

Exploring the impact of Martech on marketing strategy

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ABSTRACT

This study aims to examine the connections between marketing technology (Martech) and the marketing strategies devised by popular music industry businesses, to investigate how these businesses utilize Martech in their marketing processes and how the industry uses Martech to identify customer demand and to explore the prospects or challenges offered by Martech for the music industry. Based on six cases, the results suggest that (1) Martech can help the popular music industry to collect and analyze customer data, understand customer demand and behavior, and provide a better customer experience; (2) Martech can help music businesses automate their marketing processes, improve marketing efficiency, and gain insights into and enhance the customer journey through advertisement testing and social listening; (3) Through the use of Martech, popular music streaming platforms can provide customers with personalized recommendations and sales offers based on their preferences and behaviors, thereby enhancing the customer experience and increasing customer loyalty. A record label can use Martech tools to establish its own database and operate it with its members, thus sustaining its relationship with existing fans; and (4) Martech can assist the popular music industry in developing digital products, such as apps that contain specific musical content and popular music e-commerce platforms, thus meeting customer demand. These findings provide important advances to marketing research on Martech.

Keywords:

Martech, Marketing strategy, Digital marketing, Big data, CRM.