The new trend of 2.0 marketing in the company's strategy

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Abstract:
In the current context of crisis and major organizational transformation, companies are forced to rethink their mode of operation and business models. The main changes affecting the latter are amplified by the explosion of Web 2.0 and social media. The evolution of the digital universe leads to the emergence of new marketing practices. There is a strong overlap between technology and marketing. This overlap is relatively complex, but demonstrates the pervasiveness of technology in the digital marketing activity. The marketing approach 2.0 is to engage the user-consumer and make it adhere to the company. For this, we must review the actions of communication both from the perspective of the relationship with the user-consumer and the content of the message communicated.

Keywords:
The digital universe -digital marketing - The marketing approach 2.0 - the user-consumer.

Introduction:
Many communication experts see for sure that the future of the world, marketing and communication, is digital.¹ This statement proves justified when one examines some key statistics and figures that perfectly show the weight exerted by the digital in the world and the economy. Marketing stimulates growth to technology marketing, driven by the famous customer knowledge opportunities, better precipitation of customer behavior with the influx of big data technologies and business intelligence. Today, the digital marketing fits into a broader coherence, based on new information and communications technology on the web. The new technology will maintain its collaboration with the marketing department strengthened and will have to settle and assimilate to enterprise information systems structuring projects in marketing: merging the data client and data products. These new platforms and databases will allow marketing to design all the content and services that will accredit them to better understand their prospects and renovate the customer experience. In this article reflection will therefore focus on digital marketing 2.0, also known as web marketing. We first tried to understand and explain where and what is clearly the digital marketing 2.0, what are the differences compared with the 1.0 marketing. Then, to study two levers constituting the web marketing and their impact on consumer behavior. Finally broaden the concept of Enterprise 2.0 and the changes covered in this new management style.

1. Problematic statement, objectives and research interests:
Through the web 2.0 the consumer enters the business and becomes a key member of its environment. This fundamental permutation ratio between the company and the customer has an impact on its strategy. The consumer becomes a spreader skilled of opinions to express their needs directly and transparently.

The emergence of these new modes of communication and interaction with consumers are relevant opportunities for the company. The ability to manage the relationship with consumers through social media is a triumph factor and a premise of continuity in the world today.

Direct contact and interactive communication with consumers strongly reinforce market responsiveness. The day on social media and consumer interest provides the company spread customized marketing strategies and optimize the appropriate time for the sale of new products. The exploitation of these new sources of information and their application presupposes a new deal in the company's innovation strategy.

With the rise of Web 2.0, companies are required to revise their strategies, both in terms of distribution channels, organization, marketing, etc. Some companies were able to understand and adjust to new communications technology on the Web, others are not yet aware of the issues and do not hold the qualifications to align with this new wave digital.

How to exercise and think marketing has changed. The subject is, develop and practice new digital marketing techniques. Now the companies have well understood, it is crucial to invest in digital marketing to retain customers.

From here emerge the questions of our subject we can formulate as follows:
What is marketing 2.0?
What are the difference between marketing 2.0 and the marketing 1.0?
What is viral marketing and buzz marketing?
What is the role of digital marketing in a digital strategy?

1-2 Object of research and work methodology:
Organizations have found themselves obliged to change by strengthening their own diversity by developing new intelligence and conduct performances. To assist this development, the digital universe leads to the emergence of new marketing practices. There is a strong bond between technology and marketing. This membership is partially complicated, but says the arrival of technology in the digital marketing activity.

In this perspective, two methods are needed as the most appropriate to the nature of the subject. We believe they will be:
The descriptive method when we describe the emergence of the concept's 2.0 marketing. We make a comparative synthesis of Marketing 2.0 and 1.0 marketing, the steps leading up to its implementation, its peculiarities and characteristics.
The analytical method to the extent that we are dealing with the analysis of two levers of 2.0 marketing, including viral marketing and buzz marketing. These two levers plunges us into a new technique in the study of consumer behavior that places the customer at the heart of information systems and action of the company. In this context, companies have realized that it is usually more cost effective to retain existing customers than to seek new.

2- What is marketing 2.0?
The concept of marketing 2.0 makes reference to a marketing advantage to putting digital information technologies and Internet. The advent of this concept is attached to the intensive development of the use of Information Technologies and Communication encouraged by computers increasingly nomadic and ubiquitous. However, for clarity, it seems, especially, inseparable from two key concepts: Web 2.0 and big data.

The brand, if it is to last, locate its place in a number of other trade marks must gain real occupation in the minds of consumers. The consumer's position will not then just consume the product but also to determine other consumers, so to be in a way the media brand. It must combine the consumer and have a history, values, and heroes. But in addition to all this, the brand must have a real role to the consumer. It is in this context that marketing 2.0 appeared. More than a trend, marketing 2.0 is a new concept of marketing in which the customer fully assimilates the company's strategy and is working vigorously to the company's success. Marketing 2.0 can therefore be summarized in the association of three concepts namely:
The Web marketing, Web 2.0 and social media.

2-1 The marketing 2.0 versus 1.0 marketing
Globalization has become a reality for all consumers, competition has increased considerably. The opening of all markets for all businesses has enabled consumers to have a huge choice for each product category he wants to consume. It is the whole organization of the company is reviewing. The customer becomes the center of the business through the marketing function, the only able to make the interface between the market and other business functions. Marketing allows the company to be listening situation and constant monitoring of daily understand consumer expectations. Marketing becomes the primary function of the company since it determines its survival, its prosperity and growth. The way of doing and thinking marketing has changed. The subject is, implement and master the new digital marketing techniques. Now companies have grasped, it is essential to undertake in digital marketing to engage and retain customers.

Digital marketing is practiced by companies with the advent of internet. Including 1.0 marketing that takes into account to use the Internet as the 6th largest media. The type of marketing is a one-way commercial and communicative allure as the transmission of messages to users, creating mini sites to promote and segment the product and sending newsletter. With 2.0 marketing, competition among business is done on a different terrain than the traditional market and is amplified by the ease of the consumer to play a super competition. Marketing 2.0 is a lasting effect and in that companies will not seek to change this trend in sustainable marketing strategy will master even less than others what is said about them and what is playing from behind.

<table>
<thead>
<tr>
<th>Marketing 1.0</th>
<th>Marketing 2.0</th>
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<tbody>
<tr>
<td>product for all</td>
<td>Each its product</td>
</tr>
<tr>
<td>The best is a TV advertising</td>
<td>The best is the effective word-of-mouth</td>
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<tr>
<td>Brands have the power</td>
<td>Consumers have the power</td>
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<tr>
<td>One that spends more wins</td>
<td>The one who listens better wins</td>
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<tr>
<td>Broken promises</td>
<td>Authenticity and transparency</td>
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Table 1: Marketing 1.0 vs. Marketing 2.0

2- Viral and Buzz marketing:
Viral marketing and Buzz marketing are two levers that are based on the phenomenon of communication: word-of-mouth.
For viral marketing, it is here to support the transmission of a message from person to person. The idea is like the operation of a cold, infecting one person who itself will infect more people and so on, creating an exponential dynamic.
To do this, you need to allocate the user a suitably original content, fun, amazing, captivating that he decided to share it with those around him. Means the viral marketing communication initiatives aspiring to encourage and increase recommendation phenomena relying on the phenomenon of Mouth.
(BAO) but prospecting in the guide and press in the mode of transmission through the 'Internet use. Viral qualifier interprets a mode of expansion close to that of a virus.

2-1 The buzz marketing:
The buzz term comes from the English meaning or a media buzz noise. Buzz marketing is another tactic to generate word of mouth. The concept here is to disseminate information to the consumer through an event, a device or a fabulous action associated with a successful brand, a buzz marketing action generates word of mouth and benefits media. The essential is to create a reaction and to capture the attention. The quantities taken by this form of action is guerrilla marketing, street marketing or easily the events.

Formally speaking, viral marketing and buzz marketing are not digital marketing actions, but use the Internet for its ability to spread word-of-mouth.

3- The role of digital marketing in a digital strategy.
The company's digital strategy is no longer limited to the website and social networks or even the development of mobile apps. It includes the technical infrastructure that will enable companies to take the turn big data. The realization of a digital strategy does not stop with the use of technical tools. To be truly successful, it must be prepared and structured so that the tools are used optimally. The digital strategy is part of an ecosystem built from data analyzed. From design to the actual implementation, the digital strategy must be carefully considered in order to best meet the defined objectives. It must be performed with adequate human and technical resources.

To be synthetic, digital strategy is communication technique using New Technologies of Information and Communication (NTIC) to fill a predetermined goal for a company, a brand, an association. The digital strategy is the link between digital and organic universe. The basic principle is to use each universe as a lever to promote the action of the other. So, this is not, strictly speaking, an application or technology, but rather a strategy that places the customer at the heart of information systems and action of the company.

4- Companies 2.0 movable environment
The ability to manage the relationship with consumers through social media is a factor of success in today's world. Collaborative tools from technological advances create new opportunities to exchange, share and above channel uses to achieve concrete results. Thus, the company has an unprecedented opportunity to take advantage of this new relationship with its clients. Direct contact and interactive communication with consumers promotes good market responsiveness.

By broadening the concept of companies 2.0 customers and suppliers of the company can develop a competitive advantage and make a profit in the long run. The interactive dialogue with customers and partners replace the linear interaction. The company's ability to respond to emerging demands of these dialogues ensures customer loyalty and strengthen relationships with partners.

Finally, the transition to companies 2.0 brings out various issues affecting the management style, the dynamic new marketing trends, the new role of the human resources function and the emergence of tools and technological uses.

Conclusion:
The intrusion of new technologies in business-customer relationships and more recently by the advent of social networks has contributed to strengthening relations of intra-industry competition. In fact, thanks to technology, it becomes easy to the customer to search, find and adopt a new provider. This new trend of marketing 2.0 modifies more than we think the same philosophy of marketing. Now the consumer has taken the power of brands that no longer mastered their strategies. Finally, beyond the strategic objectives and the associated benefits, companies 2.0 is intended first and foremost a response to a changing ecosystem. The transition to companies 2.0 requires a profound change in the mentality of an organization's members. We must bring employees to adhere to the principles of open communication and collaboration. The adoption of these principles is a prerequisite to the success of companies 2.0.
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