



Emerging Concept in Marketing

Presented by: Prof. Tapas Kr. Mondal



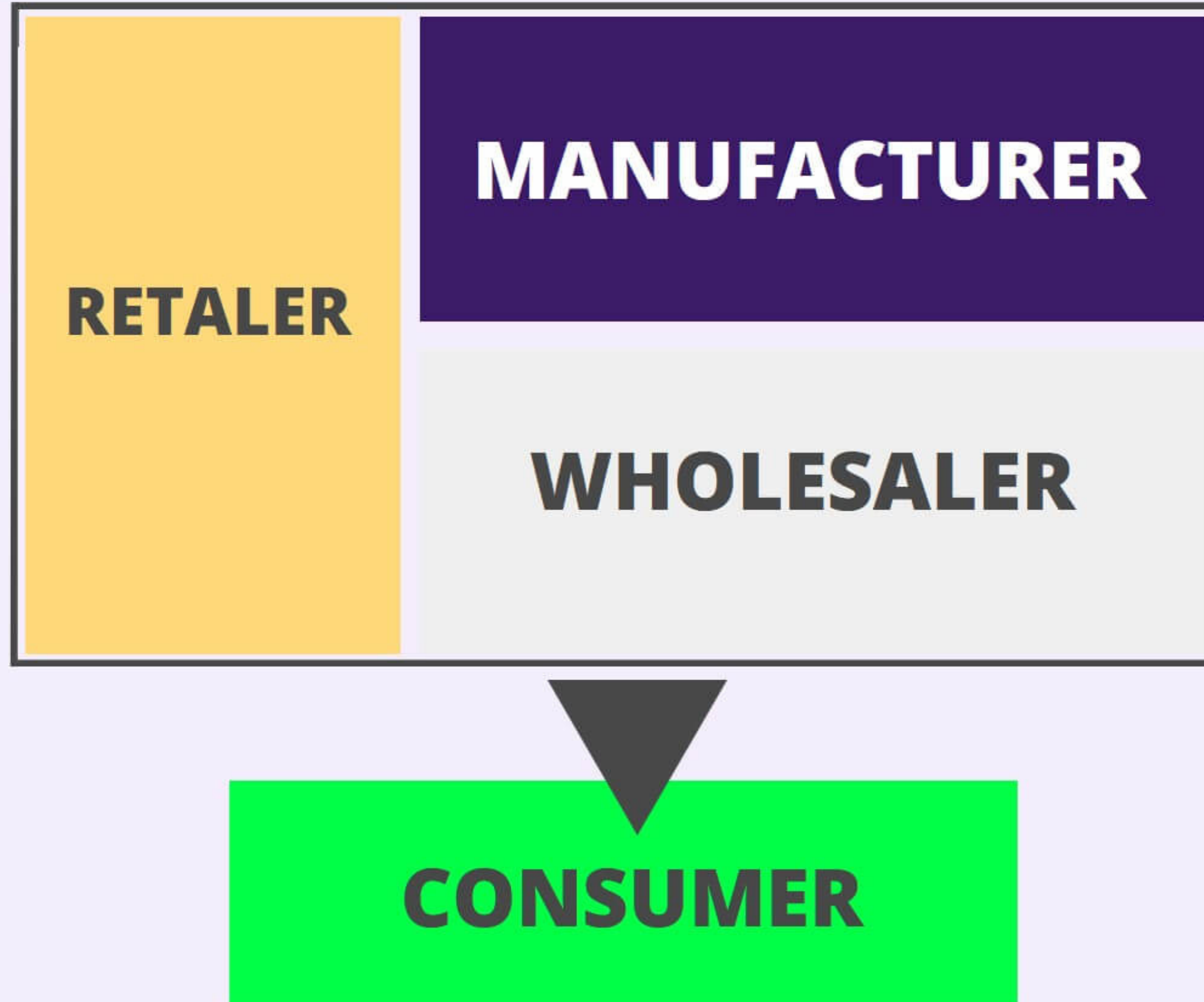
Prof. Tapas kr.
Mondal

**Vertical
Marketing
System**

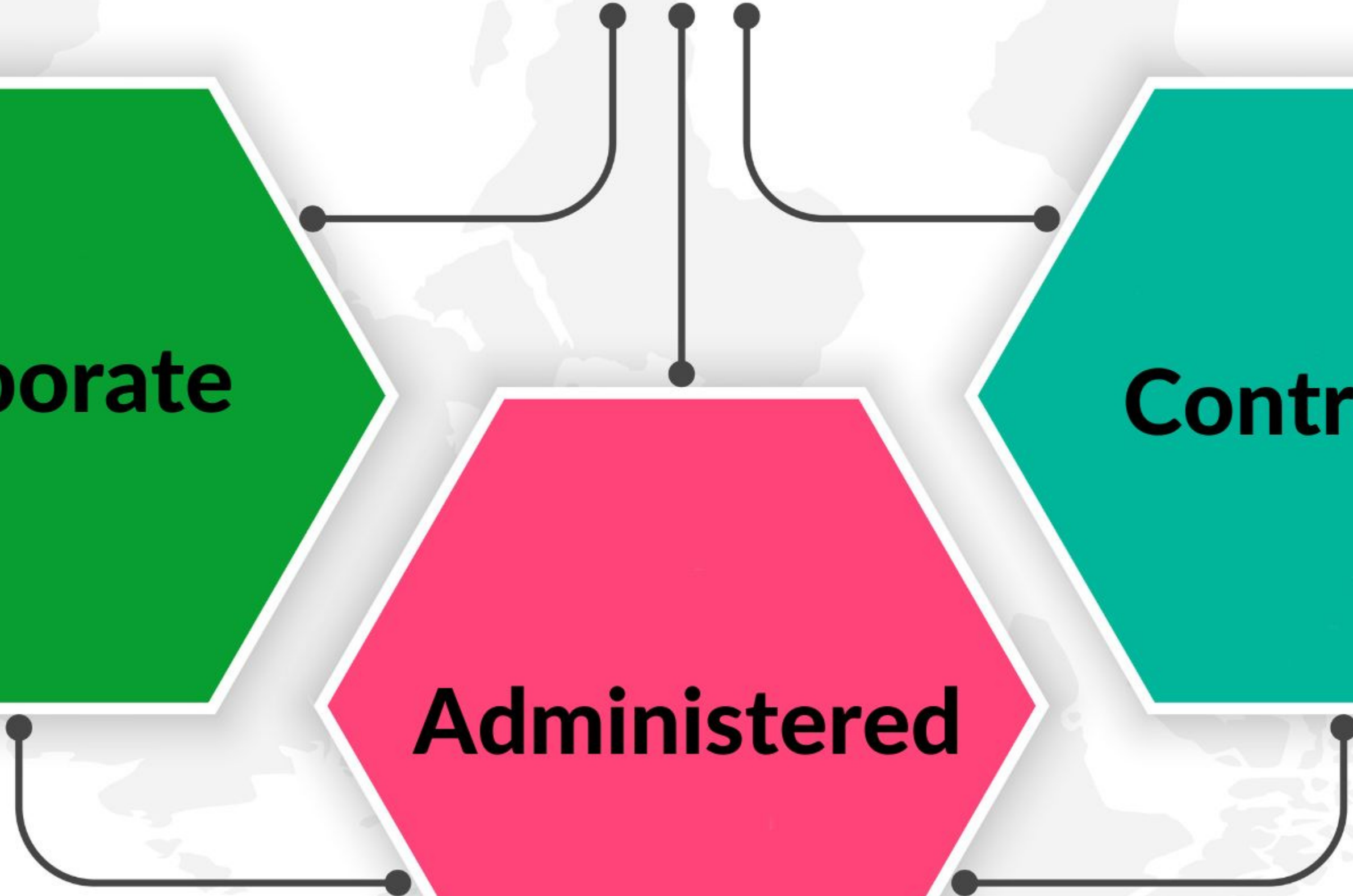
VS

**Horizontal
Marketing
System**

VERTICAL MARKETING SYSTEM



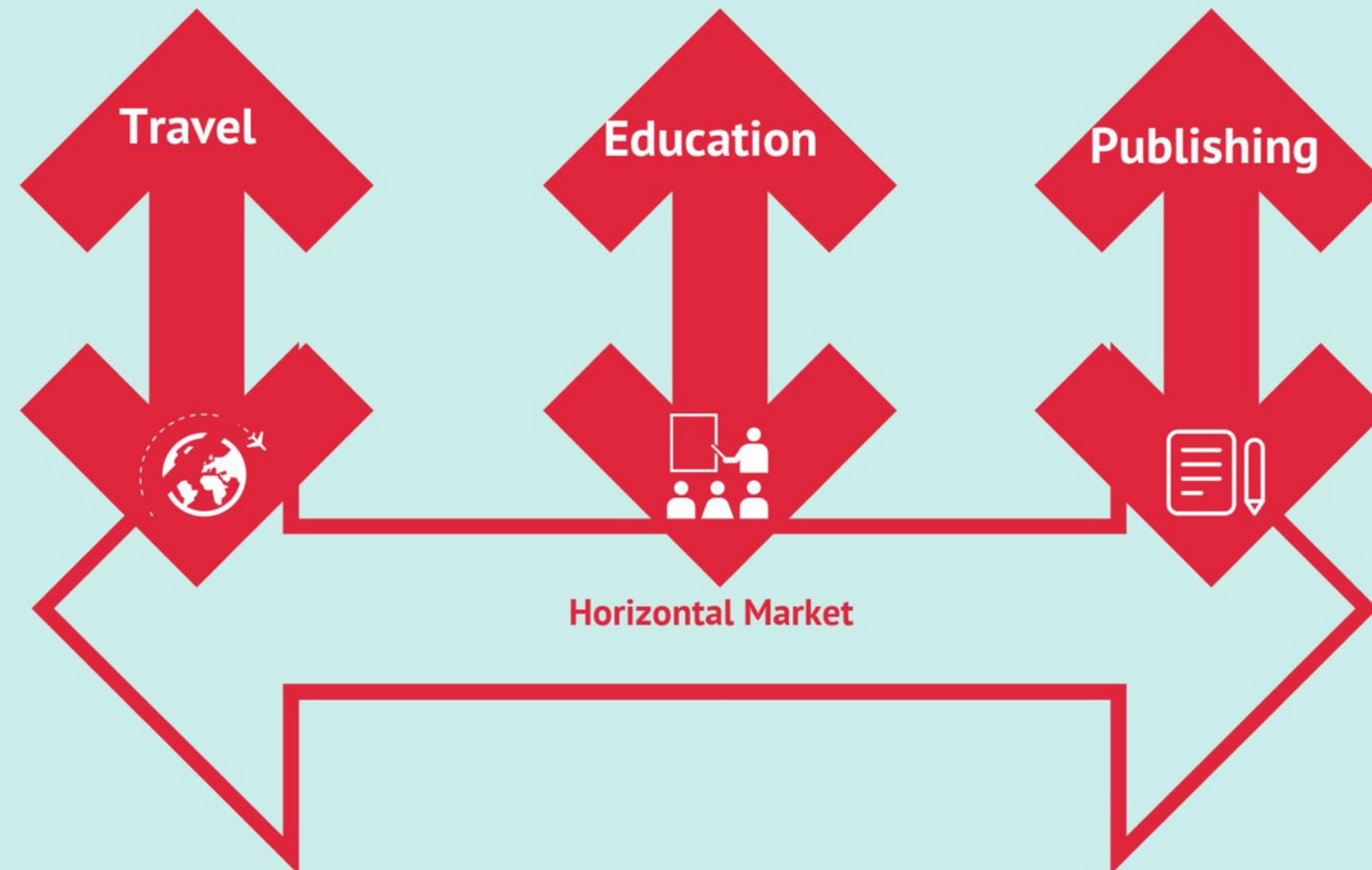
Vertical Marketing System





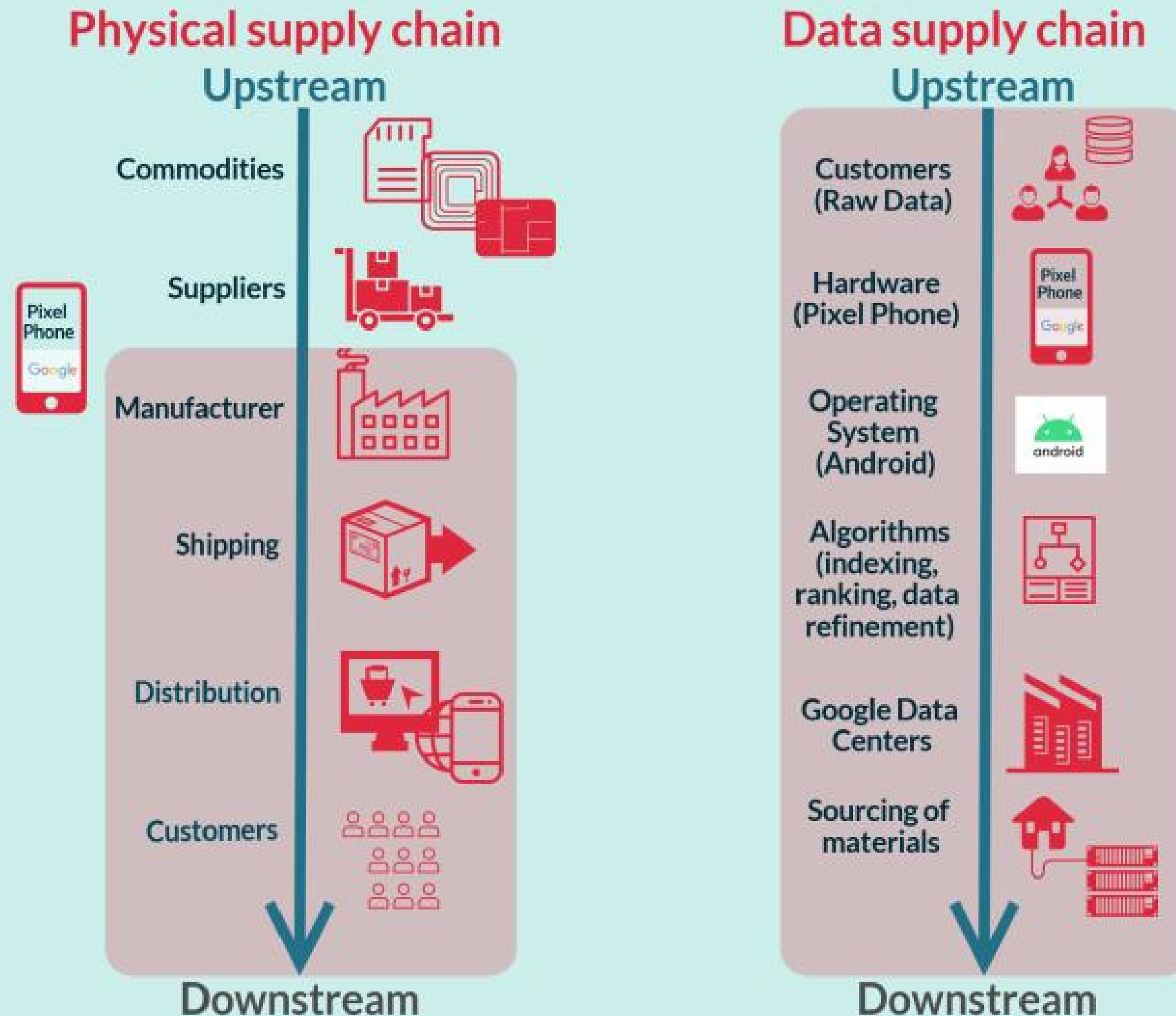
Horizontal Market

By definition, a horizontal market is a wider market, serving various customer types, needs and bringing to market various product lines. Or a product that indeed can serve various buyers across different verticals. Take the case of Google, as a search engine that can serve various verticals and industries (education, publishing, e-commerce, travel, and much more).



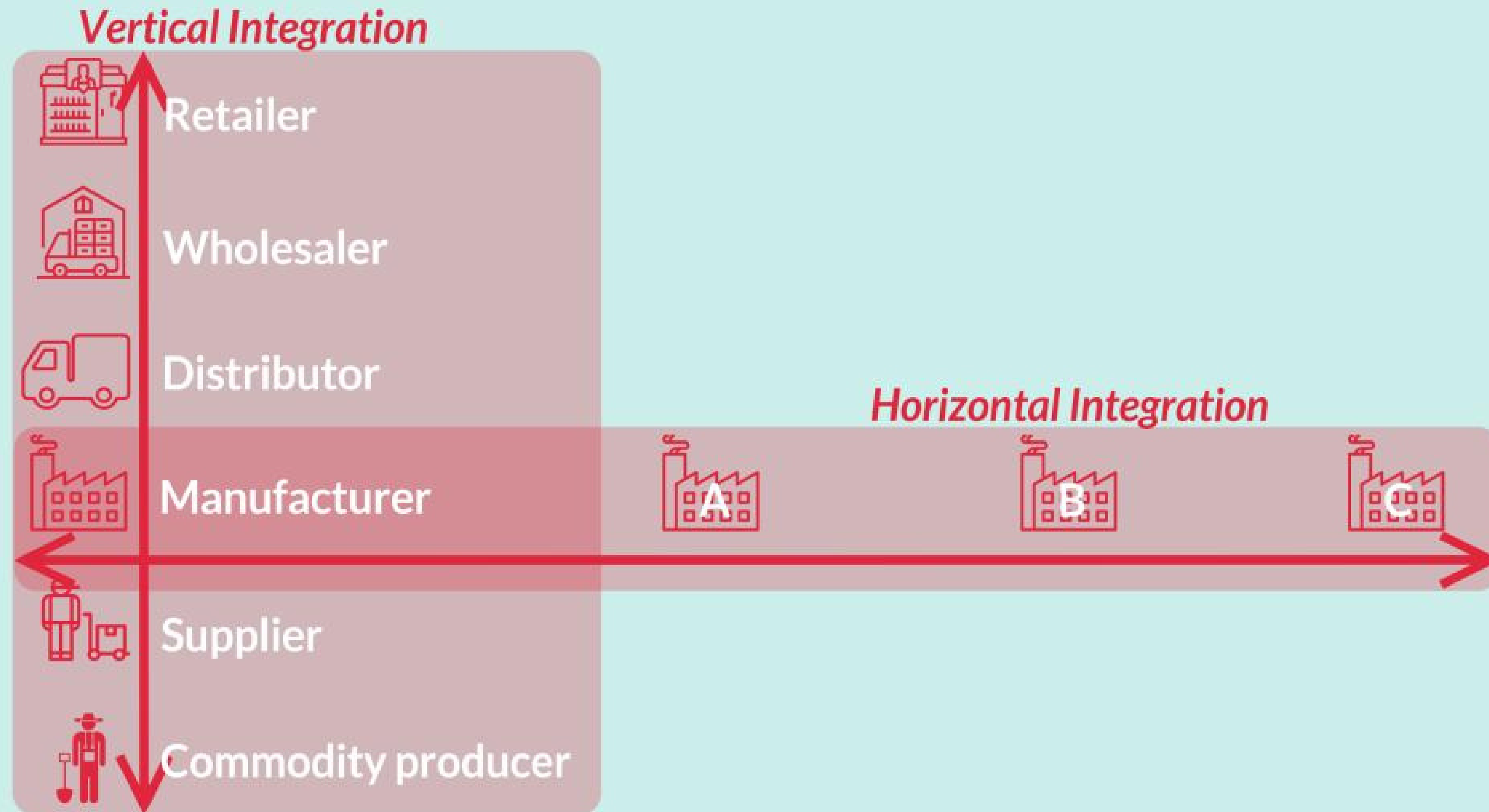
Vertical Integration In The World Of Bits

In business, vertical integration means a whole supply chain of the company is controlled and owned by the organization. Thus, making it possible to control each step through customers. In the digital world, vertical integration happens when a company can control the primary access points to acquire data from consumers.



Horizontal vs. Vertical Integration In A Nutshell

Horizontal integration refers to the process of increasing market shares or expanding by integrating at the same level of the supply chain, and within the same industry. Vertical integration happens when a company takes control of more parts of the supply chain, thus covering more parts of it.



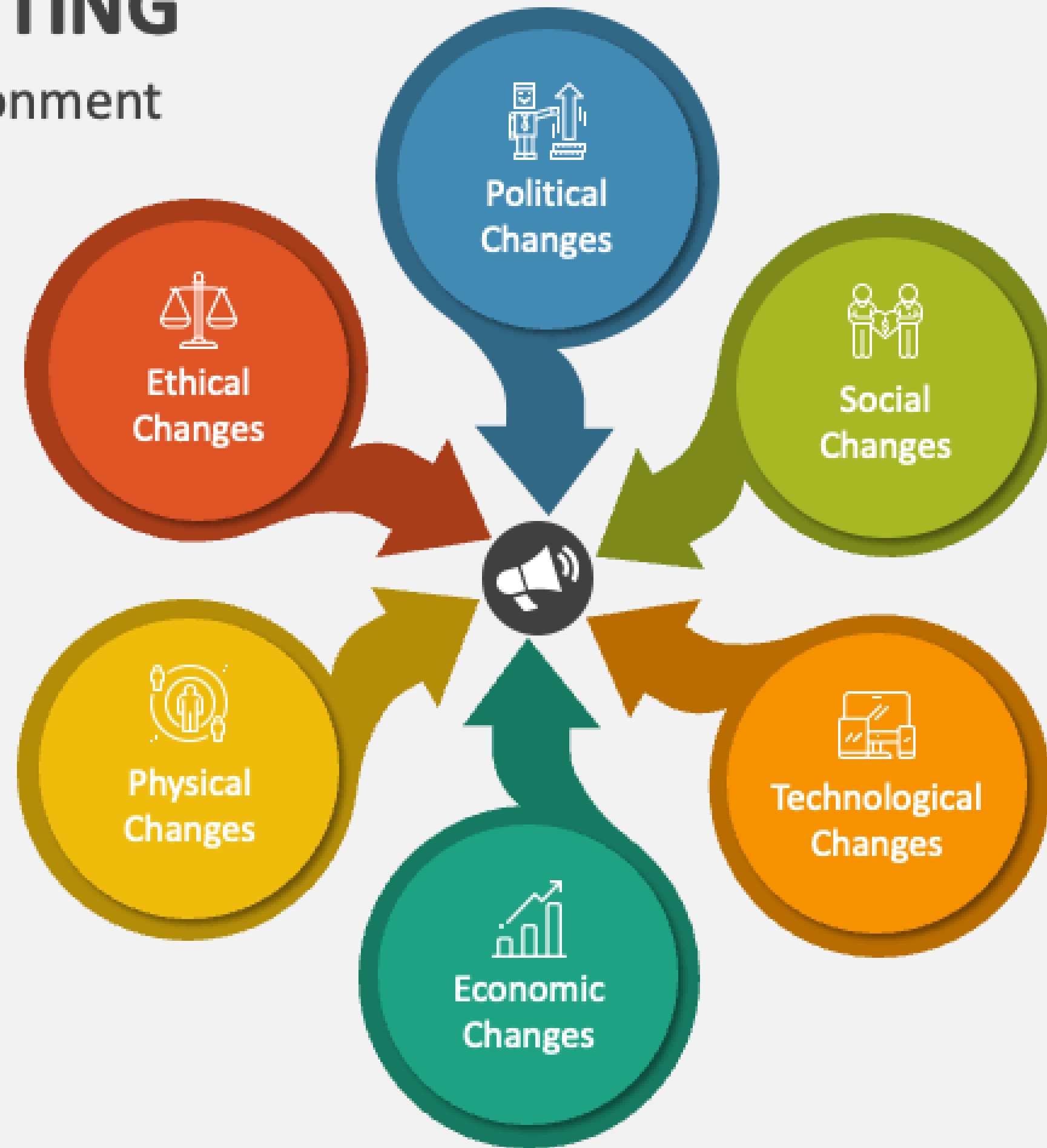
RURAL MARKETING

A Bright Spot for Advertisers
in Post-Covid World



RURAL MARKETING

Rural Marketing Environment



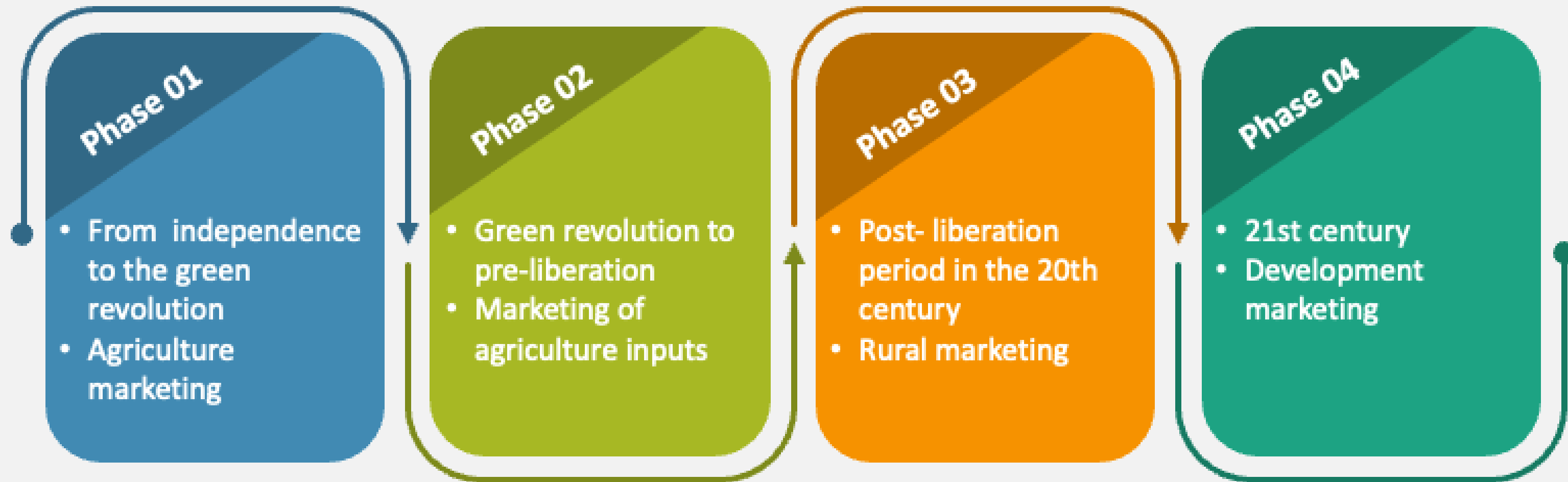
RURAL MARKETING

Potential of Rural Marketing



RURAL MARKETING

Phases of Rural Marketing



RURAL MARKETING

Rural Marketing Strategies



RURAL MARKETING

Problems in Rural Marketing





WHAT IS CONSUMERISM?

The Oxford Dictionary provides two definitions of Consumerism:



“The protection, or promotion of the interests of Consumers”.

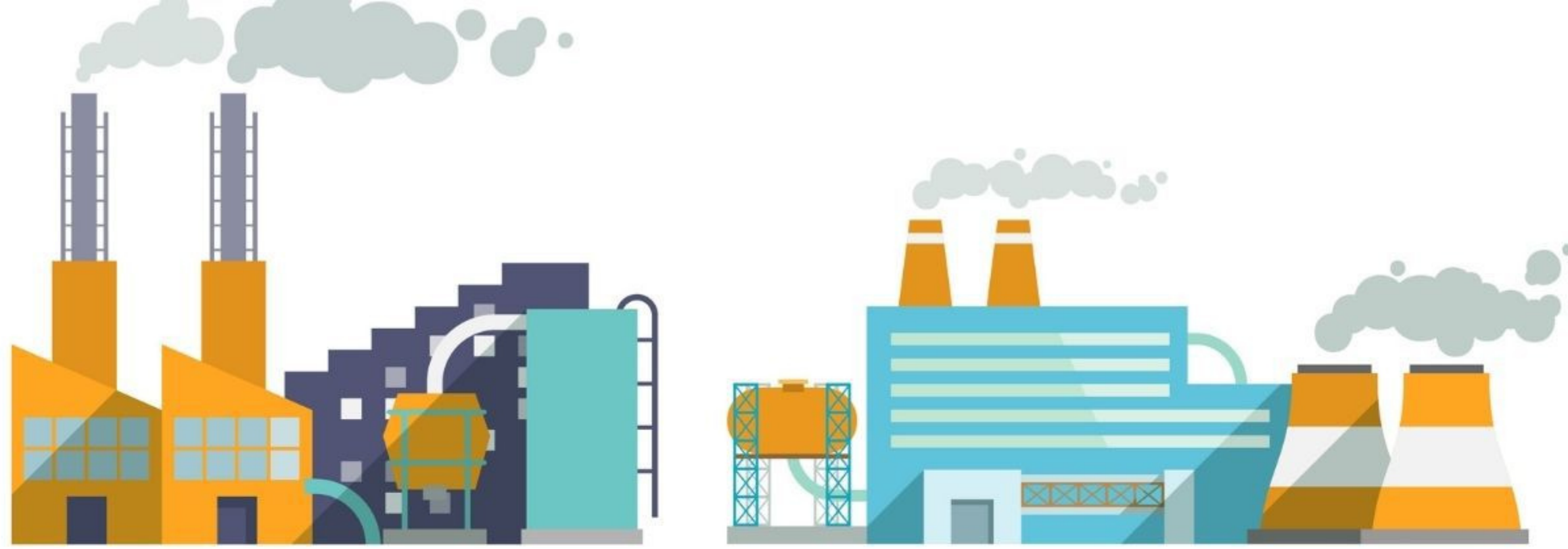
&

“The preoccupation of society with the acquisition of consumer goods”.

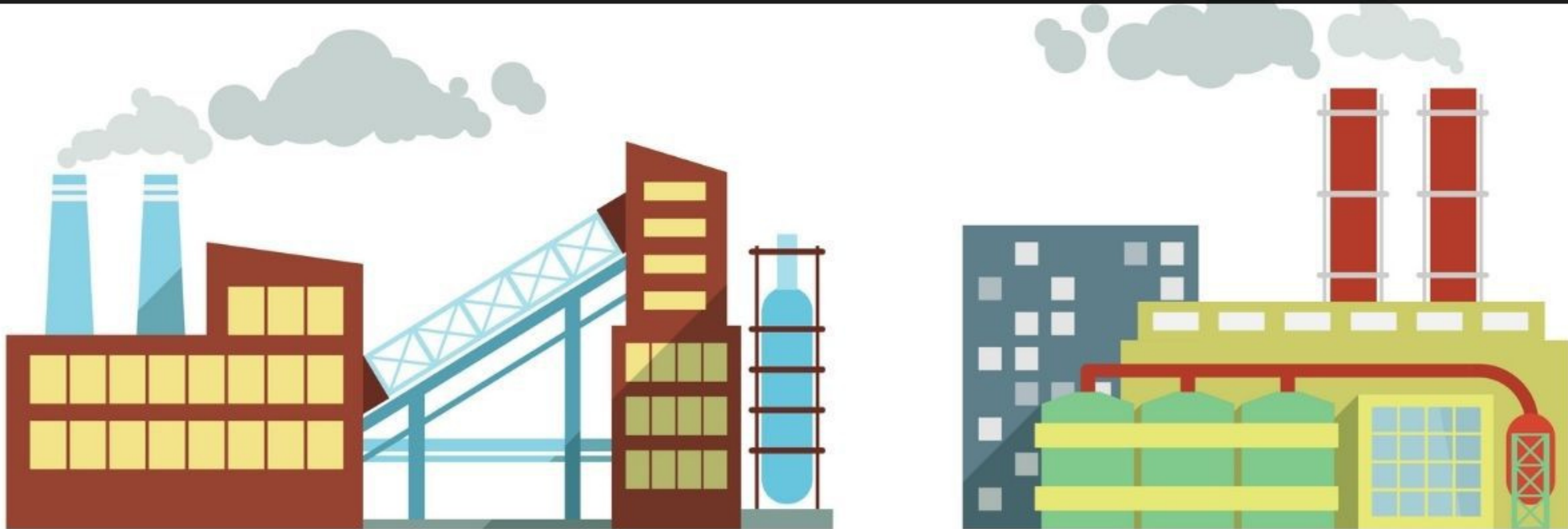


CONSUMERISM CYCLE





INDUSTRIAL MARKETING



INDUSTRIAL MARKETING

Characteristics of Industrial Market



Involves several entities.

Involvement of agents and professionals.

Buyers maintain the exact specifications of products.

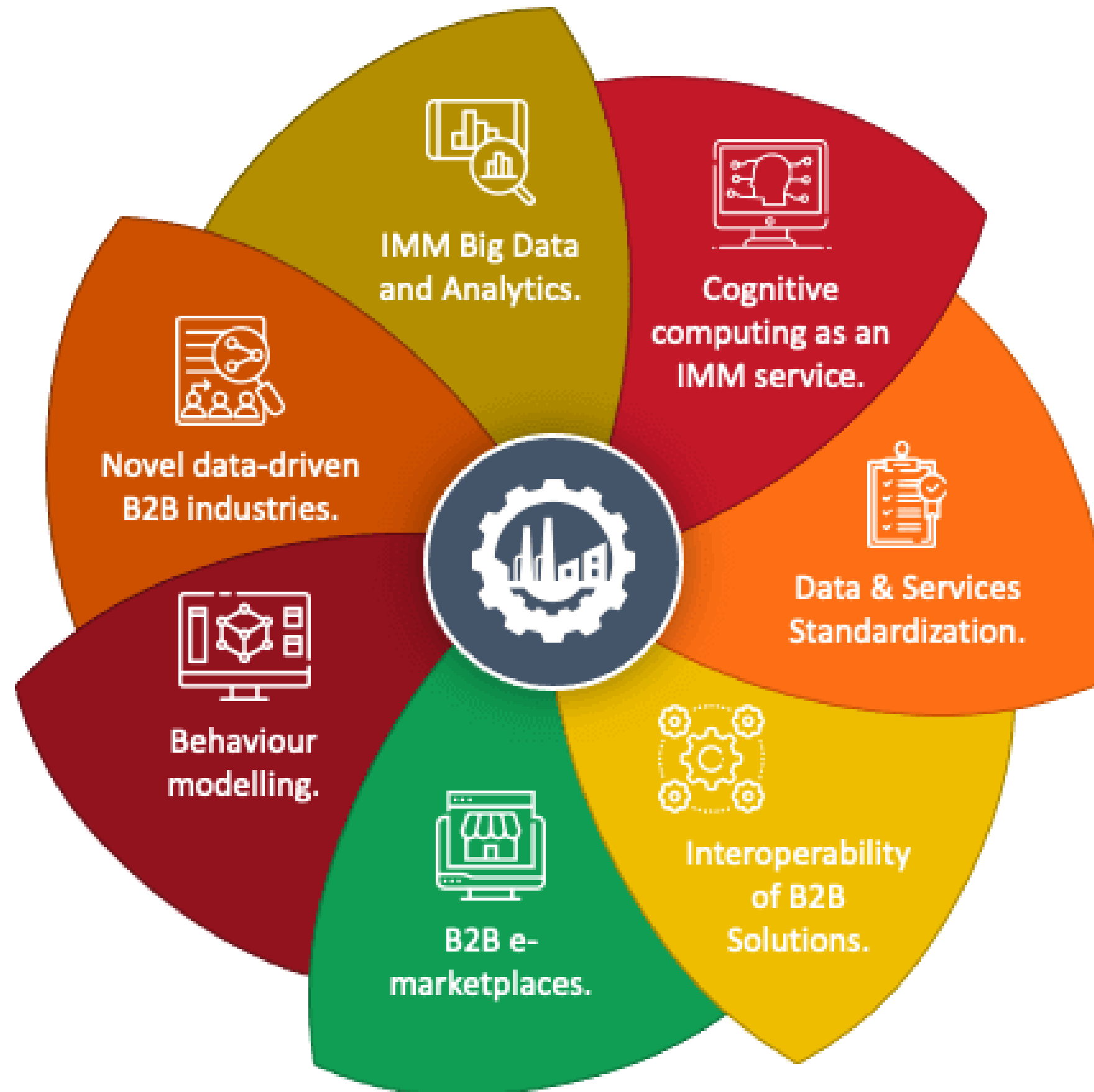
Competitive bidding or Tenders involved for mass-scale products.

Industrial buying is related to the products meant for further production; they are generally like purchasing raw material, etc.

A relatively small number of buyers and sellers are present in the market; hence, the long-term relationship is crucial.

INDUSTRIAL MARKETING

Cognitive Industrial Marketing Framework



INDUSTRIAL MARKETING

Challenges in Industrial Marketing

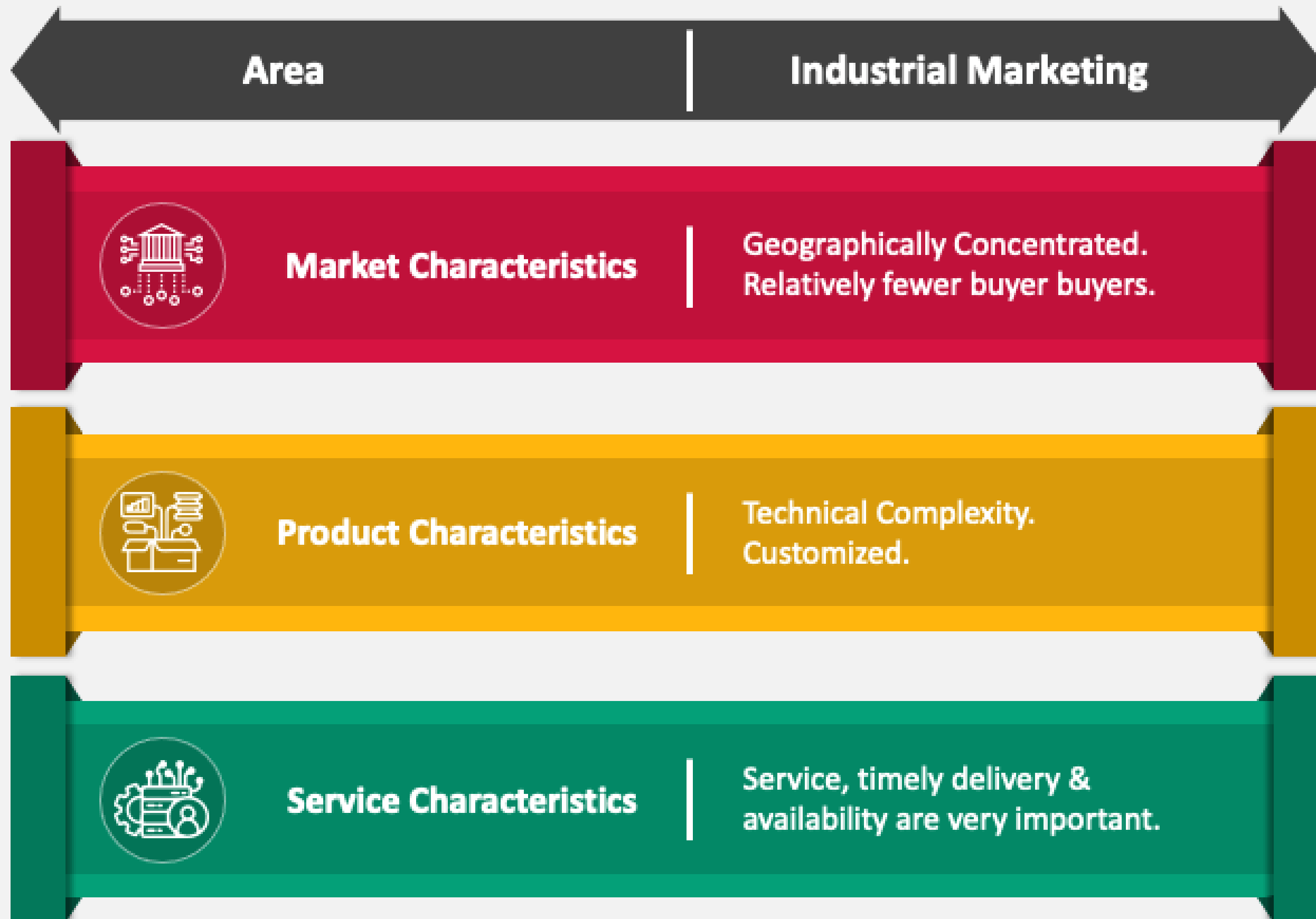


Industrial Marketing

Online Lead Generation- Having other businesses discover you online is an arduous task today. There are hundreds of similar companies vying for the opportunity to be discovered by potential customers through organic and inorganic methods.

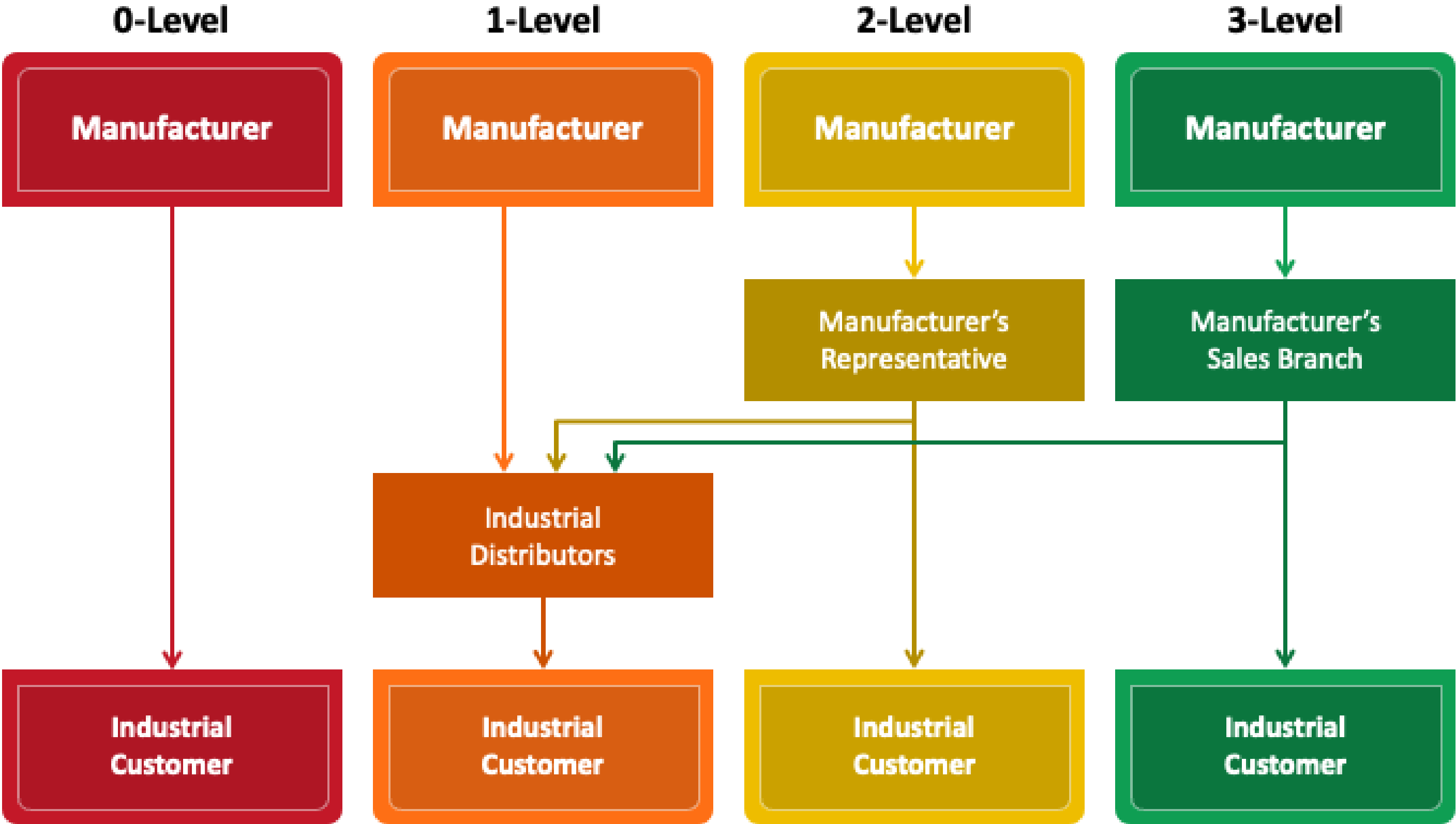
Creating A Brand Identity - Once a potential client has discovered you online, it is necessary to provide them with a unique experience to help in brand retention, brand recall, & credibility. Creating an identity that can help set the business apart is what most organizations struggle with.

INDUSTRIAL MARKETING



INDUSTRIAL MARKETING

Industrial Marketing Channels



REFERRAL MARKETING

Overview of Referral Marketing Program



Referral Marketing



GLOBAL MARKETING STRATEGY



GLOBAL MARKETING

Benefits of Global Marketing

01

Economies of scale in production & marketing are important competitive advantages.

02

Transfer of experiences & know-how across countries through improved coordination.

03

Marketing globally also ensures that marketers have access to the toughest customers.

04

Diversity of markets served carries with its additional financial benefits.

05

Firms that market globally are able to take advantage of changing financial circumstances.

GLOBAL MARKETING

Global Marketing Objectives

01

Exploit Market
Potential & Growth

02

Gain Economies of
Scale & Scope

03

Learn from the
Leading Market

04

Pressuring
Competitors

05

Diversifying
Markets

06

Learning How to do
Business Abroad

Thank You



Prof. Tapas kr.
Mondal

