

باسمه تعالی

سخنرانی آزمایشگاه تجارت الکترونیکی

از بازاریابی سنتی تا بازاریابی الکترونیکی یک به یک: مروری بر استراتژی‌های بازاریابی

From Traditional Marketing to One-to-One Electronic Marketing: A review of marketing strategies

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Abstract

The traditional methods of marketing had focused on covering a large number of customers on a large scale and with the same advertising methods and did not consider the various customer reviews. Despite the high cost of advertising, a small number of target customers have been attracted by these methods. The rapid growth of customer data, increasing competition and new IT capabilities have forced companies to improve marketing strategies by taking direct relationship with customers and execute One-to-One marketing.

In this presentation, the evolution of marketing strategies, from traditional marketing to One-to-One electronic marketing by use of information technology, will be investigated. Concepts such as mass production and mass marketing that were raised during the Industrial Revolution have been replaced with strategies that focus on customer relationship. Uprising changes that happened due to growth of customer data have affected the traditional methods of marketing. New marketing techniques have been developed by use of information technology that collect and analyze customer data more quickly with lower cost than in the past; therefore, they increased the probability of success in marketing. One-to-One marketing while it seemed impossible at the time of the initial idea, considerable improvements and changes was happened by use of information technology and many organizations could implement successful One-to-One marketing strategies, especially in the implementation of e-commerce.

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