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In today's time and age, information technology (IT) and marketing go hand in hand. Globalisation has further changed the game plan that earlier marketers used to use to promote their products. Today every company that wants to be globalised uses the tool of IT to market their products in other countries. IT does play a vital role when it comes to marketing. The most popular medium used when it comes to marketing is the Internet. It is with the help of this technology that one can advertise his products and bring them in the eyes of his targeted customers.

How Information Technology will be of help to us?

IT has two important effects in Marketing. Firstly, many firms now possess a huge database about consumers' choices and reactions to market campaigns than ever before. Companies use sophisticated targeting models to increase marketing ROI in direct marketing campaigns. While many quantitative methods are also used, the goal is simply to help a marketer comfortably interact with and manage a marketing analytics team. However, few firms have this kind of expertise to intelligently act on such information.

The second effect of IT is that it has changed the competitive scenario that ever existed for many firms. Consumers today have more information about competitive offerings and the role played by Internet in this regard is immense. This has also allowed many competitors to market their products directly to consumers. Hence, it is equally essential for one to adapt marketing strategy to an environment of more informed customers, more flexible competitors, and additional ways of reaching consumers.

Careers in Information Technology is also an aspiring one nowadays and this will go a long way in using IT in marketing to promote products.

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