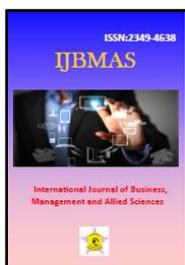

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**PERMISSION MARKETING - AN ALTERNATE TARGETING
STRATEGY TO BUILD BRAND TRUST AND LOYALTY**

D.SIDHARDHA

Assistant Professor, Department of Management Studies
Maharaj Vijayram Gajapathi Raj College of Engineering (Autonomous),
Vizianagaam, Andhra Pradesh



ABSTRACT

The time of normal promoting is succeeded by the time of permission marketing. Communication in TV, magazine, daily papers, sites, boards, inbox, and occasions and so on upsets the audience from their communication engagements with a specific end goal to reach the prospects. Misperception is the outcome of today's conventional promoting. Conventional marketing communications are interruption marketing activities which include number of promoting pages in magazines, upgrading business breaks on TV and expanded promotional spending. There is a need that the advertisers to pass the commercials messages to the audience in such a fashion to the point that are blissfully acceptable by the clients. Permission marketing is turning Strangers into Friends and Friend into Customers. Permission marketing is helpful for the organizations of any size. It is valuable for online as well as offline markets. It is helpful for consumer marketing as well as business to business marketing. Permission marketing is the best approach to make customer communication segmented. Now-a-days products are accessible with similarly fine quality with better price and high regard. Clients have turned out to be less minding about the communications.

Keywords: Permission marketing, interruption marketing, Customers, Communications, Promotions

1. Introduction

Seth Godin instituted the term permission marketing in his book - "Permission marketing: Turning Strangers into Friend and Friend into Customers" (1999). Permission Marketing and Seth Godin have progressed toward becoming equivalent words of each other. Godin established the first organization on the world to put permission promotion through web. He has made the organization as the pioneer in permission marketing. According to permission marketing concept, a customer has every right to say 'NO' to a marketing communication campaign as he say 'YES' automatically to a communication campaign run in a TV or any other offline medium.

The objectivity of Permission marketing is to make advertising to reach the targeted customers in the way it is decided. The time of traditional marketing today is replaced by the era of permission marketing. Untidiness will be the reason for the replacement of traditional advertising and promotional activities. Communications and Advertising campaigns in TV, magazines, newspapers, websites, billboards, mail inbox etc. interrupt the audience from their activities in order

to get attention. Interruption gets increased through printing brand names and logo on apparel. The flood of interruptions doesn't stop here. A series of messages to the inbox and mail box, unsolicited frequent calls, unwanted catalogues and brochures are continuously disturbing the customer.

2. Research Objectives

1. To explore the concept of Permission marketing.
2. To evaluate the benefits and challenges in Permission marketing.
3. To propose a model for Permission marketing.

3. Literature review

In Permission marketing customer provides the marketers with the permissions to send the promotional messages. Godin (1999) says that every customer has got a power called permission to change the targeting behavior of customers. Tito Tezinde and others suggested that personalization through permissions; previous relations with customers and brand equity influence the response rates. Manfred Kraft(2017)proposed a frame work for cost benefit permissions. This study says that customers will grant controlled permission for relevant and entertaining content. Hyun JooIm and Young Ha (2013) proposed and tested enablers and inhibitors that influences the permissions. This study revealed that perceived risks and subjective norms are the key drivers of permission marketing in mobile services.

4. What is permission marketing?

In permission marketing, the typical customer accords permission to the marketer to what to send and what not to send. Customer has every right to reject the communication or at least to restrict himself from unwanted calls, mails and messages through permissions. Permission marketing says marketers can send communications to the customers as long as he receives them happily with interest. Beyond his interest if something is send leads to interruption marketing. Permission marketing lies in the positive acceptance of communications from the marketers.

Permission marketing is useful for B2B forms, B2C firms of any size whether it is online or offline. Permission marketing allows the marketers to build long term sustainable interactive relationship with the customers. The marketer has to believe that the customer will give least priority to eternal communications when he found a product is qualitative, economical and available irrespective of competition. The purpose of any marketing campaign is anticipation, relation and retention. Permission marketing is marketing the brand to those who are willing to receive. Permission marketing enhances the chances of winning the customers. The willingness of the customer to the product leads winning the customers to the product.

5. How Permission marketing works?

Permission marketing is a practice that allows the consumers to accept the messages from the marketers from whom he has given permission. The customer will receive marketing communications and promotional campaigns upon his consent or willingness. Permission marketing works on Pull strategy rather than push strategy.

Process of permission marketing

Permission marketing works with converting the strangers into customers. Marketers are spending crores of rupees towards advertising and promotional activities. There are problems if these advertisements are frequently delivered to customers. If frequency of these promotional activities increases, it creates a sense of boring and monotony to the customers. Finally it leads to ignorance the communications from the marketer. Permission marketing may influence the communication pattern, but the communication leads to targeted communication and efficient positioning. Permissions can be obtained in five different levels.

Different levels in permission process

- Create willingness stage
- Brand communication stage
- Permission seeking stage
- Brand positioning stage

- Buying influence stage

Initially customers are not willing to listen to the marketer. In fact they are not ready to receive anything from the marketer. Every customer is in the process of admiring or loving a particular brand. No marketer is ready to change the existing brand. So marketer has to try offer something new to the customer to gain their attention. Once the customer experienced the brand for the first time, the marketer starts communicating about the brand. This is communication Via Experience. Here marketer tries to communicate the brand attributes, functionality and aware the customers how the brand satisfy their needs. In the next level marketer tries to obtain permission to continue with the promotion. If customer accepts, then marketer will increase the frequency of communication. Marketer should mind that if customer says no to the series of communication, doesn't mean that customer is interested. Customer may simply ignore the messages.

In the next level, marketer will try to take additional permission from the customer. Additional permissions include requesting the marketer for a personal interaction, a free trial, a test drive or sample consumption. This stage is very important for the marketer as additional permissions will open more opportunities to make the brand closer to the customers. This is the stage to build associations about the brand in the minds of customers. The next stage is influencing the buying behavior of the customers. The testimonials are communicated, reviews are communicated to customers.

Volunteered to be marketed

Permission Marketing is a methodology which uses email and portable innovation to send customers data that they have permitted to get. Permission marketing aims in approval from the shopper to get marketing communication. To put it plainly, customer volunteer to be showcased to. Permission Marketing plans to get a client, cultivate him to a high-premium level by sending certain kinds of marketing information to the individuals who have particularly requested for it. Organizations require continuous permission from clients before sending messages. Customers will typically evaluate the trust of companies and make a judgment to get associated and receive marketing communication.

Permission marketing is an invaluable tool for any organization especially when promoting online. Through Permissions customer indirectly asking the marketer to send marketing messages. So it is the golden opportunity for the company to direct its marketing efforts to target these volunteered customers first who will make considerable impact and to in turn control the marketing costs. By resemblance to the undesirable messages, the expansion of versatile spam, sent without the preparatory assent of the buyer, diminishes the proficiency of the medium with time which in turn produces undesirable results. With the advent of latest developments, customers are more concerned with privacy. Permission marketing allows the marketers to maintain personalized relationship with customers appealing to customization. Permission marketing is the way to define commercial relationships with the customers.

6. Principles of permission marketing

Seth Godin has identified four rules of permission marketing.

1. Permission is non-transferrable.
2. Permission is selfish.
3. Permission is a process but not a moment.
4. Permission can be cancelled at any time.

Apart from that with the emergence of internet, with understanding from literature, some more new rules have also been considered

1. Permission is contextual but not permanent.
2. Permissions must be defined.
3. Permissions should ensure information security.
4. Permission should guarantee customer value.

7. Benefits of permission marketing

Permission marketing shifts the ability to the buyer. It depends on their choice with reference to whether they'll enable the company to contact them. This action alone makes it not quite the same as conventional interruption marketing. Permission marketing builds proficiency of any promotional strategy by focusing on the prospects who are more likely to be associated with the company. Permission marketing additionally allows the marketer to opt-in the marketing communication. In permission marketing, marketer grants permissions to e-mail id, mobile number. In addition to this obtaining permission to facebook page by sending friend requests will helps further to build relationship with the customer.

Some of the benefits of permission marketing are

Improvement of quality of leads:

Lead quality is the quality of the prospective buyers you wanted to be. Generally marketers will establish certain parameters to qualify the leads originated form the market place. Permission marketing will get the leads closer to the qualifying limits as the customer shows a clear consent to buy the product. Generally marketer will qualify the leads basing on the customer interaction with the brand and their response towards the brand.

More précised targeting

Personalization allows the marketers to interact with more closely so that they can better understand the customer and his needs. By understanding the customers more can make the marketer to design niche targeting strategies. Marketer can further design an incentive programme basing upon the nature of the segments. Target market specialization is possible with permission marketing.

Tailored campaigns

Marketer already has the customer who is already showing interest to the brand. So if the marketer understand the specific needs of customers, he can design tailored campaigns which suits his needs. Personalization makes the marketers to earn demographic and behavioral dividends. Consumer behavior can also be assessed over online platform.

Decreases marketing costs

As a marketer if he understands the customer in more précised way through his permissions, marketing costs can be controlled. When the customer allows the marketer to communicate through mail, social media and other tools, communication costs will be almost nullified. Further, the marketing communications will be more efficient as they are personalized communications which targets their specific needs.

Advantages of Opt-Ins

Customers voluntarily opting to receive marketing messages, communication and other means of personalization in permission marketing. Once he has given permission, marketer can keep in touch with him, can send customized mails and messages. Further marketer can also stimulate an interaction with the customer without disturbing his privacy. Customer now is very free to opt the communication campaign that he wants.

Ability to design common customer profiles

Merely with clear understanding of the customers through personalization when stems out of permission marketing, marketer can design the profiles of each customer. After that marketer can identify common customer profiles and can design common promotion and communication campaign. This will reduce further promotional cost. Marketers can design powerful incentives to this type of customer groups once they become power purchasers of the company.

Ensured brand loyalty via interaction

With the permissions accorded, marketer will regularly interacts with the customer. There is a situation where customer will also be in a position to understand the marketer and his needs. This is the confluence where common needs are satisfied. Once common needs are satisfied, the situation leads to brand loyalty.

8. Challenges due to permission marketing

Though there are many advantages are there with permission marketer, marketer has to face many challenges to obtain permissions and to sustain the permissions given by the marketers. Permission marketing definitely works with the benefits mentioned, but still the challenges made the process of permission marketing complex.

Getting permissions

Most of the customers have become tired in receiving disruptive marketing communications from majority of the customers. There is a greater difficulty lies in the process of getting permissions. Permission marketing follows pull strategy than push strategy. If a marketer is able to communicate the value to the customer. Marketer needs to communicate the customer why they need to buy the product or service and how the product will solve their problems.

Problems due to partnerships

Some times company may be right in sending a right communication to the right customer, the partnering organizations such as infomediaries may further check the fitness of the messages and make modifications and send them to the customers. This may decrease the fire and strength of the message. This is due to the fact that the customers will give permissions to partnering firms but not the company sending promotions.

Limited leads

Since the marketer getting permissions only from few customers, there are only few leads available to communicate. This may dilute the requisite of permission marketing. There is a further problem if these existing limited needs are churned to competitor, it would dilute the significance of permission marketing.

Personalization and Customization

To achieve the opt-ins, marketer needs to select best mix of communication to deliver personalization. Marketers need to design the customized mails and messages according to behavioral characteristics of the customers. Further marketer needs to design customized marketing mix according to the points relevant to the customers.

Need to permit opt-out

Marketer needs to permit the marketers to opt-out from the campaign if he is not willing to. Marketers need to enable the customers to unsubscribe from sending un solicited mails and messages. Because marketer has no right to disturb the privacy of the customer if he is not interested towards the campaign.

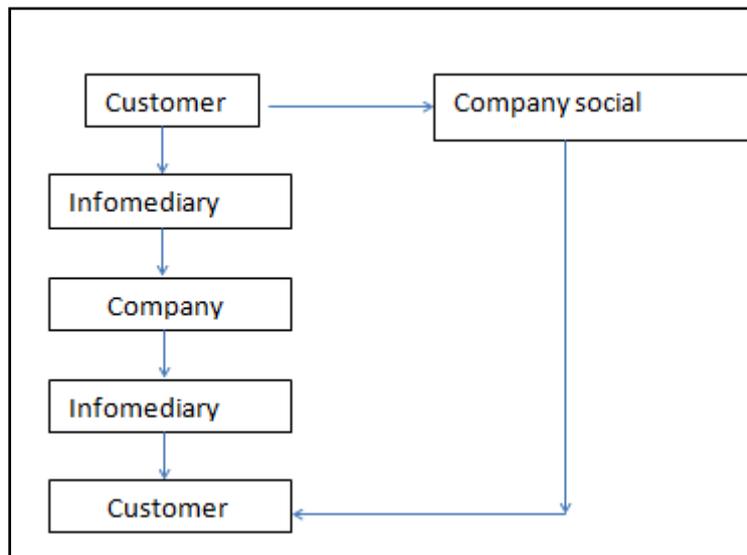
Achieving Conversion rate

In order to covert these opt-ins to prospects and customers, marketers need to design customized communication and marketing strategies which needs lot of research among the customers. Sometimes the return on investment on the conversion is also a challenging factor. Next, the time taken to convert opt-ins into customers is also a limiting the practice of permission marketing.

9. Model of Permission marketing

From understanding of the literature, different models are proposed in permission marketing so far. A typical model is designed by considering the significance of infomediaries and social media of the company.

In this model customer shares his information with the infomediaries. These infomediaries further share the customer information with the companies. These companies will be partnering with the infomediaries for the customer information. In this model, infomediaries will obtain permissions form the customers related to a product category. Now companies seeking permissions from these customers will approach these intermediaries.



A Model on Permission

According to the characteristics of the customers, marketers will design customized communication campaign. Now this campaign message will be send to infomediaries back to communicate to the intended customers. In this level, infomediaries will screen the messages and filter them since they are the people who know the customer better than the marketer. Similarly marketer will design a social media profile such as facebook page and send it to the customers to like it and to give permissions to send the marketing messages through social media. Customer by liking, following, sharing and responding to the marketing messages, he gives permission.

10. Conclusion

This is the time for marketers to change the way how to target the customers. Rather than targeting mass number of customers, marketers may target the endorsed customers who are ready to receive the promotional communications from the marketers. Permission marketing ensures loyalty, increases retention rate and reduces the cost and burden of acquiring new customers. Marketer should properly identify and prospect the customers to obtain the permissions from them. By designing a customized campaign, marketer can deliver value. Though there are some challenges like achieving op-ins and personalization , Permission marketing is one of the finest tool for maintaining and managing profitable relationships with the customers.

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