The redrawing of marketing strategies under the P2P social glocal mobile effect

The world is going mobile. With the consolidation of smart phones and tablets come the final take off of wearable devices. We will be connected at any time, allowing more and more people to be informed, communicating, interacting and sharing in social media and messaging with no limit. To this technological reality we have to add the sociological and economical changes we have had within the last years, bringing new consumption patterns, where low cost businesses, Do It Yourself trends and specially the growth of emerging collaborative economy has brought the birth of new patterns of consumption and in the end new business models which give answer to all these requirements under the cloak of different and unique experiences. These emerged companies, under the need to share, offer solutions creating platforms/market places and meeting places where reputation becomes the real key to succeed. The areas in which these market places are growing more are those related to tourism, such as accommodation, transport and catering, becoming what is called P2P tourism. Is in this field, where the need to be found is crucial, the easy finding that mobile devices provide put the world in people's hands in glocal searching and buying all over the globe, becoming local in their own destination. The union of these two concepts, glocal and local, gives us the expression glocal. If we add the possibility to share through social media and messaging, we get to SoLoMo's concept but in this case with a specific change, the one given by the glocal concept becoming in SoGLoM: social, glocal, mobile. Which bring us to think glocally but act locally in order to adapt marketing strategies to the culture of each market where we are present? This reality make us go a step further and keep studying mobile/wearable and digital behavior, social trends, likes, dislikes, glocal environment to analyze how it affects enterprises in order to modify and adapt marketing strategies to reach our audiences while to be competitive, using at the same time all the knowledge that Big Data provides in order to give answer to our customer needs, problems and means, generating confidence, variety in order to reach the desired loyalty.

Biography
Paula Tamarit is pursuing MBA in Business Administration and Marketing from ESIC and is finishing her PhD degree in Marketing from Cardenal Herrera Cu University. She is partner at Eastrategy, Business and Marketing Consultancy, Professor of EEME as well as of other prestigious Business Schools.

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