

ASPECTS OF PERMISSION MARKETING

Morozan Cristian

*"Constantin Brâncoveanu" University from Pitești, Faculty of Management-Marketing in Economic Affairs Brăila
18 Rubinelor Street, Brăila E-mail: cristi.morozan@gmail.com Telephone: 0239/61.33.08*

Enache Elena

*"Constantin Brâncoveanu" University from Pitești, Faculty of Management-Marketing in Economic Affairs Brăila
18 Rubinelor Street, Brăila E-mail: e_enache2005@yahoo.com Telephone: 0239/61.33.08*

Ținteanu Bogdan

*"Bella Italia" Pizza – Romania Franchise 176 Plevna Street, Brăila E-mail: bogdan.tinteanu@bella_italia.ro
Telephone: 0239/61.05.55*

It's time for the Romanian organizations to know what foreign companies have found along time. Without innovation, a company cannot survive! The innovation index is different from a sector to another, achieving, for example, even 100% in the field of read-made clothes.

Innovation is like a breath of oxygen in a world which becomes extremely exigent and materializes in a new solution from any point of view (technological constructive, creative, organizational etc.), an improvement without pretending to be unique, which the companies throw on the market to ensure success and their chances in future.

Although innovation is something more than staying on the spot, but it must be also mentioned the fact that more than half of innovations do not enjoy success.

Keywords: permission marketing, interrupted marketing, customers, advertisement

JEL classification: M31

It is nothing new if we state that marketing is so necessary in all types of activities, but the novelty comes when because of an excessive competition, of different categories of consumers, new variants of marketing approach are created, some of them being considered correct, others less correct and of principle.

Nobody has the patience to read the junk-mail or to follow the advertisements on TV, nobody is eager to find what news received on e-mail, to read notice, logos or billboards etc. Although the marketers' role is to attract people's attention on them, it is simply impossible physically and psychically for people to bear the pressure of all classical publicity messages. That is why, in an untidy and crowded world, other ways are looked for, other approaches of raising profits.

After having read the specialty literature, but especially as a result of present day practice, the present paper identifies some new successful concepts, proposed by marketers who have innovated the marketing. They are already created and it is more necessary to be known: Ambush marketing, Permission marketing, Field marketing, Shopper marketing, Blog marketing, Digital marketing and so on. We have decided to further develop the subject of Permission marketing.

The marketing people all over the world will become familiar with this concept. The sellers will soon speak about the efficient principles of the consumer permission marketing and about the optimum approaches of applying these principles.

The basic idea of permission oriented marketing is very simple: each of us is born with a limited amount of time, but the thought of using it efficiently is one of everybody's main goal.

To pay attention to a thing, whichever it may be, is in fact an awareness act which asks for a conscientious effort.

So, in future, the only efficient way of selling goods to customers will be to ask his/her permission first. This can be attained by drawing the consumer into a dialogue, in a long term interactive relation to which he may take part equally. Instead of interrupting his attention by an advertisement, or violating his privacy by a telephone or an unexpected e-mail, the future marketer will try to get the consumer's permission of participating in the sale process. The consumer is likely to offer his permission because he wants to find more about a certain product. The marketer will have to offer some payment or a benefit in exchange for getting permission.

On the other hand interactivity may attract the consumers in individual dialogues which may lead to the development of some relationships to become ever stronger in the long run. Such a strategy not only shields a business against becoming trite, but also it offers a special service to consumers, a service which may value more than the access to the most recent and exact price comparison.

1. The evolution of mass marketing

1.1. Marketing crisis which cannot be solved with money

Marketers have found that the former way of making publicity and selling goods does not work as in the past, so they are continually looking for new ways by which to increase the market quota and profits.

Nobody pays attention to publicity, although important resources are wasted, but marketers have the duty to make us do it. If they did not interrupt our mind by placing a mark in our conscious or subconscious, then marketing would fail.

Nowadays publicity can be defined as being the science of creating and placing a message which interrupts the consumer, so that later it will make him act. However, the more crowded the market becomes the more difficult it is to succeed to interrupt the consumer.

Marketers have chosen to solve this problem in the least disadvantageous way, to face the disorder, confusion and the effects, more negative than positive of the marketing based on breaking, they decided to interrupt it more and more.

1.2. Interrupted marketing

The marketing of consumer goods is in a real crisis. The great diversification and specialization of media means leads to the situation in which a marketer cannot cover a large rate of population through a single message.

The important events have that capacity of bringing in front of TV screens more than half of the consumers member (e.g. football matches). Therefore, they are the ideal launcher for the messages of interrupted marketing supporters, having as a target the great number of audience caused by the event.

Besides the acquisition of a large quantity of publicity, how can mass marketers get through such an exceeding of information?

They apply one of the following four classical approaches:

- a) the first solution stands in the increase of investments in less common means of communication, not only in the traditional publicity on TV;
- b) the second technique is to make more shocking and attractive ads;
- c) the third classical approach, to maintain the mass marketing, is the frequent change of promotional campaign structure, in order to make them interesting and new;
- d) the fourth approach represents what most marketers do when they give up the mass-media ads and resort to direct marketing campaigns, to events, coupons, gratuity cards and other direct sales promotion instruments.

Making a summary of the problems with which the marketer applying the specific approaches of interrupted marketing confronts with, we can speak about⁴¹⁵:

- human beings can offer a finite quantity of attention;
- customers dispose of a finite amount of money;
- the more products are offered on the market the less money come to each product;
- to draw more attention and more money, the interruption oriented marketers must spend more;
- however, as it has been noticed before, spending much more money to get special results can only lead to an acuteness of the problems;
- a real vicious circle: the more money is spend the more decreases the efficiency. The less efficient, the more money must be spent.

Will the mass marketing ever have major changes? Without any doubt a new form of marketing appears in the image.

The new approach will affect the interrupted marketing in the same way in which the automobile revolutionized transport.

1.3. Mass publicity created mass marketers

Marketing has become the most profitable sector of an organization. It has been stated that besides marketing everything is expense.⁴¹⁶ The possibility of attracting a large number of customers by advertising was a real revelation for the new companies.

At the beginning, they only flirted with the idea but later became dependant on the concept, rely the whole organizational and business strategy on the mass attraction.

At the beginning of the 19th century the publicity people were considered the saviors of the industrial societies, some complicated beings capable to keep a tight handle over the crowds to lead to progress.⁴¹⁷ As soon as the producers started to make publicity they discovered (some of them by chance) an extraordinary truth: the more intense the publicity was the greater the sales were, and the value of sales exceeded the publicity costs. The machinery of modern trade had started to operate.

The development of mass means of communication to contain publicity information was considered a direct consequence of this discovery.

The supporters of interrupted marketing need something to interrupt people. In this way appeared new newspapers, radios and TV programs. Could the interrupted marketing have led to creation of today's media? It seems it did!

As soon as the trade world tasted the mass publicity, marketers fixed on interrupted marketing. The reasons were relatively simple:⁴¹⁸

415 Seth Godin, Marketingul bazat pe permisiune, Business Tech Publishing House, Bucharest, 2004, p. 39.

416 David Aaker, Managementul capitalului unui brand, Brandbuilders Collection, Bucharest, 2005, p. 10.

417 Wally Olins, Despre Brand, Comunicare.ro Publishing House, Bucharest, 2007, p. 44.

418 Seth Godin, quoted work, p. 60.

- a) interrupted marketing was simple: you were creating some advertisements and they exhibited everywhere;
- b) interrupted marketing had a measurable efficiency: if you wanted the increase of sales, then you bought more publicity;
- c) the interrupted marketing was predictable: an experienced marketer could predict the profit of each coin spent on publicity;
- d) interrupted marketing was corresponding to the command and control needs of large companies. The strategy was totally under the control of the one making publicity, without the risk of some secondary effects;
- e) interrupted marketing is profitable. A good product brings great profits, superior to publicity costs.

The supporters of mass marketing have optimized their organizations to be able to approach this strategy. They created the position of mark manager, the publicity agencies and the companies evaluating the publicity impact and concentrated groups of specialists and numerous techniques to institutionalize their adherence to the system of interrupted marketing.

Permission marketing on the contrary constitutes a great threat and a great opportunity. This situation opens huge perspectives for the new companies, which have nothing to lose, which are flexible and endowed with the decision of trying a totally different way of winning and keeping its customers.

2. Customer's permission marketing

2.1. Publicity is powerful if it is anticipated, individual and relevant

Nowadays, although the confusion caused by overcrowd is great is goes on amplifying, permission marketers succeed to use it for their own benefit. In fact, *the greater the confusion is, the more profitable is the permission marketing.*

The interrupted marketing is the enemy of anyone who tries to take time. By a constant interruption of our activities in any moment, marketer who interrupts us succeeds a double performance of putting in danger the new product selling potential and not wasting our most precious good, the time.

Therefore on a long term, the interrupted marketing as an instrument of mass marketing is doomed to perish. An alternative might be the permission marketing which offers voluntarily to the act of sale. Being addressed to volunteers, this type of marketing brings the guarantee that the message will be received with much care. This type of marketing allows the marketers to deliver their speech calmly and to the point, without the fear of being interrupted by competition. Through this approach, both the consumers and the marketers won, between them being established a symbolist relationship.

The publicity messages specific to the customer permission marketing are *anticipated, individual, individual al relevant.*⁴¹⁹

Any marketer should offer a stimulus to his prospective customer for his being disposal, in fact the first meeting represents a great time and money investment, therefore it must be quite a strong reason to urge to a voluntary action.

The stimuli we way offer the customers may vary from information to entertainment, contents or even a payment on the spot for the paid attention, must be direct, evident and offered clearly. Secondly, using the attention paid to consumer, marketer places at its disposal a long term program with clear marks regarding the product or the service offered. The third step implies the refreshment of stimuli and the next, which must make in the same time with the third step, constitutes the enhancement of permission level which the prospective customer pays to the marketer. The fifth step and the last constitute the transformation of permission in a profitable situation for both parties.

The permission marketing cuts victoriously way through the actual crowd and allows the marketer to address the prospective customers as a friend not as a foreigner.

This individual communication, anticipated, frequent and relevant has an infinitely greater impact than a certain message spread at random, in a moment chosen at random.

The main problem is that the permission marketing presupposes patient.

Companies led by this strategy have results in time, in opposition with what would like the marketers nowadays. Beside, permission marketing presupposes much trust.

*Unlike the interrupted marketing, the permission one is a measurable process*⁴²⁰. It develops in time and for any company which uses it, it becomes a more active asset. The more resources we allocate to permission marketing companies, the better they will operate in time. These stable and efficient processes represent the key of success in fight with the confusion nowadays.

The permission marketing is the one which uses efficiently the real force of Internet. The strong dynamism it brings to this environment makes from permission marketing the spear point of the following decade marketing.

419 Seth Godin, Marketingul bazat pe permisiune, Business Tech Publishing House, Bucharest, 2004, p. 45.

420 Idem

2.2. Focus on customer quota and not on the market quota

At the end of 2000's Don Peppers and Martha Rogers wrote a book which completely changed the marketing image. This book entitled "The One to One Future" proposes a radical reconsideration of the way in which marketers treat their customers. Peppers and Rogers presented the model in which companies can increase their profit by selling a greater number of items to a smaller number of customers. With other words they consider that it is wiser to concentrate on sales increase to a smaller number of actual customers than to look for new clients.

The reasoning behind this concept goes straight to the target and leads to one of the principles which support the permission marketing; to get a new customer is expensive, being necessary expenses to draw his attention and efforts to educate him (interrupted marketing is expensive, the same being the process to win another customer). For the customer is expensive too, because he must to spend time to evaluate the information and to learn the characteristics and product advantages.

The authors of the mentioned book sustain with strong arguments the idea that attention must be drawn from the methods of increasing the number of clients to their keeping on a longer period of time and to getting greater amounts of money from them in the long run.

The permission marketing presupposes the concentration on a double perspective, both prior to a post-sale. The problem most of the companies confront with is that they start to analyze their customers too late.

The permission marketing has in view the changing of strangers into friends and of friends into customers. One-to-one marketing uses the same techniques including knowledge, repetition and relevance to turn the customers in super-customers. One-to-one marketing is not in competition with the one based on permission but it belongs to the same dimension. Marketer who adopts the strategies peculiar to one-to-one approach use permission aloud after the perspective customer turned into a customer in order to turn him into a super-customer. The higher the permission level the higher the profit got.

2.3. The five permission levels

The marketing aim which uses permission strategies is to make consumers to advance on "permission scale", turning them from strangers into friends and from friends into customers. The customers are to be turned into devoted customers. Each step in this process presupposes the growth in faith, in responsibility and profits.

Permission may be classified in five different levels. The highest level is entitled the *intervene level*. The fifth, the lowest is called the *situational level*. Here are the five levels presented in the order of their importance:⁴²¹

- a) intervene level (and the model of permitted acquisition);
- b) points level (a system based on collecting points and that based on chance);
- c) personal relation level;
- d) mark trusting level;
- e) situational level.

There might be another level but placed outside permission area and practically it cannot be considered a level. It is the level of unsolicited publicity materials.

The marketer who gets the customer permission at "intervene" level, takes the decision of buying on the customer's behalf. It is a greater advantage, but risky in the same time. If the marketer makes mistakes or, even worse, abuses of their permission, will be cancelled on the spot.

The next permission level is that of points, a rigorous one, being a measurable approach in order to keep and draw the attention of the prospective customer. It is not necessary to give a great discount (generally in cash) which does not bring long-term benefits.

The seller gives only few points but what he gets is not only the customer's attention at the respective moment, but the creation of a relationship which will surely have better results in future.

The third level of permission is that of personal relations. Quite surprisingly, this follows the levels of points in the order of permission because these two levels cannot be compared. The using of a relation with a person is an efficient way of reorientation, at least temporarily, his attention and influences his behavior, but this way of approach is different from person to person.

Ever lower on the scale which measures the permission is the level of mark faith. This is the level got on product testing and researching, a kind of mantra of those marketers who are supporters of interrupted strategy.

In order of importance, the last permission level is that situational. It is a level which depends only on the moment situation, but it is very useful. Giving situational permission, is usually preceded by the question: "May I help you?". When a consumer calls a green-phone he has just given a situational permission.

On the bottom level, that is zero (the place from which starts any marketer which uses interrupted strategies) there are unsolicited publicity materials. At this level the permission problem cannot be raised.

421 Seth Godin, Marketingul bazat pe permisiune, Business Tech Publishing House, Bucharest, 2004, p. 100.

2.4. Permission marketing in the context of Internet actual development

Jeff Bezos is about to become a billionaire because of this site Amazon.com, although on this site you can buy only books. By Amazon.com the sales are greater than the sales summed of the first printing-houses in the world. Google has a total value of shares listed at the Stock Exchange greater than some auto companies.

The Internet is the most important direct marketing media which has ever been invented. The main advantages the Internet offers to those wishing to profit from direct marketing would be:

- the dispatch of materials is free;
- the testing speed is one hundred times higher;
- the answering rate is fifteen times greater;
- the combination of off-line with on line marketing strategy;
- frequency is free – you cannot identify and discuss efficiently with each person taken separately quite often;
- the printing is free.

We further present the five stages any permission marketing campaign must follow on Internet⁴²²:

- a) the marketer offers the prospective customer a stimulant so that he may voluntarily enlist in the system;
- b) using the attention paid by the consumer the marketer offers a real information program instructing the latter about his products or services;
- c) bonuses consolidates the keeping of the permission paid;
- d) the marketer offers additional bonuses to get a greater consumer's permission;
- e) in the long run, the marketer uses permission to change the consumer's behavior, turning him in a source of income.

The permission law is simple: in order to turn to account a list at maximum, it is necessary to amplify its individual, anticipated and clear character. The more the audience knows us, the messages are more anticipated and the permission character is greater and the value of a list rises.

Conclusions

The technology places at the marketers' disposal the perfect endowment and allows them to personalize the mail and send free messages on Internet. If we add to this a significant base of customers who expects to receive the marketing messages because they expressed their permission, it is simple to understand that the whole chain of book industry is in front of a deadly threatened.

By turning strangers in persons who gradually pay a rising permission, starting with the first contact up to the moment of allowing him to buy on the customer's behalf, the marketer may optimize the whole marketing process. By raising the evaluation capacity and marketing efficiency, the company may get considerable profits.

Bibliography

1. Seth Godin, Marketingul bazat pe permisiune, Business Tech Publishing House, Bucharest, 2004
2. David Aaker, Managementul capitalului unui brand, Brandbuilders Collection, Bucharest, 2005
3. Wally Olins, Despre Brand, Comunicare.ro Publishing House, Bucharest, 2007

422 Seth Godin, quoted work, p. 200.