

Paper –Marketing Management

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## **Topic- Holistic Marketing**

Holistic marketing is a business marketing philosophy which considers business and all its parts as one single entity and gives a shared purpose to every activity and person related to that business. A business is just like a human body: it has different parts, but it's only able to function properly when all those parts work together towards the same objective. Holistic marketing concept enforces this interrelatedness and believes that a broad and integrated perspective is essential to attain best results.

### **Components Of Holistic Marketing**

Holistic marketing focuses on marketing strategies designed to market the brand to every person related to it, be it employees, existing customers or potential customers, and communicating it in a unified manner while keeping in mind the societal responsibility of the business.

### **Relationship Marketing**

The relationship marketing aspect of holistic marketing philosophy focuses on a long-term customer relationship and engagement rather than short-term goals like customer acquisition and individual sales. This strategy focuses on targeting marketing activities on existing customers to create a strong, emotional, and everlasting customer connection. These connections further help the business in getting repeated sales, free word of mouth marketing and more leads.

## **Integrated Marketing**

Integrated marketing is an approach to create a unified and seamless experience for the consumer to interact with the brand by designing and directing all communication (advertising, sales promotion, direct marketing, public relations, and digital marketing) in such a way so that all work together as a unified force and centres around a strong and focused brand image

## **Internal Marketing**

There are two types of customers to every business: internal and external. While focusing on external customers should be a top priority for every business, internal customers should not be left unnoticed as these internal customers (employees) play a vital role in marketing the brand and products to the external customers of the business.

## **Socially Responsible Marketing**

The socially responsible marketing aspect of the holistic marketing concept involves a broader concern of the society at large. It requires the business to follow certain business ethics and focuses on partnerships with philanthropic and community organisations. A business is considered as a part of the society and is required to repay the same.

Socially responsible marketing encourage a positive impact on company's stakeholders.