

Marketing Management Methods

5K (Total Loyalty Marketing)

The authors of the concept are the German marketing experts Anne M. Schüller and Gerhard Fuchs. 5K is a method of the Total Loyalty Marketing concept, they identify 5K as the basis for the customers' loyalty to an organisation and its products.

The Individual "Ks" in 5 K represent (English translation, German original in brackets):

- **Communication (Kommunikation)** - a two-way dialogue between the organisation (enterprise) and its customers; through sales promotion, public relations and adaptation to specific customer communication needs
- **Purchase costs (Kosten des Kaufs)** - include not only direct costs, i.e., selling price, but also variable costs necessary to obtain information about the organisation and its products
- **Purchase benefit (Käufervorteil)** - benefit that is created by using the products of the organisation and related additional services. A key factor is the quality of the products and services
- **Purchase process (Kaufprozesse)** - the basis is a friendly approach to the customer during the purchase, adaptation to his needs and requirements, establishing personal relationships in sales and flexible, consumer-oriented logistics
- **Culture (Kultur)** - the organisation is characterized by a warm and friendly climate and corporate culture, showing both on the inside as well as on the outside; it has good will and a good reputation, it behaves ethically. The organisation behaves responsibly and is accepted by the public.

According to Schüller and Fuchs, focusing on all the five above mentioned "Ks" and attaining their perfect balance is key to gaining and retaining loyal customers.

Blue Ocean Strategy

Blue Ocean Strategy is a method of creating business strategy of the enterprise, which was described in a book by W. Chan Kim and Renée Mauborgne. Blue Ocean Strategy is based on the idea that every organisation can achieve higher profit by creating new demand in non-competitive market (so called blue ocean). The profit is much easier than the rivalry with the competition on existing markets.

Brand Management

Brand Management is a management field focusing on the brand. According to Kevin L. Keller brand management deals with the following three questions:

- How to create brand value?
- How to measure brand value?
- How to use brand value for the business development?

Branding

The essence of the branding are activities, whose goal is to get the desired brand positioning in the minds of the customers - creating a positive customer attitude to the brand. The branding activities include: