

## What is Holistic Marketing?

Holistic marketing considers a business and all its parts. It sees a business as one entirety. As a result, it gives a shared aim and purpose for each activity within a business. And to everyone related to it. It thinks about a business's place in the wider society. For example where does a business fit into the broader economy? And how does it impact the lives of its customers.

Think of the human body that can only function when all parts are working together. In the same way, holistic marketing understands all the different parts of a business need to work together to operate at its optimum

Consequently, this approach drives towards the alignment of your business's processes, services, systems and customer touch points. This creates a consistent and seamless customer experience on multiple channels.

## Principle Components of Holistic Marketing

There are four main components within a holistic marketing model, each of which plays an important role in bringing everything together for a business.

### Internal Marketing

Internal marketing refers to the internal management of system, the marketing department and the collaboration between the marketing department and other departments.

### Integrated Marketing

Integrated marketing involves the pricing strategy, product strategy, placing strategy, promotion strategy and communication strategy.

### Performance Marketing

Performance marketing is focused on different business activities, such as how to sell a product, brand and customer equity, and the ethical and legal responsibilities a business and product upholds.

### Relationship Marketing

Relationship marketing is centered on the relationship you have with your customers, employees, partners and competitors.

By considering these four different principle components, holistic marketing allows you to create a comprehensive business plan that covers the whole business system.

## Examples of Holistic Marketing

Apple is one example of a company that successfully uses holistic marketing. Everything from how the products are developed with the customer in mind, to the stores being branded

in a recognizable fashion, to the customer service being extremely quick, efficient and polite, Apple could be considered a master in using this strategy.

Samsung is second example

## Benefits of Holistic Marketing

### Creates cohesiveness

Rather than presenting diverging and conflicting information in different areas of your brand, holistic marketing brings your brand effectively ‘under one roof,’ presenting greater consistency and cohesiveness for your customers, even if you’re a small business.

### Garners Good Results

Holistic marketing makes a brand more consistent and cohesive across all aspects, marketing channels and messages. As a result, holistic marketing can help your small business get more out of its marketing efforts.

All businesses possess different features which must be assessed and evaluated. It doesn’t matter how big or small they are. So, businesses need a holistic marketing approach. Include the different systems, services, processes and customer touch points. The process can prove advantageous to small businesses as well as larger companies.

## **The societal marketing concept**

This marketing philosophy is all about knowing your customers’ needs, while also caring about the well-being of the society and the environment.

It sees businesses as parts of society and promotes their participation in the solving of important issues, like pollution, world hunger, and illiteracy.

With all the pollution issues that we’ve had in the past few months and climate change being in full swing, it is important that businesses show that they care about these issues, because if they seem like they don’t care, they might lose a lot of customers.

Therefore, many businesses today donate and participate in all sorts of charities, as well as promote them.