Integration of Cloud Computing in Marketing

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Abstract: *Cloud computing impact on consumer and marketers may be likely as mouth of marketing as it has several feathers in a cap which necessitates paying more attention and is more advisable for reluctant marketers to enter in to new segments. Technologies always played a major role in everyday's life. To incorporate such kind of technology which have futuristic approach and at the same time user friendly is always welcome. Marketing is a psychological phenomenon and its impact on consumer is long lasting and always illustrates a significant role in profit earning thus any technology has both advantages and disadvantages when introduced.*

Keywords: cloud computing, security, multi-channel campaign, wings, tracks

1. Introduction

Cloud computing might seem a new intervention these days in to a technological world. But it is a succession of grid computing way back from 1967.It is the amalgamation of many old technologies in a more revised form which has its own impact on the market such as utility computing, cluster computing and distributing systems to name a few. Cloud computing nowadays is a widespread phenomenon and every business irrespective of whether large or small tend to either introduce or follow the cloud computing. several marketers ready to pay more to understand the unpredictable traffic on their website or product or service and to manage the large pool of data present cloud computing help to manage both these issues respectively either by using one of its services such as

- **PasS**
- **SasS**
- **IasS**

According to famous marketing professional jay Baer "Make Your Marketing So Useful People Pay For it"
These words of intelligence has led to introduce several techniques and innovative ideas, the same ideology was kept in mind when two extreme ends of technology and management such as cloud computing and marketing are brought together which though is in initial phase but promises to open new doors which is going to be beneficial for both marketers and consumers.

Cloud computing is considered as a two way communication or we can say that cloud computing plays an intermediary role in between traditional and innovative marketing. Both the marketing phenomenon relies in one way or other on technology , now as the revised technique the role of cloud computing comes very handy which have both users and marketers interface which in turn target those individual who has some or more extensive knowledge of internet usage.

Since market segmentation and market penetration always keeps the marketers interest in invoking new ideas. Introduction of cloud computing plays a multipurpose role in

such scenarios. Marketing has seen tremendous transition over the years as the customers are now more aware of the upcoming products in market as well as the existing products. Cloud computing is beneficial for both marketers as well as customers. It is a weird array of networks which is both user friendly and provides tenacious security to marketers and provide large storage of data in a more cultivated way which is challenging task for marketers Customarily cloud computing plays vital role web marketing or we can say online marketing or mobile marketing which is booming channel

2. Marketers' Insight

Cloud marketing gives marketers an insight to track the prospects of their products, the type of market strategy well suitable for their products, stepping up into new segments. Cloud computing is a way more helpful for the marketers as it gives them the enough time to analyze the real- time scenarios such as live- streaming of the product, and maintain a multi-channel campaign in one- go such as display, social-media, mobile video etc. There by optimizing their social marketing cost and increasing their reach at the same time as well. Privacy concern perpetually tend to attract the marketers attention as a legitimate control over data will bring more worthwhile result and moreover incorporating cloud will bring more control by marketing department itself and hence make them less dependent on IT skilled labour force. With the aid of cloud computing techniques marketers frame a trust among the customers by prompt reply of the complaint made by them as well as providing them a wide platform to compare as followed by **Amazon, flipkart etc** thus maintaining a substantial customer relationship management. Cloud computing has many beneficiary impacts **such as development of various apps and services, various hosts websites and BlogSpot etc**
For example – a simple app NINJA which is extensively used by a milkmen nowadays to let the users choose and lock the milk coupons on daily basis which is time effective and easy to manage and is also an example of cloud computing as creation of any kind of apps one way or other way is an extension of usage of cloud computing, though in several cases it works as background platform but its usability and credibility can always be trusted.

3. Customers' Insight

Considering customer point of view cloud computing gave new wings to the customer as with limited amount of budget and IT infrastructure along with constrained amount of resources the right intervention of cloud computing plays a vital role in their life from increasing their accessibility to the products available in the market to provide a massive amount of information about the pros and cons of choosing the product. Thus making it more cost effective and time effective for customers as well. With the advent of technologies customer nowadays become more interactive and have high aspiration towards the brand which will be more helpful if the accessibility is being increased and need are understood by the marketers.

4. Critical Overview

Cloud computing is a new paradigm delivering IT services in a more sophisticated way. Cloud computing gives a platform for both customers and marketers to test their opportunities available. Since marketing is a dynamic process therefore cloud computing has to meet the ubiquitous access for both customers as well as marketers and at the same time maintain and fulfil more reliable and scalable responsibilities lying ahead. Cloud computing plays a crucial role as it maintains the track records and data base management system for marketers. Among all the perks and information provided cloud computing has a major role to play with customer as it provides a real time experience to them which can have bigger impacts on sales and marketing of a product thus it is two way communication. Many research scholars however think otherwise as they consider cloud computing as a trap as it may seem promising initially but it has strict control over the system and to revert is a tedious task. Though integration of cloud computing with marketing is still in its initial phase but according to many experts it is a HYPE created by marketers to lure customer to bring changes in a stagnant business. They consider it as a pitfall because cloud computing is an enigma which fails when to explain it and how to use it efficiently and effectively

5. Conclusion

As we have discussed above the importance of cloud computing for both marketers as well as consumers, the amalgamation of this technique will open many closed doors for marketers and consumers which not only be able to design the consumer driven service strategies also be able to calculate the risk and henceforth being able to manage the better relationship between consumers and marketers thus bridging the gap between them and be able to negotiate the needs of consumers and availability of products which is and will always remain the challenging task of marketers. Allocation of resources and heavy storage of data can be too regulate by cloud computing. But the biggest hitch a marketer feels the proper understanding of cloud computing as it promises many advantages but require a proper skilled work force to incorporate the technique in best suitable way. Integration of cloud computing and marketing is a bizarre statement as it is easy to work but difficult to understand and assimilate.

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