

4 MARKETING APPROACHES

Transactional

Orientation court
terme.

**Incentives and
promotions.**

Individual
transactions.

Relational

Loyalty program.

**Personalization of
offers.**

Communication
continue.

Societal

Promotion of
ecological products.

**Participation in
charitable actions.**

Compliance with
ethical standards.

Holistic

Global vision.

Coordination.

Consistent customer
experience.

Marketing Today A Basic Approach

Joacim Rocklöv



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