

Technologies and Marketing Channel Management

1.1 Marketing Omni Channel and Other Channels

1.2 Information and Communication Technology in Marketing Channels

1.3 Applying Other Technologies and Marketing Channels



CHANNEL

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1.1 Marketing Omni Channel and Other Channels

1.1.1 Definition of Omni Marketing Channel

1) Omni-channel marketing refers to an organization's presence across multiple channels. These channels can include websites, apps, social media, and email, in addition to offline channels, such as brick and mortar retail stores or company events.

2) Multi-channel marketing refers to the practice of interacting with customers using a combination of indirect and direct communication channels – websites, retail stores, mail order catalogs, direct mail, email, mobile, etc.

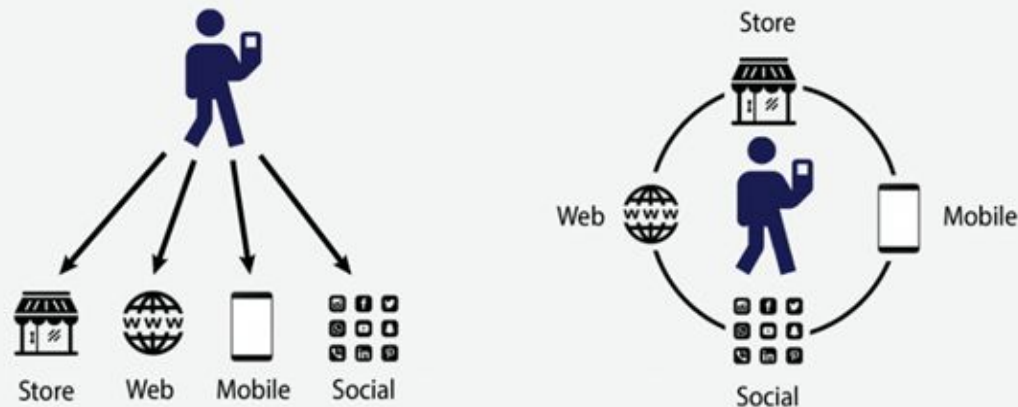
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1.1 Marketing Omni Channel and Other Channels

1.1.1 Definition of Omni Marketing Channel

- 1) Omni-channel marketing
- 2) Multi-channel marketing

Multichannel Vs. Omnichannel



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1.1 Marketing Omni Channel and Other Channels

1.1.2 Building Customer Experience in the Omni Marketing Channel



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1.2 Information and Communication Technology in Marketing Channels

1.2.1 Components of ICT

Components of ICT

The term information and communications technology (ICT) is generally accepted to mean all technologies that, combined, allow people and organizations to interact in the digital world.



What are the components of ICT?

- System software, Operating system.
- Input Device, Output Device, Storage Device, Memory Device.
- Hardware, Software, User, Network.
- Computer, Internet, LCD Projector.

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1.2 Information and Communication Technology in Marketing Channels

1.2.1 Technological Innovation in Vertical Relationships

- 1) Supply Chain Management or SCM
- 2) Efficiency Customer Response or ECR
- 3) Electronic Data Interchange or EDI
- 4) Vendor Management Inventory or VMI

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1.2 Information and Communication Technology in Marketing Channels

1.2.1 Technological Innovation in Vertical Relationships

1) Supply Chain Management or SCM

is the management of the flow of goods and services and includes all processes that transform raw materials into final products.



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1.2 Information and Communication Technology in Marketing Channels

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2) Efficiency Customer Response or ECR

is a strategy to increase the level of services to consumers through close cooperation among retailers, wholesalers, and manufacturers.

By aiming to improve the efficiency of a supply chain as a whole beyond the wall of retailers, wholesalers, and manufacturers

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1.2 Information and Communication Technology in Marketing Channels

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3) Electronic Data Interchange or EDI

is the computer-to-computer exchange of business documents in a standard electronic format between business partners.



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1.2 Information and Communication Technology in Marketing Channels

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4) Vendor Management Inventory or VMI

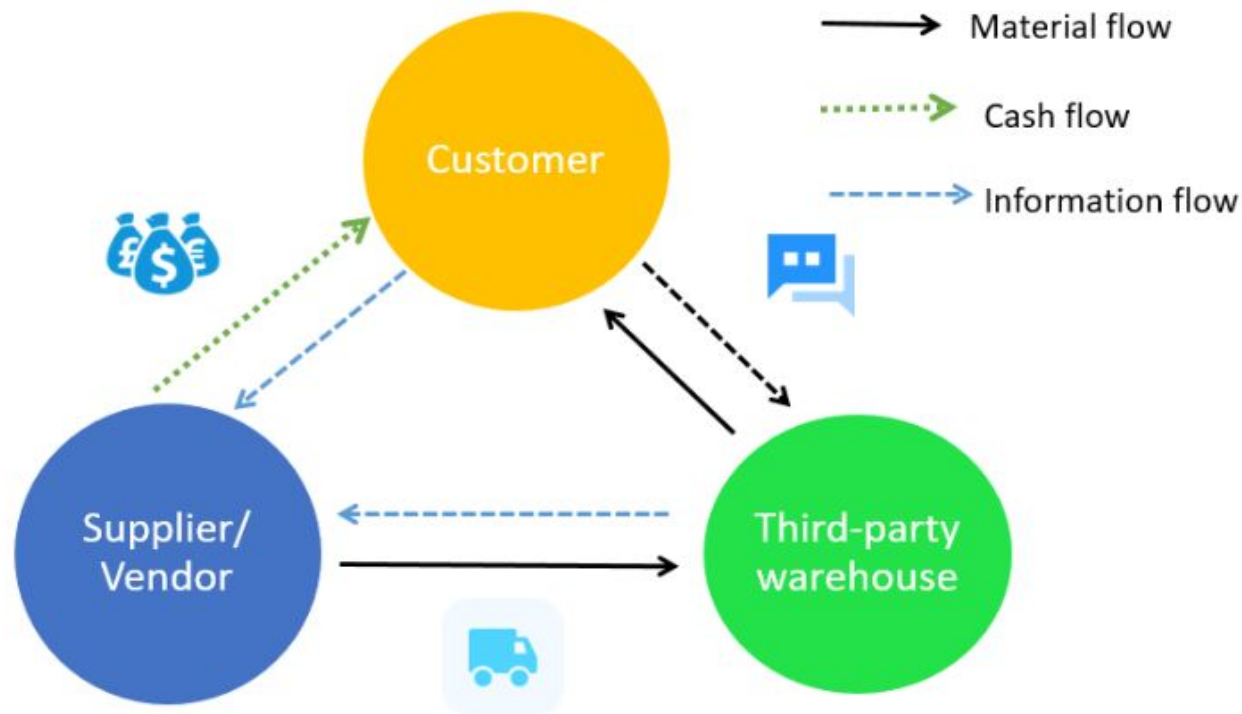
is an inventory management technique in which a supplier of goods, usually the manufacturer, is responsible for optimizing the inventory held by a distributor.

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4) Vendor Management Inventory or VMI

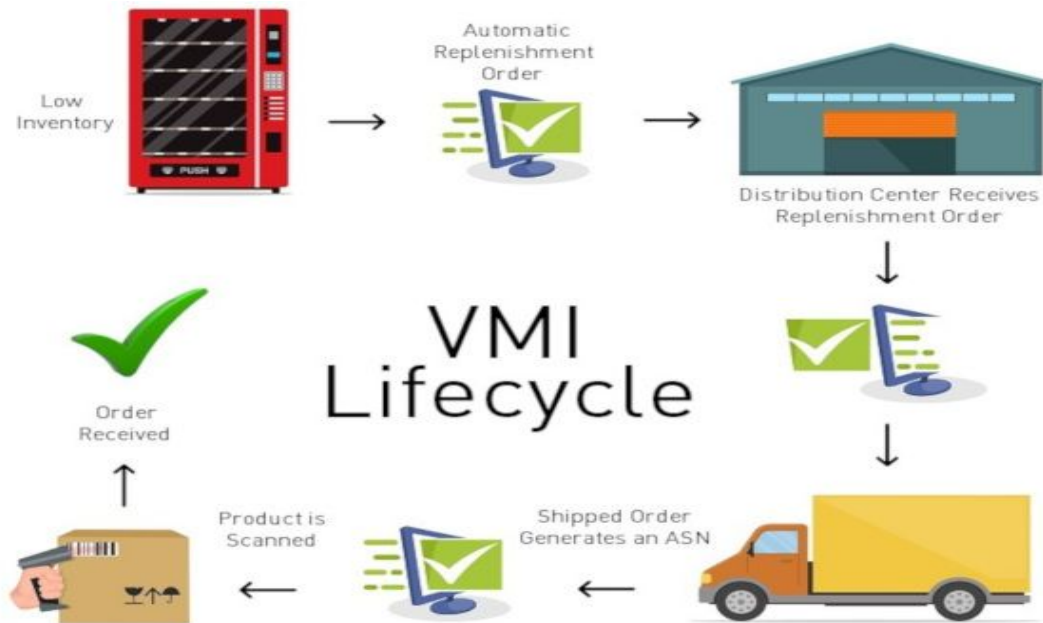


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4) Vendor Management Inventory or VMI



When a customer begins to run low on inventory, Advanced VMI creates an automatic replenishment order. The vendor receives the order, which is approved and shipped. Advanced VMI then triggers an advance shipping notice and the order is scanned by the customer upon receipt.

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1.2 Information and Communication Technology in Marketing Channels

1.2.2 Technological Innovation in Relationships with Final Demand

- 1) Self-Service Technologies or SSTs
- 2) Point of Sale or POS
- 3) Electronic Self Label or ESL
- 4) POS-Scanner Technologies
- 5) Personal Digital Assistant or PDA
- 6) Mobile Network Operators or MNOs

Technologies and Marketing Channel Management

1.2 Information and Communication Technology in Marketing Channels

1.2.2 Technological Innovation in Relationships with Final Demand

1) Self-Service Technologies or SSTs

are technological interfaces allowing customers to produce services independent of involvement of direct service employee.

Self service technologies are replacing many face-to-face service interactions with the intention to make service transactions more accurate, convenient and faster.

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1.2 Information and Communication Technology in Marketing Channels

1.2.2 Technological Innovation in Relationships with Final Demand

1) Self-Service Technologies or SSTs



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1.2 Information and Communication Technology in Marketing Channels

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2) Point of Sale or POS



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1.2 Information and Communication Technology in Marketing Channels

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3) Electronic Self Label or ESL



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1.2 Information and Communication Technology in Marketing Channels

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4) POS-Scanner Technologies



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1.2 Information and Communication Technology in Marketing Channels

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5) Personal Digital Assistant or PDA



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1.2 Information and Communication Technology in Marketing Channels

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6) Mobile Network Operators or MNOs



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1.3 Applying Other Technologies and Marketing Channels

1.3.1 Direct Marketing



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1.3 Applying Other Technologies and Marketing Channels

1.3.2 Online Marketing

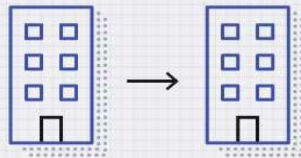


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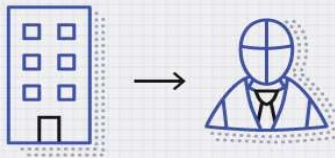
1.3 Applying Other Technologies and Marketing Channels

1.3.3 Electronic Commerce

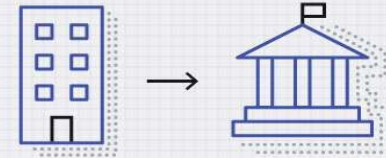
Types of E-Commerce



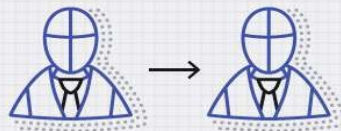
Business to business



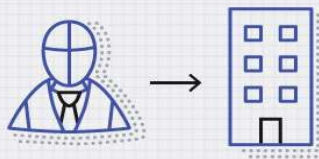
Business to consumer



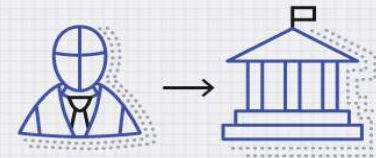
Business to Government



Consumer to consumer



Consumer to business



Consumer to Government

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1.3 Applying Other Technologies and Marketing Channels

1.3.4 Electronic Marketing



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1.3 Applying Other Technologies and Marketing Channels

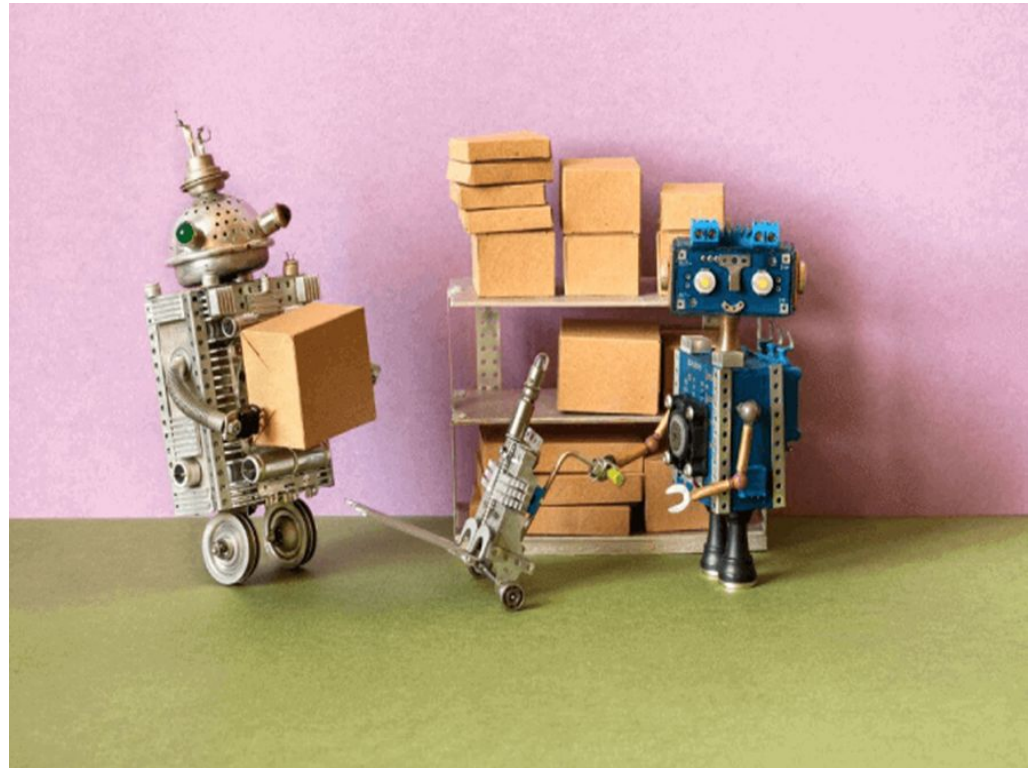
1.3.5 Building and Retaining Relationship with Channel Members



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1.3 Applying Other Technologies and Marketing Channels

1.3.6 Robot and Artificial Intelligence or AI



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Q&A

