

HUMAN SCALE MARKETING



THE NEW RELIGION OF MARKETING

The New Religion of Marketing seeks to Sell a Product that Immortalizes us and makes our Clients; our best Preachers; Devotees Shareholders of the Collective Imaginary of our Great Market: Humanity.

ORIGINS OF MARKETING

Theodore Levitt (USA). It gives rise to Marketing (1950) orienting the products to the buyers, together with the massive promotional efforts (Advertising).

Philip Kotler (USA 1931) Father of Marketing defines it as "a social and administrative Process", "Groups and individuals meet their needs", "Create and exchange goods and services"

DEFINITION OF MARKETING:

- Business Administration Technique: Anticipates the structure of the demand of the chosen market.
- Conceives, promotes and distributes the products and services that satisfy and stimulate the demand.
- Maximizes the profits of the company

According to Philip Kotler Mc Carthy and William:

- Customer Satisfaction.
- The global effort of the Organization.
- The Benefit as Objective (not simply sales).

Steve Jobs: He prefers Design and tells us: He knows and understands the consumer so that the product or service fits and sells itself.

PERSONAL BRANDING

Overcomes the marketing concept of company, product, consumer, person, person to person.

Strengthens social and economic relationships through values.

And People become aware of their value as a brand.

EMOTIONAL AUTHENTICITY

People live experiences: vital, sensory and emotional. And they build their brand based on values, skills and differences. Giving a promise of value based on trust in the future behavior of the other.

THE MARKETING OF HUMAN RELATIONS OR MARKETING:

It makes trust turn into credibility. Transmitting your promise of value and Predicts satisfaction.

For this it is necessary to amplify and extend this model. Where. Trust is the basis of all institutions v/s the power, the loss of confidence: with a promise of value that has not met the expectation in form or expected time.

PERCEPTION IS REALITY:

The Image Interacts with the Environment: Personal and Business Image: Having or not a link with you and sustaining it over time: buying, selling, attending.

THE HUMAN UNCONSCIOUS: Accumulates Messages: visual, auditory, olfactory, tactile; the sensations.

NON-VERBAL COMMUNICATION that contradicts the Oral Message (Proxemics, Paralanguage, Kinesia, Microgest) makes the Discourse lose importance and Credibility.

SEMIOTICS OF MARKETING

The semiotics makes relation between the part, the parts and the whole of any spatial configuration in 2D or 3D.

Take into account the **Sign** as an icon that can transform any element of our company as a building, whether in the stationery; the letterhead

It also uses the **Signal** or indications of conformation of spaces, corridors or divisions of the productive area with the commercial and creative one; One of those examples is the stepped conformation of the offices where the higher areas are used by the creatives and below the designers or executives, to finally move to the production area in such a way that the communication is immediate between each estate and to make the corrections immediately; if they do not agree with the business ideals or soul of this one. Then at the entrance and main access is the commercial staff and customer service showing the final product and offering the services associated with it. And management is always in a high and defended area; because in our collective imagination the head of an institution is always associated with the sublime, elevated and hardly accessible or almost holy sacred like the steps that take us to the altar of a church, nor can I imagine the management located in the basement; as if it were the cleaning or cellar staff; for everything underground is associated with something dark, even dirty and evil; Metaphorically speaking.

And the **Symbol**: that image that is not directly associated as the flag to the homeland, many of our gestures or behaviors can even be interpreted as part of the company and become that symbol of quality or loss of prestige. This is how our projected image towards the interior and exterior of our business building is being shaped. For this we take each part or space and analyze it independently and then among others as parts of each other and finally we see the whole or global approach of the whole in multiple factors that will give us response to many distortions that are provoked within our institution in the internal customers or employees and also their relationship with external customers and we can make the rectifications to get the line back to the direction desired by the spirit of our company; that which makes the thing be what it is: our essence.

Take into account the Physical or Virtual Place where you receive the people, your treatment (all those who work with you from the door and the telephone to the warehouse and the collection, your presentation). The Experience in your Business must be unique, special and as emotional as possible.

FOCUS YOUR TARGET - FEEDBACK

- Question: How was the Food and Service.
- Call the Buyer and Find out: How the Order arrived and if it is satisfied with the Received.
- Never commit to deliver in a certain time and manner, when it does not depend on you in 100%.
- Have Deadlines for Contingencies. If the effort depends on you; dawns and overtime included, accept the challenge.
- Ask and Observe.
- Plan more, Run Less.
- Smart work is more profitable than the operative one. And you will project a better image.
- The Leaders of the big brands shine Serene.
- Ask and Listen carefully.
- Ask about Quality and Quantity.
- Understand correctly.
- Distinguish the Expectations and Characteristics of your TARGET.
- Evaluate the satisfaction of each and every one of your customers.
- Forbidden to assume that everything went well.
- Look for the FEEDBACK.
- Go out of the kitchen and ask your guests how the food and the service were.
- Call the BUYER and find out how the order arrived and if you were happy with what you received.
- Question: What image do you project and confront it with what you think of yourself?

KEEP YOUR VALUES AND PERSONAL SEAL

You must Fall Well to Everyone, with Your Values and Personal Seal.

Our Clients are more emotional (they make personal purchases) and more rational (industrial purchases).

Never Buy a good product to someone who generates rejection.

Interview for your Person. For this are the tools of Integral coaching as is the RAPPOR: Copy the gestures of the interlocutor with a deface of approximately 6 seconds; since in spite of what is thought, it is the equals who attract and not the opposite; think of yourself as a couple where one likes outdoor life and the other the hospitality attention; they would be in constant friction or moderately happy trying to deal with their differences; it is the common themes that unite us, our values. I doubt that a wealthy lady could buy in a high-end jewelry shop attended by a young man in sports clothes and full of tattoos and piercing; In the same way, you want to buy meat that looks like a butcher and not someone who seems to take you to receive a prize. That is the definition of "Elegance": to be at the tone or synchrony with the environment when dressing and in the engine of our language and manners etc.

- Everyone is involved: Clients, Prospects, Collaborators and Relators, as they will be your Strategic Partners.
- The Clients are your Promoters.
- Workers and Suppliers are your Internal Clients and allies, looking for Your Wellbeing, Sustainability and Sustainability.
- You sell to a buyer ONCE, the customer is the one who buys you habitually and also PREFER YOU.
- The person you treat with indifference could be your client, your promoter or a fierce demolisher.
- Give comfort to your users: placing internet and television waiting for them etc.

INVEST TIME AND MONEY IN YOUR IMAGE AND YOUR BUSINESS

Have a Website, Social Networks, Uniform of Quality.

Build a Network of Contacts generating a database with the information that allows you to classify clients according to purchase behaviors, BUILD YOUR PSYCHOGRAPHIC PROFILE: The construct or qualitative model of the type of client you have; your tastes and preferences, forms of payment personality etc.

GREEN MARKETING - GREEN PRODUCTS

They are the savings in the value chain or reductions in energy and inputs. The Value Chain: It is a theoretical Model; the activities of a business organization that generate value to the final customer.

For this we have to educate so that the market understands, accepts and prefers us.

It is necessary to communicate the efforts in sustainable matters.

CSR (corporate social responsibility or socially responsible investment) must be done by conviction and not by marketing.

GREENWASHING

They are attempts to make something green look that is not.

Instead of packaging with ESR (socially responsible company) stamps, or that you adhere to the FSC (forest management council), or ISO (international standardization organization) or (environmental management) Using recycled materials, consuming less energy, reducing CO₂ emissions, with biodegradable packaging, that add more natural elements.

SOCIAL MARKETING

In the 70`s it was an adaptation of traditional marketing; They defended the interests of society. A strategy for behavioral change and combines the best elements of traditional approaches to social change into an integrated planning and action framework, while using advances in communications technology and communication techniques.

SOCIAL RETURN MARKETING

Social Marketing: Reach non-profit goals; social welfare states.

Corporate Social Marketing: generates brand pregnancy (benefit) through social events. To do this, take into account the Corporate Social Responsibility, Modernity and Problems that are evident in society: Modern Life (stress, depression, isolation) that involve diseases that affect the social welfare of consumers and the market itself. Look at the Business and Clients Relationship: The Loyalty Quotas that have been mobilized to the private sector: because they are validated against informed consumers and concerned about buying and caring for the socio-environmental environment.

Example:

- CAMPAIGN of the 80`s "LA TOMBOLETA:" Win a House Where You Want to Die in a TV Program "Sábado Gigantes".
- SII (Internal Tax Service) Encourages the delivery of tickets, then participated in a contest.
- Gender Violence: Zero tolerance to alcohol consumption.
- Incorporation of children in situations of social risk to the JUNJI Kindergartens.

SOCIOTECHNOLOGY

It is the Rational Use of Drinking Water; Reduction and Separation of Waste, Reduction of Carbon Dioxide. Ecological Alternatives of Urban Transport; Abandonment of Domestic Animals.

How the building of Borja Huidobro: Edith Green-Wendell Wyatt Federal Building, Portland USA.

INFORMATION, EDUCATION and PUBLICITY

MOTIVATE demonstrating: what URBAN ECOLOGY is Necessary and Possible: As a Promoter of Change. Have Commitment and Perseverance with the Cause, the Organization.

INCONSISTENT COMPANIES: PREDICT AND DO NOT PRACTICE

- Supermarkets with almost 100 boxes, but few functioning, Training Institutions or Educational Institutions that do not comply with class hours.
- Banks that in their days of more movement have a single box.
- Private Health Clinics that have an excessive delay in emergencies.

COMPANIES LOSE MILLIONS IN THESE DETAILS

The multi-shop: They invest in advertising, without any seller to assist you.

Line 600: It is an eternal wait in the answer, charging you the cost of the call. Companies that adhere to Telethon, and do not have a real and proper treatment with the disabled.

They call you on a Sunday morning: LOSE CLIENTS, OPPORTUNITIES AND MISS THE CREDIBILITY THE VALUE OF YOUR BRAND.

SOCIAL MEDIA

ALLOWS: Comment, Criticize and Socialize WITH THE BRANDS. Humanize the Company Decide whom to listen to and whom No. ESTABLISHING AN EMOTIONAL CONNECTION Create products: to make life simpler and happier. Getting more fans or followers is NOT a REAL SALES strategy. YOU MUST BE LINKED TO THE CONTENT Your reason of Being = DISSEMINATION.

BENEFITS OF SOCIAL MEDIA:

Listen Directly to the Customer and Make Feedback: Improve the Quality of Products and Services, Test the Products before their launch.

USE A CHEAP AND ACCESSIBLE HALF: Position the Brand, Communicate: Social Responsibility Actions and Stories that Discover the Benefits of the Products, Detect Problems and Solutions: Gain Confidence and Respect.

HUMAN SCALE MARKETING

Human Scale Marketing is the most purist declaration of adaptation to the needs and desires of internal and external customers of any company or organization, in a way that is sustainable with the environment; for today it is inconceivable to undertake any idea in any other way. Since the consumer will penalize those who intend to mint a patrimony that externalizes the costs to the society, attaching the future of our quality of life due to the effects of footprint that have no return in the majority of the cases or its restitution involves expensive production, distribution, packing etc. to cushion the anthropic effects derived from the overcoming of load caused by our company brought to the environment.

For this, the Human Scale Marketing in addition to using oral and written communication; Take the tools that synergy gives us: nonverbal communication at deep levels (paralanguage, kinesia, proxemics, NLP etc.). In order to facilitate interaction; between the scientific and commercial fields, avoiding ambiguities that give rise to confusions and future conflicts; in a volatile environment; where time and information is a weapon that can be used for or against us. To do this, marketing with its market analysis tools, vacant niches, etc. In addition to numerical statistical hard data, it can anticipate and innovate in a situation that could be vulnerable or catastrophic.

Therefore, it is indispensable to strengthen human capital; not only with technical elements of knowledge in a certain thematic area; because a happy man, has more favorable relationships, greater networks of contact and therefore this full individual; well addressed, through the Integral Coaching by activating the Cognitive Analysis, the Assertiveness, the Psychological Contract, Image, Identity, Resilience, Self-control, Culture, Self-fulfilled Prophecy, Empathy, Traceability, etc. It is more productive in both routine industries and even more in the creative industries.

The sense of humor and its importance within the organization can save a team of work, enhancing their capabilities; emerging undetected qualities to be exercised in the appropriate positions; knowing each other, knowing each other as a company helps us to make the best decisions and not just the right ones.

Human Scale Marketing is the unitary, personalized attention, baptized with the name of our clients; sharpening our observation of the Environment - Context: with its Competitors, Benchmarking, Stakeholder etc. It is the Awakening of a Synergic Consciousness with a Social Responsibility towards the environment in harmony with integrated ecosystems such as Urban Resilience.

And for this Human Scale Marketing takes into account every detail from the gestation of the product and service as initial idea; observing, refining the senses, delimiting the inputs, selecting the materials, the business image; Through the formal style of the company, in the design of the building, furniture, merchandising etc. From the Essence: the *raison d'etre* of the company, the Know How, the How to Do, identifying our current and future Target, how we behave and treat them, defining the psychographic profile of our employees; thus creating a Philosophy of Life; beyond the corporate culture.

Human Scale Marketing is clear about the Spirit of our mission and vision. Well, take into account the perceptual elements of the clients; who seek happiness through satisfaction. It is our Duty and Opportunity to find the means to achieve it. The New Religion of Marketing seeks to Sell a Product that Immortalizes us and makes our Clients; our best Preachers; Devotees Shareholders of the Collective Imaginary of our Great Market: Humanity.

From an inner state of self-confidence, instead of the limiting emotionality typical of anxiety, guilt or rage. It also raises that assertiveness is necessary and convenient due to the benefits it generates, among which the following stand out:

- Encourages enormously the confidence in the expressive capacity.
- Enhances positive self-image, since it favors the sense of personal efficacy.
- Generates emotional well-being.
- Improves the social image; since it promotes respect for others.
- Encourages negotiations and the achievement of objectives that depend on communication in general.

Human Scale Marketing is the adaptation to the wishes of internal and external customers in a sustainable way. Since the consumer will penalize those who intend to mint a patrimony that outsources the costs to society, impounding the future of our quality of life, due to the footprint effect that has no return in most cases or its restitution generates even greater expenses of reduction, caused by the overcoming of the load capacity exerted by our companies.

To that end, it exploits the tools of synergy to facilitate interaction; between the scientific and commercial field, avoiding ambiguities that give rise to confusions and future conflicts; in a volatile environment; where time and information is a weapon that can be used for or against

us. Being able to anticipate and innovate in a situation that could be vulnerable or catastrophic.

Therefore, it is essential to "Enhance Human Capital"; not only with technical elements; because a full man, has more favorable relationships, greater contact networks, and well addressed, through Integral Coaching; manages to be more productive in both routine and creative industries.

It is the Awakening of a Synergic Consciousness with a Social Responsibility in harmony with the integrated ecosystems that sharpens our observation of the Environment - Context. That takes the Essence of the company: identifying our current and future Target, how we behave and treat them, defining the profile of our employees.

Capture in your spirit the perceptual elements of the clients; who seek happiness through satisfaction. It is our Duty and Opportunity to find the means to achieve it.

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REFERENCE OF THIS TEXT

Human Scale Marketing, Muñoz Serra, Victoria Andrea, Website: Victoria Andrea Muñoz Serra (<http://www.victoria-andrea-munoz-serra.com/marketing.htm>), Concepción, Chile, October 2018.