

HOSPITALITY AND TOURISM MARKETING

Lecturer: HABUMUREMYI Faustin, MTourMgt.

Lecture 4:

Marketing 3.0

Course outcomes

At the end of this lecture, you will be able to:

- Describe correctly what is **marketing 3.0** and how is different with others
- Explain clearly **the 3i model** and how is related to **marketing 3.0**
- Interpret perfectly how to promote **marketing 3.0 with business partners**
- Identify clearly **ten credos** of marketing 3.0

Describing what is Marketing 3.0: the third revolution marketing

- ❑ According to Philip Kotler (2021), Marketing 3.0 is a marketing that focuses on the customer as a human being in its entirety, with material, emotional and spiritual needs,
- ❑ a marketing capable of satisfying humanism's noblest instances.

Marketing 3.0 (cont')

- ❑ Value driven era
- ❑ Consumers approached as whole human beings with minds hearts and spirits
- ❑ Consumers looking for solutions
- ❑ Search for companies which address their deepest needs for social, economical and environment justice
- ❑ Not only functional and emotional fulfillment but also of spirit in the product and services they chose.
- ❑ Companies have bigger mission, vision and values-complementing human emotions with spirits.

Comparison of marketing 1.0,2.0 and 3.0

	Marketing 1.0	Marketing 2.0	Marketing 3.0
	Product-Centric Marketing	Consumer-Oriented Marketing	Values-driven Marketing
Objectives	Sell products	Satisfy and retain the consumers	Make a world a better place
Enabling forces	Industrial Revolution	Information technology	New wave technology
How company see the market	Mass buyers with physical needs	Smarter consumers with mind and heart	Whole human with mind, heart and spirit
Key marketing concept	Product development	Differentiation	Values

Charles Good, (2014), Marketing 3.0

<https://image3.slideserve.com/6323016/comparison-of-marketing-1-0-2-0-and-3-0-l.jpg>

Comparison of marketing 1.0,2.0 and 3.0 (cont')

Company marketing guidelines	Product specialization	Corporate and product positioning	Corporate mission, vision and values
Value propositions	Functional	Functional and emotional	Functional , emotional and spiritual
Interaction with consumers	One-to-many transaction	Functional and emotional	Many-to –many collaboration

Charles Good, (2014), Marketing 3.0

<https://image3.slideserve.com/6323016/comparison-of-marketing-1-0-2-0-and-3-0-l.jpg>

Marketing 3.0 Facts

- The age of participation and collaborative marketing
- Expressive social media
- Collaborative social media
- The age of globalization paradox and cultural marketing
- The age of creative society and human spirit marketing

Marketing 3.0 Innovations

1. Co-creation :

- The new way of creating product and experience through collaboration by companies consumer, suppliers, and channel partners interconnected in a network of innovation

Marketing 3.0 innovations (cont')

2. Communitization

- The concept of communitization is closely related to the concept of tribalism marketing.
- Companies that want to embrace this new trend should accommodate this need and help consumers connect to one another in communities.

SHIFT TO HUMAN SPIRIT: THE 3i MODEL

- In marketing 3.0 companies need to address consumers as **whole** human beings.
- A physical body, a mind capable of independent thought and analysis, a heart that can feel emotion, and a spirit-your soul of philosophical center.

The 3i Model



Dennis Warrink (2022) , The 3i Model, Reprinted from Marketing 3.0,
<https://www.researchgate.net/profile/Dennis-Warrink/publication/335443923/figure/fig1/AS:796785396162562@1566979850977/The-3i-Model-Reprinted-from-Marketing-30-From-Products-to-Customers-to-Human-Spirit.jpg>

The 3i Model (cont')

- ❑ The **brand identity** means how the company is positioned in the minds of consumers.
- ❑ Considering **the desires and needs** of the market, the identity has to be **unique** to stand out among the competition.

The 3i Model (cont')

- ❑ integrity is about **keeping promises**. If your brand positioned itself in the market in a way, offered something different and completely **innovative**, but didn't comply, it failed to show its integrity.
- ❑ A brand with integrity will be **committed** to delivering what has been **promised** and earning consumer trust.

The 3i Model (cont')

- ❑ The image, on the other hand, consists of **delighting the consumer**. Passing an image that fits the perceptions of buyers, the company will be treading the path to win them over.
- ❑ Therefore, the product must, through its image, establish a **relationship** with the consumer.

SHIFT TO VALUES-DRIVEN MARKETING:

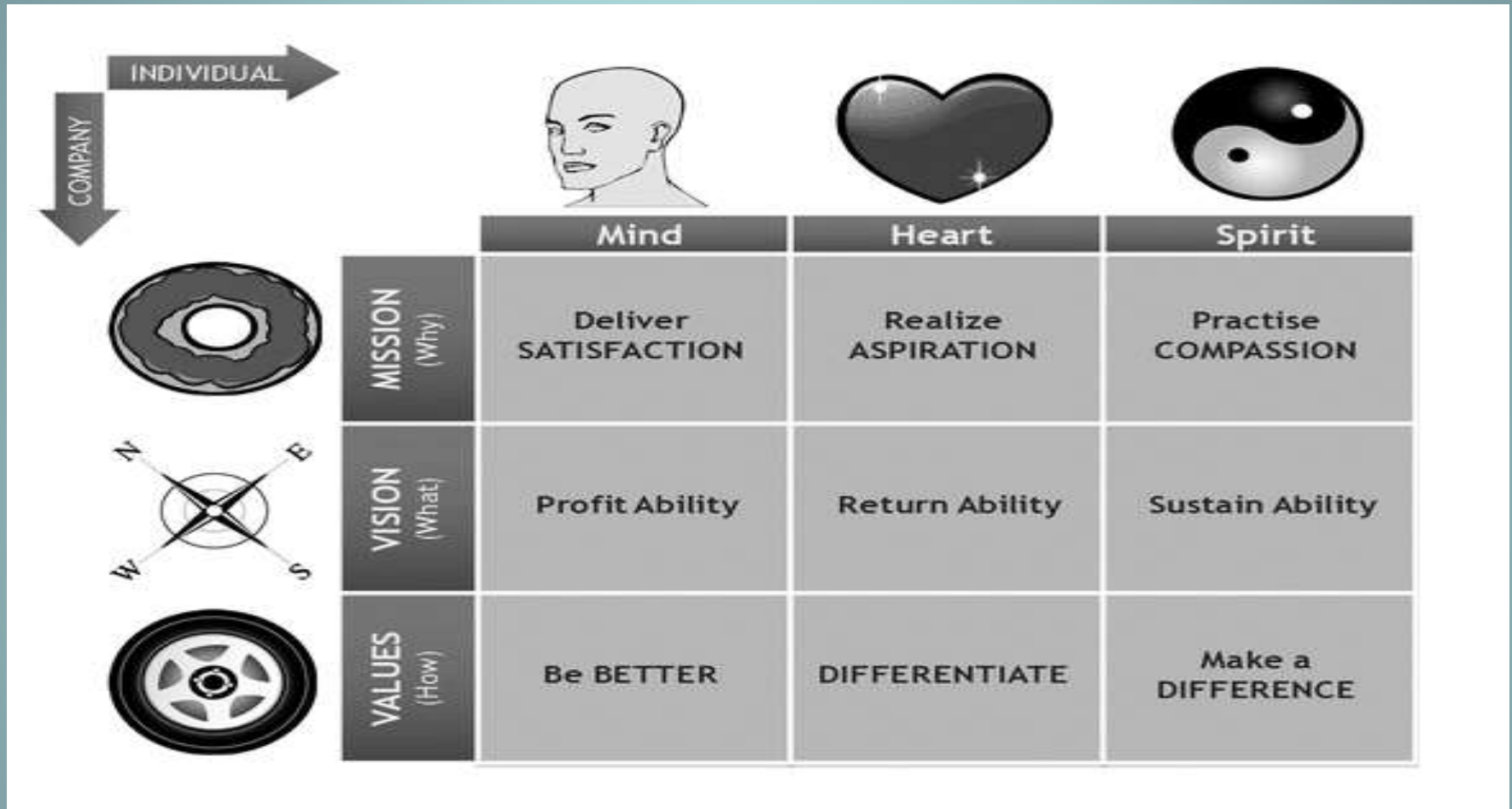
- Marketers need to identify **the anxieties and desires of consumers** to be able to target their minds, hearts, and spirits.



Marketing + Strategy

- ❑ Considering the definition of Marketing 3.0, the company's main focus needs **to be to win consumer hope.**
- ❑ For this, marketing is not only the area that convinces the consumer to buy, but **part of the strategy of the organization and its characteristics become reflections of the mission, vision, and values of the company.**

VALUES-BASED MODEL



Philip Kotler, (2022), Marketing 3.0,

https://images.prismic.io/pb4y/MzlhYzYzNTktNTJlOC00NzMyLWE5NDUtZjJiZDEwMzAyYmNl_dlm2niymnkztky_2vfc78veyrxc2kpifuavpdjcxg19r6ugiqfmvennjkpmsgcayy26znjcrio03ov-hrj_3atqpt-z4zqzzh6-ttlyxxkejcevpzycj0kr4-uuinyuhu2uzifxcn8psldojzvfbihx

VALUES-BASED MODEL (cont')

- The image represents the Values-Based Matrix Model (VBM), which is responsible for **uniting the characteristics of Marketing 3.0 with the strategic guidelines.**
- As a result, we can see how each guideline is related and how each relationship brings **different aspects** to be used in marketing, such as providing **satisfaction and making a difference to achieve profitability and sustainability.**

Marketing the Mission to the consumers

- ❑ Consumers are the new brand owners!
- ❑ Making a mission is not easy.
- ❑ An effective mission has to create impact and be innovative, differentiating itself from other brands.

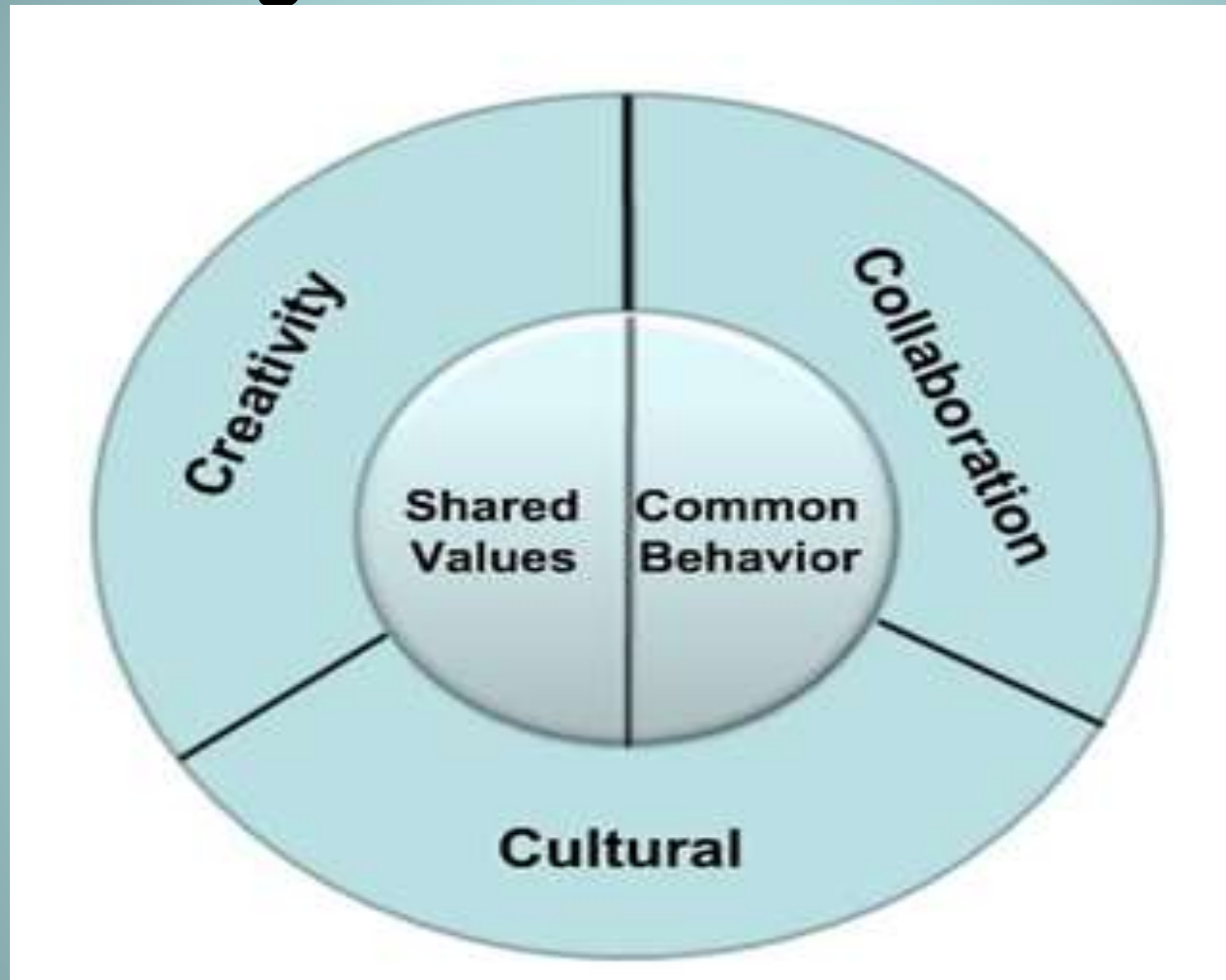
Three characteristics of a Good Mission

- ❑ Business as unusual: **creating**
- ❑ Story that moves people: **spreading**
- ❑ Consumer empowerment: **realizing**

Marketing the values to the employees

- ❑ Permission to play values are the basic standards of conduct that employees should have when they join the company
- ❑ **Aspirational values** are values that a company lacks but the management hopes to achieve
- ❑ **Accidental values** are acquired as a result of common personality traits of employees.
- ❑ **Core values** are the real corporate culture that guides employees actions

Shared values and common behaviour in marketing 3.0 context



Charles-good Charles Good, (2014), Marketing 3.0,
<https://image3.slideserve.com/6323016/slide22-n.jpg>

VALUES WILL DO YOU GOOD!

1. Attracting and Retaining Talent
2. Back-Office productivity and front-office quality
3. Integrating differences and Empowering

CHANGE THE LIVES OF EMPLOYEES:

Six segment of employees:

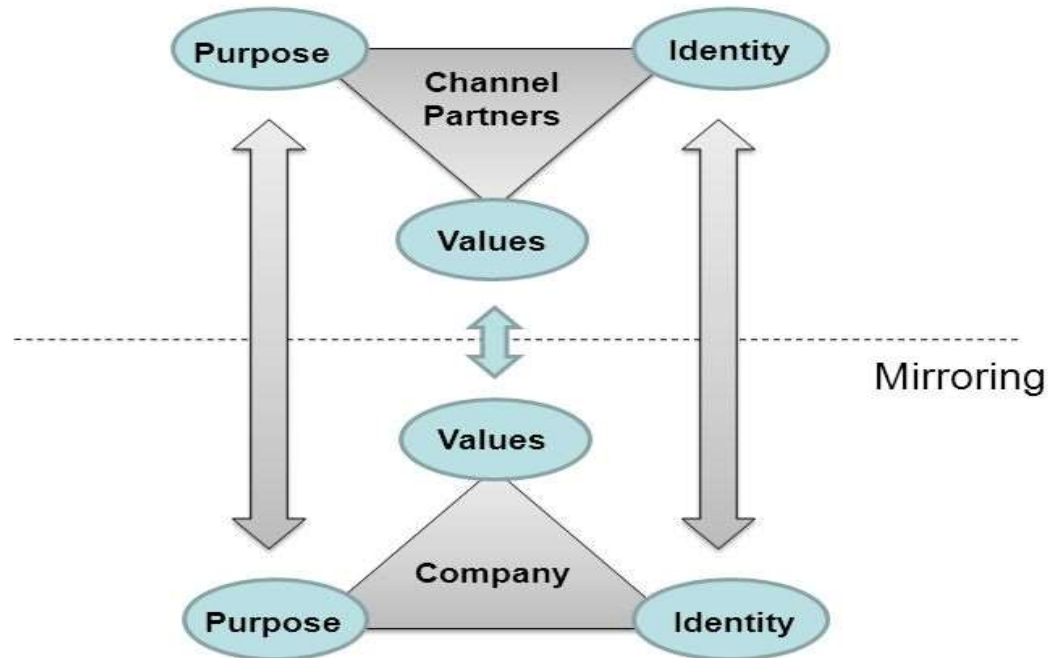
- The low group obligation and easy income segment** is a group of employees who look for quick wins.
- The flexible support segment** is a group that goes with the flow because they do not see a job as priority yet
- The risk and reward segment** includes employees who see jobs as opportunities to challenges and excite themselves

Six segment of employees (cont')

- **The individual expertise and team success segment** seeks jobs that offer teamwork and collaboration.
- **The secure progress segment** looks a promising career path.

MARKETING THE VALUES TO THE CHANNEL PARTNERS

1. Channel as Collaborator : Selecting the Fit



27/44

Randolf Wilson, (2021), marketing 3.0,
https://www.google.com/url?sa=i&url=https%3A%2F%2Fslideplayer.com%2Fslide%2F8433568%2F&psig=AOvVaw1AkbPT4-TP_NLqvUrFG-ob&ust=1663944213340000&source=images&cd=vfe&ved=0CAwQjRxqFwoTClIx67nRqPoCFQAAAdAAAAABAg

MARKETING THE VALUES TO THE CHANNEL PARTNERS(cont')

2. Channel partners **as cultural change agent:**
Distributing the story
3. Channel **as creative ally:** Managing the relationship.

Marketing the vision to stakeholders

- **Short-termism** hurts the economy
- **Long- term** share holder value=vision of sustainability
- Marketing visionary strategy.

The meaning of social business enterprise

- ❑ **Market education** : SBEs must educate the underserved market continuously, not only the product benefits but also on how to increase their quality of life.
- ❑ **Linkage with local communities and the informal leaders**: SBEs must also build linkages with local communities and the informal leaders such as doctors, teachers, heads of villages and religious leaders.

The collaboration of the innovator, the investor, and the propagator

- Natural resources dependence
- Current exposure to regulation
- Increasing potential for regulation
- Competitive market for talent
- Low market power in a highly competitive market
- Good environmental track records
- High brand exposure
- Big environmental impact

Motivations of Different Actors



Innovator

Enable

- Natural resources dependence
- Current exposure to regulation
- Increasing potential for regulation



Propagator

Promoter

- Competitive market for talent
- Low market power in highly competitive market
- Good environmental track records



Investor

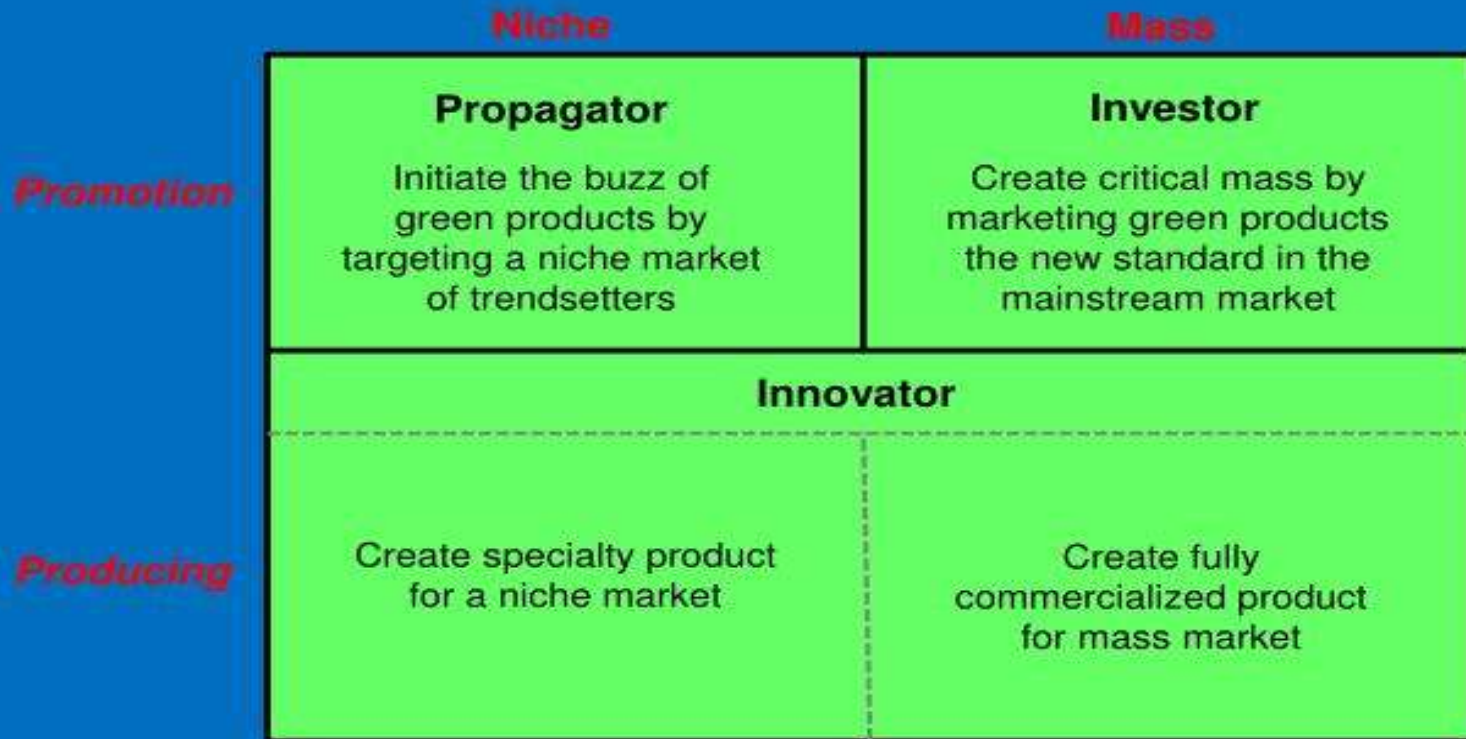
Amplifier

- High brand exposure
- Big environmental impact

2. Targeting communities for green marketing

2. Targeting Communities for Green Marketing

Collaboration of Different Actors



40/44

10 credos of Marketing 3.0

1. Earn your customers' loyalty and have respect for your competitors;
2. Be alert and prepared for change. Don't be resistant and change when you have the opportunity;
3. Create your identity and establish your reputation;
4. Segment your customers, each one is different and you must first reach who will be most impacted;
5. Have a fair price that reflects the benefit you are offering;

10 credos of Marketing 3.0(cont')

6. Let your customers find you easily;
7. Conquer new customers and maintain a good relationship with the current ones;
8. Your company should serve the customer, and your products should impact people's lives;
9. Focus on continuous improvement, always strive to evolve your processes daily;
10. Collect as much information as possible, seek to learn, consider all variables, and make smart decisions.

References

- 1] Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, (2022), Marketing 3.0, Marketing 3.0, <https://onlinelibrary.wiley.com/doi/book/10.1002/9781118257883>
- 2] Luiza Skrobich & Sebastian Kot, (2018), Marketing 3.0 In Contemporary Marketing Management Activities Of Enterprises, https://www.researchgate.net/publication/328556648_MARKETING_30_IN_CONTEMPORARY_MARKETING_MANAGEMENT_ACTIVITIES_OF_ENTERPRISES

Thank you!

Next lecture: Analyze market environment

Lecturer :Faustin

Email:hfaus84@gmail.com