ZMOT by Google

## Review the concepts of the 3-step model of marketing in Module 1 carefully and think about the influence of the addition of ZMOT by Google. Then respond to the following question:

## Do you think the addition of ZMOT by Google in the 3-step model of marketing has created new opportunities for marketers? If yes, what are some of those opportunities? If no, why not?

Certainly, it has. Beforehand companies had to spend vast fortunes on physical advertising (such as billboards), where they can now:

1. Spend much less to attract more customers through digital advertisements,
2. Use social media to spread awareness of their products before consumers make purchase decisions,
3. Use data provided before customers even enter their store to add more value.