

Marketing 4.0: Moving from Traditional to Digital

Authors: Philip Kotler, Hermawan Kartajaya, Iwan Setiawan
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*Yuvika Gupta

**Dr. Kalyani Rangarajan

Marketing has changed persistently – with the evolution of Internet there has been a drastic change, which lead to the emerging concept of digital marketing paradigm. This book examines the shifting of marketplace, the paradoxes shaped by customer connectivity with marketer and the splintering of sub-culture study, which will help in understanding digital consumer. It points to the significance of why Marketing 4.0 is becoming imperative for enhancing efficiency and this book shows you how a brand can be benefitted by applying it. The major principle of this book is that marketer should adapt to the changing footpaths of customer in the digital era and implement the corrective actions initially. The book is divided into three sections: a) fundamental trends shaping marketing, b) new framework for marketing in the digital economy and c) tactical marketing applications in the digital economy.

The first section, 'Fundamental trends shaping marketing', commences with the intricacies of customer engagement in the digital era. It discusses about power shifting of marketers to the horizontal, inclusive and the social to connect and communicate with customers. Power is shifting from marketing communications to customer connections, while as per the authors decisions are more reliant on the "F-factors": Friends, Family, Fans, and Followers. The authors also states that collaboration, communication, and co-creation are new components that the companies should stress on to get success in the digital marketplace. Moreover, the authors do not believe that the online 'new wave' marketing will not entirely replace the offline 'legacy' marketing. Rather, they believe that there is a need for both online and offline, to deliver the best customer experience. Furthermore, authors talk about distracted customers, how customer attention will be scarce and need for marketer to create the WOW effect to get both attention and conversation about the brand in customer communities. It is imperative for them to create an environment in which the customers advocate their brand. They finds that youth, women and netizens (YWN) can be considered to be three separate customer segments, wherein youth act as early adopters, women as game changers and netizens as social connectors. The section concludes with interesting concept of shifting from 4 P's i.e. product, price, place and promotion to 4 C's- co-creation, currency, communal

activation and conversation.

The second section, 'The new customer path', revolves around paradigm shift from AIDA model (attention, interest, desire and action) to the new five A's model which refers to aware, appeal, ask, act and advocate. In the world of digitization, the customer path is driven from awareness to advocacy. Further, to move on this path from awareness to advocacy – the concept of the O-Zone (O3) is introduced. According to the authors, the customer's decisions across the five A's are usually influenced by O3 that is the combination of customer's Own influence (based on one's experience with a brand), Others' influence (word-of-mouth), and Outer influence (external influences – marketing communications, sales force and customer staff service). Further, the authors state that it is vital for the marketer to understand the correlation between awareness and advocacy. They need to evaluate how many customers who were made aware, purchase the product and converted into loyal advocates. To calculate it authors has introduced two metrics: purchase action ratio (PAR) and brand advocacy ratio (BAR). PAR is used to compute conversion ratio between brand awareness and brand purchase whereas BAR measures the conversion ratio between brand awareness and brand advocacy. These metrics PAR and BAR helps financial executives to measure the financial condition of the company. It also allows marketer to measure the productivity of their spending in generating the brand awareness. The book also provides a structured framework to map various stages of association of a customer with a brand and how marketer should design appropriate archetype (door knob, goldfish, trumpet and funnel) to maximize the return on marketing investment. These different patterns are based on conversion rates across the five A's, representing explicit customer behavior model with a different set of challenges. Here, door knob pattern features the customers with high commitment and the low curiosity level. Goldfish pattern describes the customers with high curiosity level; the next pattern Trumpet usually has niched brands. The customers in this pattern advocate brands even if they don't purchase and consume the brand. Lastly, the fourth patterns Funnel the customers' well plan the purchase and are highly involved in it.

*Assistant Professor School of Management IMS Unison University, Dehradun

**Dean School of Management IMS Unison University, Dehradun

The third section, 'Tactical marketing' looks at applications in the digital economy, discusses how brands are adopting human qualities to attract customers in the digital era. It essentially highlights, what the authors call, digital anthropology. Among different methods the authors discuss social listening, netnography and empathic research to effectively address the anxieties and desires of humans. According to digital anthropology, the marketer needs to understand that the brand should be physically attractive, intellectually compelling, socially engaging, emotionally appealing, and demonstrating strong personality and morality to successfully engage the customer. Nowadays, most of the marketers need to renovate from advertisement to content marketing and engagement marketing. It is essential for the marketer to shift their mindset from conveying value-proposition messages to content which is valuable for the customers. However, in developing successful content marketing marketer needs to prepare proper pre-production and post-distribution activities. Therefore, authors has defined eight major steps of content marketing i.e. Goal setting, audience mapping, content ideation and planning, content creation, content distribution, content amplification, content marketing evaluation and content marketing improvement. Further, the book discuss about omni-channel marketing and emphasize on combining both online and offline

communication channels through mobile commerce, "webrooming", "showrooming" to drive the customers on the purchasing path. This section also argues that 'customer engagement tactics' are necessary to be vital when driving customers from act to advocacy. The most popular tactics that can act as catalyst are Mobile Apps, Social CRM and Gamification.

The authors conclude the book by discussing the WOW factor that differentiates a brand from its competitors. To get this WOW effect the marketer needs to provide Enjoyment to customers, good Experience and also the highest level of Engagement with customers is also indispensable. This book does a very good job of elucidating the shifts that have occurred in the marketing world from 'Traditional Marketing' to 'Digital Marketing'. The main cause for this is the easy availability of Internet, which leads to effective usage of technology and connectivity among customers. They now have more and more places to get information from and make a satisfied Buying decision.

The book explains that Marketing 4.0 is a marketing approach that combines both traditional and digital marketing techniques utilized by both companies and customers. It will help companies and marketers to better understand consumer behavior, strategic branding, and communication channels etc. in this digital era.