

1.4. MarTech Trends – Influencing Factors

Gamarjoba!

Good luck with the exercises.

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Exercise 1. In your opinion, what MarTech trends are there in your country? Write down bullet points (the bulleted list)

As with any other evolving field, MarTech rapidly develops; hence, it is possible to see the clear trends it can follow, especially in B2C. Indeed, you can Google the keyword "MarTech Trends" or check out the recent publications by specialised organisations, sources, and platforms. These trends can be statistical, numerical, qualitative, quote-based, and others.

However, apart from the clear information that you can find as a result of this keyword search, I think of the MarTech trends as the summary of three major components:

Marketing Trends + Technological Trends + Market Trends.

Marketing Trends	Technological Trends	Market Trends
the major trajectory of current marketing development. In short, in B2C we are in the era of customer-centricity, the individualised approach, and personalised communications.	the possibilities for realising marketing goals and objectives through technological advancements. With the increased efficiency of technological powers, it became easier and quicker to collect and process customers' data, including personal data, behavioural patterns, and purchase history. Therefore, the individualised, personalised, customer-centric approach became a reality and became applicable quicker through marketing-related technology and tools.	essential for determining the applicability of any MarTech trend to a particular market. Depending on the market you want to apply your MarTech-related initiatives to, you are most likely to consider the readiness of the customers, the industry specificities, and the legal frames and regulations. Customers in, for example, the UK, USA, Spain, Finland, Latvia, and Georgia are not the same; the markets (customers, laws, infrastructure) are drastically different; hence, the MarTech trends can act differently at any of these locations.

Please visit my blog post to learn more about MarTech Definitions, Basic Applications, and related concepts:

<https://www.megigogua.ge/post/open-lecture-martech-trends-influencing-factors>

Exercise 2. Let's broaden our vocabulary. Please write down the number of the terms and concepts next to the sentence.

a. personalised recommendations	b. AI engine	c. personalized experience	d. Immersive technologies
e. consumer engagement	f. virtual try-on	g. customer data	h. voice assistant

1. Personalised email, personalised recommendations, personalised discounts, AI-based chatbot - these tools help to create customer's _____.

2. Augmented Reality (AR) And Virtual Reality (VR) are representatives of the _____.

3. Sandra called the bank and got a quick reply from the _____.

4. Privacy policies and other numerous legal documents regulate the way the _____ are collected, used, and deleted.

5. Anna pays attention to the _____ on the web-site of her favourite shop because they offer her the products suited to her preferences.

6. Alex likes to select his sunglasses using the _____ on the seller's mobile application.

7. Loyalty programmes, chatbots, social media interactions help to improve _____.

8. The website's _____ makes it possible for the personalised recommendations and AI-based chatbots operate.

Exercise 3. Let's check the understanding of the terms from the previous exercise – link the terms and concepts with their definitions

- | | |
|---------------------------------|--|
| 1. personalised recommendations | a. technologies that create a simulated experience perceived by the user as real, such as virtual reality, augmented reality, and mixed reality |
| 2. AI engine | b. the set of offers generated with user data taken from the website; they show the customers products that they actually would like to buy. |
| 3. personalized experience | c. a computational resource for digital signal processing & AI, optimized for tasks like machine learning, wireless communication & image recognition. |
| 4. Immersive technologies | d. ongoing relationship between a brand and consumer across online and offline channels. |
| 5. consumer engagement | e. information held on file about customers by a store or other business, usually including names, contact details, and buying habits. |
| 6. virtual try-on | f. a computer program that can hold a conversation with somebody and complete particular tasks by responding to instructions or to information that it gathers from that person's digital device |
| 7. customer data | g. technology enables customers to try on products virtually, giving them the ability to see how a product looks on them before making a purchase. |
| 8. voice assistant | h. providing a specific, tailored experience to each customer through messaging, offers, recommendations, and more. |

Answer key

Exercise 2.

1. Personalised email, personalised recommendations, personalised discounts, AI-based chatbot - these tools help to create customer's c. personalised experience .
2. Augmented Reality (AR) And Virtual Reality (VR) are representatives of the d. immersive technologies .
3. Sandra called the bank and got a quick reply from the h. voice assistant .
4. Privacy policies and other numerous legal documents regulate the way the g. customer data are collected, used, and deleted.
5. Anna pays attention to the a. personalised recommendations on the web-site of her favourite shop because they offer her the products suited to her preferences.
6. Alex likes to select his sunglasses using the f. virtual try-on on the seller's mobile application.
7. Loyalty programmes, chatbots, social media interactions help to improve e. consumer engagement .
8. The website's b. AI engine makes it possible for the personalised recommendations and AI-based chatbots operate.

Exercise 3.

1. personalised recommendations	b. the set of offers generated with user data taken from the website; they show the customers products that they actually would like to buy.
2. AI engine	c. a computational resource for digital signal processing & AI, optimized for tasks like machine learning, wireless communication & image recognition.
3. personalized experience	h. providing a specific, tailored experience to each customer through messaging, offers, recommendations, and more.
4. Immersive technologies	a. technologies that create a simulated experience perceived by the user as real, such as virtual reality, augmented reality, and mixed reality
5. consumer engagement	d. ongoing relationship between a brand and consumer across online and offline channels.
6. virtual try-on	g. technology enables customers to try on products virtually, giving them the ability to see how a product looks on them before making a purchase.
7. customer data	e. information held on file about customers by a store or other business, usually including names, contact details, and buying habits.
8. voice assistant	f. a computer program that can hold a conversation with somebody and complete particular tasks by responding to instructions or to information that it gathers from that person's digital device

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