10 millenium marketing directions: From basics to breakthroughs

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The new millennium should bring a paradigm shift in many aspects of marketing. Knowledge of the basics of marketing is not anymore enough. Companies and marketing practitioners should move on to breakthrough marketing. In fact, current breakthroughs in marketing simply become basics of marketing. Companies should, therefore, search for something newer, more innovative, and more relevant in the age of information technology and e-commerce.

Let us tackle ten breakthrough issues which challenge business practitioners of today.

First Issue: Electronic marketing

The first issue is electronic marketing. E-commerce and/or E-business will be the norm in the coming years. Marketing companies and practitioners should enhance and strengthen their information technology systems to cope with information explosion and globalization. Are we now focusing our attention to R&D directions that will put into practice electronic

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distribution schemes in selling products, using electronic research in developing and testing new products, and tapping the internet in merchandising the products of our respective firms? For instance, the company Grocerific and another outfit, which is Grocer of Rustan’s, will eventually shift the attention of housewives to order at home, with products delivered to them on the same day. With online shopping, we need not burden ourselves with going to the malls and supermarkets and experiencing traffic that wastes our time. More so, there is a new study that shows that internet advertising is very effective in establishing product recall. Have we maximized the use of our websites for our new products? On the other hand, instead of test marketing a product the traditional way, have we ever tried new computer softwares in simulating the test marketing for us? Whether we like or not, the challenges of globalization will compel companies to go E-commerce to gain a competitive advantage, be cost and time efficient, and be more profitable.

Second Issue: Intuitive marketing

Who among you can harness his or her sixth sense? Our sixth sense or the inner powers of our minds can make things happen for us the way we want it. It is simply a question of tapping our right brain to move our minds and spirit. If we are familiar with the process of deep concentration, meditation and visualization, then our marketing ideas can come into reality.

There are a number of intuitive seminars and workshops like the Science of the Mind, Creative Thinking, YOGA, transcendental meditation. Currently the most popular one is the SILVA MIND TECHNOLOGY. One can experience controlling and disciplining his/her mind such that anything GOOD that he/she wants to happen can happen. For instance using the PRESENT TENSE in making things happen will happen instead of the prayerful FUTURE TENSE. Today, company employees can devote a few minutes of their time engaging in the SILVA style of visualization at the start of work, during lunch break, and before leaving the office—and employees can become more productive and creative than usual.

Third Issue: Strategic marketing

Strategic planning is now the buzzword in many different marketing companies and advertising agencies. Strategizing through scientific brainstorming and workshops can crystallize the directions and the future of brands. Establishing strategic business units or SBUs is now key to the successful launching of new brands. However, companies must be aware first of the science of STRATEGIC MARKETING before they could succeed. Key executives of the company should be familiar with the so-called internal and external analyses consisting of many different elements like market analysis, consumer analysis, competitors analysis, as well as the MBA method of the SWOT MATRIX in order to achieve the company’s long-, medium- and short-term goals. A company should adopt a strategic marketing format and encourage its brand managers to implement and adopt the format to be in focus. Otherwise, launching a brand may just be a hit-or-miss basis. If this happens, the brand will be extinct in the new millennium.
Fourth Issue: Global marketing: ISO 9000

Are we prepared to go global? Are our products of global quality and have we been conferred the ISO 9000 certification? If not, efforts should be accelerated to certify companies to gain competitive advantage. It was predicted by Professor Rene Domingo of the Asian Institute of Management (AIM) that the consumers of the future will be more PROCESS-ORIENTED than PRODUCT-ORIENTED. Hence, it is important to seek perfection in the manufacturing of products, like what MOTOROLA does with its 6-sigma program—a process that seeks perfection at 99.9999997 per cent.

Fifth Issue: Green marketing: ISO 14000

While business establishments in the Philippines are still moving towards ISO 9000, many advanced markets are now into ISO 14000 which is total quality environmental management. Not only has the product passed the international quality standards, but it has also passed the international standard of being environment-friendly. In other words the products are recyclable, returnable, or reusable. In Fuji-Xerox of Japan, for example, old, dilapidated xerox machines are turned out brand new and then marketed at premium prices.

Also, let us ask ourselves how long have we allowed fast food restaurants to serve food on styrofoam containers that are non-biodegradable. Imagine the impact they create on the environment once they become industrial wastes. We should therefore support advocacy ads that espouse the greening of the environment.

Sixth Issue: Paperless marketing

The world is now going digital. The credit card, automated system of transacting business is now invading the nation. Even smaller companies should enroll themselves to credit card companies so that the use of money as a medium of exchange will eventually be discarded at the retail level. This is paperless marketing happening in our midst. Kotler, the great American guru of marketing, will now re-evaluate his 4Ps of marketing since one of the Ps which is Price will now be digital; hence, consumers will no longer bring pesos as they go to the malls.

Seventh Issue: Robotics

Do you like a robot maid which can do the job of cleaning your bathroom with looking at their special needs and request a robotics company to produce a robot that can do the task for them.

Eighth Issue: Niche marketing

The new millennium is the era of entrepreneurs who can manufacture products or render services to a particular niche in the marketplace and be received favorably well. The consumers of the future no longer like mass marketed products. In fact, the appropriate terminology is “customized products”—a product suited to particular needs of certain individuals, or ‘niche marketing’. Business establishments can now manufacture a unique product to cater to a small, more limited segment of the mass market. Although more limited in scope, their patrons are the more loyal customers who can adequately provide the profits these companies need. Tag lines like “different strokes for different folks,” “personalize it,” “be cool and different,” will be more popular than usual since the company will be assured of a niche which will patronize its products.

Ninth Issue: Customer intimacy

Customer service is the traditional word of handling a consumer. Today, customer service has gained a new dimension. Before-, during- and after-sales services are very critical nowadays— and more time should be spent in handling a consumer particularly his/her complaints if there are any. This is what we call as “customer intimacy,” a buzzword started by many companies and retail establishments abroad particularly in the USA which are now being adopted by local and multinational companies in order to be competitive.

It is not enough that you render the regular service you have been doing to your patrons. You should now extend an extra mile and establish better relationships with them so they become your

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customers forever. For instance, are you ready to adopt the style of one shoe outlet abroad which provides lunch when you are shopping at lunch time? Will you have a telecommunication system that answers the phone and the operator “says good morning, may I help you” a split second after you touch the last digit? Or will you still accommodate a pair of shoes returned after one year it was bought by a foreigner since the shoes do not fit? These are now happening abroad. If these retail establishments invade us and adopt the same policies when the retail trade liberalization takes place, the Filipino retailers will surely be left behind if they insist on old, traditional ways.

Tenth Issue: OA5 (Out at Five)

The tenth issue—OA5—is the ultimate challenge posed to our local establishments. You may laugh, you may smile, but the new generation will definitely clamor for this; hence, we shall be faced with a new breed of QUALITY employees who will demand that they be OUT AT FIVE. They are not the typical government employees who are out even before the clock strikes five o’clock.

They are employees who shall lead in developing excellent products at the most efficient regular office hours so that they can be out at five. After five, they can just go home and spend more time with their family and their kids; or they can just enjoy the evening, relax and have fun. The following day, they will report at eight o’clock in the morning and render work very efficiently and creatively since they are more energized to proceed to their offices unlike people who always work overtime, pressured by their bosses, and become dull thinkers.

However, there is a catch in this theory of OA5. There are basic requirements. And they are a stable organization, a company that controls meetings and does not go overtime, a boss who does not talk too much, plus more importantly, an E-mail system where communications are accelerated and settled in the internet so there is fast delivery of services. The major requirement is for your companies to install an internet service where all employees have an e-mail account. The magic of computers can make wonders for your company since if your employees do their jobs well with the aid of this technology, they can be OUT AT FIVE.

“Pole vaulting,” “bright sizing,” our organizations, shifting from “basics” to “breakthroughs” is the call of the millennium. The concept of a paradigm shift is now more challenging since it is a “millennium shift.” This is the challenge of the future.

References
You sought out your job in that corporation. You applied for it. Competed in the selection. Struggled in the screening, and passed. At long last, you have become a regular member and a full-fledged one.

You have worked long enough for that corporation. Why are you still there? What’s keeping you there until now?

Is it for survival? Do you need the income for a living? Abraham Maslow would call this reason the physiological needs.

Or is it the job itself? Does your company provide you the opportunities for growth? Frederick Herzberg would readily say “my motivational factors are all in place for you there. Carry on.”

Or is it the founder, his strong beliefs and values for life and humanity? The norms and practices there? Do all these influence you to stay on in that company? Modern day behavior scientists in the company of Edgar Sheir would tell you—“the corporate culture inspires you to stay on.”

There is now a growing interest in this phenomenon of corporate culture. Some authors say, it is an unseen force in organization, influencing organizational processes and people’s behavior. You hear people proudly say: “This is the way we do things around here.” Or you see in every room “Christian Achievers for God and country.” Or hear “Touching Lives” of “Keeping you in touch”. And so on, and so forth.

What is corporate culture?

It is a system of basic assumptions, beliefs, values, norms, habits and practices of people in organizations. This complex set of things is discovered, experienced, learned, accepted and shared by the organization members themselves.

It has two dimensions: the essence and the accidents. The essence (essential component) consists of the basic assumption of the people about life, the world and the universe. These assumptions are expressed in “beliefs” and “values”. Belief in God and in His goodness; belief in man and in his innate potential for achievements. Value for human life and for morally upright life; for quality education, product and services. The accidents (surface components) are the external visible manifestations in the form of artifacts such as logotypes, uniforms, etc.; behavior norms such as policies, procedures, rules and regulations, performance standards and the like; habits and practices, such as prayer before and after class, daily reading of company creed, singing of the corporate song at opening of meetings.

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How does corporate culture develop?

In general, it originates with the founder, his dynamic personality, strong values/virtues and clear vision for the enterprise. Also, it evolves from the examples set by top management—from “what executives do and NOT what they say” (Mondy and Noe, 1990).

Specifically:
1. The founder has an idea, a vision of a new enterprise;
2. He invites one or more persons who share his “vision” and together they form the core group;
3. The founding core group creates and organization by: (a) raising funds, (b) incorporating, (c) locating space, and (d) planning the goals, etc.
4. Others are recruited, and a common history begins to develop.

Corporate culture is significant because it serves the following functions:
1. Provides organizational identity
2. Influences the thinking, attitudes, and behaviors of organization members, their activities and organizational processes
3. Unifies people, gives meaning and purpose to their daily lives
4. Generates order, teamwork, and responsibility
5. Solves the organization’s basic problems of survival in and adaptation to the external environment
6. Provides stability and security of organization members

How is corporate culture communicated to organization members?

The usual method is socialization, a continuous process of transmitting the key elements of the culture to the members. It starts with the company orientation and other forms of “indoctrination”. The formal media are executive visions of company future, corporate philosophy statements, and codes of ethical conducts called “military indoctrination.” Some informal means are public recognition of company heroes and heroines, retelling of historical success stories and myths, and news of the executive’s error or acts of generosity and forgiveness.

You are still there. What’s keeping you there until now?

References


