

KNOWLEDGE MANAGEMENT SOFTWARE– NECESSARY PART OF EACH MARKETING CAMPAIGN

ANA RISTEVSKA

Research Scholar, Faculty of Economics Prilep, Republic of Macedonia

ABSTRACT

Knowledge management is fundamental part of each innovative company that pays attention on overall knowledge that posse.

Knowledge management is a complex process that allows one company to manage with all the knowledge that can be presented in different forms and shapes. Also this process contribute for better understanding of all the knowledge, and discover the need of creation of new knowledge in the companies.

The process of knowledge management can be put in a service of marketing campaign because creation and implementation of successful marketing campaign depends from well structured information, people and actions and of course well planned goals that want to be reach with this campaign.

In order to be reach this interaction between knowledge management process and marketing campaign, can be used a lot of software tools for knowledge management that can help marketers to support their marketing campaigns on the best possible way.

In this paper will be theoretically explained why marketing campaigns need knowledge management software, and will be given some software tools that companies can use for this purpose.

The goal of this paper is to present to companies that now exists a lot of innovative tools that can help them to organize their knowledge and to manage with that knowledge in order to reach new goals and to make their marketing campaigns successful and effective for the targeted audience.

KEYWORDS: Knowledge Management Software, Marketing Campaign, Company, Customers

INTRODUCTION

KNOWLEDGE MANAGEMENT PROCESS AND SOFTWARE

Knowledge and the knowledge management process are from interest of overall company, especially for managers, decision makers, researchers and all the people interested in working activities of the company. The process of knowledge management becomes the main responsibility for the companies that want to be successful in the dynamic global economy. (Skyrme, 1998)

Knowledge management process can be used for different purposes in the companies, for organization and management of knowledge of the employees and customers, organization of marketing activities, doing marketing research, store and do updates in the knowledge databases of the company, do analysis, share different kind of content between employees, customers and other stakeholders, and many other activities.

Also knowledge management process is crucial for marketing managers in order to manage proper with customer's knowledge and to create successful marketing campaigns for the proper target groups of existing or potential customers.

The process of knowledge management is a process of planning, motivation and control of people, processes and systems of the company, in order to ensure progress and proper usage of the knowledge that company possesses. (King, 2009)

All of these activities that are part of knowledge management process can be used in development and implementation of different kind of marketing campaigns.

Software tools can help companies to collect the necessary knowledge, to store it in the proper databases, to deliver to the required people in the right time, and right place. In this case, knowledge management software tools can be used as a part of a marketing campaign in order to deliver to customers proper information for the company and its products or services, to increase the communication and collaboration between company and customers on the most interactive way through organization of different kind of events, making presentations and webinars, sharing documents and other multimedia content, organize blogs, activities on social networks... all of these activities with one purpose to make the marketing campaign more successful and interactive for the target group of customers. Through these software tools for knowledge management, also can be tracked all the engagements of the customers and results from marketing campaigns.

MARKETING CAMPAIGNS

For many companies, marketing campaigns are the main method for both communicating with their market to reinforce their positioning, and for customer acquisition. Good campaigns follow a theme and include a series of touches with the market. It's noisy in the marketplace, and a message delivered once through a single medium rarely makes a difference. While there's no magic number regarding the best frequency for a message to make an impact, opinions range from three to twenty times, with seven being an old marketing adage.

Many marketing campaigns contain an overarching theme, which can be leveraged over extended periods of time with multiple variations, or different elements, to tell an entire story. (Marketing, campaign, n.d.)

Regardless of the messages, the assets that can be used for transmitting these messages, time period and the other factors that can be directly or indirectly connected with the marketing campaigns, it can be said that a lot of additional tools for knowledge management can contribute for reaching the goals of the marketing campaigns. These tools can be used for reaching new customers, get in touch with them, engage them, increase their attention about products or services of the companies, increase awareness about the companies and their products, to deliver unique experience for the customers etc.

With usage of knowledge management tools as an additional part of marketing campaign, companies can be declared as a unique companies that pay attention to their customers, existing or new, and want to give to them unique experience in order to make them loyal of the company and their products.

These knowledge management tools can be part of the strategic planning of the marketing campaign of the company, can help company to be creative and to work on brand awareness, to implement and execute the marketing campaign much easier and to follow results and updates connected with the existing marketing campaigns.

KNOWLEDGE MANAGEMENT TOOLS FOR SUPPORTING MARKETING CAMPAIGNS

Till now a lot of tools for knowledge management are developed from the software companies that can be used in the different kind of companies for proper management of employees knowledge, customers knowledge, management of work flows and work activities, databases, archive materials, documents, management with emails, with marketing research etc.

Some of the knowledge management tools that can be used for support of marketing campaigns are: Adobe Connect software, Always Support software, Fuze Suite software, Bitrix24 software and Qiqqa knowledge management software.

ADOBE CONNECT KNOWLEDGE MANAGMENT SOFTWARE

Adobe Connect software can be used in different marketing purposes and support marketing campaigns. Adobe Connect software allows in the existing marketing campaign to be add a lot of innovative and interesting events, webinars, trainings, presentations and web-meetings.

With this software solution, companies can organize web meeting or presentations and communicate with high level messages and videos with their existing or potential customers, share high-impact multimedia content - including streaming audio, video and software simulations in order to make it both compelling and persuasive.

Also, they can record web seminars and make webinars or presentations available to people who cannot attend. Through our solutions, marketing managers can answer customer questions in real time and can increase the responses from their email messages. Regarding this kind of working, marketing and sales departments can satisfy their existing base and attract new customers, can increase the sale, raise awareness of company products or services, and make the company more competitive on market and reach the already defined goals. (<http://connect-innovation.com/>)

All of these benefits that this software allows, can be used as an additional part of the marketing campaigns that companies are taking for different kind of purposes.

The main benefits that can be reached with usage of this software are:

- Companies can hold presentations in order to increase interactivity and participation of existing or potential customers;
- Companies can make presentation recordings available on a website and do promotion, as a part of their marketing campaign;
- Companies can get more customers or potential customers attention in a short period at a lower cost;
- Companies can increase corporate branding;
- Companies can increase the success of marketing campaigns by driving prospects to engaging audience;

Adobe Connect software is the most powerful marketing tool for transmitting a message to a large mass of people. With effective knowledge management tool like this, companies will be able to transfer useful information to attendees, get new potential customers and increase the awareness of their products or services. Also effective knowledge management tool contributes for a company to deliver high impact content, to create effective presentations, to engage attention and to

get in touch with many people in the same time. (<http://www.adobe.com/products/adobeconnect.html>)

A company that actively engages in knowledge management tools that can be part of existing marketing campaigns is the one that can be called a modern, innovative, up to date company that pays attention to its customers: existing or potential.

ALWAYSUPPORT KNOWLEDGE MANAGEMENT SOFTWARE

Always Support provides instant and contextually relevant answers based on a self-learning and ever growing Q&A knowledge-base. It uses your site visitors to provide reliable and instant answers to questions asked by other visitors. That, in addition to your site's FAQ, allows AlwaysSupport to provide an answer to any question in a cost-effective way. The result is a significant reduction in support costs versus other online solutions and an increase in conversions.

Always Support interfaces are intuitive and easy-to-use for both customers and support reps, Alwaysupport provides a floating widget for websites and embedded solutions for Android and iOS mobile apps.

This software can be used as a part of marketing campaign in order to allow customers to learn more about the company and its products, to get in touch with the employees and to get familiar with all the work activities of the company. The goal of this software solution is to give companies to have better customers service, to reduce support costs and to help them the increase the sales of their products or services. (<http://www.alwaysupport.com/>)

FUZE SUITE KNOWLEDGE MANAGMENT SOFTWARE

Comprehensive, modular and easy to use web-based customer care and knowledge sharing software suite. The Fuze Suite enables companies quickly and affordable extends multi-channel self-service and assisted-service support to their customers, partners, staff and other stakeholders.

For this software can be said that is an eSupport for customers and is a community software that allows social activities.

This software can be used as a part of the existing marketing campaigns and contribute for better real-time collaboration with the clients, documents, videos and presentations shares, and different kinds of integration with existing systems of the company and databases. (<https://www.fuze.com/>)

BITRIX24 KNOWLEDGE MANAGEMENT SOFTWARE

This knowledge management software is a high-end solution designed for effective collaboration, communication, social networking, and work flow in the companies. This software can be used as a part of existing marketing campaigns and offer to companies to communicate and collaborate with their customers on the most effective way thought blogs, panel groups and to do networking with social services.

Through this software, companies can have innovative approach for reaching the attention of the potential or existing customers and increase possibilities for more sales. (<http://www.bitrixsoft.com/>)

QIQQA KNOWLEDGE MANAGEMENT SOFTWARE

Qiqqa is knowledge management software that can be used for proper management of the information and results that are created from the existing marketing campaigns. This software keeps the knowledge and documents with

information safe in the company and allows effective management with them. Qiqqa keeps all documents secure and makes them instantly accessible and searchable across different devices. Automatic identification, tagging and categorization of documents means companies never have to go hunting for that missing paper or information again. This software allows employees to capture all tags, comments, highlights and annotations while they read documents inside Qiqqa, online at workstation or offline on the go. Then when employees want to review what they have read, they can use powerful annotation reports so they never again forget those important snippets of information. (<http://www.qiqqa.com/>)

This software is proper for following and doing updates of all of information and results that are given from different marketing campaigns. This software is crucial if companies want their next marketing campaigns to be much successful and effective for their customers. On this way can be selected strong and weak sides of the existing or past marketing campaigns of the companies.

CONCLUSIONS

In this paper are shown the reasons for usage of innovative knowledge management tools as a necessary part of each marketing campaign. Each company can have different goals for creation and launch a marketing campaign, but if the company uses knowledge management software as an additional part of the marketing campaign, the company can offer unique experience and added value to the intended target group for this marketing campaign.

Presented knowledge management software tools in this paper are part of the hundreds of tools that are developed for this purposes. With usage of knowledge management software, marketing campaigns can be more attractive and interesting for the customers, can be more interactive and can increase the collaboration between companies and customers which is crucial point for building a long term relationships, increase sales and reach bigger success.

REFERENCES

1. Skyrme, D.J, Amidon, D.M, New measures of success, Journal of Business Strategy,19 (1), pp. 20-4., 1998
2. King W.R., Knowledge management and organizational learning, Annals of information systems 4, Springer Science+Business Media, LLC, pp.2, 2009
3. Marketing campaign, <http://www.marketingmo.com/strategic-planning/marketing-campaigns/>
4. Connect Innovation, <http://connect-innovation.com/>
5. Capterra knowledge management software solutions, <http://www.capterra.com/knowledge-management-software>
6. Alwaysupport knowledge management software, <http://www.alwaysupport.com/>
7. Fuze Suite knowledge management software, <https://www.fuze.com/>
8. bitrix24 knowledge management software, <http://www.bitrixsoft.com/>
9. Adobe Connect software, <http://www.adobe.com/products/adobeconnect.html>
10. Qiqqa knowledge management software, <http://www.qiqqa.com/>

