success and Tiffany would launch another catalog the following year featuring more and newer stock along with more detailed pictures of the jewelry (Phillips, 2006, p.9).

The success that Tiffany & Co. found with their catalogs was its basis on strategic marketing with their product and consumers. Tiffany & Co. payed very close attention to their branch of business which was high end products for the rich and with exception to the middle class (Phillips, 2006, p.9). Tiffany & Co. would see its imports change during the Civil War period though from jewelry and other fine items to rifles, cutlasses, bugles, and cartridges (Phillips, 2006 p.9). All throughout the Civil War Tiffany & Co. provided whole Union regiments with supplies, and besides weapons they provided flags and medical equipment (Phillips, 2006, p.297). Unfortunately the catalog industry would not see any expansion until after the end of the Civil War in 1865.

Store clerk Aaron Montgomery Ward would be the first pioneer of the mainstream catalog industry and started his mail order business in 1872 (Cherry, 2008, p.18). With the Homestead Act of 1862 only being ten years in effect and the Civil War ending in 1865, Ward was starting this new market at the perfect time. The Homestead Act of 1862 opened up millions

of acres to individuals and Westward Expansion was still in full swing. When Ward started his

mail order business in 1872 there were around thirty-eight million people living in the United

States. 74% of them were living in rural areas (Cherry, 2008, p.18) which means over twenty-

eight million people lived in a rural area. During this time many of these settlers had only one

way of purchasing goods and that was from a local general store that could be located miles

away. These general stores would essentially be monopolies, they were the middleman between

wholesalers and customers, controlling prices however they wanted (Cherry, 2008, p.18).

General stores could control prices because they were located in rural areas with little to no

competition. Price gouging was a common practice and general stores were often limited with

the stock they could carry (Cherry, 2008, p.18). Ward realized the need for other options and that

there was an opportunity at hand. He could offer more purchasing options for rural Americans

and at a more affordable rate compared to general stores (Cherry, 2008, p.18). By selling directly

to Americans through the mail, the middleman would be eliminated which meant prices could be

lower on products.

Ward's timing with the creation of his catalog was perfect. "His first customers the

Patrons of the Husbandry, better known as the Grange, a protest movement formed by farmers to

fight high prices" (Cherry, 2008, p.18). The Grange movement was heavily active during this

time as falling crop prices were happening along with other high fees like railroad fees to move

crops. The first Montgomery Ward catalog was published in 1872 and consisted of one page with

one hundred sixty-two items ranging from grain bags, hoop skirts, and writing desks (Cherry,

2008, p.18). By 1883 the Montgomery Catalog had grown exponentially, now consisting of two

hundred forty pages and over ten thousands items that ranged from buggies to corsets (Cherry,

2008, p.18). By 1904 Montgomery Ward was sending out more than three million catalogs to

potential customers and by the mid twentieth century the catalog was over one thousand pages

(Lane, et al., 2008, p.428), (Cherry, 2008, p.18).

While the catalog had been around for centuries and Montgomery Ward started the first

mail order business, it is arguably Richard Sears who brought the industry to its height in the

United States. Richard Sears would create the Sears, Roebuck and Co. catalog which would

prove to be widely successful. Sears would capitalize on westward expansion taking place thanks

to the Homestead Act of 1862 (History of the Sears Catalog, par.2).The postal system would play

a major factor for catalogs because it "aided the mail order business by permitting the

classification of mail order publications as aids in the dissemination of knowledge entitling these

catalogs the postage rate of one cent per pound" (History of the Sears Catalog, par.2). Rural free

delivery was present during this time making catalogs an economical choice of advertising

because companies could save money (History of the Sears Catalog, par.2). Richard Sears would

launch his first catalog under the title as The R.W. Sears Watch Co. (History of the Sears

Catalog, par.1). From there the company would continue to evolve with the first Sears Roebuck

and Co. catalog coming out in 1893 but containing the same focus on watches and jewelry

(Chronology of the Sears Catalog). The 1894 catalog would be the beginning of what we know

as the Sears Catalog as it expanded from just watches and jewelry, to clothing, firearms, musical

instruments, and much more (Chronology of the Sears Catalog). From there the catalog would

continue to add new products to its selection and even adding homes in 1908 (Chronology of the

Sears Catalog). From 1908 to 1940, over 100,000 homes were purchased from the Sears,

Roebuck and Co. catalog (Lane, et al., 2008, p.428). Sears would see continued success for much

time with direct marketing with catalogs, unfortunately we know where Sears stands in this day

of age.

Sears was once a thriving company thanks to its innovative catalog to purchase products through direct marketing. We now know Sears as a struggling company, slowly dying off. While Sears has made many various mistakes, much of it has to do with changing technology and the consumer. Sears would discontinue its general catalog in 1993, this was known as the Big Book Catalog which contained the wide array of products (History of the Sears Catalog, par.12). They would continue to send out catalogs but they were specialty ones dealing with Christmas, tools, and various other things (History of the Sears Catalog, par.12). One of the main things that set Sears a part had finally come to an end. The reason for discontinuing the Big Book Catalog was because of the changing modern trends in retailing (History of the Sears Catalog, par.12). The Sears, Roebuck and Co. catalog had survived 100 years from its humble beginning. During those 100 years, technology had changed tremendously, which means so did the marketing tools. The creation of the radio, T.V., and mobile phones being some of the biggest technological advances to come out. While Sears Big Book Catalog ended in 1993, a new emerging factor was at its early stages, the internet.

Catalogs Now and the Future

The internet has shaken the retail world, changing how things are marketed and sold. The internet has caused many uncertainties within the catalog industry (Lane, et al., 2008, p.428). Catalogs are facing many new challenges because of the changes that the internet has brought with it. The companies who failed to the see the internet as a long term player in the marketing and retail world are paying for it. Companies need to begin looking at the long term decision making process because the internet is here to stay. Many see the internet as an opportunity while others view it as a curse, causing old ways to die off. While the internet is one of the major factors of the declining catalog, an overcrowded market is another (Lane, et al., 2008, p.429).

There are many companies who send out catalogs to consumers; Sears, JC Penny, Gap, L.L Bean, and so many more. The competition is many, and these catalog companies have to find a way to separate themselves from one another.

Many of these catalog companies have moved to the online world while also maintaining a catalog to send out to consumers. One of the many successful companies out there that has taken to an online store and catalog approach is B&H. B&H is technology company that mostly focuses on selling camera equipment though they sell a wide range of technological products. B&H sends out seasonal catalogs that carries a wide range of their products. They also have a brick and mortar store that is successful. If you want to view all their products though, all you have to do is visit their website. Online stores are essentially virtual catalogs, they carry the exact same concept of a regular print catalog. Online stores are also a form of direct marketing just like how Sears did it. Instead of sending you a catalog directly in the mail, you get an email instead on products on sale or new arrivals. Some companies may send you flyers with products on sale in their store or to visit their store online to purchase the product. The catalogs direct marketing approach for online stores is still the same as it was in the past, it just involves your email address instead of your home address.

Catalogs fall under the direct mail advertising branch, which is a form of marketing that is seeing its fair amount of changes because of the internet. While not going in depth with direct mail advertising, it plays an important role with catalogs. More than $55 billion is spent on direct advertising a year in the United States and represents about 20% of all advertising spending (Lane, et al., 2008, p.430). The cost of direct mail continues rise and future predictions of response to direct mail continues to look grim (Lane, et al., 2008, p.430). Thanks to the internet

though, the cost of sending print materials can become a thing of the past. Email addresses have become the substitute for our actual home addresses.

As catalog companies continue to move online, new marketing techniques must be used. You now have to get someone to visit your website and that brings in a multitude of marketing techniques. As mentioned earlier, the email address has now replaced our actual home addresses. Companies now communicate with us through there and offer us incentives. Companies will send an email about discounted items and new arrivals which could lead to people to purchase a product online. Once a company gets ahold of our email address, you become subscribed to their newsletters and the emails come pouring in. If you were to check your email now, you are likely to find a big name company trying to sell you something with a discount as an incentive. These are the ways catalog companies get you to visit their website. According to Lane, et al. online catalogs are passive in nature while print catalogs are the opposite (2008, p.430). For catalogers to be successful, whether online or in print form, there are several factors to follow. First, a company needs to have the right products (Lane, et al., 2008, p.430). Having the right product means simply, you have products that consumers are wanting buy. One major advantage and problem that a catalog company will have is its diverse product range. Having different products that are diverse means that there will be slow movers. While having that specific piece might be appreciated by a customer, that is more cost sitting in the warehouse. The second and third factor is having an exciting creative execution and reaching a targeted group of prospects (Lane, et al., 2008, p.430). When going to market something, you need to understand who your audience is and have the right game plan to reach them. With print catalogs for example, Sears sends out specific targeted catalogs now and not the Big Book. If there is a man in your household they are likely to receive a Sears catalog dealing with power tools. Or if there is a young girl in your

household, you are likely to receive Sears Barbie Catalog. These catalogs are to market to specific audiences with specific items. Even with the move to online stores, companies send specific promotions to your email that most likely will lead to a sale. The fourth factor for catalogers to be successful is offering quality customer service that leads to customer fulfillment (Lane, et al., 2008, p.430). Having good customer service can make or break a company. If a catalog company performs poorly in this, they are likely to run themselves into the ground. Fixing mistakes that are made can create loyal customers in the future. The last factor dealing with what creates a successful catalog company is that successful selling does not end with a single sale (Lane, et al., 2008, p.430). Catalog companies should be continually trying to get repeat customers, creating long term and loyal ones. Lifetime customers is what will keep a company alive and running for years, not just single sales.

So who are the people ordering from catalogs and what are they like? This is an important concept to understand so that companies know if there is a future with catalogs. Ordering from a catalog can be done several ways like through the mail, over the phone, through a store, and now through the internet. Excluding the internet, the type of person to purchase from a catalog through the other methods enjoy interpersonal contact, has limited experience purchasing online, limited internet usage to find information, and is familiar using a catalog and find it quick and easy to use (Merrilles and Fenech, 2007, p.47). There of course is another segment of people who are not only comfortable with the other three methods but also comfortable with the web (Merrilles and Fenech, 2007, p.47). The two segments of people are not necessarily opposites but prefer one being more convenient over the other (Merrilles and Fenech, 2007, p.47). Bitran & Ramalho (1993) states that some of the advantages of the catalogs are convenience and that it is able to serve customers who cannot visit a store like those who are

disabled and the elderly (p.4). The likely segment of people who are ordering directly from

catalogs via mail, over the phone, or through a store are older generations. It is important to note

though that many people prefer an actual print version in their hands over a website. A study by

Lois Geller found that 95% of people in their study would prefer a print version over an online

catalog (par.3). Looking back at Merrilles and Fenech (2007) study, they found that "about 60%

of catalog customers have no intention of using the web to make a future purchase from their

existing mail order service" (p.48). Though in Merilles and Fenech study there is no specific

details to age of participants, it is very likely that a majority were older individuals.

So should companies regress from the regular print catalog and focus slowly online? The

answer is likely no. Merilles and Fenech (2007) believe that a multi-channel approach is the best

approach for companies (p.48). It is very likely if a catalog company was to exclusively move

online they would lose many customers. Geller (2012) also believes that a multi-channel

approach is the best for catalog companies as well. But does a catalog company need to market

itself differently from a print version and an online version? Geller (2012) believes that the

answer seems to be both yes and not really (par.16). "It's all multichannel-potential marketing

but many customers stick with one channel, catalogs for instance, but most use more than one

channel" (Geller, 2012, par.16).

Conclusion of the Catalog

Just like the newspaper, the future of the catalog is unknown. As many companies move

online, it is likely print catalogs will continually decline in the future but will remain

complementary to e-commerce. Online stores have proved to be effective tools as most of the

world continues to move to the digital side of things. While catalogs will likely be around for

years to come, companies will likely only send them to repeat customers because of the cost of

print material continually rising. Marketing online is cheaper than creating a whole book of products and now a company can simply send out mass emails to reach consumers rather than paying to ship through the mail.

Introduction of the Radio

The next marketing tool analyzed ushered in a new age of advertising and entertainment, the radio. What makes the radio so unique is during its early years, it was the first form of non-print communication that had commercial purposes for marketing. The radio had been around for several years, but it wasn't until the 1920's that radios became more mainstream and affordable (Lane, et al., 2008, p.23). The radio was invented in 1895 by Guiglielmo Maconi and was one of the first reliable sources of wireless communication (Lane, et al., 2008, p.23). It was used for Morse code up until 1906 when the first voice transmission took place (Lane, et al., 2008, p.29). Radios can technically fall under two eras, the mass communication era and the research era. While the definition of the mass communication era has already been given, it is simply a time in marketing history where companies could reach a mass amount of people through mass media (Lane, et al., 2008, p.11). The research era is began in the early 1920's, this is when marketers began to target specific audiences through research methods (Lane, et al., 2008, p.11). The radio leans more into the mass communication era because a wide array of Americans had them from all different demographics, you can still advertise to your target market. It though fails to have a major presence in direct response marketing like other forms of medium (Lane, et al., 2008, p.427).

The Radio's Big Moments in Marketing History

The newspaper and the catalog were still major sources for marketing during the early years of the radio. The radio will be the first initial technology to change marketing but carry the

same premises as the newspaper to bring in revenue. Going back to the 1920's, the 20's saw a massive amount of advertising on new technologies and buying on credit. The radio was still in its early developmental stages during the beginning of the early 1920's before becoming a home icon and finding its identity for commercial use. It wasn't until the summer 1922 when the first radio commercial would be aired, and this would be the start of radio ads that we know today. The first radio commercial would take place WEAF broadcast, a radio station in New York (McDonough, 2012, par.1). The radio ad was a for an apartment complex in Jackson Heights (McDonough, 2012, par.1). This was the biggest moment in radio marketing history, yet most people did not realize it at the time. The Hawthorne Court Apartments purchased 10 minutes of radio ad time for $50 (McDonough, 2012). By October, WEAF had $550 in sales for airway time (McDonough, 2012). Airway time could now be purchased to promote products, places, and etc., this was the beginning of radio advertising. Something interesting behind WEAF, is that it was owned by the company we know today as AT&T (McDonough, 2012). AT&T was the masterminds behind radio advertising, though their running in the radio business would be short lived. AT&T would sell WEAF and all its radio stations four years later, selling it to NBC (National Broadcasting Network) (McDonough, 2012).

With WEAF/AT&T being the leading innovator of radio advertising, it is important to look at who was the leading companies using the radio for their marketing endeavors. While you have your usual big companies like the auto industry that used the radio for marketing, it was another industry that fueled the beginning of radio advertising. The tobacco industry was heavily involved in radio advertising because of the fierce competition taking place. Starting in 1917, the tobacco wars would begin and last all the way to the end of WWII (History: 1920s, 2003, par.28). There were three main companies fighting it out which were Camel, Lucky Strike, and

Cheterfield (History: 1920s, 2003, par.28). Lucky Strike would hire L&T a marketing firm to give them an edge over the other two rival companies (History: 1920s, 2003, par.28). With a heavy push in the fairly new radio medium, Lucky Strike would see great success. For L&T the marketing agency, it was able to become a major marketing agency with 25% of its forty million dollars coming revenue from Lucky Strike (History: 1920s, 2003, par.29). With the heavy advertising from the tobacco industry, "cigarette consumption grew from 54 for each adult in the country in 1900 to a peak of 4,345 in 1963" (Gershon, 2016, par.6). The increase of smoking also was heavily attributed to both WWI and WWII as cigarettes were apart of soldiers rations (Gershon, 2016, par.6).

By the end of 1922, there were over 500 licensed radio stations and with under 2 million homes owning a radio (Lane, et al., 2008, p.23). The radio was still in its early stages though, over the next twenty years the radio phenomenon would continue to grow (p.23). By 1929 radio ad revenues had reached $18.7 million, ten years later in 1939, radio ad revenue will have reached over $80 million (Lane, et al., 2008, p.24). Interesting enough, during this time the Great Depression was taking place and radio ad revenue thrived. Radio industries were also one of the few that would grow during the Depression (Lane, et al., 2008, p.23). One of the main reasons for this is that the radio during this time was becoming more affordable and listeners could have free entertainment. In 1930, 12 million households would have radios and by 1939 that would increase to 28 million (Lane, et al., 2008, p.24). Continuing into 1939 there would be 1,464 radio stations and by the end of WWII, 95% of households in America would own at least radio (Lane, et al., 2008, p.24).

WWII would serve as an important time for radio marketing. As mentioned previously, marketing does not just involve trying to sell goods and service, but promoting ideas and actions.

During this time the United States government used this popular medium to their advantage. With radios being virtually everywhere and filled a majority of households, the United States government could spread its wartime propaganda throughout the nation along with constant updates being conveyed on the war.

WWII started in 1939 with the United States remaining neutral the first two years of the war. After the bombing of Pearl Harbor on December 7, 1941 the United States would enter the war. Franklin D. Roosevelt president at the time initially rejected the idea of wartime propaganda in the early stages of the war (Horten, 2002, as cited in JSTOR). Much of the public had a displeasure of propaganda and the government because of the Great Depression, FDR's administration was well aware of it (Horten, 2002, as cited in JSTOR). Many U.S. citizens did not know what the war was all about so this was the initial step FDR's administration took with its propaganda (Horten, 2002, p.43). Throughout 1942 the main concept of propaganda used on the radio was to not only explain why the United States was fighting but to make the war also the American peoples (Horten, 2002, p.43). With Federal Communication Act of 1934, the United States government was able to spread their wartime propaganda with no cost on the airways (Horten, 2002, p.43). The act required networks to "provide free airtime for public service broadcasts in return for their free use of the airwaves" (Horten, 2002, p.43). Unfortunately these non-commercial governmental programs were often during the least active hours and known as sustainer's (Horten, 2002, p.43). This was one of the major weaknesses of the wartime propaganda used by the United States government (Horten, 2002, p.62). While many radio broadcasting companies "did their American duty" with helping with the war, it is foolish to believe that broadcasting channels did not have a dual agenda to stay in good light with the government and FCC (Horten, 2002, p.62). In 1943 there was a growing concern of the

government's use of propaganda and would result in one third of its funding being cut (Horten, 2002, p.65). This action also involved the cut of radio propaganda while also "prohibiting the publishing of pamphlets and producing radio propaganda series" (Horten, 2002, p.65).

Even with the cut of funding for wartime propaganda, the use of it proved to be very effective with the use of the radio. This medium captured the hearts of the American people thanks to WWII (Horten, 2002, p.89). With daily information being provided to Americans on the war, there was no other type of medium that could do so in such a timely manner (Horten, 2002, p.89). A study by the National Opinion Research in 1945 had participant's list five institutions that they had regular contact with and the radio at 82% out did the newspaper, schools, and local governments (Horten, 2002, p.89). The war boosted the radio into its glory and created growth within in the industry. Compared to other mediums during the war like the newspaper and magazines that saw falling revenue, the radio was able to add revenue dollars to around 9% and even doubling in the years of the war 1941-1945 (Horten, 2002, p.95). If it was not for WWII the radio may have never become the family icon that it was during this time.

The Radio Marketing Industry Today, the Future, and the Competition

The radio advertising industry now sees about $18 billion annually (Lane, et al., 2008, p.24). It was industry that once saw little competition in the means of non-visual forms. Now the radio industry has many foes from Apple Music, Spotify, Pandora, Podcasts, and many more. Companies want a piece of what the radio industry has once held for many years. Like the newspaper, the radio survives on selling airway time to others to bring in revenue. Many of these rival companies offer music with no ad listening for a monthly subscription fee. Apple was one of the leaders in revolutionizing on how a person can listen to their music. When the iPod was released with its features of iTunes, individuals could now purchase a song and listen to it

whenever they wanted. Many began to worry what this new technology would do to the radio industry and how it would change things. Going back to an article written in 2006, Richard Berry looks at the iPod but also the new feature of Podcasting. Berry (2006) states that Podcasting puts individuals on the same level playing field with big business and that content plays the overall important role. Berry (2006) also states that iPod has not killed off the radio yet, but the radio industry needs to begin coming up with something new.

We are now in 2019 and have seen the many changes that Apple has done with technology. Our iPhones have the capability to listen to whatever music we want, find certain Podcasts in a huge online library, and even listen to live radio. But what has really changed with the radio since Apple continually transitioned into their world? Nothing, the radio has failed to come up with something new to compete with the many new forms coming into their industry. Apple introduced Apple Radio that allowed listeners to find their favorite genre of music and listen with some ad interference. They then would eventually introduce Apple Music where the listeners can download any song in the iTunes library for a monthly subscription fee. Let us not also forget about the entertainment and news Apple offers through the many Podcasts. Spotify and Pandora offer the same music like capabilities as Apple. The growing number of music related content companies will have a toll on those who listen to the radio for the sole purpose of music. The same can be said for those who listen to the radio for entertainment and news.

Interesting enough, even in small counties such as mine, local companies have integrated into these music content apps like Pandora. While I know longer use Pandora for my music listening needs as it was replaced by Apple with an ad free subscription, a local company placed a thirty second ad on Pandora. Our local State Farm agent placed an ad with the usual come in and see me with all the other usual insurance saving promises. This was the first time I had seen

a local business place an ad on a well-known music app. I had heard plenty of her ads on our local radio station 101.3 WMSK, but surprisingly enough more local companies found their way on Pandora. So what does Pandora have to offer more than our local radio station? Pandora offers key marketing metrics when someone wants to place an ad through them. You can now specifically engage your target market when using Pandora, unlike when placing an ad on the radio. The key metrics like age, location, and the device being used can specifically be targeted with Pandora. One of the radios biggest problems is marketers cannot normally target one specific audience because of the wide array of listeners to a station.

One of the most important factors to anyone who is marketing is the cost to do so. Pandora has the advantage on metrics for marketing to your target market, but does the radio has the advantage in cost? I reached out to Pandora along with my local radio station 101.3 WMSK to inquire about the cost of advertising on their platforms. The results were interesting, Pandora offers several packages for their platforms. Pandora's advertising is based on CPM which means cost per milli. For every one thousand people who see your placed ad, you will be charged a certain amount. Pandora's pricing varies but the basis is $5-$7 for audio ads, $8-$12 for a visual ad, and $15-$25 for a video ad. Now to my local radio station WMSK 101.3, radio advertisements cost $5 for a thirty second ad and $7 for a sixty second ad. There is also a minimum of five ads having to be purchased. The radio station does have a good reach of listeners though the station is very topical for things taking place here in Union County. According to the United States Census Bureau the population of Union County 14,668, meaning there is a large potential of local listeners. The station can reach about an hour away in each direction from its location in Morganfield, allowing for more listeners and more marketing reach. Another downside for advertising on this station is that it genre of music is strictly county music.

If someone does not care about things happening in Union County or does not like country music you will likely not be reaching them on this particular station.

Conclusion of the Radio

The radio will continue to be a viable tool for music, entertainment, and news, especially in local areas. Convenience of the radio will always be there, as they are everywhere. From people driving in their cars or in a store with the radio playing in the background. Daily commuters to work will always be exposed to the radio as every vehicle has one. Many stations primetime listening hours are early in the morning when people are going to work and afternoon when people are returning from work. While some may listen to their own playlists of podcasts, the radio is still an essential tool to many. Though companies like Apple, Pandora, and Spotify have taken shots at the radio industry, it still continues to stand for now. The radio industry will need to find a way to compete with these news industries though. Radio stations will not be able to survive staying complacent with only selling airtime as a form of revenue. They must move into the digital age and offer additional resources for other forms of advertising. Once again new technology has proven to bring about changes to an industry, wanted or not, the radio industry must adapt.

Introduction to Television

While the radio was developing in its early stages, there was also another form of technology in its early stages. The television was in development in the 1920's by Philo Farnsworth an Idaho teenager (Lane, et al., 2008, p.258). On September 7, 1927 Farnsworth and his team would successfully transmit a signal from one room to another (Lane, et al., 2008, p.258). From there the television was born and would continue to see success. Like the radio, the television would not see advertising endeavors for several years. It was not until May 2, 1941 the

FCC (Federal Communications Commission) started the process of allowing commercials to be aired on the television (Lane, et al., 2008, p.259). The FCC would grant ten commercial television licenses which allowed the sale of commercial time (Lane, et al., 2008, p.259). Before this time, it was actually illegal to have commercials to be aired on the television. (Lane, et al., 2008, p.259). The first television commercial would air on July 1, 1941 during a Dodgers and Phillies baseball game (Lane, et al., 2008, p.259). The advertisement was sponsored by Bulova a watch company, the cost was $4 for the airtime and $5 for station charges (Lane, et al., 2008, p.259). There was an estimated 4,000 people who viewed the first television advertisement (Lane, et al., 2008, p.259).

The Television's Big Moments in Marketing History

Once again this research returns to an underlying theme of marketing does not always involve trying to sell you something, but promoting ideas and actions. While the radio was the go to medium for WWII by the United States government for propaganda and for timely warfront updates, that would change for America's next big war. The Vietnam War would be the first televised war for Americans to witness. Once again marketing does not just involve trying to sell goods and service, but promoting ideas and actions. WWII could be considered a success on a marketing stand point as the United States government rallied citizens, made it their war, and explained why there was a war. The Vietnam War would end up being quite the opposite and is likely one of the biggest marketing failures by the United States government.

The Vietnam War would begin in 1955 with the United States entering in 1965. By the end of the 1950s, televisions had become steeples in most American homes (Horten, 2011, p.32). As early as 1964, Americans preferred news reporting to done on television over other forms of medium like the newspaper (Horten, 2011, p.32). "By 1972, 48% Americans chose television as

their favorite news medium" (MacDonald, 1994, as cited in Horten, 2011, p.32). To begin with what went wrong with U.S. attempt on propaganda in the Vietnam War, you must start at the very beginning. President John F. Kennedy started anti-communists policies to stop the spread of communism no matter the costs which would be continued by President Lyndon B. Johnson (Horten, 2011, p.33). Many of these policies were popular in the beginning as they made the U.S. protectors of freedoms across the globe by stopping communism. Throughout 1962-1965 the media was overall supportive of the war and did not break away from government policy (Horten, 2011, p.33). Coverage of the Vietnam War in the beginning "often read like a morality play, pitting good, selfless Americans defending South Vietnamese and worldwide freedom against conniving, fanatical Vietcong fighters" (Hammond, 1998, as cited in Horten, 2011, p.34). This of course was good for the U.S. government as their current state of propaganda was working and it had people supporting the war. So what exactly went wrong with the governments marketing of propaganda?

There were three underlying factors to the loss of the support of the war; "growing divisions in Washington, declining morale among American troops in the field, and the spread of the antiwar movement into parts of the political mainstream." (Horten, 2011, p.35). With the loss of support of the war not only within the United States government but of citizens, it was only a matter of time before wartime propaganda would become a complete failure. Unlike with the radio medium that was successful with wartime propaganda, you could now visualize what was happening in Vietnam and just hear audio of the events. The government's failure to recognize how impactful visual representation of the war would be played a major factor to why their wartime propaganda failed. By 1968 half of Americans saw the war as a mistake and by 1969 called the war morally indefensible (Horten, 2011, p.36). Public opinion had shifted on the war

and can be credited to multiple factors already mentioned. The tragedies of the war like chemical warfare, the mass bombings, and killing of innocent people was being reported (Horten, 2011, p.37). The graphic content of the war could now be visualized as people gathered around their television. The media played a role in creating increased opposition whether they realized it or not. Antiwar movements would overrun an efforts of the government's attempt to gain support of the war. Unlike WWII, there was not an overall support of the war by the government or the people. The U.S. could not sell the Vietnam War to the Americans people and make it their war. With all these factors at hand, the Vietnam War is likely the United States government's biggest failure of a marketing campaign.

While the move by the FCC to allow for commercials on television could be considered the biggest marketing moment for television history as it was what started everything, there is an annual event that has been taking place since 1967 that currently brings in millions of viewers, the Super Bowl. Sporting events have been televised for years along with being on the radio even longer. The first television commercial started with a baseball game and commercials are still played to this day for sporting events. While there are many events that take place like the Grammys or sporting events like the World Series, the Super Bowl reigns as the champion for commercials during the Super Bowl. Looking at the Super Bowl in 2013, it came with a hefty price and a lot of viewers. In the United States alone, there was a total of 108.4 million viewers (Kim, Freling, and Grisaffe, 2013, p.134). The Super Bowl could also be watched in over 200 different countries allowing for even wider range of viewers (Kim, et al., 2013, p.134). While the Super Bowl allows for a wide range of viewers, the cost for a 30-second Super Bowl ad in 2013 was $3.5 million (Vranica, 2013 as cited in Kim, et al., 2013, p.135) Going ahead several years to 2017, the cost of a 30-second Super Bowl ad was $5.05 million that resulted in having around

111 million viewers (Kantar Media). With that hefty price tag, it leaves the question to whether Super Bowl advertisement is even worth it. A study by Kim, et al. (2013) found that "Super Bowl advertising is positively related to abnormal stock returns for advertisers, suggesting that advertising in the world's most expensive vehicle may be worth it" (p.144). Granted we normally only see multimillion dollars companies advertising in the Super Bowl as they can afford the risk of not seeing their full return on their investment. Companies like Pepsi sponsor the Super Bowl halftime show every year and place multiple advertisements costing millions. While the price tag for a Super Bowl commercial is too much for many, some marketers out there believe that Super Bowl commercials are underpriced.

Marketing guru Gary Vaynerchuck believes that Super Bowl commercials are incredibly underpriced because of the value it can bring to a company. While Vaynerchuck (2019) believes it really depends on the practicality of the company if their ad would be successful, he believes that Super Bowl commercials are worth $10 million or more. While many watch the Super Bowl simply for the game, many are watching simply for the commercials. Vaynerchuck (2019) states "that a brand has been built around Super Bowl commercials" (par.7). What this means is that a culture has been created to where people are entertained by these commercials. If you are watching regular television and a commercial comes on, many go to play on their phone or just leave the room to do something else. The opposite is happening with Super Bowl commercials, people do not want to miss them and retains the attention of the audience. A study by the National Retail Federation found very interesting statistics on consumer attitudes to Super Bowl ads. In the 2018 study, the NRF found that 78.1% of viewers view Super Bowl ads as entertainment, 19.3% makes the viewer aware of the brand, 10.4% influence the viewer to buy

products from the buyer, and 9.9% influence the viewer to search online for more information

(NRF, 2018, as cited in Super Bowl 2018 Data).

Taking the information from the studies that have been done, Super Bowl commercials

can be a very effective marketing tool and have a great ROI. If a company was to spend the $5

million on a commercial with 110 million viewers and 10% were to buy a product from them

with a profit of just $1, the ROI would be $6 million. Even with the large ROI, Super Bowl

commercials offer even more perks such as the commercial going viral and companies getting

talked about more. Many of these Super Bowl commercials are posted across social media

platforms allowing for a wider reach. According to Facebook IQ, 62 million people worldwide

talked about the Super Bowl and commercials creating over 270 million interactions (as cited in

Super Bowl 2018 Data). On Twitter there was over 2.1 billion impressions generated during the

Super Bowl (Kantar Media as cited in as cited in Super Bowl 2018 Data). By first marketing the

commercial during the Super Bowl, it allows for millions to see it and will cause people to begin

to look it up to watch it again. From there the commercial will likely be viewed on multiple

platforms and be shared causing it to go viral. The Super Bowl is the biggest time for television

marketing and will likely continue to be. As long as the NFL continues to draw fans in, there will

be a large audience of millions to view television advertisements.

The Television Marketing Industry Today, the Future, and the Competition

Television marketing had remained undisputed for many years, allowing companies to

solely focus in on it for visual marketing to the masses. Once again the internet came along to

shake up the television marketing spectrum and create competition. Many can remember the

days of using an antenna to be able to watch your television shows. I can remember having a

small handheld device to watch local channels whenever I wanted to watch something or just felt

like playing with it. The antenna days progressed into satellite and then that progressed into streaming services. In between this period of time we also find several new technologies that had an effect on television advertising such as the VCR player, DVD player, and DVR. There is one overall common theme that these new advances in technology have, you do not have to watch advertisements to watch your favorite shows.

The VCR would come out in the 1970's, finding its way into 89% of American homes (Lane, et al., 2008, p.282). It became a staple piece, if you had a television you had a VCR to go along with it. You could now purchase a movie or television show and watch it at home, being able to watch it over and over again. The VCR also offered the feature of time shift viewing meaning a person could record a program on the air and watch it later (Lane, et al., 2008, p.282). "Many at the time believed that the VCR's primary use would be for off air recording and that it would be a method of increasing audience of a show for those too busy to watch it during its originally scheduled time" (Lane, et al., 2008, p.282). This unfortunately became untrue because a study found over half of the recorded shows were never watched (Lane, et al., 2008, p.282). Of course the technology of the VCR would soon become outdated and would be replaced by the DVD player and DVR.

DVR allowed for viewers to record their favorite shows and even pause them. DVR was more flexible than VHS, being able to record quickly and did not require a tape to record. Like with the VHS, viewers could skip commercials and simply watch the show they wanted. This worried many advertisers because now their content could be skipped, wasting marketing dollars. A study conducted by Juniper Research found that "53% of DVR subscribers skip at least some commercials" (Lane, et al., 2008, as cited in p.283). Marketers then began a bigger focus on product placement into television shows and movies, though it had been happening for years

(Lane, et al., 2008, p.283). For example you would see someone drinking a certain brand of soda or driving a particular brand of car. On American Idol you would see the judges having Coca-Cola cups on their table or with the Hawaii 5-0 the characters all drive Chevrolets. The DVD player would also come out around the same time as the DVR, as new set of challenges emerged, burning shows and movies on DVD disc. Many of these illegal burnt disc found their way into the public and allowed viewers to be entertained for little to no cost. The DVD player carried many of the same features as the VHS player allowing someone to be visually entertained without being involved with cable. DVD players also became portable so people could watch their movies and shows wherever.

While all these advancements in technology were taking place, the internet continued to see progress. The internet brought about many changes to how someone views television ads and is probably its greatest threat. Traditional pay television services is starting to become a thing of the past as more and more streaming services become available along with other forms of visual entertainment. Some of the big online forms of visual entertainment are Netflix, Hulu, YouTube, and Twitch. Netflix and Hulu are both a movie/television streaming service that costs a monthly fee. This fee of course varies depending on the package you get. Netflix packages start around $8.99 to $15.99 a month with Hulu costing $7.99 to $50 a month. Netflix is currently ad free so you do not have to worry about ads popping up during your show. Hulu's different package options can allow your programs to be ad free if you pay more. YouTube offers various free entertainment and depending on whose video you watch, you may or may not see an advertisement as it depends on if the video is monetized. With Twitch it is very much the same as YouTube and being free.

So are these online streaming services affecting the traditional pay television services? A study by Digital Media Trend found that 55% of American homes are subscribed to these paid streaming services which is up 450% from 2009 (as cited in Baumgartner, 2018, p.23). While the numbers continue to rise, 63% of American homes still have traditional pay television services though that is down 12% (Baumgartner, 2018, p.23). So what is the reason why people are making the switch to these streaming services? One of the main underlying reasons for the switch is cost. "70% of people said they feel they get too little value for their money, and 21% said they don't watch enough TV to justify the expense" (Baumgartner, 2018, p.23). Where I am from locally, many are making the switch to online streaming. I canceled our cable two years ago and went fully online streaming to save money, we barely watched television, and a lot less ads. The $100 cable bill is a thing of the past and now I only pay $50 a month for very fast internet so everyone can stream. I bought Amazon Firesticks for each room and we have Netlfix and Hulu on them and our cost is still less than cable. Plus if you know someone still with cable they can tell you their log in information and you can stream that show online by downloading that cable television provider app.

The internet has also provided another factor dealing with visual entertainment, illegal streaming and piracy. Many who made the switch to online streaming have found ways to watch what they want for free. Amazon Firesticks allow for programs to be downloaded to them and one of the main being used for illegal activity is Kodi. Kodi allows users to download other programs to it allowing basically any movie to be watched or television show. If you do not have an Amazon Firestick you are only a few searches away to finding your favorite movie or television on a piracy website and watch for free. While it can be free to watch, interestingly

enough, many of these websites contain many ads so do not expect an ad free experience or dismiss the chance of getting a possible virus.

Conclusion of the Television

With 99% of American households owning a television and many still on traditional pay television, television will continue to be a primary market segment (Lane, et al., 2008, p.257). Television will remain to be a vital tool for marketers to reach large amounts of people even with the decline of watchers (Lane, et al., 2008, p.257). The online world will likely continue to be the televisions greatest threat as prices for traditional pay television continues to get higher. Once again, time will only tell the future of television though it is likely to stick around, but it will continually be affected by the internet and streaming.

Introduction to the Internet

With all the technologies so far discussed, there is one medium to where all of them can be put together. The internet challenges all of these mediums as there is so much diversity within it. From news updates, listening to music, streaming services, social media, and so many other things. The whole history of the internet is filled with many great moments that have changed how we do things and how companies go about marketing to us. Originally research in the 1960's was being done on the creation of the internet that was funded by the U.S. Department of Defense (Andrews, 2013, par.3). It would be during this period an early prototype of the internet would be created but it was not referred to as the internet but Advanced Research Projects Agency Network (Andrews, 2013, par.3). Ten years later the technology would continue to grow and now data could be transmitted to different networks (Andrews, 2013, par.3). Then in 1983 ARPANET researches would begin to piece together networks which would become the modern internet (Andrews, 2013, par.3). Of course none of this was available to the public as this was

created for the purpose of being used by the U.S. Government. It would not be until 1990 when "computer scientist Tim Berners-Lee invented the World Wide Web" (Andrews, 2013, par.3). The internet and World Wide Web are different, the World Wide Web was a way of accessing the internet. In the case for this research paper, marketing done online will be called internet marketing for most cases as their many subsets to it. Thanks to the World Wide Web though, the internet became more popular and began the initial steps to becoming to where it is today (Andrews, 2013, par.3). There is no doubt that the internet was the revolution of marketing, though many did not see it at first.

The Internet's Big Moments in Marketing History

One of the first major marketing moments within the internet took place in the late 1990s/early 2000s (Fain & Pedersen, 2006, p.12). Sponsored searches was originally created by a company called GoTo (later renamed Overture Services) in 1998 which would be bought out by Yahoo in 2003 (Fain & Pedersen, 2006, p.12). The creation of sponsored searches would happen which would help kick start marketing online. As the internet was still in its early stages many companies did not know what to do while others saw its potential and rushed to create their websites and sell whatever they did. The internet would be flooded with many different websites and all wanted you to come to theirs. Sponsored searches are combination of several elements being: advertiser provided content (titles, images, keywords, & etc.), advertiser provided bids (money put down to show up on keywords), manual and automated review to make sure the content is related to the keywords, matching the advertisers content with search engines, displaying the advertisers content in a ranking system (this could be from amount bid on or relevance), and of course tracking the data of when someone clicks on the displayed content (Fain & Pedersen, 2006, p.12). Companies could market directly to you through sponsored

searches and guide you directly to where they want you to visit online. Sponsored content is still a very relevant tool for those who surf the web though the internet marketing game has changed much since its beginnings.

While the big marketing moments dealing with the internet is many, there is one in particular that started direct marketing through pop ups on websites. While this feature is considered annoying to many, or plain right creepy because it shows you exactly what you want, it is very important factor through internet web browsing marketing. Ethan Zuckerman was the man behind the creation of pop up ads (McGregor, 2014, par.1). Zuckerman worked for a company known as Tripod, it was a marketing company that had a focus on marketing to graduate students (McGregor, 2014, par.3). The company would eventually change business models as the current one was failing and try to bring in additional sources of revenue where a majority would fail (McGregor, 2014, par.3). Where it succeeded though was advertising and thus the creation of the pop up ad was born (McGregor, 2014, par.4). Essentially pop up ads analyze a users' personal homepage and then allows for better targeted ads to the user (McGregor, 2014, par.5). For example, if you have been searching for a specific vehicle like a Subaru Outback, those searches are essentially analyzed and saved. When you go and visit website you are likely to see pop up ads dealing with Subaru Outback. Zuckerman states that "It was a way to associate an ad with a user's page without putting it directly on the page, which advertisers worried would imply an association between their brand and the page's content" (as cited in McGregor, 2014, par.6). The whole of pop up ads came about after a major car company purchased a banner ad on adult content website (McGregor, 2014, par.6). After this is when Zuckerman wrote the code for pop up ads which have specific features that can normally limit a mistake such as what happened with the major car company (McGregor, 2014, par.6). While pop

up ads are annoying to many, it is a perfect direct marketing tool to direct a person to exactly what they are wanting.

Social Media Marketing (Internet Subset) Introduction

Social media marketing is one of the largest mediums that companies now focus to for marketing on. It is where you can reach billions at whether that be through Facebook, Instagram, Twitter, and the other thousands of social networking sites out there. To reach this sort of scale it did take some time and initially the internet did not have the features as we know of it today. Within the early days of the internet there was no networking or user generated content (Kerin, Hartley, & Rudelius, 2013 p.492). The beginning of social media and other user generated content would begin in 2004 under a movement called Web 2.0 (Kerin et al., 2013, p.492). Web 2.0 essentially expanded the World Word Web giving more power to the user allowing them to be interactive (Constantinides & Fountain, 2008, p.232). This was a big moment for internet marketing history as it lead to the creation of new forms of marketing like on social media. Web 2.0 can be divided into the creation of five categories being blogs, social networks, content communities, forums/bulletin boards, and content aggregators (Constantinides & Fountain, 2008, p.233). The importance of Web 2.0 cannot be under exaggerated as it revolutionized the internet landscape.

Why Social Media Marketing Has an Edge Over Other Mediums

So why is social media the go to for companies for marketing besides there being a large audience available? To begin with expense and access is one of the leading factors (Kerin et al., 2013, p.494). Newspaper, television, and even radio can be more expensive to advertise on plus there is a larger production cost on these mediums. Plus, with these mediums, it can be hard to access everyone and your ad has specified perimeters so once it's off the airways it is gone with

no chance of any organic growth. Flexible permanence is also another factor giving social media an edge over other mediums (Kerin et al., 2013, p.494). On social media the post can be edited if needed and can be accessed whenever and be done through phones, computers, tablets, and many other devices. Facebook and Instagram have become two major hotspots for marketing as it is cheap and can reach a mass amount of people or target a specific audience.

Looking specifically at Facebook, the cost for a one day ad for one dollar can reach anywhere from one hundred people to one thousand. That is a massive amount of reach for only one dollar, no other medium can offer that amount reach for so little cost. Not only can you promote a certain post on your page, you can promote the page itself or even do ads to drive people to your website. To even further support the basis of social media marketing you can target your specific audience you want to market to. Facebook and Instagram both offer built in marketing technology for companies to utilize. You can see who your audience really is from their sex, age, and where they live. This in depth technology also shows content that is doing well, what the most active times are for you, shows you directly how your specific ad is doing, and your paid and organic growth. There is no other medium that offers this type of marketing data tracking like Facebook and Instagram and it be free.

Social media also carries several other factors making it the choice of marketing endeavors over other mediums. Social media does not require a lot of training nor a lot of people be involved with it (Kerin et al., 2013, p.494.). Many small scale companies can now take to social media to promote their brand or sell their merchandise, it is not just for million dollar companies. The skills to run social media can be easily learned and you do not need a team to help you for the most part. It is important to note though that as a social media marketer myself, to be successful and see big results, it can take time to learn specific skills within social media. If

a company can afford a team go for it, as it can lighten the load of others and likely result in better results. Many companies now have a specific social media marketing teams that coordinates with the marketing division.

Social media also offers a faster time of delivery compared to other mediums (Kerin et al., 2013, p.494). It can take weeks to get specific content out like with the newspaper or creating a television commercial to be put on the airways. With social media a user can post content whenever they want allowing for flexibility. Looking back at Facebook, users can schedule when they want to post content. If your audience is across the globe and you are asleep when they are on, you can schedule a post to reach them. This is a major feature that companies have begun to utilize as there is an importance for international marketing because social media connects us all.

The last major factor to why social media is a favorite over other mediums is credibility and social authority (Kerin et al., 2013, p.495). "Individuals and organizations can establish themselves as an expert in their given field, thereby becoming an influencer in that field" (Kerin et al., 2013, p.495). Social media allows for a person/organization to become a credible source of information that people look up to. Thanks to social media, the credibility channel within in social media has seen massive gains in influencer marketing and word of mouth marketing.

Influencer Marketing & Word of Mouth Marketing Online

As mentioned earlier, internet marketing has brought together multiple forms or marketing. Influencer marketing and word of mouth marketing are two very growing forms of marketing that take place in the online realm. Both carry very similar components though there are some differences. Influencer marketing is when companies hire a person that has influence to endorse a product to their audience that they have a relationship with in exchange for money or other incentives. Word of mouth marketing is when a user of product recommends it to others

establishing a loyalty to that brand (this is not a paid for endorsement). Both of these forms of marketing are growing trends within the online world, especially on social media.

Influencer marketing on social sharing platforms is huge and many of these influencers are making millions. As an influencer myself on Instagram, I have reaped the rewards of what influencer marketing has to offer. My Instagram page has nearly seven hundred thousand followers and has brought me in additional income. Essentially, companies pay me to promote their product or their social media platform for a rate. The rates someone charges can vary but for myself I charge eighty-five dollars for a twenty-four hour post that comes with features like a link in bio and a story post that has a swipe up feature to take my audience to their website or etc. I have promoted jewelry, artwork, clothing, and many other types of items have brought in substantial amounts of income. Influencer marketing has been around for ages as you see celebrities on television commercials promoting a product. What makes influencer marketing so big now is that anyone can get on board with it through social media and other online platforms. You do not have to be a celebrity to promote something now, if you have a following and can influence that following, then you can do influencer marketing. Being from a small town of a thousand people, it's crazy to believe I can influence people all around the globe to do something. The internet has changed how influencer marketing is done and you no longer need that million dollar celebrity to endorse a product. People look to influencers for what to buy now and this is where word of mouth marketing is involved, as well.

You can think of influencer marketing as somewhat of a subset of word of mouth marketing. Word of mouth marketing is not normally paid for but it does happen. With the online world allowing thousands to connect, companies look at these influencers to promote their products but in a different way. Instead of paying said influencer to promote your product, you

then send it to them to review it. In most cases this works out in the companies end as the influencer will normally review the product or share it with their community if they like it. Specifically in the makeup industry, word of mouth/influencer marketing has become huge online. The social platform YouTube has become the pinnacle of word of mouth marketing. The whole platform is filled with reviews of products ranging from toasters to cars. If it exists, it likely has been reviewed on YouTube. Companies might now receive free advertising but that can be with positive and negative reviews.

There is a huge importance for companies to be involved online now because of the mass communication that takes place. If a company is not online then they cannot continue to build a positive reputation through word of mouth marketing or combat the negative comments, with both being able to spread quickly (Meiners, Schwarting, & Seeberger, 2010, p.89). While going to make a YouTube video about a product is not for everyone, you can now visit most companies Facebook pages and leave a review or complain about said problem in the comments. Everyone sees these comments and this presents a whole new set of issues for Human Resources. Companies should be very concerned with word of mouth marketing as it can be hard to control and once it is out there it is out there.

Kerin, Hartley, & Rudelius (2013) believe that word of mouth is the most powerful and authentic form of marketing because the information comes from a person's friend, family member, and possibly an influencer (p.125). All these types of people are considered trustworthy and will give you a reliable opinion on something. One study by Emmanuel Rosen (2009) found that "67% of U.S. consumer product sales are directly based on word of mouth marketing among friends, family, and colleagues" (as cited in Kerin et al., 2013, p.125). Now with the internet, the reach of word of mouth marketing can reach billions. To further spread the good word of mouth

marketing, companies can take measures to continue its spread and combat the negative. Research conducted by Mohtasham, Sarollahi, and Hamirazavi (2017) was conducted on 180 people to discover the effect of service quality and innovation on word of mouth marketing. Their findings found a relationship between "service quality and customer loyalty with brand image and customer satisfaction as mediator variables" (Mohtasham et al., 2013, p.229, abstract). Service innovation factors influence customer loyalty which makes customer loyalty the leading cause of word of mouth marketing (Mohtasham et al., 2013, p.229, abstract). If companies are able to create loyal customers through their great services, then the positive effect would be the spread of positive word of mouth. This comes back to the underlying factor of both influencer and word of mouth marketing, positive relationship building with your audience or customers.

To further show the correlation of positive word of mouth marketing is based on factors such as relationships, research was conducted by Levy & Gvili (2015) on the credibility of word of mouth across digital marketing channels. The research found that internet word of mouth credibility is increased with both bridging and bonding factors (Levy & Gvili, 2015, p.104). Bridging is new information or viewpoints used to communicate with each other (Levy & Gvili, 2015, p.98). It also applies more to individuals that have different backgrounds creating more loose relationships (Levy & Gvili, 2015, p.98). Bonding is individuals that have tight and close relationships which is involved towards family and friends (Levy & Gvili, 2015, p.98). Both factors play an important role for establishing credible word of mouth. Bridging was found to be the more important factor for establishing credibility according to the research which is an odd finding as bonding is normally found to have trustworthy relationships (Levy & Gvili, 2015, p.104, p.106).

The Future of the Internet & Conclusion

The internet is likely to be a continued preferred way of marketing for organizations. The internet connects everyone around the globe making it the prime marketing tool for many. The internet's dominance will likely continue as there is no other medium like it and all other mediums can be found on it. Cost for marketing on the internet is also one of the cheapest forms to market on. It is hard to imagine what will come after the internet as people likely thought the same with the radio and then the television. Technology continually gets more sophisticated and there are two future marketing tools currently in development that could be as big as the internet.

Future Marketing Tools

As we have seen, as technology progresses, the marketing tools used to convey messages to people have as well. Many might be wondering what is going to be the next big marketing tool used? There are a lot of things out there and new technologies coming out daily. Some of these technologies we do not even know exist as they have not become mainstream. A lot of people are pointing at two technologies to be the next big marketing tools; VR (Virtual Reality) & AI (Artificial Intelligence). Both of these technologies have been around for a while, but not until recently have they reached more main stream. Marketing expert Gary Vaynerchuck also believes that VR and AI are the future for marketing endeavors.

Virtual Reality

Vaynerchuk (2015) believes that VR in the future will a big opportunity for marketing and open up a whole new frontier (par.6). This opportunity excites Vaynerchuk (2015) and he goes as far to say that VR is the closest he has felt since the internet and mobile phone revolution (par.4). VR presents itself in a whole new manner of marketing and research that can be done. "For marketers, virtual worlds not only provide a new place to engage with consumers but also

allow us to reflect on our marketing theories and research practices" (Saren, Harwood, Ward, & Venkatesh, 2013, p. 1439). Like with internet, VR might possibly be able to combine its capabilities with other mediums where current marketing techniques are happening or come up with something completely new. As of now, the VR world is mostly dominated by video games, though that is changing. We already see VR being used on mobile devices, not just for video games. The movie Jumanji, released in 2017, had a VR trailer that was posted on their Facebook page for an interactive marketing campaign. As social media platforms become more technologically advanced, we have seen VR becoming a part of their platform, such as Facebook adopting the use of it. Movie companies promoting their trailers is just the beginning though. I have also seen some product ads that are in VR. These new interactive ads can be fun and appear to get very positive feedback. VR is also becoming a more used tool for job training specifically in the medical field (Niles, 2013, p.216). VR can be used to practice surgery and also view human anatomy to diagnose a disease (Niles, 2013, p.217). According to Healthcare IT report, between 2006 and 2010 there was a 10% compound growth in health related VR applications with about $670 million being spent in 2010 (as cited in Niles, 2013, p.217). With advances of VR in several areas, we can now begin to wonder if technology on our televisions will reach a higher potential and possibly allow accessibility to VR in the future, making the two complement one another or VR replacing the television as a whole?

Picture watching a NBA game courtside right in front of all the action, riding as a passenger in a NASCAR race, or sitting on the fifty yard line during a NFL game. The catch is though you are not even there, but purchased a spot to watch all action through your VR set. These are only a few of the endless possibilities that VR has to offer. These types of things are already happening but the technology is not there for VR and television to coincide making it a

fully submergible experience. These VR possibilities also offer a chance for marketers to advertise to viewers in creative ways. The viewer might simply watch exactly what is going on at the event and be exposed to the advertising within or interactive commercials might happen during commercial breaks. Mentioned earlier is that television commercials fail to captivate its audience and VR might be the answer to that problem or start competition with the television.

One of the initial steps to VR and television coinciding was the creation of Oculus T.V. Oculus T.V. is essentially a program for the Oculus headset that emerges you into a room where there is a large flat screen that you watch your shows or movies. The problem here is that there is not full emersion and makes it like watching normal television but in a different room. VR is still in the early stages of becoming commercial, but when someone finally figures out what to do with it, then there will be big opportunities.

VR is a technology that is different and people are still trying to find a use that will fit their wants and needs. Research conducted by Goel & Prokopec (2009) looked to investigate consumer perceptions and strategy in virtual worlds. Their study found that virtual worlds are different from websites with along several dimensions (Goel & Prokopec, 2009, p.132). Goel & Prokopec (2009) also believe that research on VR should be shared with others to inform them about the new opportunities it presents with new channels for marketing that do not exist in other mediums. (p.132). This study shows there are differences between our traditional websites and virtual worlds, finding the correct avenue of how to use it is what some companies cannot figure out yet. VR presents many opportunities for companies to capitalize on, it could give its customer better social experiences and responsive services (Harwood, et al., 2013, p.1438). While VR is currently the main focus, we can still always look further ahead to what else could be next. Through these virtual worlds, Harwood, et al., (2013) believe that future technologies

will come out of it and through these commercial endeavors, technologies like holographic interfaces and nanotechnologies will be formed (p.1440). We can ask ourselves the question whether marketing in VR will bring significant fundamental changes to marketing or just be an extension (Harwood, et al., 2013)? As of now, time can only tell whether technology improves for VR and if companies can figure out how to use it for their needs.

Artificial Intelligence Marketing Technology

AI (Artificial Intelligence) is also on the rise as technology being used by companies as marketing technology. Marketing technology are "strategies, solutions, and technology tools used by a company in order to meet its marketing and commercial goals" (Patrutiu, 2017, p.44). Marketing technology is very complex and has many different aspects/tools. It is based on several factors some being: analytic insights that analyze a user's behavior, tools that analyze organizations website and customizes the interaction based on the user's interests, email campaigns, and find and identify possible customers (Patrutiu, 2017, p.44). These are only some of the many features that AI marketing technologies can do. According to Patrutiu (2017), marketing technology can offer a detailed description of the target, adapting the web content to the user's needs and interests, and makes a faster detection of the new customer's possible (p.44). This technology offers companies detailed information and can assist marketing teams with making their next step on how to market their product.

Further looking into marketing technology it can be broken down into thirteen technology tools that cover all areas of digital marketing (Patrutiu, 2017, p.44). These tools are "monitoring and analysis tools; automated marketing tools; CRM (Customer Relationship Management) tools; tag management tools; data management platforms (DMP); content delivery networks; emailing platforms; optimization tools for mobile devices; advertising networks; remarketing

solutions; and SEM tools"(Patrutiu, 2017, p.44-45). A perfect example involving several of these tools are Facebook insights. Facebook insights offers in depth statistics about who your audience is on Facebook which will allow you to target them specifically, it has mobile phone optimization ads, automated marketing tools, and several more. The type of tool Facebook is allowing you to use is a web and marketing analytic tool when dealing with looking at your audience and their activity. This type of tool can also be found on Instagram business pages, offering information about your audience and performance of your posts. The web and marketing analytics tools are actually the most popular tool being used by companies (Patrutiu, 2017, p. 45). A study by the Enterprise Marketing Survey 2016 on a several marketing specialists with at least 500 employees found that the most used marketing technology tools are the web and consumer behavior analysis tools (as cited in Patrutiu, 2017, p.45). Marketing technology is still a fairly new tool and those tools vary greatly from one company to another depending on the company's budget and size (Patrutiu, 2017, p.45). A study by The Economist Intelligence Unit worldwide in 2015 found that "84% of the surveyors said their company was just starting out in the implementation of digital transformation or were still in the planning stage" (as cited in Patrutiu, 2017, p.45-46). Since 2015, we have seen many advances in with AI marketing technology and coming more actively used by companies as it is reliable and gives mass out amounts of information.

Marketing technology is the future of marketing endeavors. As our world becomes more connected through the internet, it becomes opportunity for companies. Artificial intelligence has become the greatest weapon for business growth as it can identify possible customers but even anticipate their need (Patrutiu, 2017, p.46). Marketing technology will likely change the efficiency of company's marketing department along with how it interacts with its customers and

conduct business (Patrutiu, 2017, p.47). "Companies will be able to quickly identify their potential clients, study their behavior, and then provide them with the content/services they need" (Patrutiu, 2017, p.47). Patrutiu (2017) believes that companies who use AI marketing technology will dominate the online world gaining a competitive edge over the competition (p.47).

Conclusion

There is no doubt that technology play a large role in marketing. Our mouths were the earliest forms of marketing done as we recommended a product or not. As years went on us humans created new things which in return created even more things. The printing press lead to the newspaper and the understanding of sound waves and transmitters help create the radio and television. People are naturally attracted to new objects, then these new objects become trends and are popular. Each of these technologies were created for different purposes, but when they developed audiences they become horizons for commercial purposes, marketing. Whether these tools were used for good or bad, their big moments within in history help define them from a marketing stand point. Whether it was to do your American duty and protect democracy or get supplies for new home out west, marketing played a part in developing us as people.

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