



Future Prediction (How Big Data Analytics will change the way consumers will shop?)

Till now marketers took on the challenge to find innovative ways to connect and engage with the digital consumer. Many focused on gaining better customer insights, and utilized social channels to listen and interact, and experiment with the mobility to reach out to customers. But a lot more going to happen in 2014 and beyond.

If you think about the power of smart phone Apps , todays big data customer analytics functions in corporate environment is tomorrows consumer smartphone Apps. What that means is consumers are going to be buying from you by algorithm , the way you sells to consumers today.

So lets say you thinking about buying "Apple Iphone 6" then through mobile apps you will be able to predict that the price of "Apple Iphone 6" is going to go down in 2 weeks or lets say 2 months, therefor outcome will most probably you going to wait so as to save your money.

It will also allow you to set reminders, to alert you whenever the price goes down. So that you know its the right time you can make your purchase decision.

Its not One to One marketing anymore, its Bot to Bot marketing , its Algorithm to Algorithm.

In Future marketers need to be aware of the increasingly sophisticated use of same kind of analytics on the part of the customers that marketers always used to try to build relationships.

Customers now increasingly reliance on their social network of friends, colleagues, mates for suggestions to make their purchase decisions.

There will be a trend toward "social filtering," which means consumers will more readily leverage the feedback and sentiments of people they trust when it comes to evaluating and making purchase decisions. Social filtering capabilities will automatically show opinions and feedback only from people they know in the context of brands, products, services or organizations, as opposed to seeking out reviews from people they don't know.



CMO.s role will not be limited to marketing alone. It has to be role of a business owner. As seen by increasing numbers of marketing executives having a stronger business background compared to just pure marketing. Marketing leaders will have to understand how to run and grow a business.

Marketers will continue their focus on customer engagement and start to work more closely with other stakeholders in their organizations to make a bigger impact on the growth of their business.

By:- "Don Peppers, co-founder of Peppers & Rogers Group " & "David Cooperstein, vice president and research director, at Forrester Research"

Source 1:- Predictions for Marketing in 2014 and Beyond (SAP CRM TV)

Source 2:- <http://loyalty360.org>

