



## EVOLUTION OF THE MARKETING CONCEPT

### Definitions of marketing:

- The process by which companies create value for the customers and build strong customer relationships in order to capture value from customers in return.
- Marketing is about managing profitable customer relationships.

#### The two-fold goal of marketing is:

- ✓ Attracting new customers.
- ✓ Retaining and growing current customers.

#### The chartered institute of marketing (CIM) defines marketing as:

- ✓ “The management process which identifies, anticipates, and supplies customer requirements efficiently and profitably”.

#### The American marketing association (AMA) defines marketing as:

- ✓ “The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange and satisfy individual and organizational objectives.

### DEFINITION OF HEALTHCARE MARKETING:

- **Healthcare marketing** is the process of developing marketing and communication strategies to reach new patients and improve patient care by developing an open line of communication between providers or healthcare organizations and their patients.
- **Healthcare marketing** seeks to deliver valuable content and resources to patients across the care continuum using websites, social media, paid advertising, email marketing, video, and many more mediums.

### DEFINITION OF MARKETING EVOLUTION:

- **Marketing evolution** refers to the distinct phases that businesses have gone through as they continued to seek new and innovative ways to achieve, maintain and increase revenue through customer sales and partnerships.

### EVOLUTION OF MARKETING:

This marketing philosophy has undergone a thorough and gradual change since the great industrial revolution that took place during the latter-half of the 18th and first half of the 19th centuries.

**This gradual change can be traced under five periods:**

- 1) Production orientation era.

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- 2) Sales orientation era.
- 3) Marketing orientation era.
- 4) Relationship marketing orientation era.
- 5) Societal orientation era.

### **1) Production Orientation Era:**

- ✓ Production orientation business dominated the market from the beginning of capitalism to the mid-1950s.
- ✓ If the product is really good and the price is reasonable, there is no need for special marketing efforts.

#### **The assumptions of this concept are:**

“Anything that can be produced can be sold”, the most important task of management is to keep the cost of production down.

### **2) Sales Orientation Era:**

- ✓ in the first part of Era, in 1920 through the 1950 technology advances accelerated production.
- ✓ The increased competition and variety of choices/options available to customers changed the marketing approach and now the attitude is “Consumers will buy products only if the company promotes/sells these products”.
- ✓ “Creative advertising and selling, will overcome consumers resistance and convince them to buy”.

### **3) Marketing Orientation Era:**

- ✓ by the 1950 production continued to expand more quickly than the growth in demand for goods and services.
- ✓ The fundamental task of business undertaking is to study and understand the needs, wants, desires and values of potential consumers and produce the goods in the light of these findings so that consumer specifications are met totally.
- ✓ “It emphasizes the role of marketing research well before the product is made available in the marketplace”.

### **4) Relationship Marketing Orientation Era:**

- ✓ This is the modern approach of marketing.
- ✓ The late 1990 saw the beginning of the customer relationship era.
- ✓ “Today marketer focuses on needs/wants of target markets and aims at delivering superior value.”
- ✓ The mantra of a successful marketer is long-term relationships with customers and other partners lead to success.

### **(5) The Societal Orientation Era:**

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✓ This concept holds that the organization's task is to determine the needs, wants, and interests of target marketing and to deliver the desired satisfactions more effectively and efficiently than competitors.

✓ Additionally, it holds that this all must be done in a way that preserves or enhances the consumer's and the society's well-being.

✓

### **Types of marketing:**

1)Traditional marketing.

2)Outbound marketing.

3)Inbound marketing.

4)Internal marketing.

5)External marketing.

6)Digital marketing.

#### **1) Traditional marketing:**

✓ It is a standard mode of marketing that helps businesses to reach out to their audience with various offline advertising and promotional methods.

✓ Traditional marketing is a kind of marketing that can't be ignored and includes the traditional ads we encounter on a daily basis.

✓ **Many of the common and most tried traditional marketing techniques**

✓ **Come under the following major categories:**

✓ **Print:** It involves putting ads in magazines, newspapers, brochures, newsletters, and other printed material for distribution.

✓ **Broadcast:** It involves showing ads on radio and television, as well as specialized forms like an on-screen movie theatre.

✓ **Direct mail:** It involves giving ads in the form of postcards, letters, catalogs, brochures, and other material that is printed and mailed directly to leads.

✓ **Telemarketing:** It involves requested calling and cold calling of leads over the phone.

#### **2)Outbound marketing:**

➤ Also known as "push" or "interruption" marketing, is the use of marketing tactics to get your marketing message to the largest number of people possible through advertising, cold calling, direct mail and other aggressive techniques that interrupt people in their daily lives. Use traditional outbound channels like TV, radio, print, radio, and billboards are there for all to see or use internet.

#### **3)Inbound marketing:**

➤ Is a strategy that focuses on attracting customers via company created internet content, there by having potential customers come to the company rather than marketers vying for their attention.

➤ This type of marketing tries to make it easier for customers, who are already actively looking for goods or services via the internet, to find what a company offers.



#### **4)Internal marketing:**

- Refers to the process of motivating and empowering employees to work as a team for the overall wellbeing of the company and consequently, the clients.
- It is essential to provide clients with services at the desired level.

**“Happy internal clients mean happy external clients!”.**

#### **5)External marketing:**

- Is the action of promoting and selling services or products, which includes market research and advertising to clients and potential clients.

#### **6)Digital marketing:**

- Encompasses all types of electronic marketing techniques, including e-marketing, digital marketing techniques focus on spreading brand recognition through multiple electronic platforms without the expectation of customer interaction in return.

Digital marketing may take place online, such as through social media or search engines, or offline through electronic ads on billboards or commercials on radio stations or tv.