

MARKETING 4.0

Moving
from Traditional
to Digital

PHILIP KOTLER

HERMAWAN KARTAJAYA

IWAN SETIAWAN

WILEY

CONTENTS

	<i>Acknowledgments</i>	<i>xiii</i>
	<i>Prologue: From Marketing 3.0 to Marketing 4.0</i>	<i>xv</i>
	<i>About the Authors</i>	<i>xix</i>
Part I	FUNDAMENTAL TRENDS SHAPING MARKETING	
1	<i>Power Shifts to the Connected Customers</i>	<i>3</i>
	<i>From Exclusive to Inclusive</i>	<i>7</i>
	<i>From Vertical to Horizontal</i>	<i>10</i>
	<i>From Individual to Social</i>	<i>13</i>
	<i>Summary: Horizontal, Inclusive, and Social</i>	<i>14</i>
2	<i>The Paradoxes of Marketing to Connected Customers</i>	<i>17</i>
	<i>Breaking the Myths of Connectivity</i>	<i>20</i>
	<i>Summary: Marketing amid Paradoxes</i>	<i>28</i>
3	<i>The Influential Digital Subcultures</i>	<i>29</i>
	<i>Youth: Acquiring the Mind Share</i>	<i>32</i>
	<i>Women: Growing the Market Share</i>	<i>35</i>

	<i>Netizens: Expanding the Heart Share</i>	37
	<i>Summary: Youth, Women, and Netizens</i>	40
4	<i>Marketing 4.0 in the Digital Economy</i>	43
	<i>Moving from Traditional to Digital Marketing</i>	47
	<i>Integrating Traditional and Digital Marketing</i>	52
	<i>Summary: Redefining Marketing in the Digital Economy</i>	53
Part II	NEW FRAMEWORKS FOR MARKETING IN THE DIGITAL ECONOMY	
5	<i>The New Customer Path</i>	57
	<i>Understanding How People Buy: From Four A's to Five A's</i>	60
	<i>Driving from Awareness to Advocacy: The O Zone (O₃)</i>	66
	<i>Summary: Aware, Appeal, Ask, Act, and Advocate</i>	69
6	<i>Marketing Productivity Metrics</i>	71
	<i>Introducing PAR and BAR</i>	74
	<i>Decomposing PAR and BAR</i>	75
	<i>Driving Up Productivity</i>	80
	<i>Summary: Purchase Action Ratio and Brand Advocacy Ratio</i>	90
7	<i>Industry Archetypes and Best Practices</i>	91
	<i>Four Major Industry Archetypes</i>	94
	<i>Four Marketing Best Practices</i>	100
	<i>Summary: Learning from Different Industries</i>	104

Part III	TACTICAL MARKETING APPLICATIONS IN THE DIGITAL ECONOMY	
8	<i>Human-Centric Marketing for Brand Attraction</i>	107
	<i>Understanding Humans Using Digital Anthropology</i>	110
	<i>Building the Six Attributes of Human-Centric Brands</i>	113
	<i>Summary: When Brands Become Humans</i>	118
9	<i>Content Marketing for Brand Curiosity</i>	119
	<i>Content Is the New Ad, #Hashtag Is the New Tagline</i>	121
	<i>Step-by-Step Content Marketing</i>	124
	<i>Summary: Creating Conversations with Content</i>	134
10	<i>Omnichannel Marketing for Brand Commitment</i>	137
	<i>The Rise of Omnichannel Marketing</i>	139
	<i>Step-by-Step Omnichannel Marketing</i>	145
	<i>Summary: Integrating the Best of Online and Offline Channels</i>	149
11	<i>Engagement Marketing for Brand Affinity</i>	151
	<i>Enhancing Digital Experiences with Mobile Apps</i>	153
	<i>Providing Solutions with Social CRM</i>	156
	<i>Driving Desired Behavior with Gamification</i>	160
	<i>Summary: Mobile Apps, Social CRM, and Gamification</i>	165
	<i>Epilogue: Getting to WOW!</i>	167
	<i>What Is a “WOW”?</i>	167
	<i>Enjoy, Experience, Engage: WOW!</i>	168
	<i>Are You Ready to WOW?</i>	169
	<i>Index</i>	171