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The Impact of Digitalization on Business Communication

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Abstract: *The initiation of the Internet and the business digitalization produced in recent years has meant a rethinking of the marketing strategies and mainly of the business communication strategies. Business communication has undergone major changes both in terms of means, but particularly on the content. Thus, if until now the target customers of a company were limited geologically, nowadays, it must take in to consideration a “global customer”, arising in a multicultural environment. Also, more than ever, the core of business communication must be the analysis of the budding clients’ needs in order to supply them with useful information. In this context, the online media (social networking, email marketing, webinars etc.) represent the "New World" for corporate communication. Therefore, the success of business communication depends essentially on how the company manages to turn digitization into a competitive advantage.*

Keywords: *Digitization, Digital marketing tools, Business communication, Multicultural environment.*

I. INTRODUCTION

In the era of digitization, the internet offers opportunities for companies, which substantially reduce costs by digitizing their business and by having an easy access to a global market, but also for customers who are able to search/ obtain information on the desired product, to compare prices and also save time by the online purchasing of the product. Thus, Company should analyze very well the opportunities produced and the dangers generated by the globalization.

Through the internet company is able to obtain in short time important information about its prospects so that it can be better adapt the business communication to them. In this context, the business communication will be customized on the company’s target, focusing on the customer’s need.

Taking into consideration the fact that, now a days, the online consumer is most often a well informed person, eager to find out information about the wanted product using online tools.

Being better informed and able to choose the best price customer “Press” companies to increase the quality of their Business Communication. According to several Professionals The Company’s online communication practiced by the published article must assure in a Percentage of 80% the customer information & Education, and only 20% of the Business content must determined the purchased of product & Services.

With the Digitization of Business communication, the traditional communication strategy has been adapted, including tools such as:

- Website
- Emailing campaigns

- Social Network (Face book, Twitter, LinkedIn, Pinterest, Instagram, etc.)
- Blogs
- Webinars;
- Online contests.

Advantages

- Brand development;
- Attracting new customers;
- Analysis of direct competitors;
- Networking;
- Recruitment on vacant posts
- Development of a long-term customer relationship by (email marketing, social networking, blog ...)
- Reduced Business communication costs compared with traditional communication;
- Global market;
- Disseminating information speedily;
- Permanent interactivity with customers;
- Ease of use of digital communication tools

II. OBJECTIVE

Digitization is the process of converting information into a digital format. In this format, information is organized into discrete units of data (called bits) that can be separately addressed this is the binary data that computers and many devices with computing capacity can process.

Business Communication is the sharing of information between people within and outside the organization that is performed for the commercial benefit of the organization. It can also be defined as relaying of information within a business by its people.

III. THE IMPACT OF DIGITAL MEDIA ON BUSINESS

Modern media is no longer confined to a television or Radio show, newspaper or advertisement. Instead, today's media _ from text to video and sound can be saved and shared electronically, using everything from desktop computer to small mobile devices. The electronic dissemination of media has had a powerful impact on the way people communicate for personal reason, school and even business. Indeed it can have four main objectives as follows:

- Robust customer experience strategy
- Effective “mobile application channel “ for customer reach
- Optimized operations through digitization
- Collaboration for connected concerns
- Improved timeliness in employee productivity.
- Improved efficiencies in employee productivity.

- Improved customer services by providing timely and consistent information.
- Enhanced brand.
- Reduced employee turnover.
- Increased sales.
- Reduced costs by leveraging existing corporate video production facilities, tools and resources.
- Reduced cost and clutter by eliminating traditional posters.

IV. APPLICATIONS OF DIGITIZATION ON BUSINESS COMMUNICATION

1. Business communication adapted to the mobile devices

As the use of mobile devices is growing, the business communication optimization for mobile devices is an essential element for the success of the B2B and B2C communication strategy.

With a growing number of people who check their email on mobile devices, it should be an increased need to optimize emails for small screens.

2. Website

The website is the business card of any company in the online environment. That's way, the attention given by the companies to their websites is defining for their success. The website must be intuitive, easy to access and must provide, in a synthetic way, the best information about the company's business, products or services and their ability to meet the customers' needs.

3. Blog

The blog is the second tool to the company's website that allows the custom communication with the target audience. The blog allows the creation of a long-term relationship with customers or prospects, drives traffic to your website, develops a "personality" of the brand, improves the result of the search engine, as well as it allows a direct feedback.

By the articles published on the blog, the company does not only promote products and services, but also educates the target segment.

4. Email marketing

Email marketing is perhaps the most valuable tool of communication in business, 59% of b2b marketers considering that email is the most efficient channel which generates revenue. In the case of business communication by email campaigns, it is important to choose the right ESP according to the company's needs, building a relevant contact list, carefully targeting the contacts that receive Newsletters.

5. Social networks

5.1. Face book

Face book is the largest social network in terms of number of users, with 1.39 billion active users, about 890 million of the users are every active, visiting the social network at least once a day Face book is a perfect tool to connect people worldwide with the company's business.

Face book is ideal for small and medium businesses with a limited marketing budget because companies are able to communicate with customers or prospects,

5.2. Twitter

Twitter is "micro-blogging" service that allows sending short messages to customers or to the prospectus.

In late September 2015, Twitter counted 320 million monthly active users, one billion monthly unique visitors to websites with tweets incorporated, 80% of active users on mobile, 79% of accounts outside the us and over 35 languages accepted.

In business communication, Twitter is used to communicate different information or offers of the company, to generate leads, to promote your brand or to study the latest trends in the field.

5.3. LinkedIn

In 2014, LinkedIn counted 300 million users worldwide: 119 million in north America, 45 million in south America, 15 million in Africa, 11 million in east middle, 78 million in Europe and 52 million in Asia

At present, LinkedIn is the largest online professional network in the world with more than 400 million in over 200 countries.

5.4. Instagram

Instagram is a social media platform based entirely on posting pictures and videos. The platform is owned by Facebook and there are over 400 million active users per month. Posts cover topics about food, art, travel, fashion, etc. In the month of May 2014, the registration rate was 15 times higher than the rate of Facebook subscription and 25 times higher than Twitter.

According to Scott Gallo Way, founder of I2 and professor of marketing at the University Stern School of Business in New York, the most recent studies indicate that 93% of the most prestigious brands have an active presence on Instagram and they included this tool in their marketing mix.

In business communication, Instagram is used to communicate with current and potential customers with the help of pictures related to products or events organized by the company.

5.5. YouTube

YouTube is an online video hosting platform, with over one billion users, 80% of the YouTube views are from outside the United States. Surfing YouTube covers, in total, 76 different languages and it was released in local versions in 70 countries. Although it is known more for the music products, using YouTube in business communication can focus on product video presentations, video presentations about how to solve a specific problem or video presentations on the installation or use of products, and it allows to create an online community.

6. Specialized forums

Although it is not a tool fully controlled by a company, it should be taken into consideration because people tend to show more confidence to other people than to advertising. In this regard, according to a Nielsen survey conducted in 2009 on 25,000 internet users in 50 countries, 90% declared they trust the recommendations of known persons and 70% of them trust the consumer opinions posted online. That is why, any online reviews of the company, product, service is a powerful form of online business communication.

7. Webinars

Webinars or online courses offered by the company's specialists in a particular field can also be a useful tool in the business communicating strategy. On the one hand, they increase the company's reputation, the confidence in the company as well as they improve the company's image, which will be associated with the professionalism of its employees. In opposite, if the webinars aren't realized in a professional manner, they may adversely affect the company's image.

V. CONCLUSIONS

Digitization has allowed a dynamic transformation of business communication. In a future dominated by high technology, without an active business communication in the online environment, an organization's communication strategy is doomed to failure.

As Esther dyson (president of adventure Holdings Inc.) said:"then internet is not just another sales channel. It is not just a means of advertising. It is a tool that fundamentally changes the way a company does business, takes orders from customers and gives them value

The business communication methodology should include amore extensive range of online communication tools and reach more market segments.

Thus, the Online business communication is simpler, efficient and comfortable than the traditional one Also, beyond the technical details of the business communication or the communication focused on generating leads and sales,the online b2b or b2 ccommunication must focus first of all on establishing long-term relationships with the consumers.

Moreover ,beyond the content of the business communication, a special attention should be allocated to image, given that , according to the Experts in online communication, "people remember 80% of what they see and 20% of what they read", and the "content with visual element has up to 94% more views Currently, the most powerful companies (Apple, Microsoft ,IBM, Coca-Cola, Google, etc are those that have the best visibility on the online market, and the commerce websites seem to be the newt rend in the procurement field.

Also, social media promotion is the ideal advertising medium for small and medium businesses that become visible on a global market with minimal costs invested in the online communication.

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