



A Study of Current Trends in Marketing Management and Leadership

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DOI Number: 10.14704/nq.2022.20.8.NQ44130

Neuro Quantology 2022; 20(8):1185-1191

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1.0 Introduction

Marketing management and leadership are the very essential elements for the survival, growth, expansion and diversification of corporate entities. They are like heart and brain of the corporations. Any other function of the organization revolves around the effective, efficient and professional management and leadership of marketing. Marketing management and leadership involve managing and leading various aspects of marketing such as marketing research, demand forecasting, guiding the manufacturing department in designing and making the products, devising appropriate marketing strategies and plans, branding, pricing the products competitively, promoting through various conventional and non-conventional media, supply chain management, placing the products with appropriate intermediaries such as C&F Agents, dealers, distributors, wholesalers, retailers and others, maintaining good relations with intermediaries, customers, media and public, selling, performing after sales service, and so on.

1.1 Objectives of the Study

- This study aims at identifying the latest and current trends in marketing management and leadership covering various forms of marketing.
- This study also aims at creating awareness among the marketing management and leadership about the current trends in them so as to take benefit out of the same.
- This study also intends to examine the impact of marketing management and leadership upon the growth of marketers and their companies dealing with various kinds of products and services.
- This study is also intended to create awareness among the consumers to take advantage of current trends in marketing management and leadership.
- This study also aims at creating awareness among the academicians and researchers about the current trends in marketing management and leadership.

1.2 Research Design and sources of data

The research design implemented in this study is descriptive in nature. Secondary data is the



main source of data for this study. The sources of data include various websites, online newspapers, online journals etc.

2.0 Review of Literature

There is a plenty of literature reviewed during this study. Goeldner, Ch. (1962) explores automation in marketing, including in the field of distribution. He emphasizes upon several significant forms such as vending machines, automatic stores, automatic warehousing and electronic data processing. Jones, K., (1998) opines that automated marketing was not possible before the launch of the web. Web brought remarkable developments while automating marketing and marketing online. Lamont, J., (2015) states that "in the software industry, marketing automation is one of the fastest growing sectors". Marketers approach software companies for automating their marketing using internet efficiently, effectively and professionally.

Wittink, D., and Leeflang, P., (2000) are of the opinion that there are a good number of opportunities for model-based automation while making decisions in marketing management. They focused upon using various models of marketing to grab the marketing opportunities available over the world. Silverpop (2012) examines core aspects of marketing automation such as email, data collection, integration and management, analytics and reporting. According to Greenwald, A., Dimicco, J. and Maes, P., (2001), special attention has to be paid towards dynamic pricing strategies. They emphasized that unless the prices are determined actively, dynamically and competitively, it is very difficult to market, grow and earn good amounts of profits and expand and diversify thereby.

3.0 Analysis and Discussion

3.1 Current trends in Traditional Marketing Management and Leadership

The traditional marketing and leadership usually rely upon Events and Trade Shows, Billboards, television, Radio and Print Ads, Flyers and Posters, Direct Mail Campaigns and so on. The current trends in traditional marketing and

eISSN 1303-5150

leadership include experiential marketing and so on. Experiential marketing is also called loyalty marketing, participative marketing, live marketing, on-ground marketing and event marketing. It is helping the traditional marketing in terms of one-on-one and live interactions with the consumers, developing relationships with the brands, co-creation of marketing programs, establishing the brand loyalty of the consumers and so on.

Conversational marketing is type of marketing which is based on one-on-one interactions with potential customers through multiple channels. It is also one of the current trends in traditional marketing. It enables the marketers to develop online consumer experiences and relationships. Chatbots, LiveChat and other messaging apps enable these kinds of personalized conversations with the potential consumers. Influencer marketing is also one the latest trends in modern marketing. It uses mentioning of products and endorsements by influencers who have a mass social following and are viewed as experts. Influencer marketing is very much helpful to traditional marketing and leadership while obtaining that trust, loyalty and recommendations of the influencers which in turn help in reaching the potential customers and obtaining their loyalty in the due course.

Programmatic advertising is one among the current trends in marketing management and leadership. Programmatic advertising refers to the automated selling and buying of online advertising. Programmatic advertising helps marketing management and leadership in terms of streamlining the process and consolidating the digital endeavors of marketing management and leadership in a single platform and making the commercial transactions more effective and efficient. Programmatic advertising platforms have been developing by leaps and bounds so that any channel or any format can be accessed today, embracing connected television, digital outdoor, audio, digital desktop, mobile, tablet and so on. Social media marketing is another current trend in modern marketing and leadership endeavors. It is the usage of

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websites and other platforms to promote products and services. The prominent social media platforms enable the marketing management and leadership in tracking the progress and success of ad campaigns.

3.2 Current trends in Direct Marketing Management and Leadership

Direct marketing is a type of communicating about the products and services to potential customers and delivering the same to them. The direct marketing mainly relies upon mails, emails, texting campaigns, social media, etc. The top most companies in the world that rely upon direct marketing include Amway, Natura & Co., Herbalife Nutrition, Vorwerk, Coway, Nu skin, Primerica and so on. The prominent companies in India that rely upon direct marketing include Mi Lifestyle Marketing Global Private Limited, Hindustan Unilever Ltd., Herbalife, Amway, Modicare, KevaKaipo Industries Pvt. Ltd., RCM, Vestige and so on.

Some of the current trends in direct marketing include Targeted marketing, Social media, email newsletters, video and live streaming, Content marketing and so on. Target marketing is helping a lot the direct marketing. Target marketing is enabling the direct marketing in analyzing and profiling the target consumers. Social media is also supporting the direct marketing a lot. It is helping the direct marketing in terms of providing awareness to the brands quickly and freely and generating good revenues. Email newsletters are helping the direct marketing in advising and engaging the subscribers, potential customers and customers and providing the content that would build brand awareness, trust and loyal customers. Video and live streaming is also helping a lot the direct marketing. The live streaming platforms such as Facebook and other such platforms are enabling video marketing which is supporting direct marketing very much effectively and efficiently. While watching the videos online, the potential customers can place the orders by contacting through mobiles numbers, email ids etc. Content marketing is another current trend in

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direct marketing which is helping a lot the direct marketing. Content marketing is ensuring that the message of the direct marketer is on point and the brand is distinguished from the competitive brands.

3.3 Current trends in Digital Marketing Management and Leadership

Digital marketing refers to marketing of products and services using digital devices such as desktops, mobiles, tabs and so on and internet technologies. Digital marketing can also be extended to media such as television, basic or non-smart mobile phones (with SMS and MMS), mobile ring tones, callback features and so on. The prominent companies that rely upon the digital marketing strategies to increase return on investment (ROI) and value addition to the customers include Mint, Slack and so on.

The current trends in digital marketing include the combination of various forms of promotion and marketing such as display advertising, campaign marketing and so on.

3.4 Current trends in Social Media Marketing Management and Leadership

Social media marketing and leadership uses websites and social media platforms for promoting their products and services to existing and potential customers. The social media platforms are not only useful for customers but also useful for employees, bloggers and so on. The prominent companies which take the support of social media marketing include Pampers, Uber, Cisco, Innocent, Staples, Poo-Pourri, JetBlue, Toys "R" Us, etc.

The current trends in social media marketing management and leadership include using Augmented Reality (AR) and Virtual Reality (VR) technology for offering exciting user experiences, Chatbot communication, engaging with Ephemeral content, Influencer marketing, Live videos for connecting with customers, Local targeting, Memes, Social audio, social listening, Social Media Communities, TikTok, Twitter as a news portal, User-generated Content, Video content and so on.

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3.5 Current trends in Retail Marketing Management and Leadership

Retail Marketing Management and Leadership contain in advertising, sales promotion, marketing mix and visual merchandising to promote, sell and deliver the goods and services. The top retail companies in India include Aditya Birla Fashion & Retail Ltd. (Pantaloon), Future Retail Ltd., Shoppers Stop Ltd., Future Lifestyle Fashions Ltd., Trent Ltd (Westside), Avenue Supermarts Ltd (D-Mart), Future Enterprises Ltd. and Reliance Retail Ltd. The top retail companies in the world include Walmart Inc., Amazon.com Inc., Costco Wholesale Corp., Walgreens Boots Alliance Inc., The Kroger Co., The Home Depot Inc., JD. Com Inc., Tesco PLC, Carrefour and Target Corp.

The current trends in Retail Marketing Management and Leadership include AR and VR, influencer marketing, personalization, customer experience (both online and offline), subscription based business model, visual search and social shopping bots and AI, retail analytics, omni-channel marketing, brand storytelling, free trials, money back guarantee, take quotations and compare price in other stores, especially while buying the jewellery, and so on.

3.6 Current trends in Internet Marketing Management and Leadership

Internet marketing management and leadership refer to deploying a number of platforms and methods while communicating with consumers and promoting the products and services. The tools, online platforms and content systems applied in internet marketing include social media, online advertisements, sponsorships and promotions, email marketing, website design and content, blogging, video/podcasting.

Prominent companies in the world using internet or digital marketing management and leadership include Perfect Search Media, Disruptive Advertising Inc., Silverback strategies, Markitors, Thrive Internet Marketing, Conklin Media, WebFX, MaxAudience and so on. Prominent Indian companies in the world using internet or digital

eISSN 1303-5150

marketing management and leadership include Wipro, Cognizant, L&T Infotech Ltd., TCS, Tech Mahindra Ltd., The NineHertz and so on.

3.7 Current trends in Content Marketing Management and Leadership

Content marketing management and leadership refer to the development and distribution of useful and relevant content such as emails, blogs, social media posts, white papers, newsletters, videos and so on to the existing and potential consumers.

Content marketing management and leadership are useful in the three stages of the sales process- awareness stage, consideration stage and closing stage. The content in awareness stage focuses on the important concerns of the audience. The preferred content at this stage include e-books, newsletters, articles, videos and blog posts. The content in consideration stage has to focus on a hybrid of marketing and information. The content in closing stage focuses on closing the sales. The suitable content at this stage include buyer's guides, research reports, case studies, product videos, user-generated content and so on

The prominent companies that rely upon content marketing include KISSmetrics, Hawke Media, Influence & Co. and so on. The prominent Indian companies that rely upon content marketing Flipkart, Dunzo, Shaadi.com, Amul Dairy Cooperative society, Swiggy, Oreo India, Simplify360, OLX India and so on.

3.8 Current trends in Rural Marketing Management and Leadership

Rural market management and leadership involve the planning, development, execution of pricing, advertising and placing of goods to rural people. The rural marketing is growing at a faster rate. The prominent companies leading in rural marketing management and leadership in India include HUL, ITC, Colgate, Godrej Consumer, Emami, Dabur and so on.

The current trends in rural marketing involve mini showrooms, credit facilities, demo tents, trade shows, development of rural e-commerce, mini stores and so on.

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3.9 Current trends in Word of Mouth Marketing Management and Leadership

Word of mouth marketing is marketing by the words or messages by agents, consumers or other vested interests who are influenced or organized by the organizations, which get benefit of the marketing, through incentives or rewards or some other monetary and non-monetary benefits. Nowadays, even the social media is also participating in and encouraging the word of mouth marketing and hence it is also known as word of mouth advertising. The methods or approaches for word of mouth marketing include direct word of mouth marketing with higher levels of control, indirect word of mouth marketing with moderate levels of control and foundation level word of mouth marketing with lower or nil levels of control.

The prominent companies make use of word of mouth marketing include Tinder, Red Bull, Under Armour, Zappos and so on. The current trends in word of mouth marketing include using friends to influence friends, creating and maintaining clubs of customers, organizing teaser campaigns, using controversial advertising and so on while marketing the merchandise.

3.10 Current trends in Conversational Marketing Management and Leadership

Conversational Marketing uses one on one real-time and personalized interactions and communications with consumers using various channels such as chat bots, live chats, messaging apps and so on. Conversational Marketing is very much useful in fostering relationships with customers, improving experiences of customers online and so on. The advantages of conversational marketing include pushing buyers to buy at the earliest, improving generating the leads, creating better customer experiences and so on. The prominent companies Drift, Databox, plum and so on.

The current trends in conversational marketing include live voice calls and video chats,

eISSN 1303-5150

messaging customized and unique information through chatbots, accelerating sales and marketing management using conversational chatbots, making use of Whatsapp, especially WA business, to take advantage of leads and so on.

3.11 Current trends in SEO Marketing Management and Leadership

Search Engine Optimization (SEO) marketing is a part of digital marketing. SEO marketing encompasses the optimization of webpages, websites and so on using search engines like Google, Bing, Swisscows and so on. Most of the national and international consumer goods organizations are making use of SEO marketing while marketing their merchandise efficiently and effectively.

The current trends in SEO marketing include using Artificial Intelligence, creating and maintaining mobile friendly apps to improve the search rankings, keeping and updating the content in long forms, improving the predictive search, optimizing the image utilization, keeping and maintaining in local search listings and so on.

3.12 Current trends in AI and Marketing Automation Management and Leadership

AI and marketing automation allow marketers to optimize and automate the marketing functional activities. AI enables the computers to think like human beings while making marketing and consumer decisions. Marketing automation enables the marketers automating their marketing activities and functions. Bajaj Finserv, first cry, Myglamm, Shaw Academy are the prominent corporates which rely upon marketing automations for expanding and sustaining marketing efforts.

The current trends in AI and marketing automation encircle scheduling the communications to the customers, recommending the products suitable to particular individuals, programming advertisements so as to reach the messages to right individuals at right times, recommending the right products to right customers through voices, images and so on at right levels,

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determining which campaign is the best one for a typical customer, analysis of customers and competitors and so on.

3.13 Current trends in Experiential Marketing Management and Leadership

Experiential marketing paves the ways for the consumers to experience and engage with the products and services, to get long lasting relationship, bonding and loyalty with the company that markets the products and services, to connect with the brands emotionally and, finally, to get hooked to the products and services of a particular company. The advantages of experiential marketing include creating touchpoint with the customers positively, engaging with the customers personally, sharing the text and images with the customers through social media and connecting strongly the products with the emotions of the customers and so on. Vajra events, Maze events and exhibit solutions, D'art design, Creative monkeys and so on are the companies which are engaged in and get the benefits of experiential marketing.

The current trends in experiential marketing include organizing seminars, conferences and workshops, transformation of stores into marts and so on and so forth, enabling experiential marketing virtually, installations of brands and arts, providing video and audio contents, organizing the events lively and spectacularly and so on.

3.14 Current trends in Account-based Marketing Management and Leadership

Account-based marketing involves identifying target companies, engaging them with personalized conversations and building long lasting relationships that lead to new opportunities. It is mainly availed themselves by B2B organizations. It is very much helpful to the companies while inspiring consumers with persuasive contents, increasing the significance of accounts, aligning marketing activities with strategies relevant to accounts, identifying the

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right contacts, at right corporates, in right markets, engaging the deals at the highest and earliest, getting the most value for the marketing efforts and so on.

Cisco, Philips, Dow Jones, Majesty, Panasonic and so on are the companies that avail themselves the practices of account-based marketing. The current trends in account-based marketing include taking advantage of internal sources rather than external sources, offering interactively, re-targeting, assigning sales territories to salesforce strategically, exploring direct mails further, customization, offering in a customized manner, taking advantage of postings in social media by accounts, contacting and conversing with executives directly by executives, targeting based upon the roles and responsibilities and so on.

3.15 Current trends in Services Marketing Management and Leadership

Service marketing is an alternative to product marketing. It is significant because services differ from products because services are intangible, services cannot be stores and separated from service providers, services differ from service provider to service provider and so on. The prominent services marketed include financial services, health and diagnostic services, transportation services, hospitality services, consultancy services, educational services, entertainment services, holiday services, telecommunication services, drafting services, brokerage services and so on.

Vodafone, Apollo Hospitals, Vijaya Diagnostics, TSRTC, Ramoji Film city, Imax Theatre, Mahindra University, Country club and so on are a few corporations which offer services in their respective categories of services. Current trends in services marketing include Technology empowerment, simplifying the services processes and procedures, experiencing the services virtually, marketing automation, offering credibility to the customers, cyber marketing, rationalizing the service marketing efforts, super specific customization of services, competing multi-dimensionally, understanding and appreciating the expectations of the

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customers, bundling of differing categories of services, mobility of services, making CRM marketing and customer centric and so on.

4.0 Conclusion and Implications

On the whole, this study concludes that there are several current trends in marketing management and leadership, especially in traditional marketing, direct marketing, digital marketing, social media marketing, retail marketing management and leadership, online marketing, content marketing, rural marketing management and leadership, and so on. These current trends tend to get improvised, enhanced, enriched and so on leaving challenges, issues, disruptions and opportunities to the marketing management and leadership of the contemporary marketing world. Those who wish to take advantage of these current trends in marketing management and leadership have to learn, plan, execute, adopt, absorb, assimilate and so on the same continuously.

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