**Abstract**

When we talk about marketing and role of technology in it, we understand that new marketing concepts have transformed the face of 21st century marketing techniques..This article aims to consider the impact of marketing of high-technology products and services. Development of digital technologies has lead to advent of a cyber consumer and cyber-business. Smartphones and social media exerted certain power on dynamic development of a digital marketing. Therefore, manners of accomplishing potential clients through mobile phones and social networks are current communication channels, which can build a relationship with a customer, thus increasing sales. The paper also discusses the concepts of technology which  changed the outlook  of marketing