

HOW MARKETING HAS EVOLVED



LET'S REFRESH FROM WHERE AND HOW IT HAS EVOLVED

STAGE 1



**THOSE DAYS WHEN
MANUFACTURING PRODUCTS
AND SELLING THEM THROUGH
"WORD-OF-MOUTH"
WAS COMMON**

FOR EXAMPLE: ONE WILL JUST GIVE THE
INTIMATION THAT HE'S A "TAILOR"

STAGE 2

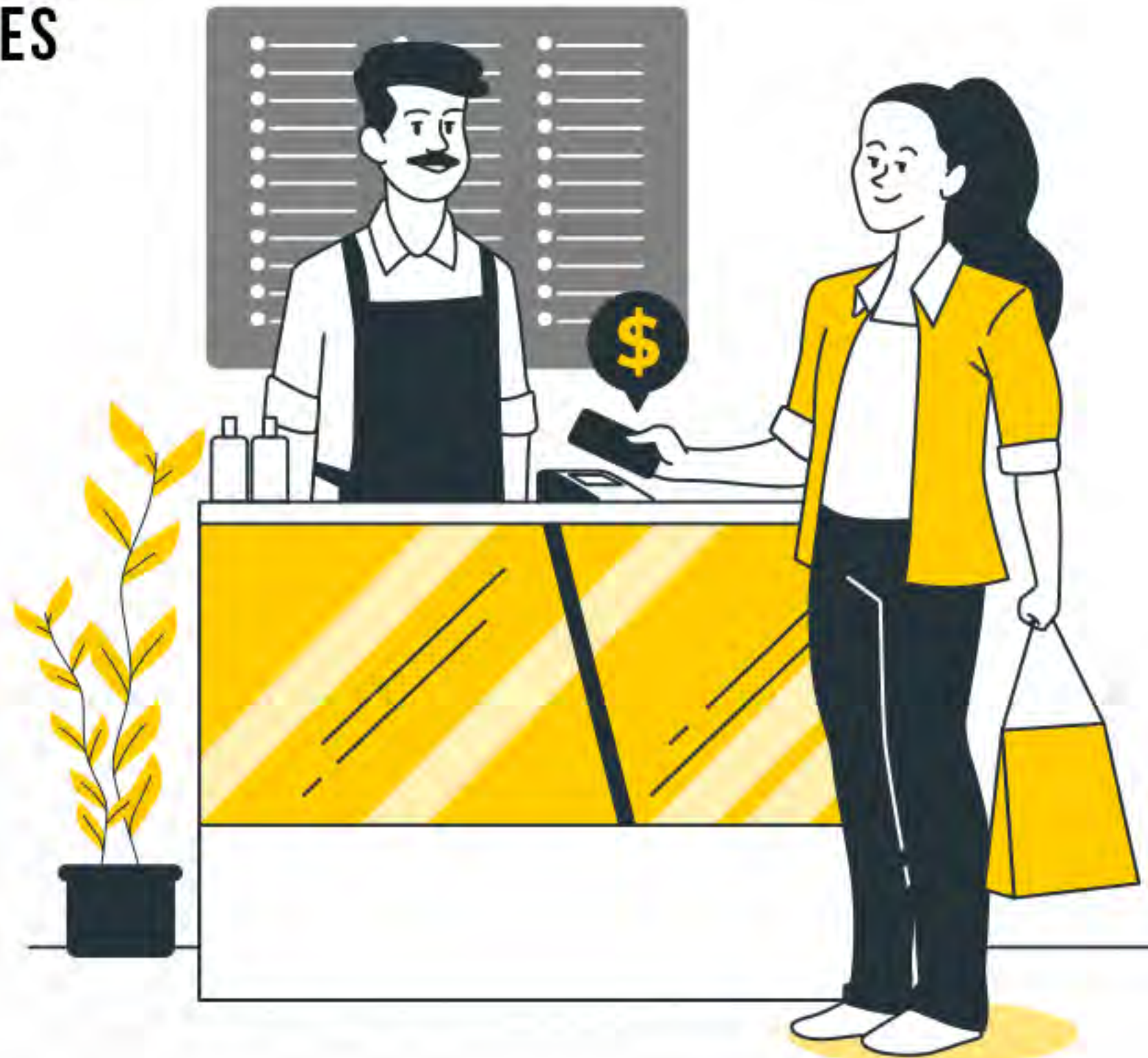
WHEN ACTUAL SALES CAME INTO THE PICTURE, ONE WOULD HIRE A SALES PERSON WHO COULD REACH TO THE **MASS COMMUNITY TO INFORM ABOUT THE PRODUCT. THERE WERE NO TARGETED CUSTOMERS. SALES PERSONS APPROACHED BOTH B2B AND B2C IN ORDER TO GET BUSINESS AT A FASTER RATE.**



STAGE 3

WHEN COMPANIES STARTED TO PRODUCE AND SELL WHAT CUSTOMERS ACTUALLY WANTED RATHER THAN JUST POINTLESS PITCHING TO BUY ANYTHING.

THIS WAS WHEN COMPANIES CARED ABOUT CUSTOMER VALUE AND FEEDBACK



STAGE 4

**WHEN RELATIONSHIP MARKETING BEGAN
IN TERMS OF
REFERENCE AND RECOMMENDATION
OF THEIR
CUSTOMERS' CIRCLE.**



STAGE 5

WHEN MARKETING BOOMED IN TERMS OF
WORD-OF-MOUTH, B2B, B2C,
RELATIONSHIP MARKETING.
IT'S A MIXTURE OF STAGE 1- 4



STAGE 6

MARKETING REACHED ANOTHER LEVEL,
DIGITAL MARKETING. THE CURRENT ERA
IN WHICH WE ALL ARE LIVING.
IT HAS HELPED SMALL BUSINESSES
TO GROW AT A FASTER RATE.



STAGE 7

**WHAT DO YOU
THINK?**

**WHAT WILL BE THE
NEXT LEVEL _____?**



**I HOPE I WAS ABLE
TO TAKE YOU
THROUGH THE
JOURNEY OF
MARKETING.**

SO TELL US WHAT WILL BE
THE NEXT BIG CHANGE IN MARKETING

