

## **CHANGES IN THE STRUCTURE OF MARKETING IN THE FUTURE**

Marketers are constantly look into the future, they are worried about what will be the next big campaign, how to turn a customer into an "important bird" and learn more about what will become another "hot" retail trend and everyone wants to get to the truth first. The marketing atmosphere will change by 5 points.

The relationship between the client and the brand will be more involvement. Looking at the speed of spreading the information on the Web, the future is for reputation. Today, customers are expecting more involving from brands. Much more than the "seller-buyer" relationship. Today, buyers are led by emotions and excellent service, and not by the product. Fair brands have a future as they do what they say and fulfill their promises.

Brands will own their audience by creating a community and engaging in direct dialogue with clients. Companies will learn to manage an audience that will help form a community of loyal customers and brand lawyers. Reaction and client's feelings will shape future advertising campaigns. A satisfied customer will be happy to use the product and do all that is needed to glorify his favorite brand. This will satisfy one of the important human needs – self-identification through membership in social groups. In the future, users of the same brand will become a true fraternity.

Informational marketing will become more accurate. There is a big difference between informational and obsessive marketing. While the first is based on building relationships, the latter is nothing but the old good push-marketing in the new beautiful wrapper. In the future, these two formats will differ even more. Marketers who prefer building relationships will succeed.

The complexity of modern marketing will only grow. The work of a marketer in 2017 is more complicated than 20 years ago. Distribution of channels, markets and, importantly, incomes in emerging markets around the world has made marketing a difficult discipline. Although this is a big problem, it is also a good problem, as in the next five years, marketers will have a constantly growing client base. All this will lead to complications in the inside and outside of the organization, but when accompanied by growth, this is not necessarily bad.

Social networks – our future. Social networks will become an integral part of "wider marketing discipline." Their force of influence is constantly increasing, and most brands completely transferred the marketing influence there. Thus, social networks have a real potential to become not just one of the channels of sales, but the only marketing channel.

It's important to know what is going on in your profession and the market, but it's necessary for marketers to know what will happen in the future.

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