Marketing 4.0
Moving from Traditional to Digital

Hermawan Kartajaya
Founder and Chairman of MarkPlus, Inc.
Co-Founder of Asia Marketing Federation
Staf Khusus Kementerian Koperasi & UKM
Our intellectual properties have been **endorsed by Philip Kotler** and acknowledged by international publishers.

The latest international book, Marketing 3.0, published by John Wiley in the US in May 2010, is translated into **26 languages**.

Every year, we predict trends going forward and define the **recommended marketing practices** in Indonesia.
marketing 3.0

PHILIP KOTLER
HERMAWAN KARTAJAYA I WAN SETIAWAN

By John Wiley – US 2010
Available in 27 languages

MARKETING 4.0
Moving from Traditional to Digital

PHILIP KOTLER
HERMAWAN KARTAJAYA I WAN SETIAWAN

By John Wiley
Launched at
MarkPlus Conference 2017
Available in 20 Languages
Marketing 3.0: From Products to Customers to the Human Spirit
Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

26 languages and 27 editions in 31+ countries

US, Canada, Singapore, Australia, and UK/English
China/Simplified Chinese
Japan/Japanese
Germany/German
France/French
India/English
Italy/Italian
Brazil/Portuguese
South Korea/Korean

Russia/Russian
Spain/Spanish
Indonesia/Indonesian
Netherlands/Dutch
Turkey/Turkish
Taiwan/Traditional Chinese
Poland/Polish
Iran/Persian
Thailand/Thai

Norway/Norwegian
Denmark/Danish
Finland/Finnish
Portugal/Portuguese
Vietnam/Vietnamese
Greece/Greek
Romania/Romanian
Bulgaria/Bulgarian
Mongolia/Mongolian
Marketing 4.0

Licensing Deal from August 2016 (before publishing) – April 2017: 9 months

19 languages including English, 20 editions, 24+ countries)

1. United States, Canada, Singapore, UK, Australia (English)
2. Thailand (Thai)
3. China (Simplified Chinese)
4. Japan (Japanese)
5. Poland (Polish)
6. South Korea (Korea)
7. Brazil (Portuguese)
8. Vietnam (Vietnamese)
9. Germany (German)
10. Spain (Spanish)
11. Italy (Italian)
12. Portugal (Portuguese)
13. Taiwan (Chinese)
14. France (French)
15. Iran (Persian)
16. Turkey (Turkish)
17. India (English)
18. Netherlands (Dutch)
19. Russia (Russian)
20. Ukraine (Ukrainian)
About MarkPlus, Inc.

MarkPlus, Inc.
The Leading Marketing Consulting in Indonesia

MarkPlus Insight
Marketing + Social Research

MarkPlus Institute
Corporate + Public Education

Marketeers
Indonesia’s #1 Marketing Media

Marketeers MICE

Marketeers Community

Twitter: @hermawank
HERMAWAN KARTAJAYA
Our Offices
17 Cities in Indonesia:

1. Medan 1 - 2 March 2017
2. Manado 6 - 7 March 2017
3. Pekanbaru 13 - 14 March 2017
4. Jogja 15 - 16 March 2017
5. Palembang 20 - 21 March 2017
6. Semarang 22 - 23 March 2017
7. Balikpapan 29 - 30 March 2017
8. Pontianak 3 - 4 April 2017
9. Surabaya 5 - 6 April 2017
10. Solo 10 - 11 April 2017
11. Padang 12 - 13 April 2017
12. Banjarmasin 17 - 18 April 2017
13. Bandung 19 - 20 April 2017
15. JW 3 - 9 May 2017
16. Makassar 15 - 16 May 2017
17. Jayapura 17 - 18 May 2017
18. URW 19 - 21 May 2017
19. Denpasar 22 - 23 May 2017
17 Cities in Indonesia

- Medan: 25 July
- Manado: 26 July
- Pekanbaru: 27 July
- Jogja: 1 August
- Pontianak: 9 August
- Balikpapan: 8 August
- Semarang: 3 August
- Palembang: 2 August
- Surabaya: 10 August
- Solo: 14 August
- Padang: 15 August
- Banjarmasin: 16 August
- Jayapura: 23 August
- Makassar: 22 August
- Banda Aceh: 21 August
- Bandung: 17 August
- Denpasar: 24 August
Gebyar UKM Indonesia

CITIES IN INDONESIA

SURABAYA
3 Oktober

BANDA ACEH
5 Oktober

BANDUNG
10 Oktober

SOLO
12 Oktober

MAKASSAR
17 Oktober

MANADO
19 Oktober

MEDAN
24 Oktober

PADANG
26 Oktober

DENPASAR
28 November

JAYAPURA
23 November

PONTIANAK
21 November

PALEMBANG
16 November

PEKANBARU
14 November

BANJARMASIN
9 November

BALIKPAPAN
7 November

SEMARANG
2 November

JOGJAK
31 Oktober

PRAKTISI BISNIS, AKADEMISI, PENELITI & PERUMUS KEBIJAKAN
Marketing 4.0 - Thailand
Traditional Marketing

WHAT:

HOW:
Anatomy of Change

Technology

Pol-Leg

Economy

Soc-Cul

Market

Twitter: @hermawank

HERMAWAN KARTAJAYA
4C Diamond: A Model to Analyze Business Landscape

STV-Triangle: Positioning-Differentiation-Brand Triangle

STV Triangle: 9 Core Elements of Marketing

Customer – Product – Brand Management
WHAT
New Wave Marketing
New Wave Marketing

Herma W. Kartajaya

New Wave Marketing
The World is Still Round
The Market is Already Flat

Riset oleh Bembi Dwi Indrio M.

MARKPLUS, INC
Knowledge | Insight | Solution

Twitter: @hermawank

HERMAWAN KARTAJAYA
The Future of Power Shifts

Age of Participation & Collaborative Marketing
From Vertical to Horizontal

The Age of Globalization Paradox & Cultural Marketing
From Exclusive to Inclusive

Age of Creative Society & Spiritual Marketing
From Individual to Social

Technology

Economy

Social Culture

Market

Political Legal
New Wave Marketing: From 4C to 5C

COMPETITOR

CUSTOMER

COMPANY

CHANGE

COMPETITOR

CONNECTOR

CUSTOMER

COMPANY

CHANGE AGENTS
New Wave Marketing: From PDB to TRIPLE-C

- **CLARIFICATION OF PERSONA**
- **CODIFICATION OF DNA**
- **DIFFERENTIATION**

**WHAT IS YOUR COLOR?**

**WHAT IS YOUR AUTHENTICITY?**

**WHAT IS YOUR AURA?**

**CONNECTED CATALYST CIVILIZED BRAND**

**CHARACTER WITH CHARISMA**

**WHAT IS YOUR COLOR?**

**WHAT IS YOUR AUTHENTICITY?**

**WHAT IS YOUR AURA?**

**brand integrity**

**WHAT IS YOUR COLOR?**

**WHAT IS YOUR AUTHENTICITY?**

**WHAT IS YOUR AURA?**

**brand integrity**

**WHAT IS YOUR COLOR?**

**WHAT IS YOUR AUTHENTICITY?**

**WHAT IS YOUR AURA?**

**brand integrity**

**WHAT IS YOUR COLOR?**

**WHAT IS YOUR AUTHENTICITY?**

**WHAT IS YOUR AURA?**

**brand integrity**

**WHAT IS YOUR COLOR?**

**WHAT IS YOUR AUTHENTICITY?**

**WHAT IS YOUR AURA?**
12 – C of New Wave Marketing

NEW WAVE STRATEGY
- SEGMENTATION IS COMMUNITIZATION
- POSITIONING IS CLARIFICATION
- TARGET IS CONFIRMATION

NEW WAVE TACTIC
- NEW WAVE MARKETING MIX
  - Product is CO-CREATION
  - Price is CURRENCY
  - Promotion is CONVERSATION
  - Place is COMMUNAL ACTIVATION
- SELLING IS COMMERCIALIZATION

SERVICE IS CARE
- BRAND IS CHARACTER
- PROCESS IS COLLABORATION

NEW WAVE VALUE

Twitter: @hermawank    HERMAWAN KARTAJAYA
## Marketing 3.0

<table>
<thead>
<tr>
<th></th>
<th>Mind</th>
<th>Heart</th>
<th>Spirit</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISSION (Why)</td>
<td>Deliver SATISFACTION</td>
<td>Realize ASPIRATION</td>
<td>Practise COMPASSION</td>
</tr>
<tr>
<td>VISION (What)</td>
<td>Profit Ability</td>
<td>Return Ability</td>
<td>Sustain Ability</td>
</tr>
<tr>
<td>VALUES (How)</td>
<td>Be BETTER</td>
<td>DIFFERENTIATE</td>
<td>Make a DIFFERENCE</td>
</tr>
</tbody>
</table>
Marketing 3.0 & 4.0

From Products to Customers to the Human Spirit

marketing 3.0

PHILIP KOTLER
HERMAWAN KARTAJAYA IWAN SETIAWAN

By John Wiley – US 2010
Available in 27 languages

MARKETING 4.0
Moving from Traditional to Digital

PHILIP KOTLER
HERMAWAN KARTAJAYA IWAN SETIAWAN

By John Wiley
Launched at MarkPlus Conference 2017
Total Languages: 20
Competitiveness Level of Brands

LEVEL 3
ENAGEMENT

LEVEL 2
EXPERIENCE

LEVEL 1
ENJOYMENT
Customer Path: From Individual to Social

Aware, Appeal, Attitude, Ask, Act, Act Again
Introducing New Brand Metrics

PAR
Purchase Action Ratio

BAR
Brand Advocacy Ratio
The Purchase Action Ratio (PAR)

\[ \text{PAR} = \frac{\text{Act}}{\text{Aware}} \]
What PAR really means

PAR = 0.5

Aware

Appeal

Ask

Act

Advocate

Brand Awareness* +1%

Market Share +0.5%
The Brand Advocacy Ratio (BAR)

$$\text{BAR} = \frac{\text{Advocate}}{\text{Aware}}$$
What BAR really means

BAR = Appeal × Ask × Act × Advocate

Aware × Appeal × Ask × Act
Conversion #1: Creating ATTRACTION

Loyalty (BAR) = Appeal / Aware

= Appeal x Act x Ask x Advocate
Conversion #2: Creating CURIOSITY

Loyalty (BAR) = \[
\frac{\text{Appeal}}{\text{Aware}} \times \frac{\text{Ask}}{\text{Appeal}} \times \frac{\text{Act}}{\text{Ask}} \times \frac{\text{Advocate}}{\$}
\]
Conversion #3: Creating COMMITMENT

Loyalty (BAR) = Appeal/Aware X Ask/Appeal X Act/Ask X Advocate/Act
Conversion #4: Creating AFFINITY

Loyalty (BAR) = Appeal X Ask X Act

Aware
Appeal
Ask
Act
Advocate
Act
Most Common Customer Path

**Door Knob**
- Increase Affinity

**Trumpet**
- Increase Commitment

**Funnel**
- Increase Commitment
- Increase Affinity

**Goldfish**
- Optimize Curiosity
- Increase Commitment
- Increase Affinity
The Ideal Customer Path: Bow Tie

Aware  Appeal  Ask  Act  Advocate

Attraction  Curiosity  Commitment  Affinity
Fix the Gap

**Attraction**
- Brand positioning and differentiation
- Marketing Communication

**Curiosity**
- Community marketing
- Social media marketing

**Commitment**
- Channel management
- Sales force management

**Affinity**
- Service blueprint & customer care
- Loyalty program
Integrating Legacy & New Wave

**LEVEL 1 ENJOYMENT**
- Legacy Marketing
  - Conventional marketing approach:
    - Strategic Segmentation & Targeting
    - Brand Positioning & Differentiation
    - Tactical Marketing Mix (Product, Price, Place, Promotion) & Selling Approach
    - Value-Creating Services & Processes

**LEVEL 2 EXPERIENCE**
- New Wave Marketing
  - Connected marketing approach:
    - Confirmation to Customer Community
    - Clarification of Brand Character and Codification
    - Connected Marketing Mix (Co-Creation, Currency, Communal Activation, Conversation) & its Commercialization
    - Customer Care and Collaboration

**LEVEL 3 ENGAGEMENT**
- More New Wave Marketing as Brand Steps Up Competitiveness

**AWARE**
- More New Wave Marketing As Brand Intervenes Further Across Customer Path