

Agile of big data in marketing technology

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ABSTRACT

The challenges of big data require infrastructure for business intelligent from transactional data can scale cost effectively. Big data is a huge amount of data set and has different emphasis as compared to traditional data this challenges like visualization, privacy violation, transfer, sharing, etc. Larger data sets derived from analysis of additional information derivable from analysis of single large sets when compared with separate small sets allowing correlations to spot business trend prevent disease etc.

When we come to the challenges of data management and analytic in the intelligent economy we are likely to overwhelm organizations that are not opp. to big data technologies social interaction, facilities equipments, R&D simulation, mobile devices and physical infrastructure all contribute to the flow .in aggregate this is what we call big data in market technology.

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INTRODUCTION

Big data technology is not only about Exabyte's and petabyte's and velocity and project or hadoop or any other single things. Big data is a journey that every firm should take to close the gap between the data available. In this study we have examine that big data technology and services marked is growing from 2010 and will grow till 2015 for sure and later the situation is uncertain. Big data is storage, software and service market segment each with several sub segments. We know in our daily life no single passes when we are not penetrated with message and technologies that will help us to solve the marketing problems. Honestly tools and technologies alone can't solve big data technologies. We also require technologies to process large quantity of data over a period of time.

Big data is gathered online from the third resources as on outcome listed under. Data gathered from other party will be applied so each marketing info sent to the consumer including big data pull-out opportunity. Marketing technology include pull-out opportunity involving big data customer report.This fortify that companies are responding to the customer's credit and

avoiding comprehensive pull-out from future conveyance.

BIG DATA INFORMATION

The big data information has different values but with the latitude of data available today and the capability to process them became a new recommendation class. The new resources of big data are commonly calling the 4V's --big data is with different high varieties of informations, large volume, increasing velocity and values. This is the point marketing is looking for faceting the entanglement and unshaped of big data.

INCREASE BIG DATA IN TECHNOLOGIES

Now a day in the times of competitive financial marketing information and technologies plays a vital role in success. In old times we use pigeon's personal conversation to share the information and it requires large time to exchange but after coming of technologies and a boom in the field of IT makes us to do the information exchange in just 2 min. now we can easily do the marketing across the country sitting at a place in 24 hours. Just .this not only save our time but also helps us to take a glimpse a now a day's market policy across the globe. IT sector make us to do so .we can buy items

online in just a minute buy a single click this is done only by the advancement of big data technology in marketing.

There are specific criteria to determine the use of technologies and services that helps us to understand the market sizing: ---

1. Opportunities for salesmen, customer and market societies exist at all level included framework, employments, equipments and software.
2. Companies, infrastructure, Organization, firms, tenders, education, administration , health and care

services has began to embrace big data technologies to secure encompass amount of data.

3. According to the famous magazine IDC big data technologies and service was \$3.2 billion in 2010 and in 2015 it will become \$16.9 billion in 2015 as estimated it is increased by \$ 13.70 billion this represents a compound yearly growth rate of 39.4% and about 7 times of overall information communication technologies.

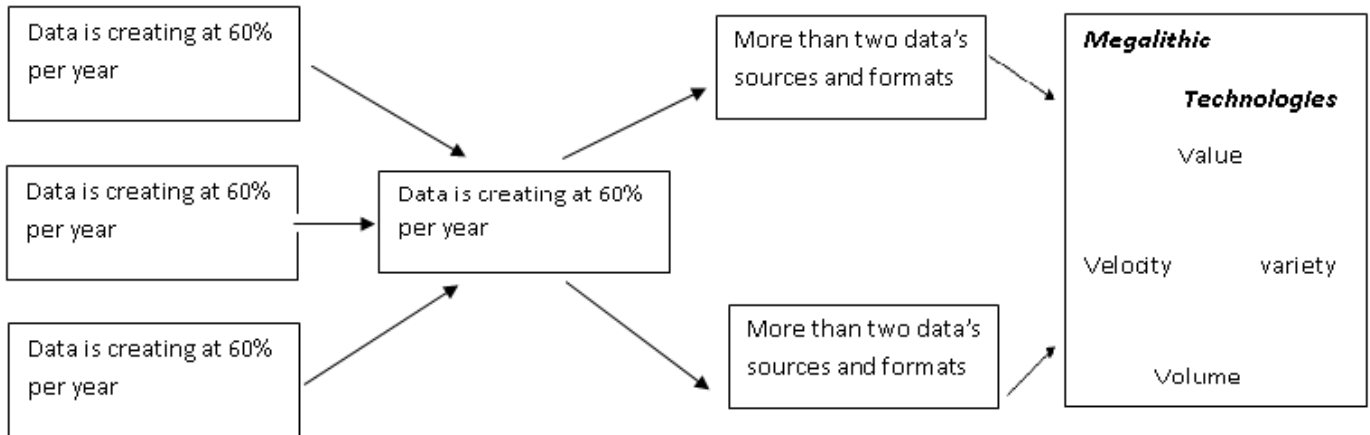


Figure 1: Big data marketing & technology services

Ex---in large scale the data currently over 100TB are explored on large scale. Data stores that are less than 100 TB and are growing 60% or more yearly are exploiting on large scale out infrastructures and incorporate data out of two or more sources or data or format where data is collected at fast rate.

In 2011, the big data marketing multiuser and services was \$4.8billion. Intercontinental big data technologies and amenity revenue the share section.

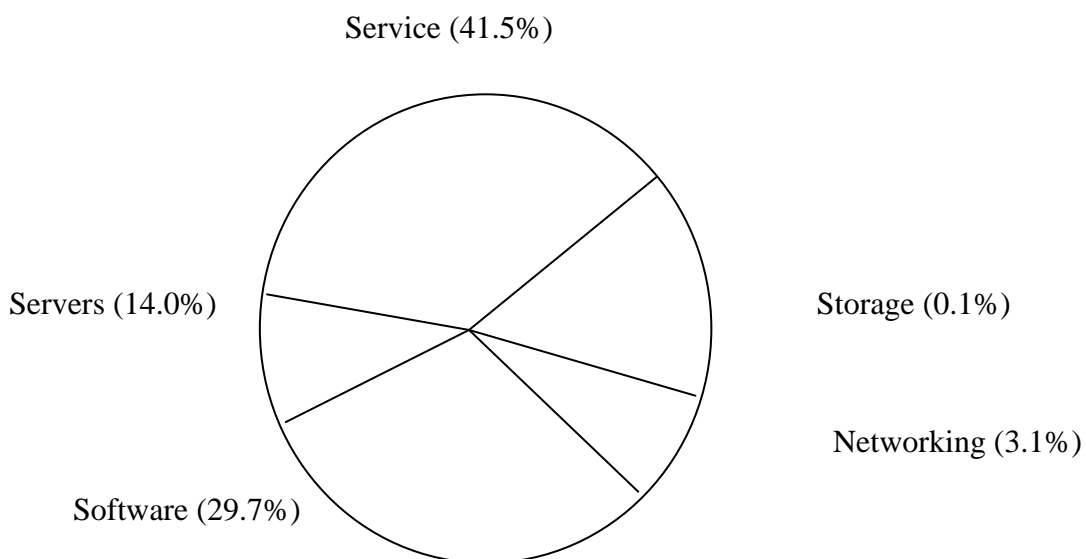


Figure 2: Total \$ 4.8B

BIG DATA MARKETING

Big data is the latest term for collecting finding out engender insights. Inter continent of the world of domain information customer and business. It develops to understand better to the customer with deliberation

in transactions, inclination and habit with variety of stripes, agencies and other categories.

The use marketing leads to enhanced customer expectation experience and grow business productions.

The marketing is a process in which an individual is satisfied by providing a service for which a customer is paying.

Now a days in big data marketing the market are now moving themselves from gathering information to analytical information .in the field of marketing environment and its impact in on the company, product and services in the marketing is a huge competition between competitors and customers market is totally different from selling as selling involves tricks and techniques to give cash for a product while marketing involves customers needs and services for which he is paying.

To derive marketing from big data for marketers are very encompassing huge of amount of data. As recent Gartner estimated that companies are smarter with data having 25-30% as good as advantaging per year. One of the example defines the importance of how

much marketing technologies big data are useful and had gone through---- advertising a major opportunity for increasement of today about 40%of achievement dollors are wasted, 37% five years before which makes global wastage +\$200B. As today CMO's record big data analyses listed 81% to the priority, 70% are unprepared for the explosion of big data. This figure shows how organization companies using big data marketing to achieve the objectives.

Big data can be viewed saddle beyond the normal scope of operation, organization and extracting values. The figure helps to define data which could possibly available for marketing enterprise. Customer Relationship Marketing includes in the figure is finance, service, sales and operation. For the convenience of marketing industries sitting our online selling points revolving around the greater data.

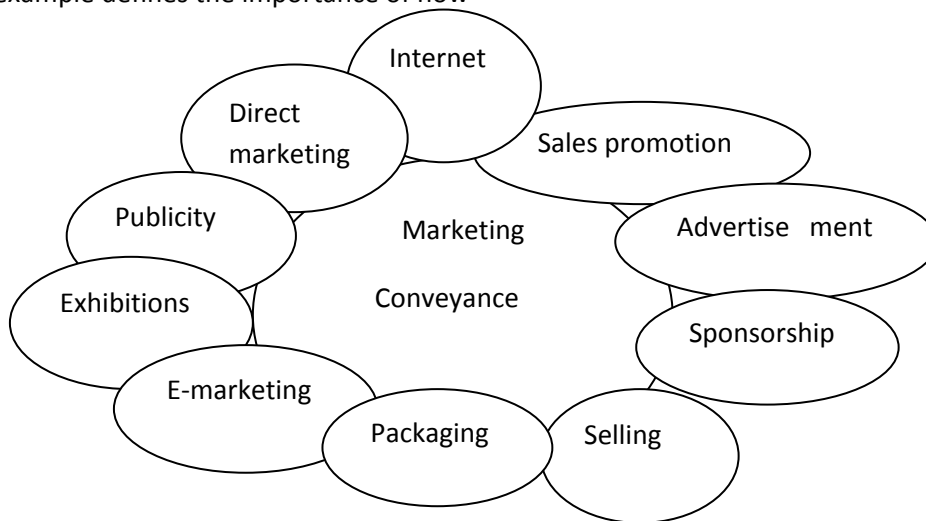


Figure 3: The marketing conveyance.

Market researches keys part to develop market involves 6 P`S :-

1. Product
2. Place
3. People
4. Price
5. Process
6. Promotion
7. OVERWORK FROM BIG DATA MARKETING SERVICES.

In the figure shows the organizations are using big data marketing to the customers:--



We need marketing plan to operate business fluently and freely. Marketing plan is made to just make business grow and achieve a particular goal. A good marketing involves a clear objective to obtain a benchmark to marking endeavors. It will not be wrong to say marketing is important in our day to day life marketing is a way to generate more sales and product. Marketing cannot be known to people if promotion is not done in a large scale if company wants to increase sales then company should increase its promotion .marketing differs from promotional advertisement is a single unit while marketing involves advertising , market research , market plan, sales stategy, distribution. There are various types of marketing known to us:-

- ❖ Traditional marketing
- ❖ Internet marketing
- ❖ Brand marketing
- ❖ Community marketing
- ❖ Drip marketing
- ❖ Niche marketing
- ❖ Drift marketing
- ❖ Direct marketing
- ❖ Traditional marketing
- ❖ Freebie marketing etc.

CONCLUSION

Big data represents disruption innovation that market can use to drive competitive advantage 79% business makes and sales that big market can be used to boost revenue. Big data provide a new eye that business can boost up rather than decreasing the sales in the market. In market there is a big problem of shortage of people to do skillful work but technology can work as substitution and even works correctly and accurately. As big data includes large opportunities but there are also a risk for legal sites including regularly hazards relating to data privacy issues.

To secure big data marketing values from topline values company , organization need a strategic and complete plan for recognizing the opportunities and succeed in dealing with a problem that must be overcome and to manage the marketing risk.

It is easy to make our business to achieve a goal if the enterprises are able to understand the honest appraisal.data comes into two forms:-

- Structural
- Unstructural

And may be generated by organization themselves. Analytic is the value of data without analytic businesses have no way to competitive advantage.

The first data to get value from big data to use explorer analogy columbius get value of the action. Many organizations are limited with progress so far.

Big data comprises of:-

- The limited technology challenges.
- Limit unholistics approach.
- Talent shortage.

- Cyber crime fear.
- Need for legal and regularity compliance.
- Customer data compliance.

A though we know business needs data as impotence strategic but then also it is very limited more approaches can be taken to removes data privacy and data crime.

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