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Companies are constantly under pressure to accompany technological advances in constant change. While smart phones allow commercial communications to occur from virtually anywhere, social media is to allow marketing professionals to directly reach their target public on a whole new level. Several major technological changes have had significant impacts on the present and future for companies. DragonImages / iStock / Getty Images Websites will not only serve as a contact resource and other information about a business, but are really a means to advertise for anyone who visits or stumbling on the site. Consumers who search online by a particular service or product can be directed to the site of a business that they may have not visited otherwise. The growing popularity of the business sites expels costs to get one: A Basic Business Site can be placed for less than \$ 10 per month in hosting fees from mid-2010. On the other hand, the main sites corporations that use a lot of animation and hundreds of pages can cost tens of thousands. Drazen / iStock / Getty Images Email changed the way business communication is made offering another way to achieve colleagues, customers and suppliers. More importantly, but it is the ability to e-mail to reach customers through the use of email marketing, which now has its own providers of Industry and Services. The email marketing companies provide their customers relational intrigues that include click rates and open advantages and percentages, thus demonstrating increases in the dissemination of their sales messages to your customers. Michaeljung / iStock / Getty Images The overwhelming popularity of smart phones continues to integrate Office environments. Smart phones, such as BlackBerry, iPhone and Droid, provide on-the-go access to email, internet, schedule and calendars, and can actually provide access to presentations and invoices through use of download applications. BlackBerrys can even serve as an extension of a bookkeeper line. ClaudioBaba / iStock / Getty Images The teleconference capabilities allowed companies to communicate with customers from all over the world, but now video calls from a computer provides face-to-face contact that is important in business. Services of voice and video and Internet-based applications such as Skype, iChat and Yahoo! Voice requires users to download an application program. System requirements include a webcam, microphone, and Internet connectivity. Jupiterimages / Bananastock / Getty Images Social Machines are changing the way the business market. With innumerable social media sites, including Facebook, Twitter, MySpace and YouTube, companies can control their marketing message in a non-traditional environment. More and more companies are embracing the social Media as a new way to attract the direct and rapid consumers, and with almost zero cost. Just a few days ago, if you came into a bookman, you will see malls away in writing machines and talking on fixed telephones. If a worker wanted to communicate with another, that meant getting up and walking to that person's table instead of sending a hippat or an email. But technology continues to evolve, always impacting the way business leaders hire, market, budget and protect their investments. Experts have long expected technology someday will replace many of the works made by humans. However, the history showed that, as jobs become obsolete, new opportunities open. Today's students are encouraged to prepare for technology-based jobs such as data analysis and computer programming, while four dies They would have been directed towards an administrative or sales position. Technology also transformed the contract, with the Internet, allowing workers to complete their home or other remote location. This has the additional benefit of giving business access to a set of global talents that allows them to hire specialized and experienced workers in Cuts. Thanks to social media and internet, reaching consumers is easier than ever. Using a Website Tool of Da-IT-Yourself and several social platforms, even the newest small business company can post content that helps customers interested to find them. Instead of paying third parties for printed or electronic media advertising, today's companies are responsible to find them.

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