

SUBJECT – MARKETING MANAGEMENT

UNIT I – INTRODUCTION (PART – IV)

Concept of Holistic Marketing

Holistic marketing is a business marketing philosophy that considers business and all its parts as one single entity and gives a shared purpose to every activity and person related to that business. This is a marketing tool through which each and every department and person is working towards ensuring the success of one certain goal at that particular time. From R&D to HR, Operations to Sales every department/function should have one goal.

Holistic marketing recognizes that ‘everything matters’ with marketing and that a broad, integrated perspective is necessary to attain the best solution. The holistic approach to marketing is based on the premise that the whole is greater than the sum of its parts.

Need for Holistic Marketing

Today, the customer mind set is changing. Wealth is becoming lesser and debt is high. Thus customer purchases are being made after lots of thinking. Customers search offline as well as online for the right product and have good knowledge of the product before they purchase. It is likely that the customer has already made a purchase decision even before he enters the showroom. Thus holistic marketing concept is needed at this hour to ensure that the customer chooses your product over everyone else.

Example of Holistic Marketing

Coca-Cola is the best example of Holistic Marketing. They drafted their entire plan of marketing on one goal – Happiness. They did not just market their product, but they marketed Happiness. Based on that one goal, Coca-Cola wanted to promote Happiness. The strategy was very smart; Happiness is one of the most cherished of all. They added ‘Taste the Feeling’ with that brand. They showcased in a way, whenever you are happy, have a Coke. This marketing strategy was bang on. It resulted in the massive growth of the company since then.

Features of Holistic Marketing Philosophy

Common Goal: Holistic marketing concept believes that the business and all its parts should focus on one single goal which is a great customer experience.

Aligned activities: All business activities, processes, communication, and services should be aligned towards the achievement of the common goal of providing a great customer experience.

Integrated activities: All activities and processes within the business should be designed and integrated in such a way that they work in concert to provide a consistent, uniform, and seamless customer experience.

Components of Holistic Marketing

Holistic marketing focuses on marketing strategies designed to market the brand to every person related to it, be it employees, existing customers, or potential customers, and communicating it in a unified manner while keeping in mind the societal responsibility of the business.

1) Relationship Marketing - This component of holistic marketing is focused on building strong and long-lasting relationships with all stakeholders who can directly or indirectly influence the success of the business. These include customers, employees, shareholders, suppliers, channel partners, regulatory bodies, and financial institutions. Relationship marketing highlights customer retention and satisfaction instead of a dominant focus on sales transactions. Relationship marketing was first developed from direct response marketing campaigns. Relationship marketing differentiated from other types of marketing in that it identifies the long term value of customer relationships and extends communication beyond invasive advertising and sales promotional messages.

The aim of relationship marketing is to focus on marketing activities that create a strong, emotional bond between the business and these stakeholders and cultivate loyalty from them, rather than simply interacting with them only during transactions.

2) Integrated Marketing - Integrated marketing is an approach to create a unified and seamless experience for the consumer to interact with the brand by designing and directing all communication (advertising, sales promotion, direct marketing, public relations, and digital marketing) in such a way so that all work together as a unified force and centers around a strong and focused brand

image. Integrated marketing is employed to fulfil the changing requirement of consumers. Integrated marketing is an approach to brand communications where the dissimilar modes work together to generate a faultless experience for the purchaser and reinforces the brand's core message. Major objective of this marketing approach is to make all aspects of marketing communication such as advertising, sales promotion, public relations direct marketing, online communications, and social media work together as a combined force rather than allowing each to work in separation, which generate revenue and enhance economic status of company.

McCarthy developed the popular Marketing Mix, the Four Ps, that constitute the traditional marketing activities in four broad groups that include

- **Products** such as Design, Features, Brand Name, Models, Style, Appearance, Quality, Warranty, Package (design, type, material, size, appearance & labelling), Service (pre-sale, after sale, service standards, service charges), and Returns.
- Price such as Pricing Policies, List Price, Margins, Discounts, Rebates, Terms of Delivery, Payment Terms, Credit Terms, Instalment Purchase Facility, Resale Price, and Maintenance prices).
- Place that include Channels of Distribution (channel design, types of intermediaries, location of outlets, channel remuneration, dealer-principle relation, etc.), Physical Distribution (transportation, warehousing, inventory levels, order processing, etc.)
- Promotion which is personal Selling, Selling Expertise, Size of Sales Force, Quality of Sales Force, and Marketing Communications - Advertising (media-mix, media vehicles, and programmers), sales promotions, publicity & public relations, direct and interactive marketing.

These conventional concepts of Four Ps symbolize the sellers' outlook of the marketing tools available to influence buyers. In holistic marketing, marketer has to see also the buyers' standpoint, where each of these tools will deliver the customers' benefit or value.

Integrated marketing is important in marketing practice because it lessens the cost of mass media and media fragmentation. As consumers spend more time online and on mobile devices, all exposures of the brand need to tie together so they are more likely to be remembered. It is observed that the tactics of brands cannot be understood by looking only at their advertising. Instead, they can be

understood by considering how all aspects of their communications system work together particularly how communications are personalized for each customer and react in real time, as in a conversation.

3) Internal Marketing - There are two types of customers to every business: internal and external. While focusing on external customers should be a top priority for every business, internal customers should not be left unnoticed as these internal customers (employees) play a vital role in marketing the brand and products to the external customers of the business.

Internal Marketing treats employees and staff as internal customers who must be convinced of a company's vision and worth just as aggressively as external customers. It also involves crafting processes that make them understand their role in the marketing process.

4) Socially Responsible Marketing - This aspect of the holistic marketing concept involves a broader concern of society at large. It requires the business to follow certain business ethics and focuses on partnerships with philanthropic and community organizations. A business is considered as a part of society and is required to repay the same. Social responsibility is practiced to encourage consumer and societal welfare. Socially responsible marketing is marketing beliefs that denote a company should take into consideration about the best options for society in current situation and long term. Socially responsible organizations should seek to create attractive merchandise that gives instant satisfaction to consumers and long term benefits.

Performance marketing is practiced to ensure financial accountability in profit terms. Performance marketing is a marketing practice adopted by merchants and advertisers in all industries. The main benefit of this practice is that, the seller or advertiser does not incur any marketing expenses unless clear positive results. Performance marketing process is jointly favourable business model in which collaborators and affiliates encourage the merchant's products and services to escalate business to the merchant's website. In response, the merchant rewards the associate by giving back part of the revenues generated by the referred customers.