



New marketing models for developing a marketing strategy

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ABSTRACT

Marketing is a comprehensive and extensive industry for businesses to sell their services and products better and more. There are many successful models for marketing because competitors are constantly increasing their awareness and efforts. In such an environment, the management has to evaluate the level of risk in all decisions and act intelligently. Accurate, up-to-date, and clear information reduces the risk of making wrong decisions, and this is one of the important reasons for the necessity of conducting marketing research and improving marketing intelligence in the organization. Therefore, the current research was carried out with the aim of developing a theoretical perspective on the introduction of dimensions, components, and vital elements aligned with the needs of customers and the competitiveness goals of economic enterprises. For this purpose, a conceptual and comprehensive review of the research literature was done first. In the next step, the influential factors in marketing success were extracted. Then, the key elements of marketing models based on strategy aligned with competitiveness objectives were identified.

1. Introduction

Marketing models are designed to help companies develop their strategies. Sometimes, despite the efforts they make to advance their goals, business owners do not achieve their desired results and are disappointed in achieving success. After a while, they try again and fail again. And this cycle of failed marketing may continue for a long time (Nozari et al., 2022). The above process is common among

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businesses that spend thousands of dollars of capital and hundreds of hours of time on marketing techniques without drawing a pattern or bigger picture. Using the latest and most efficient marketing methods does not necessarily lead to business success. Rather, to create a correct performance, it is better to consider these methods only as a small part of a broader strategy.

Marketing models are tools that clarify the thoughts and decisions that are made in the marketing process. These tools are even effective in developing marketing strategies. In fact, before choosing a marketing method, one must have a correct understanding of the personality and behavior of the ideal customer. According to it, it is possible to choose and implement the right type of marketing methods and marketing strategies. A marketing strategy refers to the way a company tries to introduce its products and services to potential customers, educate the audience about them, and encourage them to buy. A marketing strategy can be completely innovative or it can be a tried and tested strategy (Toloie-Eshlaghy et al., 2013). The marketing strategy should be formed based on the needs, objectives, target market, and product or service characteristics of a business and is specific to that particular business. However, there are different categories for these strategies. The most important goals of marketing models are:

- Define marketing strategy.
- Decision making for target marketing.
- predicting their performance in the context of consumers,
- Revenue flow forecast

In most cases, the success or failure of a company can be seen as a direct result of its marketing strategy and how effective it is. Therefore, it is very important to choose the right marketing strategy that matches the needs of the company. Finally, you should know that although there are many different strategies for marketing, two main types can be considered business-to-business and business-to-customer marketing (Nozari et al., 2023).

2. Marketing

The term "marketing" is used to describe business activities that involve the buying and selling of products or services and came into general use in the late 19th century, as well as the study of the history of marketing and marketing itself as an academic discipline in the early part of the century. The 20th was raised and discussed in scientific meetings (Daneshvar et al., 2022). Marketing is the activities that companies do to increase the purchase or sale of their products or services. Marketing includes activities such as advertising, selling, and delivering products or services to consumers or other businesses. Professionals who work in different marketing departments of a company seek to attract the attention of their customers in different ways, including advertising. The ultimate goal of all businesses is to make money, and marketing is a very important channel to achieve this goal. In fact, many businesses would not exist without marketing (Nozari et al., 2021). There are ten things you can market to:

- 1) Goods
- 2) Services
- 3) experiences
- 4) Events
- 5) People
- 6) Places
- 7) Property
- 8) Organizations
- 9) Information
- 10) Ideas

But these ten items alone do not create different types of marketing, but the principles and methods of doing them also cause a variety of marketing to be created.

- **social marketing**

Social marketing is one of the principles of commercial marketing that is used to achieve a social service. The main goal of social marketing is not to earn economic profit, but the main goal is to change people's behavior in the direction of social benefits.

These goals can include promoting the use of seat belts while driving, promoting regular health checkups, encouraging people to vaccinate their children, asking people to quit smoking, etc.

- **Service marketing**

Service marketing is marketing based on relationship and value, and in fact, in this type of marketing, we offer something to the customer that is more valuable than an objective object. Services cannot be seen or touched, they can only be experienced. Examples of services are banking, insurance, catering, medical services, etc. Offering services is very different from offering products and therefore, they need different strategies to succeed in the market.

- **Green marketing**

The marketing of products that are assumed not to harm the environment. This type of marketing includes all activities that are designed to produce and facilitate any exchange to meet human needs or desires. In such a way that the satisfaction of these needs and desires is created with minimal negative impact on the environment. The premise of green marketing is that potential consumers see the "greenness" of the product or service as an advantage and make their purchase decision. Based on it, they build. Even if they pay more for green products. Green marketing only includes goods and services that are compatible with the environment, and this is its most important competitive advantage over other companies that produce goods with features that are not compatible with the environment.

- **Holistic marketing**

In the modern world of marketing, organizations are looking for a perspective beyond traditional marketing and consider marketing as a comprehensive process and an important economic component.

Holistic marketing enables a company to view its marketing efforts as a "whole" and develop a complete marketing plan. Holistic marketing acknowledges that when it comes to marketing, "everything matters" and that there needs to be an integrated and broad view of all aspects of marketing (Salehi Koocheh Baghi et al., 2021).

- **Direct marketing**

Selling goods and services directly is called direct marketing. Companies involved in direct marketing communicate directly with their target customers through specific advertising techniques. This type of marketing helps us to establish better relationships with customers in business. Direct marketing is superior to other types of marketing because it allows the company to reach specific target markets in a concentrated manner (Bayanati et al., 2022).

- **Digital Marketing**

Marketing is always about how to communicate with your audience at the right time and place. That means you have to go to a place where the audience spends most of their time. Considering the influence that the internet has found in our lives these days, and depending on the conditions that govern the society, such as Corona and traffic restrictions, etc., the use of the internet and social networks, as well

as buying from these online platforms, it is expanding day by day. Digital marketing refers to any form of marketing that takes place on a digital platform, and businesses use digital channels such as search engines, social networks, email, and other websites and applications to communicate with their current and future customers (Aliahmadi et al., 2022).

- **Network marketing**

Network marketing is also known as multi-level marketing. Network marketing is a business model that involves a pyramidal network of people who sell a company's products (Ghahremani-Nahr et al., 2021).

In fact, network marketing is a pyramid structure of people who do not receive salaries and receive a commission whenever the person himself or the person who is under him in the pyramid makes a sale (Bayanati et al., 2023).

Figure 1 shows the marketing strategy.



Fig. 1. Marketing strategy.

Any organization's sales depend on a steady flow of new customers. Marketing is not the only source of obtaining quality customer information, but it can be safely said that the company's sales volume also depends on the quality of customer information, which is the task of obtaining this information with the company's marketers (Najafi et al., 2022).

3. Marketing models

Marketing research is a function to obtain information that connects consumers, customers, and the general public to the marketer. Information is used to identify and define marketing opportunities and problems. Marketing research includes information in the field of producing, refining, and evaluating marketing actions and monitoring its performance, which ultimately helps to better understand how marketing works (Chen et al., 2022).

In general, there are two types of marketing models. Top-down model and bottom-up model. In top-down models.

These models focus on the demographic characteristics and expectations of the audience. They segment the market to see how different audience groups buy (Fallah et al., 2021). In contrast to using these groups to predict demand, income depends on the sales volume of the product or based on the number of available production. Many models also fall between these two categories. Some of the most important models are:

- **7Ps marketing mix**

The marketing mix is one of the most prominent and effective models in formulating general business strategies, from conceptualization to its finalization! Using the marketing mix, you can analyze each part of your company to identify ways you can optimize your strategy and thereby achieve your goals (Eisapour et al., 2013). The marketing mix or the 7Ps consists of the following items;

- ❖ Product
- ❖ Price
- ❖ Place
- ❖ Promotion
- ❖ People
- ❖ Process
- ❖ Physical evidence.

- **STPD marketing model**

One of the popular top-down marketing models is the STPD model, which focuses on how the company addresses customers. In this model, all efforts are focused on this principle so that we can send a relevant and personalized message to the target audience (Alvandi et al., 2022).

This model includes the following;

- ❖ Segmentation
- ❖ Targeting
- ❖ Positioning
- ❖ Differentiation

- **Porter's five forces model**

Porter's competitive model includes 5 general forces; which consists of the competitive situation, the power of suppliers, the power of buyers, the threat of substitute products, or the entry of new entrants. This model is unique because it has a very narrow focus on products and target audiences, and instead focuses most of its attention on the effects of Bjorn and competitors. The use of this analysis can provide a high level of understanding of the competitive environment from the existing business conditions. Below is a summary of the factors (Tootian et al., 2022);

- ❖ Supplier power refers to several important factors, the size of the supplier, its uniqueness in terms of services and the cost of replacing products.
- ❖ Buyer power means the ability of the customer to influence the company's decisions.
- ❖ Alternative threat describes what alternatives your product has to competitors.

- ❖ The threat of new entrants refers to how difficult it is for competitors to enter the market.
- ❖ The existing competitive situation refers to the level of competition in the industry and the extent to which external factors affect it, as well as how your product performs against the entire market (Moeini et al., 2013).

Figure 2 shows Porter's competitive model.



Fig. 2. Porter's competitive model.

4. Conclusion

Marketing management identifies market opportunities and tries to use and profit from them by formulating appropriate strategies. Marketing management must implement the organization's marketing plans and continuously evaluate their effectiveness and eliminate the shortcomings in the implementation of marketing plans. In fact, marketing management is done with the aim of increasing the efficiency of the company's marketing activities.

Marketing management, like other fields of management, includes performance, planning, organizing, directing and controlling and manages and facilitates the process of providing goods and services from seller to buyer.

In fact, the marketing management of any company includes the process of decision-making, planning and control of various aspects of a company's marketing. The concept of marketing may be simple, but its implementation is very difficult. If a company can manage its marketing activities in a way to recognize and satisfy the preferences of its customers faster, it can reach its goals faster as a result.

It doesn't matter what industry you are in. Being known as an expert in your field is the most basic need of your business to be present in the market. According to research, 60% of buyers say that the sense of expertise that comes from being properly guided convinces them that you are the best in your business and has made them even consider buying a product on the Internet. They did not consider buying.

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