

## Marketing 5.0: The Era of Technology for Humanity with a Collaboration of Humans and Machines

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### Abstract

Marketing 5.0 is a marketing strategy that is positioned as technology for humanity. It is the time when technologies and humans collaborate to create experiences for consumers. It is a time for revolutionary changes that need a quantum leap and agility. It is a marketing strategy that takes place in the digital context that prompt all of us to change. Transformation is inevitable, and it should be done with agile management. Brands must be immersed in consumers' lives as their part of life they cannot live without. Brands will be sustainable if they can create symbolic meanings that are compatible with consumers' values. This is an age of "Experience Economy"; therefore, it's experience that counts. Impressive experiences will lead to relationship that can enhances entanglement.

**Keyword:** marketing 5.0, Quantum, Agility, entangle

### 1. Introduction

Practices of marketing management have evolved with different strategic concepts. The focus of Marketing 1.0 was production efficiency and product development with the purpose to gain shares of market. Companies looked for better machines to get benefits of economies of scale. Budgets on research and development were important to come up with superior products as competitive advantages.

Marketing 2.0 was brand marketing focusing on brand communication and brand experiences with a purpose to gain shares of mind. A design of services was the tool of customer experience management (CEM), and database was used to formulate strategies of customer relationship management (CRM) to gain loyalty. In order to create brand identity, marketers paid attention to brand senses.

Marketing 3.0 was the era of mission marketing that went beyond creating customer values to create human values. Companies operated with purposes to make the world better and to make lives better. To have superior products was insufficient to create charismatic brand equity; companies must have corporate social responsibility. Their businesses would not do any harm to society, and they designed social contribution programs to correct social dysfunctions. Only companies with passions to be good corporate citizens could win consumers' hearts, and gained shares of wallet.

Marketing 4.0 witnessed the birth of digital marketing with many subsets of marketing strategies, including content marketing, engagement marketing, experiential marketing, social marketing, community marketing, and viral marketing. It was the era of co-creation and collaboration with a purpose to gain shares of community, meaning that there were a large number of followers who were engaging on different platforms of social media. Social listening was essential to practice crowdsourcing by gathering and analyzing big data in social media for co-creation and collaboration. Big data analytics is essential competency in this era.



We have now moved to be in the era of Marketing 5.0: the era when humans and machines collaborate as the age of technology for humanity under a new ecosystem of business.

## 2. The Characteristics of New Ecosystem

**2.1 Revolutionary Changes:** Drucker (2019) describes the characteristics of new ecosystem as follows: 1) the velocity of change is unprecedented, 2) the 4th Industrial Revolution is marked by an extraordinary rate of scientific advances, 3) technology has created a new ecosystem where everything and everyone is connected, 4) no one is prepared for the magnitude of change, and 5) innovators recognize everything is at play and opportunities abound. In the context of this new ecology, marketers need:

1) flexibility to approaching constant changes and advances in technology, 2) finding new values and insights from interconnected technologies, and 3) preparing for even more advanced technologies and being ready to jump at the opportunities they create.

**2.2 Technology:** With technologies for connectivity, digital influential individuals now have a power to instantly impact culture and whole categories of business as we are a living in a no-line world, and the lines between the physical and digital worlds are increasingly diminishing and the terms “online” and “offline” are becoming obsolete. Technology is giving consumers the ability to get what they want, when and where they want it, and brands are expected to instantaneously respond and deliver. Thanks to technology, consumers are more empowered than ever. With a smart phone in every pocket, a consumer’s buying journey is more complex than ever before, and so is a marketer’s job to reach them.

**2.3 Consumer:** Consumer expectations are high, and the need to reach and exceed them is imperative to success. Today’s consumer demands highly relevant, friction-free brand experiences where they are, when they want them. Consumers are more demanding and more powerful; they are unafraid to make their opinions known. Equipped with the ability to create and broadcast contents, consumers are nowadays becoming omnichannel influencers who always want to verify their influences. They have a notion that if they are followed, they exist. They use digital contents to gain attention from their virtual friends.

**2.4 Brand:** Beyond why a brand exists, its purpose is also about a brand defining its place in the world. Successful brands not only help people be their best selves, but also what they aspire to be. Marketers have to evoking emotional relevance to drive perceptions of value and desensitize people to prices. When people see themselves reflected in a brand’s value, they feel it can help them be more themselves. They instinctively desire to be associated with it, regardless of cost. A person’s self-concept today is reflected in an amalgamation of their social media currency, behaviors, and influence. Growing a sizable online community of like-minded individuals is critical to effectively market brands, especially as traditional media’s ability to reach people continues to decline. Forces of changes in this era are: 1) Commerce, culture, and consumption have converged, 2) the digital and physical world have merged: we are in an age of no-line living, 3) competitive business categories are blurring and converging, 4) consumers are demanding, all-powerful, controlling gods, and 5) we are experiencing relentless disruption and disintermediation

**2.5 The 4 P’s Marketing Mixes Become the 4 E’s:** Poulou ((2018) In this era, marketing is not a function, it is the whole business from the customer’s point of view.



Concerns and responsibilities for marketing must therefore permeate all areas of the enterprise. The traditional 4Ps of marketing (product, price, promotion, place) need to evolve into the 4Es (experience, exchange, evangelism, and everyplace). The 4Es align companies with the experientially driven mindsets, expectations, and needs of consumers, and they transform a company from a product-based business to a people-first business, delivering meaningful value to customers.

**2.6 A Need for Transformational Leader in the Age of Experience Economy:** This era is an experience economy, and to be successful in this experience economy, it is not so much defined by what marketers sell, but it is a matter of how they sell it. Marketing exchange processes are the entire value experience for consumers. Not only do we need a good teamwork, but we also need a good leader. In this era, a great leader is a transformational leader, not a transactional one. A transformational leader must lead and support changes. Burnham (2016) describes 7 habits of a highly effective transformational leader as follows: 1) **Be Empathetic:** Truly great digital transformation leaders understand how human dynamics—fear, politics, ego, sabotage, and safety—play into people’s feelings about change, 2) **Step Outside Your Box:** seeking out connections, experiences, and information outside of your particular industry can help light on what other businesses are doing in their digital transformation, 3) **Hone Your Communication Skills:** Communicating effectively—that is, knowing what to articulate, how, and in what context, 4) **Ask ‘Why?’:** At the core of every transformation should be an “insatiable” curiosity—whether it’s about a new technology, the results you’re seeing, or understanding what people are struggling with, 5) **Tune Out The Noise:** A digital detox might seem like a counterintuitive move for digital transformation leaders, but doing so you will find more time to focus on strategy, innovation, and big-picture thinking, 6) **Develop Emotional Intelligence:** While it may be a trendy buzz-phrase in business today, emotional intelligence—the ability to identify and manage your own emotions and the emotions of others—sets leaders apart, and 7) **Think Like A Futurist:** Because the future is anything but certain, digital transformation leaders need to stop ruminating about what may or may not happen as an absolute, In short, digital transformation leaders need to think about what they can do to build the future of work they want to see. Digital transformation leaders need to go from being passive participants to being active creators. Business leaders nowadays must be prepared for any uncertainty that comes their way,

### 3. Marketing 5.0: Conceptual Framework

In the era of Marketing 5.0, we have witnessed the digital revolution characterized by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres. The distinctive feature of this era is an impact of velocity, scope, and systems. The speed of current breakthroughs is at an exponential pace that has no historical precedent. It is disrupting almost every industry in every country, and it heralds the transformation of entire systems of production, management, marketing, and governance. The mission of all enterprises is to raise global income levels and improve the quality of life for populations around the world. It is truly a mission marketing framework that leverages technologies to improve quality of life. It’s indeed technology for humanity

In this era, Grynberg (2018) states that, to remain relevant and grow in transformative times, marketers have to be aware of three trends that are shaping the world, namely 1)



globalization as a phenomenon that goes beyond the western world, 2) demographic shifts with the growth of ASIA, African, and Latin American populations, and 3) technology with its acceleration that forces us all to adapt quickly. All ideas of marketing have to be aligned with globalization, diversity, and technology. Marketers are no longer marketing to people or consumers, but to gods, because consumers now have god-like power with a smart phone on the palm of their hand. Marketers need to stop being dollar-obsessed and become people-obsessed on the basis of humanity principles.

It's very important that marketers not only let the numbers make the decision., because business has to deal with emotional consumers. Blaise Pascal, a French philosopher wrote, 'We choose with our hearts and we use numbers to justify what we just did.' This is the reason why luxury brands are growing more than any other category in this era. Many products do not have performance differences, but they do have feeling differences. The best way for marketers to connect with the emotion part of the industry is to spend a lot of time with art and culture. Knowing culture is a route to the emotion part of marketing, and being competence in technology is a route to the functional part of marketing. As technology keeps advancing, marketing will be more important than ever because it is the discipline that tries to understand and meet consumers' requirements through a combination of art and science. In short, marketers need to know the data science, and excel in the art of data-driven story telling.

When dealing with culture, marketers have to realize that there are four different levels of diversity: 1) being aware of cultural differences in order to address cultural differences 2) having at least one person of a certain cultural heritage in the organization to do the right cultural things, 3) understanding humanity that can nullify cultural differences, and 4) being aware that people have different thinking, not only different behaviors.

This era is the time of the collaboration between machines and human beings. Certain things that machines can do better will be done by machines, but people plus machines have been found to be better than machines in most cases. It is an integration of high tech and high touch. Technologies, as high tech, allow us to tell stories in different ways. Humans, as high touch will make stories more appealing. Machines are getting more accurate, and also faster, and humans are learning how to create impressive emotional experiences that are more memorable and build loyalty more effectively. Marketers have to learn how to leverage the advancement of technology, but they never forget the emotional values created by their employees who are human. Marketers who are obsessed with technology, and ignore the development of human resources are doomed in this era of experience economy.

#### **4. Characteristics of Marketing 5.0**

**4.1 Quantum Leap with Agility and Entanglement:** In the era of Marketing 5.0, entrepreneurs should try to get their brands imbedded in customers' lives. Strategic marketing frameworks in this era are Entangled Marketing, Agile Marketing, and Quantum Marketing. The focal point of all these strategic frameworks is to get customers intertwined with brands. A success of marketing can be manifested in the situation when customers feel that they cannot live without certain brands to which they are loyal.

Schwab (2016) states that we stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. We live with complexity of life; we are facing the transformation that is unlike anything humankind experiencing before. It is clear that our responses to this transformation must be integrated



and comprehensive, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society. Since the era of crowdsourcing that gathers and analyzes big data in social media for co-creation and collaboration, big data analytics has become essential competency.

Kotler, Kartajaya, and Setiawan (2020) positioned Marketing 5.0 as Technology for Humanity. It features the collaboration between machines and humans. It's an integration of functional values facilitated and enabled by technologies, and emotional values produced by humans. Marketing 5.0 is the era of quantum leap with abrupt changes; this is a genesis of Quantum Marketing. It is a time for revolutionary changes when evolutionary changes are no longer sufficient to create competitive advantages. Consumers are facing many types of disruption; their lives encounter radical changes. The management needs agility to keep up with changes in consumers' needs, wants, tastes, and expectations; this gives birth to Agile Marketing. Marketing strategies for this era are quantum marketing and agile marketing with a focus of speed and flexibility to respond to radical and abrupt changes in the realm of consumers' behaviors with a purpose to gain shares of life, meaning to be in all moments of consumers' everydayness of life. Marketers have to make consumers feel that they cannot live without certain brands. Not only do consumers and brands engage on social platforms, but they also intertwine in an entanglement fashion. This originates Entangled Marketing.

**4.2 Big Data and Digitalization:** In this era, big data are available to use as bases for strategy formulation. The characteristics of big data are: 1) volume (a big quantity), 2) variety (many aspects of information), 3) velocity (speedy movement of information), and veracity (a combination of accurate information and inaccurate information). Marketers must have data analytics competency in order to leverage relevant data. They must be able to extract useful data, and delete spam data. Despite the fact that data is critical to achieve success, many companies are unable to turn data into insights or action, and they can't formulate marketing strategies based on insights from their data. To leverage relevant and useful data, there must be a team of various discipline to read and interpret data. All members of a team must work together in an integrated fashion. Companies believing that silos impact their ability to derive cohesive messages from big data.

Tynan (2018) states that executives remain dissatisfied with their current marketing investments have learned that they can benefit from true digital transformation by doing the following: 1) for performance, setting to win with clear KPIs, including business outcomes and a process for tracking and measuring results, 2) for clarity, aligning and conquering with a unified vision for an organization's goals and the roles each person, team and discipline plays, 3) for speed., being able to deliver real time information and acting ahead of changing consumer and marketplace needs, 4) for transparency, having insight drive experiences with consistent accesses to high quality data, business performance information and insights across divisions, 5) for transformation, being disruption proof with bility to adapt structures, processes and creative capabilities to address new opportunities.

**5.3 Governance and Social Responsibility for Long-term Vision:** In this era, nearly all marketers are feeling the pressure to take stronger social, environmental and political stances, especially from the youngest consumers to flex their marketing might. The pressure to step up is driven in part by the rise of direct-to-consumer brands that see social activism as part of their primary mission. Companies are also feeling the heat from social media-driven movements which demand that brands pick a side, and they have to do it quickly. Brands must focus on profitability and customer satisfaction ahead of market share. To be successful brands must look for an opportunity for them to go global. They must build diversified,





multichannel media strategies online and offline. Brands that want to continue to grow, must be increasingly sophisticated in how they approach media buying across a diversity of online and offline channels.

Martine (2015) states that nowadays, the market pressures for short-term performance, but marketers want to ensure that their companies do as well as possible in the long run. It is certain that short-termism is harming the economy (Kim, 2018). Many times, we see that quarterly earnings guidance often leads to an unhealthy focus on short-term profits at the expense of long-term strategy, growth and sustainability. To eradicate this problem, companies should: 1) select the appropriate metrics for their specific business and explain how KPIs advance long-term goals, 2) provide guidance for metrics that will help investors understand and track the company's long-term strategy, and 3) resist the urge to alter metrics, introduce new ones or abandon targets when expectations are not met. The KPIs should be put in context by: 1) offering a three- to five-year outlook for each KPI, as well as key risks and outside factors relevant to this outlook, and 2) if offering annual guidance on KPIs, connect that to the progress toward longer-term goals and contextualize interim results within the frame of long-term objectives.

**5.4 Success Factors:** Smet, Gagnon and McKlinsey (2016) state that in the context of business continuity, several foundational elements will give your organization the best chance for success. These include: **1) Adaptability:** This means having the agility to address the fluid and variable nature of the new workplace, **2 Connectivity:** Every person who needs to be connected should be connected, but with mindfulness and specificity. **3) Collaboration:** Workers must have performance access to all the applications, data and tools they need to do their job productively and collaboratively, at any time, regardless of location, **4) Security:** Threat vectors are more sophisticated, attack surfaces are increasing, and people are working from home without proper training in basic cyber security hygiene, and **5) Intelligence:** Intelligence is an important differentiator in achieving business continuity because it can infuse every aspect of it—adaptability, connectivity, collaboration and security—with automation and analytics-driven decision-making.

Kurzweil (2016) explains that we humans aren't great predictors of the future. For most of history, our experience has been "local and linear." Not much change occurred generation to generation. We used the same tools, ate the same meals, lived in the same general place. As a result, we've developed an intuitive outlook of the future akin to how we approach a staircase — having climbed a number of steps, our prediction of what's to come is simply steps followed by more steps, with each day expected to be roughly like the last. But, we are now facing several unprecedented changes as follows: 1) the rapid growth of technology is actually accelerating progress across a host of domains. This has led to unexpected degrees of technological and social change occurring not only between generations, but within them, 2) against our intuition, today the future is unfolding not linearly but exponentially, making it challenging to predict just what will happen next and when, and 3) unlike linear growth, which results from repeatedly adding a constant, exponential growth is the repeated multiplication of a constant. The problem is we often miss exponential trends in their early stages because the initial pace of exponential growth is deceptive — it begins slow and steady and is hard to differentiate from linear growth. Hence, predictions based on the expectation of an exponential pace can seem improbable. In this situation, the rule of thumb here is we should expect to be surprised, then plan accordingly.



We have to be aware that the future will be far more surprising than most people realize, because few observers have truly internalized the implications of the fact that the rate of change itself is accelerating.

**5.5 A Need for Transformation:** Hinssen (2018) puts a strong statement that the day after tomorrow, we have to transform, or else we will perish. In a few years' time, the tools we use to do business today will be obsolete; therefore, we have to make the day after tomorrow our business priority, now. The technologies we see today are capable of radically transforming business models, customer experiences and organizations, therefore, we must take ourselves away from the present and beyond tomorrow into the day after tomorrow, with a pioneering, radical approach to business. We have to look at tomorrow from the viewpoint of today. If we want our organizations to stay ahead amid this rapid acceleration of technology, we need to think beyond tomorrow. It's what is called 'day after tomorrow thinking'.

Most organizations are still doing business as usual. They realize that more than 90% of their efforts are still allocated to today, with the rest going to tomorrow, and the day after tomorrow gets nothing. This has to change. Today is important because it generates our current value. But when our plans for our future value and we don't extend beyond tomorrow, we miss our chance to change industries, markets and the world itself. One thing that the 'category kings' that make them become the paradigm shifters is all of them have in common focus more attention on beyond the immediate future. If the day after tomorrow doesn't become part of our organization, we won't make it there. It's that simple. The good news is that we're not alone, and that there are ways to prepare for the day after tomorrow that work. Hundreds of organizations begin to radically and bravely innovate after years of stagnation. Creating just the right amount of distance – geographically, financially or structurally – between our day after tomorrow efforts and our core business is the key to making it work.

## 1. Strategic Framework of Marketing 5.0

**6.1 Quantum Marketing:** Quantum Marketing is one of the features representing strategic concepts of Marketing 5.0. Rajamanner (2021) explains that Quantum Marketing is mastering the new marketing mindset for tomorrow. Marketers have to look for frontier strategies to navigate the challenges while facing to thrive in a modern business world that is changing with unprecedented speed and disruption. As technology has continually evolved in the last several decades, marketing has had to change with it, evolving through four significant stages from Marketing 1.0 to Marketing 4.0. What happens next in the fifth stage—Marketing 5.0. It's the fifth paradigm, which will not be an evolution, but a revolution. Almost everything about how marketing is done today, including the very notion of a brand itself, will require a complete re-imagination. All businesses must rethink their entire marketing landscape to remain relevant and be successful.

**Revolutionary Changes:** Quantum Marketing is the revolution of marketing with strategies involving how to be at the forefront of future change. Marketers have to get clarity on the right marketing strategies and tactics to pursue amidst many ever-evolving industries. When applying Quantum Marketing in marketing practices, all business people must seek to understand how rapidly marketing is evolving, get ready for this dramatic shift, and have a vision to see what the new world will look like for companies, consumers, and society at large. Quantum Marketing is marketing transformation made inevitable by technology



breakthroughs and shifts in cultural expectations. In this era, marketers have to understand where marketing is going and how to harness these inevitable changes. Marketers who want to be at the forefront of the world's most innovative technologies and drive growth for their organization must understand the emerging landscape of technologies like infinite data, artificial intelligence, block chain, 5 G and many more to learn how to utilize them in their business strategies or effectively track their impacts. In this era, marketers should stay on top of technologies because consumers use them and what the future is, so marketers cannot work well without them.

**Adapting to the Pace of Technological Advancement:** Quantum Marketing" and marketing as a catalyst for business transformation. Quantum Marketing is a strategic framework for a quantum leap. It's a new concept to understand the complex world we have landed in. The insightful elaboration of this concept gives the brand a true advantage for marketers who work with purposes to achieve, passions to improve quality of life, and people connection across the globe to build a global brand. In order to do this, marketers have to learn how to navigate the ever-changing world of marketing to embrace emerging technologies and an abundant amount of data. Kotler (2012) says that marketing is facing an existential crisis if marketers don't evolve. With the pace of dynamic developments of technologies, it's time to leap a marketing strategy with quantum marketing. In this era, one will see that marketing campaigns must be based on the consumer and technology shifts transforming the market.

**A Need for Analytics Competency:** In order to formulate a quantum marketing strategy, marketers must have the ability to analyze unimaginably large data sets to reach new levels of insights into human behaviors, while the blinding speed of processing paired with Artificial Intelligence to produce powerful new advances in learning, efficiency, and marketing effectiveness. It is a radical business transformation with enormous leaps in how companies organize, operate, and drive growth. In this era, it is safe to say that quantum leaps are needed to survive and thrive. In science, a quantum leap means making the brave jump from current practices for growth and value creation to a new, much more dynamic and powerful paradigm. Today's marketers do not just aim at an accelerated growth, but they have to aim a quantum expansion with a great speed of transformation. Marketers have to realize that the rapid change that they are now experiencing is going to speed up even more due to the unprecedented pace of technological advances.

**Neo-Corporate Culture:** Quantum marketing requires building a corporate culture that thrives on change. Making constant changes is the norm, and disruption is realities for opportunities. Thus, the Quantum Age of Marketing requires new ways of doing business. While there is no single right model, the businesses successfully built for the future are agile and feature new asset classes, revenue and pricing models, performance metrics, competencies, and talents. Companies have to make a quantum leap into the future, companies, no matter how resourceful, should never go it alone. In the context of multifaceted and sophisticated consumer dynamics, the abundance of data availability, and the application of advanced technology marketers are required to have teams of a variety of expertise to succeed.

Martin (2015) suggests that marketers have to be Integrative thinkers who have the ability to constructively face the tensions of opposing models, and instead of choosing one at the expense of the other, generating a resolution of the tension in the form of a new model that contains elements of the individual models, but is superior to each. Put in a nut shell, a quantum leap can be manifested as follows: 1) your marketing strategy is your business





strategy, 2) reset mindsets: your mindset and that of your organization, 3) there is no one business model for the future, 4) trusted partnerships are the key to success, 5) foster a corporate culture that encourages adaptive, integrative thinkers, 6) place marketing at the epicenter of your business goals. 7) hire people with varying skills and backgrounds, 8) partner with companies that can help your business expand and with whom you share values, and 9) be open to new ways of thinking and doing.

As digitization, advanced analytics, and artificial intelligence sweep across industries and geographies, they aren't just reshaping the competitive landscape; they're redefining the organizational imperative. It is safe to say that "adapt or die. Affected by a radical disruption, it is mandatory that organizations adapt to changes. Companies that hesitate to adapt to changes will soon find themselves hustling to catch up. Marketers have to realize that the time to make the quantum leap and plan for the day after tomorrow is now. The reward is a continuous growth generated by changes and perceptions of new horizons.

**6.2 Agile Marketing:** Vassilva (2017) introduces Agile Marketing Strategies by making statements that business is getting more complex, the environment and market are becoming more turbulent and unpredictable; therefore, many companies and their managers realize that the world is in constant and relentless state of change. The implicit assumption in the quest for customer satisfaction and service quality is that there is a link between positive evaluation and repurchase behaviors. Agile marketing strategies are used to deal with customer-brand dynamics transformation. Vassilva recommends the 4 V model of a global brand value, consisting of the following: 1) **Value Bases** being Consumer, Economics, Marketing, and Organization, 2) **Valued Brands** meaning Premium Brand, Prestige Brand, High Value Brand, and Fun Brand, 3) **Value Delivery** consisting of How to deliver and What to deliver, and 4) **Valued Outcomes** by calculating brand Value in terms of Trust, Brand loyalty, Market share, Market growth, Price premium, and Profit margin

According to Hammond (2019), Agile Marketing is a tactical marketing approach in which marketing teams collectively identify high value projects on which to focus their collective efforts. The elements are: 1) individuals and interactions over large markets, 2) collaboration over silos and hierarchy, 3) responding to change over following a plan, 4) rapid iterations over big bang campaigns, 5) testing and data over opinion and conventions, and 6) numerous small experiments over a few big bets. It is essential that a team be set for Agile Marketing, roles of Agile Marketing team are: 1) aligns with leadership and sets team expectations, 2) analyzes the data to identify the opportunities, and 3) designs and prioritizes tests.

**How Agile Marketing Work:** Edelman, Heller, and Spittails (2021) describe the procedures of Agile Marketing will be as follows: 1) Sprint Planning by being realistic in getting agreement on the goals, 2) The Scrum Process with daily standup meeting to learn what each person did yesterday, what each person will do today, and what obstacles shoot, 3) Sprint Review to check status against agreements, and to discuss product development and sales, and 4) Sprint Retrospective to review the whole print process and what went well during the sprint, and what could have been better, Agile Marketing can be manifested as follows: 1) many small experiments over a few large bets, 2) responding to change over following a plan, 3) flexible over rigid planning, 4) the process of customer discovery over static prediction, 5) adaptive and iterative campaigns over big bang campaigns, 6) customer-focused collaboration over silos and hierarchy, and 7) validated learning over opinions and conventions



**Agile Approach to Marketing:** Fryrear (2017) states that responding to social trends means flexibility, and agile marketing doesn't work with controlled and deliberately timed plan. However, Wunsch suggests that Agile Marketing must start with a shift of mindset and other necessary conceptual elements must be included. They are as follows: 1) Mindset Shift, 2) Experimentation, Iteration, & Small, 3) Adherence To The Agile Manifesto, 4) Teamwork & Collaboration, 5) Data-driven Marketing. According to Edeleman, Heller, and Spittails (2021) key pieces of an Agile Marketing implementation are: 1) Sprints, 2) Stand up Meetings, 3) Board To Track Project Progress, and 4) Teamwork. Details of each pieces are as follows:

1. **Sprints: (Two to six weeks) :** Week 1 Align on Challenge, Week 2 Decide on a Solution, Week 3 Create a Prototype Test, Week 4 Test & Learn with Customers, and Week 5 Ready to Go
2. **Stand up Meeting:** (Getting together and have a very brief check in): Why Meeting ?, Type of Meeting ?, Facilitator ?, Note Taker ?, Timekeeper ?, Topic ?, Presenter?, and Time Allotted ?
3. **Board To Track Project Progress:** issues, risks, and progresses: Hot Issues (Issues, Reasons, Date Raise, Action to Resolve, Escalation, and Escalation Date), Hot Risk (Risk, Impact, Estimated Probability, Mitigation Action, and Must Resolve Before) and Key Milestones Dates (Dates, Milestones, and Weeks Remaining)
4. **Teamwork** (the success or failure of the sprint rests on all the team members) Everybody has to be prepared to collaborate and assist in the agile framework.

**Agile Marketing Benefits:** When applying Agile Marketing in marketing practices in this era, marketing will witness the following benefits: 1) improve speed of decision-making, 2) reap the benefits of smaller deliverables, 3) adjust approaches based on market feedback, 4) experiment with innovative, new ideas, 5) put the customer at the center, and 6) an opportunity to learn & adjust: fail faster, succeed smarter

### 6.3 Entangled Marketing

**Entanglement Beyond Engagement:** Jespersen (2016) says that customer engagement is the main objective in today's marketing campaigns. Business leaders pore over metrics like impressions, likes, video plays and open rates in order to improve engagement to build brand loyalty and meet sales goals. Simply measuring engagement is yesterday's way of marketing is no longer effective. A funny video or a clever ad will catch people's attention for a few moments, but it won't create a memorable interaction or a lasting impression. Successful brands don't focus on engagement; they aim for entanglement. Marketers want customers to be so intertwined with your brand that they can't imagine living without it. They want their brands to be deeply embedded in consumers' day-to-day lives, and they provide products and services that are indispensable to consumers. Brands connect more effectively with consumers when they create meaningful experiences that appeal to their personal goals and values. The ways to establish this type of connection with your customers are: 1) start by changing the way you communicate with them. Are you just trying to sell to them, or are you genuinely looking for ways to add value to their lives?, 2) Incorporate these principles into your marketing strategy, and make entanglement a priority for your brand, 3) Your marketing efforts shouldn't be centered on what you want as a brand. They should address what your



customers want and need, 4) Help your customers work toward their goals or realize their values, and 5) Make customers realize they getting from the relationship that they can't find elsewhere. Remember that a single sale doesn't guarantee customer loyalty.

#### **Building Relationship through a Chain of Values at All Touch Points:**

Multiple touch points over time will start to build a lasting relationship and reinforce customers' commitment to your brand. Our rapidly changing digital age is constantly reshaping our attitudes toward brands and media, as well as our interactions with the world itself. The reality is that the novelty of any product or service will fade over time. You need to keep innovating and giving your customers reasons to stick around. The journey from engagement to entanglement should start with answering the following question: 1) How often in a

24-hour day is your brand entangled in a person's life, and 2) The movement beyond engagement should be a top priority for any business executive.

Sebastian, Stan Rapp Diana Blumensen (2016) describes Entangled Marketing as the new business model for building a supportive, enduring and mutually-rewarding customer relationship. A number of groundbreaking ideas centered around the ways a brand can provide meaning and value to customers to keep them in an ongoing relationship for life. A journey from the twentieth century's arm's-length relationships to the twenty-first century's "Zero Degrees of Separation." It is predicted that bottom-line results will improve exponentially when brand and customer act as a "one-plus-one" twosome. Entangling brand and consumer in becoming an inseparable twosome is tantamount to finding marketing's Holy Grail.

**Sustainable Growth through Share of Life:** To ensure a sustainable growth, brands need to start focusing on securing a 'Share of Life' throughout a customer's day, week or month. "Share of Life" demonstrates a far closer customer relationship today and in the future, compared to traditional battles of market share fought through advertising wars. Today, deep consumer involvement is one of the most important factors influencing brand growth. 'Share of Life' needs to be understood from a "micro-need" perspective, which means that brands should offer value and relevance in specific occasions that may have a varying set of needs. To ensure they provide value and relevance, brands must focus on the customer decision journey – the process taken by consumers to eliminate brands from their consideration set in their decision to purchase a product.

**It's a Matter of Experience:** The entangled marketing business model is not only a framework, but also a mindset. The core of this mindset is the principle of deeper consumer engagement combined with eliminating ineffective and wasteful marketing efforts. Ultimately, an empowered consumer and an empowered brand together will result in a truly mutually rewarding relationship in which consumers themselves choose to get involved with the brand. Today, consumers expect consistency in a brand's personality and story at all touch-points. The brand story should effectively translate into a synonymous brand experience. Consumers don't buy "brands" anymore; these days, they buy "experiences". An effective and impactful story can only translate into meaningful and memorable experiences when brands start the entanglement process by involving their customers in their story. Customers need to be treated as participants, not spectators. Strong, insightful and dedicated



marketing helps brands in designing and implementing ways that the customer can participate in the brand. In conclusion, entangled marketing is marketing that is simple, focused, and differentiated. It also enables the core brand story to be communicated with value to a brand's target customers. In a digital world of endless possibilities, entangling customers in brands will be the way forward for companies to successfully engage customers.

## 2. Conclusion and Discussion

Marketing 5.0 is a marketing concept that capitalizes speed of adapting and changing. It focuses on a quantum leap with agility and flexibility. It goes beyond engagement to entanglement by putting efforts to make brands become parts of consumer lives. They must feel that they cannot live without certain brand. The ultimate achievement of marketing is not a matter of share of market, share of mind, and share of wallet, but it is a share of life. The context of Marketing 5.0 is "Experience Economy", because people no longer buy products, but they buy "experiences". Thus, marketers have to design a seamless operation to create a chain of impressive experiences at all touch points.

Marketing 5.0 is an age of technology and human collaboration. Machines and humans work together to create superior values and experiences. Machines create functional values, and humans create emotional values. To create impressive experiences, high tech and high touch must be combined. Marketers have to keep up with technological advancement and learn to leverage relevant technologies to enhance their performance. This should be done with a high speed; thus, agility is needed. To create experiences that will enhance relationship, engagement is not enough, strategies must embrace tactics and measures to ensure entanglement to gain "share of life". Brands must project symbolic meaning of brands to make consumers perceive that brands are compatible with their values. Brands reinforce their beliefs and principles of life.

## 8. Recommendation

To adapt and respond to radical and rapid changes of technologies and consumer behaviors, values, life styles, and expectation in this era of Marketing 5.0—the era of technology for humanity, marketers should do the following.

- Pay attention to technological advancement and leverage relevant technologies.
- Pay attention to consumer experiences to build relationship through entanglement.
- Integrate high tech of technology with high touch of human to offer both functional and emotional values to consumers.
- Cultivate a culture of flexibility and agility to be able to develop rapid transportation to catch up with technological advancement.
- Build brand with relevant and significant symbolic meaning, so that your brand become parts of consumer lives, and consumers feel that they cannot live without your brands.

This era is the time when marketers have to realize that they are not selling products. It is not what they sell that matters. It is how they sell their products that matters. Culture of marketing practices is important to create emotional attachment, which is a strong and sustainable competitive advantage. People buy with their hearts, and they find reasons for buying with their head, therefore, marketers have to appeal to both head and heart to gain a share of life. They have to do all these with a quantum leap and agility to reach entanglement.



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