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Marketing Philosophies

Evolution of Marketing Philosophies

- Along with the time, the business world identified the importance of marketing and ways of practicing marketing activities.
- We identify these concepts as “marketing orientations or marketing philosophies”.
- These concepts depict how the businesses view their market.
- Even though some marketing concepts are out of date in the modern business context, in some situations you may feel that marketers still practice all these concepts to determine marketing strategies.



Evolution of Marketing Philosophies

1. Trade era
2. Production era
3. Product era
4. Sales era
5. Marketing era
6. Societal Marketing era
7. Holistic Marketing Concept





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Trade era



People exchanged products with another farmers and producers.

It was a time of products without branding



Production era



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Firms assumed that consumers would prefer products which are widely available and inexpensive



Key focuses of this concept are high production efficiency and low cost and mass distribution





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Product era



- The focus of the product concept is on **quality and performance of the product**.
- The firms view that **consumers prefer products with high quality, best performance and innovative features**.
- The product concept forced companies to ensure **improvement in product quality** and adding frills or features to **enrich the product performance** as much as possible.





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Sales era

To get more sparkle from your morning break...

*Nothing does it
like Seven-Up!*



Watch "Soldiers of Fortune"!
For exciting adventure,
see this 7-Up TV show
every week.

Copyright 1952 by The Seven-Up Company

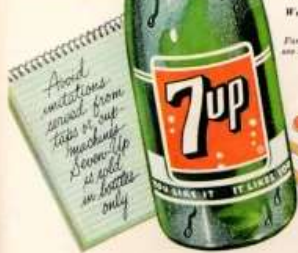
Here's "the greatest" for 10:15 A.M.

— the cool, clean taste you like, and the quick,
refreshing lift you deserve. Try it.

Tomorrow, when it's morning-break time, have a bottle of 7-Up. We bet
you like it better.

Notice how fast 7-Up gives you new "get up and go" (actually in from
2 to 6 minutes!). That's because, along with its other special ingredients,
7-Up has just the right amount of pure, natural, energy-giving sugar.

Enjoy your morning break more with 7-Up! For a real thirst-quencher;
for a cool, clean taste; for a quick, refreshing lift... Nothing does it
like Seven-Up!



You like it...it likes you!

An advertisement for the Amana Palanquin refrigerator. The background is red. At the top, it says "Here's Why the Amana PALANQUIN is Best...". In the center is a large, white, upright refrigerator. To the right of the refrigerator are three small inset images with text boxes, each highlighting a feature. At the bottom left, there are illustrations of a man and a woman looking at the refrigerator. The Amana logo is at the bottom right.

Customers will not purchase enough products or services unless business firms carry out **aggressive selling and promotion efforts.**

The selling concept focuses on hard selling which involves high risks since business firms **do not identify what customers really need**

Focuses on using heavy **sale and promotion activities to obtain profitable sales**



Marketing era



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- This philosophy lies on four concepts such as
 - focus on target market
 - focus on customer
 - Coordinated marketing activities
 - Profitability





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Societal Marketing era



THEIR NEEDS + SOCIETY FIRST
=
BETTER BUSINESS

Societal
Marketing
Concept



Desired satisfaction level better than competitors
without harming to the social well-being

This concept supports **socially**
responsible behavior



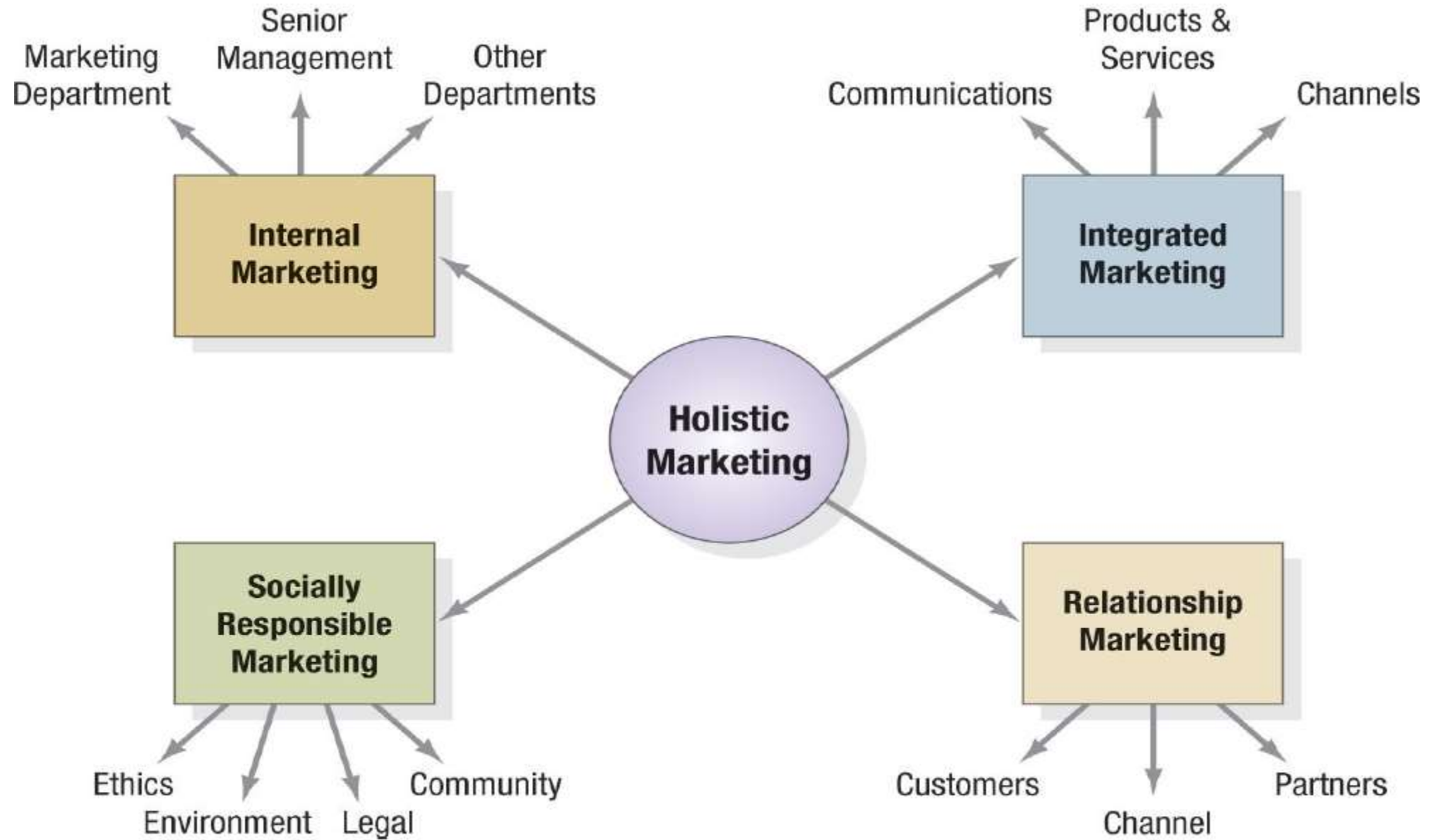


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Holistic Marketing Concept

- This concept addresses “Everything Matters” as **whole organizational perspective**.
 - ✓ Internal Marketing
 - ✓ Integrated Marketing
 - ✓ Performance Marketing (CSR marketing)
 - ✓ Relationship Marketing





The Experiences Era



Marketing Philosophies Timeline



The end



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