

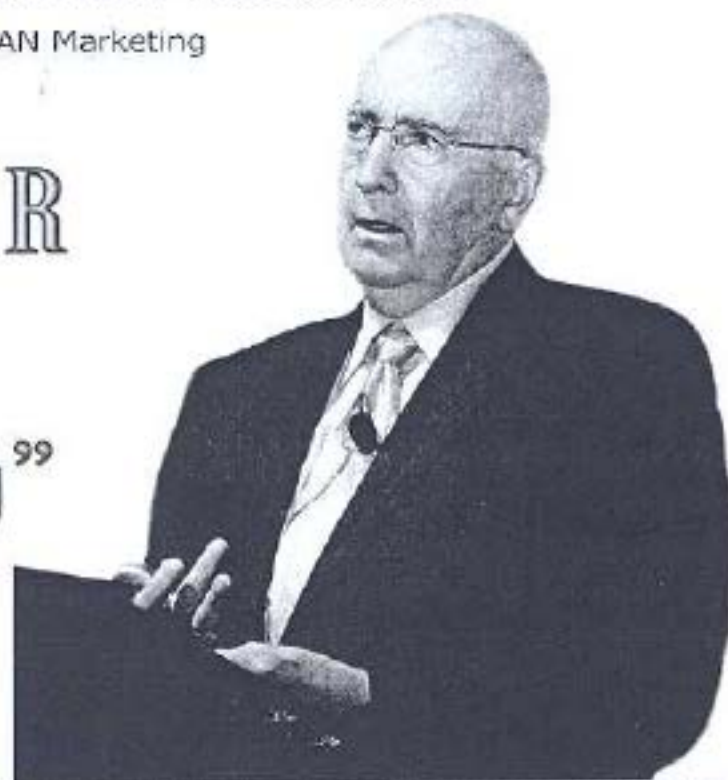
THAILAND MANAGEMENT ASSOCIATION



Philip Kotler Center
for ASEAN Marketing

PHILIP KOTLER
LIVE IN BANGKOK

“Future of Marketing”



Tuesday, June 2, 2009

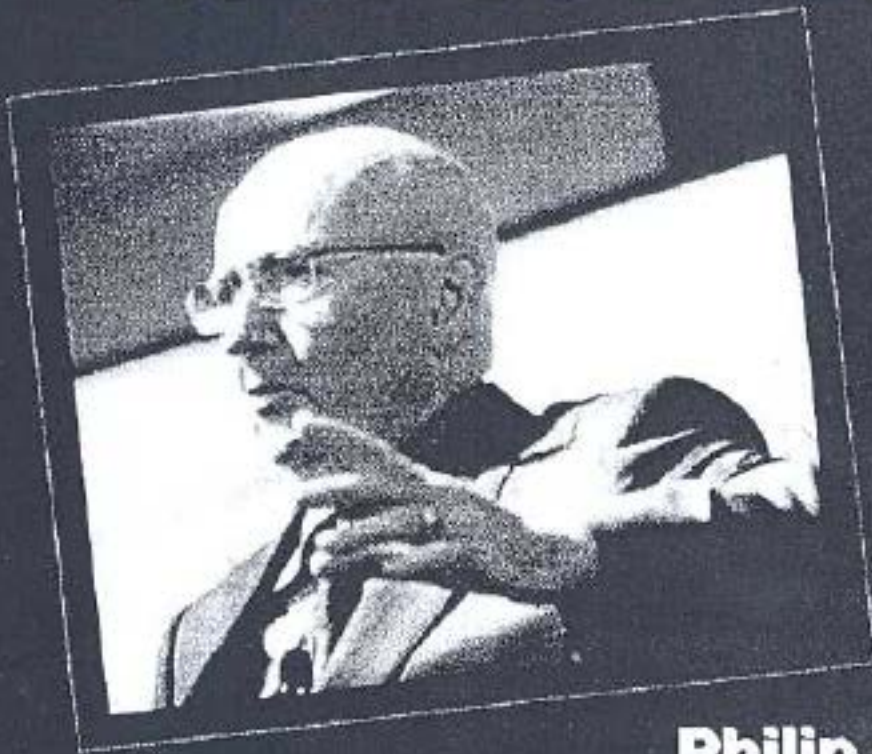
Prof. Sangvian Indaravijaya Auditorium

(09.00 am. - 05.00 pm.)

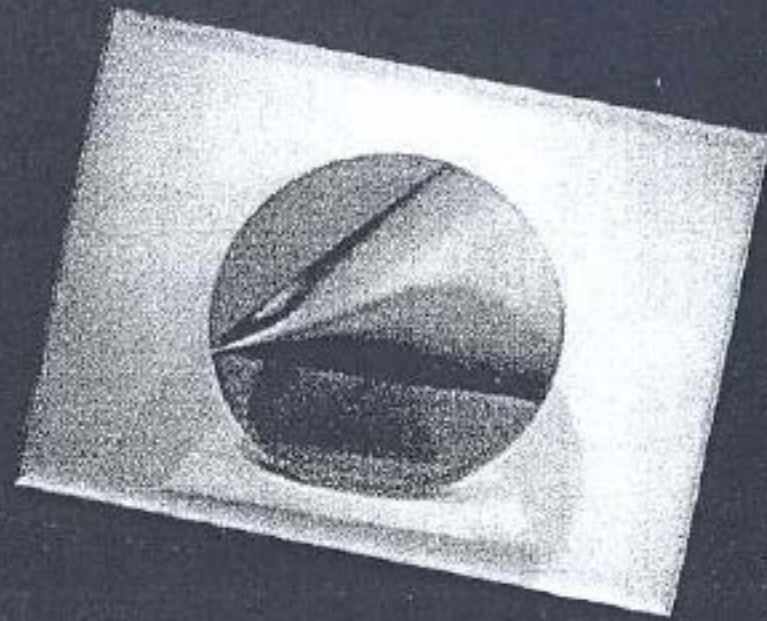
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THE FUTURE OF MARKETING



Philip Kotler, Ph.D
Kellogg School of Management
Northwestern University



Thailand Management Association
Bangkok, Thailand
June 2, 2009

1



“Initially, marketing was seen as one of several equally important functions.”

2



“Lack of demand leads marketers to argue that their function is more important.”

3



“A few enthusiasts went further and said marketing is the major function of the enterprise....”

4



“Enlightened marketers ...put the customer rather than marketing at the center of the company.”

5



“Some marketers say that marketing still needs to command a central position if customers’ needs are to be ... satisfied.”

THE POSTWAR 1950s

- 1 The Marketing Mix
- 2 Product Life Cycle
- 3 Brand Image
- 4 Market Segmentation
- 5 The Marketing Concept
- 6 The Marketing Audit

THE SOARING 1960s

- 1 The Four Ps
- 2 Marketing Myopia
- 3 Lifestyle Marketing
- 4 The Broadened Concept of Marketing

THE TURBULENT 1970s

- 1 Targeting
- 2 Positioning
- 3 Strategic Marketing
- 4 Service Marketing
- 5 Social Marketing
- 6 Societal Marketing
- 7 Macro-Marketing

THE UNCERTAIN 1980s

1

Marketing Warfare

2

Global Marketing

3

Local Marketing

4

Mega-Marketing

5

Direct Marketing

6

Customer Relationship Marketing

7

Internal Marketing

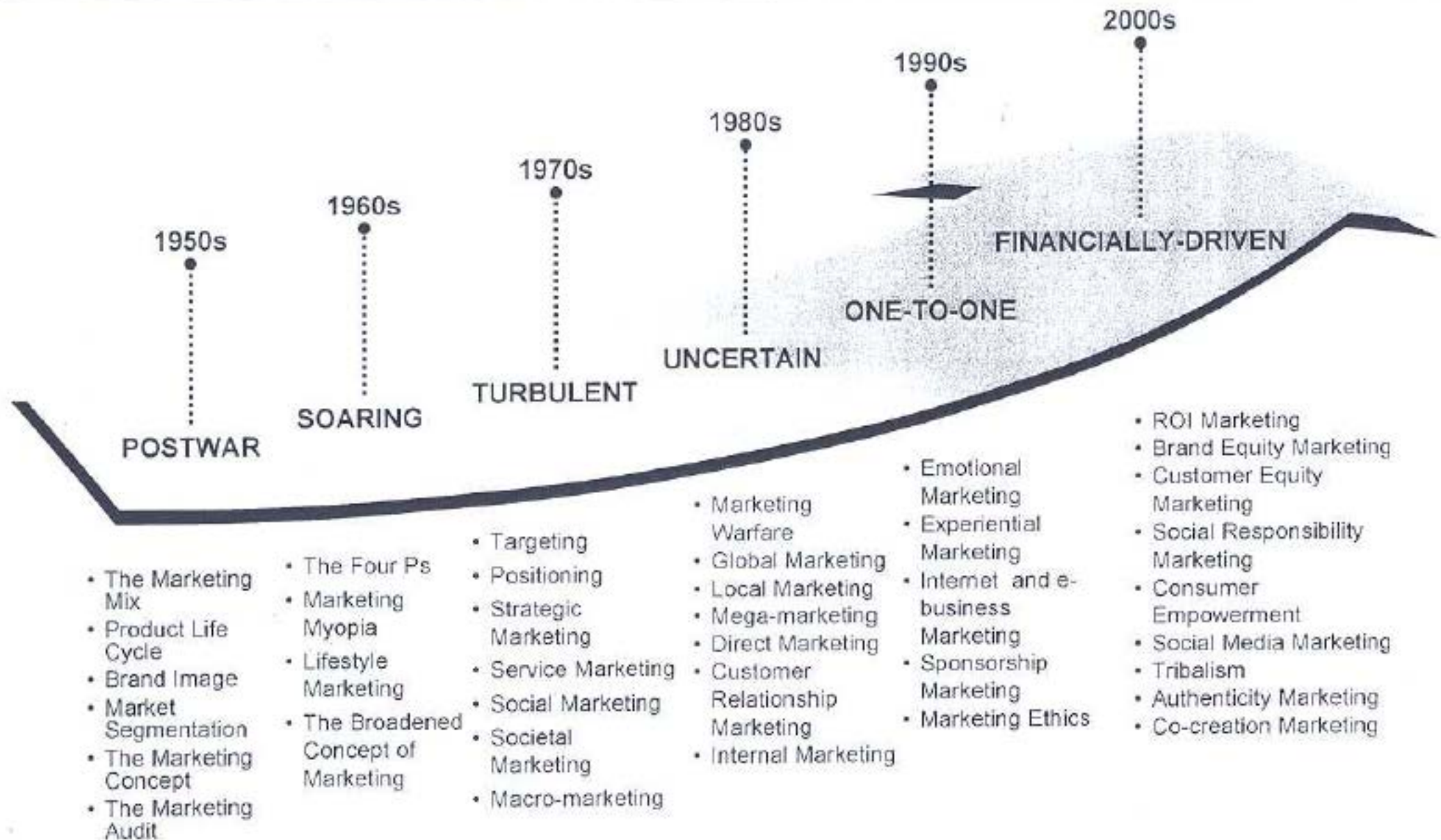
THE ONE-TO-ONE 1990s

- 1** Emotional Marketing
- 2** Experiential Marketing
- 3** Internet and e-Business Marketing
- 4** Sponsorship Marketing
- 5** Marketing Ethics

THE FINANCIALLY-DRIVEN 2000s

- 1 ROI Marketing
- 2 Brand Equity Marketing
- 3 Customer Equity Marketing
- 4 Social Responsibility Marketing
- 5 Customer Empowerment
- 6 Social Media Marketing
- 7 Tribalism
- 8 Authenticity Marketing
- 9 Co-Creation Marketing

THE FUTURE OF MARKETING

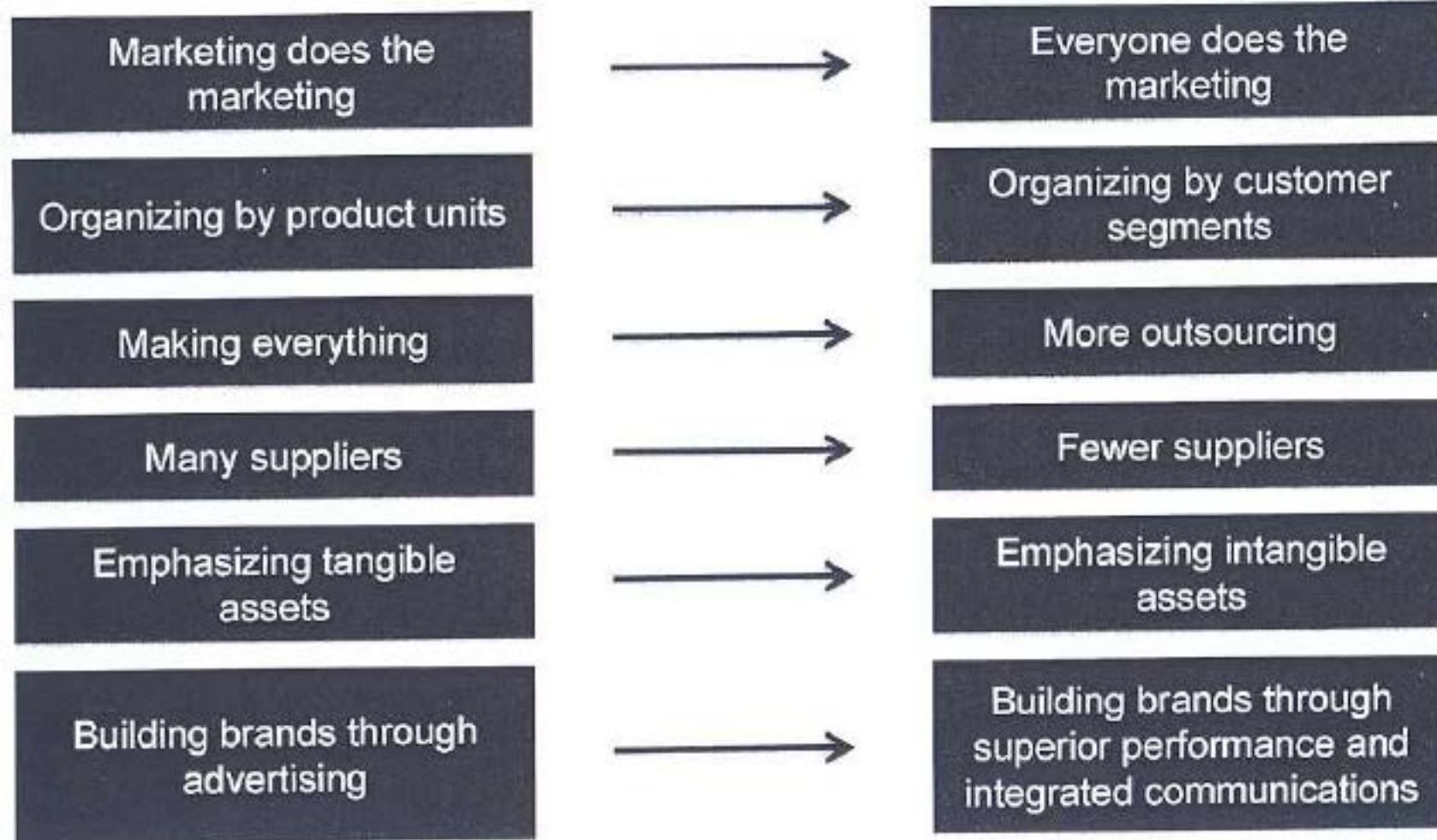


THE EVOLUTION OF MARKETING

	Transactional Marketing	Relationship Marketing	Collaborative Marketing
Time Frame	1950s	1980s	Beyond 2000
View of Value	The company offering in an exchange	The customer relationship in the long run	Co-created experiences
View of Market	Place where value is exchanged	Market is where various offerings appear	Market is a forum where value is co-created through dialogue
Role of Customer	Passive buyers to be targeted with offerings	Portfolio of relationships to be cultivated	Prosumers-active participants in value co-creation
Role of Firm	Define and create value for consumers	Attract, develop and retain profitable customers	Engage customers in defining and co-creating unique value
Nature of Customer Interaction	Survey customers to elicit needs and solicit feedback	Observe customers and learn adaptively	Active dialogue with customers and communities

Adapted from Prahalad and Ramaswamy 2004

MAJOR SHIFTS IN MARKETING



MAJOR SHIFTS IN MARKETING

CONT'D...



CUSTOMER EMPOWERMENT

INFORMATION ASYMMETRY

Information was scarce

Customers were ill-informed

Exchanges were monologues

Marketing was "command-
and-control"



INFORMATION DEMOCRACY

Information is ubiquitous

Customers are well-informed

Exchanges are conversations

Marketing is "connect-and-
collaborate"

Shift Toward A NETWORKED ECONOMY

INDUSTRIAL Economy



NETWORKED Economy

Marketers as HUNTERS

Customers as objects

Marketers seek to
maximize
transactions

Standard offering

Marketers initiate
communications

Marketers as GARDENERS

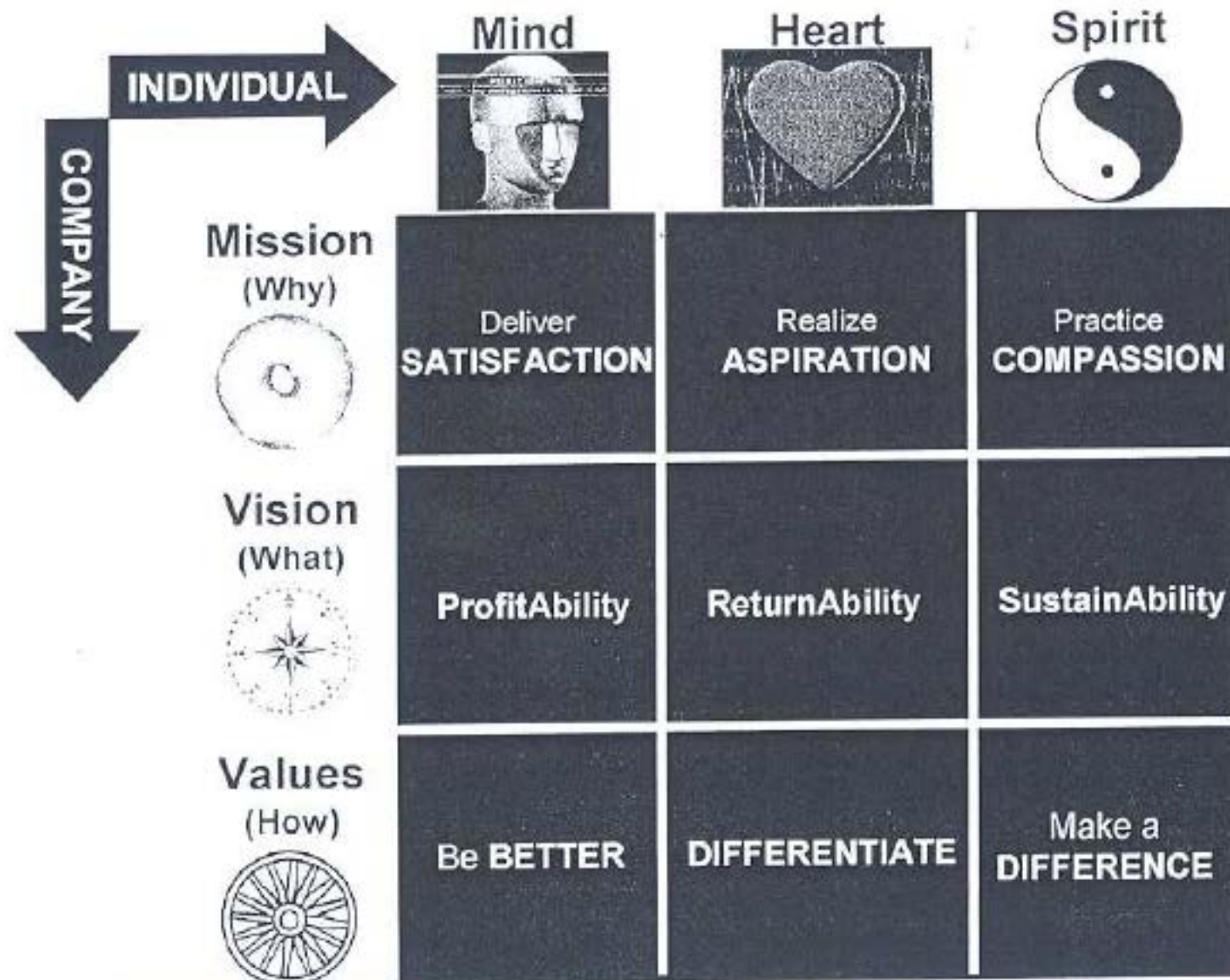
Customers as relationships

Marketers seek to
maximize customer lifetime
value

Offerings as platforms to be
customer-designed

Customers initiate
communications

VALUE-BASED MARKETING



Source: Philip Kotler and Hermawan Kartajaya, Marketing 3.0

MIND

HEART

SPIRIT

Mission

Contributing to the community well-being as well as sustaining and protecting the environment



Promoting reusable shopping bags



Base of the Pyramid

Vision

To be a world leader in delivering innovative solutions to meet human needs through sustainability principles

For SC Johnson, creating sustainable economic value means helping communities prosper while achieving profitable growth for the company.



ED
ROSEBROWN
AWARDS
FOR
EXCELLENCE
IN ADVERTISING

Sustaining Values:
SC Johnson Public
Report

Values
Sustainability

We create economic value
We strive for environmental
health
We advance social progress

*We believe our
fundamental strength
lies in our people.*



ADVICE

- 1 You will have to focus more.
- 2 You will have to know about "tribes".
- 3 You will have to price more for value.
- 4 You will have to master service.
- 5 You will have to sell emotion, experience and authenticity.
- 6 You will have to master customer relationship building.
- 7 You will have to co-create with your customers.
- 8 You will have to master the social media, blogs, podcasts, and YouTube.
- 9 You will have to develop an early warning system and scenario planning.
- 10 You will have to measure results better and show accountability.
- 11 You will have to balance the rewards to your stakeholders.

“Within five years. If you’re in the same business you are in now, you’re going to be out of business.”

