



## **Contrasting old Marketing vs new Marketing; does it really matter?**

Assoc. Prof. Remy, Singapore Institute of Technology (SIT)

Digital marketing it's not anymore just a buzz word, it's a reality, and we learn almost every day about the fantastic opportunities and technological developments, open even more promising avenues of new insights in customer behavior and revenue maximization. Artificial intelligence seems to be the most promising development so far.

That said, it looks like that the days of traditional marketing are gone (i.e. Todor, 2016). Or that at least one may wonder whether there is a paradigm shift, or is it just old wine in new bottles? The last paradigm shift in marketing was for many academics the shift to relationship marketing (Harker & Egan, 2006). And to make it even worse, it seems that marketing is losing its credibility and the marketing function is in decline (i.e. Groenroos, 2016, Palmer & Ponsonby, 2002).

Clearly, one of the biggest change in marketing that has occurred in the last ten years is the morphing of boundaries between the 4Ps, the marketing mix (Marshall, 2018). It used to be you had a physical place, a set price, a promotional message that was crafted by the marketer, and finally a physical product. The boundaries between the 4Ps were distinct and very much in control of the marketer. Today, the interaction of the customer with the company through the internet has changed all that. Think of e-Bay, what is their price? It is set by the customer. What is Facebooks? A product or a promotion? It depends, but either way it is determined by the customer. The same for Twitter, TripAdvisor, OTAs and so on. So this morphing of the 4Ps requires a shrew understanding of digital marketing techniques and how, when and where you engage with the customer.

The rise of relationship marketing is another huge development, mainly due to advances of the Internet, although it comes with critics, for example questioning the strategies and goals (i.e. Ryals, 2005).

And then discussing the interdependence and the conflicts of traditional and new marketing. What determines which one to use? The habits and preferences of the customer. Knowing your

customer hasn't changed and may be more important today. Generally, as far as industries, one could say traditional is still very effective for the luxury market. Digital in a sense can be considered "too common" in many respects for expensive products and services. But for most industries a mix (IMC) is the best approach based on the message and the response that is desired. Paradigm shifts in marketing are often announced, and maybe not that often questioned. Palmer and Ponsonby made a good point by articulating "very little in marketing theory can be considered to be completely new" (2002). And finally, marketing, in whatever form practiced is still needed as to represent the customer focus of an organization (Groenroos, 2006).