KNOWLEDGE MANAGEMENT SOFTWARE– NECESSARY PART OF EACH MARKETING CAMPAIGN

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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