

# From a Social Marketing Perspective: A Proposed Customer Relationship Management TKT Model

Delton Alderman

USDA Forest Service

Kent Nakamoto

Virginia Tech

David Brinberg

Virginia Tech



Northeastern  
Research  
Station



# Overview

- Social Marketing
- Consumer Relationship Management
- Personalization, Mass Customization

# Emphasis Points

- All TKT efforts are context dependent
  - Customers have specific goals & culture
  - No single TKT process fits all organizations & occasions
- ∴ therefore, customize to the customer's needs

# What is Social Marketing?

- the planning & implementation of programs  
*designed to bring about change ...*  
using concepts from traditional marketing

# Social Marketing Fundamentals

- Ultimate goal → influence action
- Action **occurs** when customer believes benefits > costs
- Influence programs: effective if *we understand* customers self-perceptions of the proposed exchange

# Social Marketing 4-P's

*Product* – what is being offered to the customer

– a “core” product in combination with several tangible products & services

Our mission – create an enticing package of product benefits associated with the desired action

# Social Marketing 4-P's

*Price* – costs the customers must accept in order to obtain or implement the product

Our objective – minimize price perception

# Social Marketing 4-P's

*Promotion* – integrated communication & persuasion strategy & tactics

– *make* the product familiar, acceptable, & *even desirable*

# Social Marketing 4-P's

*Place* – means to accomplish a given behavior (i.e., where the actor participates)

Customers should know where our product(s) can be obtained

- provide adequate & compatible response channels

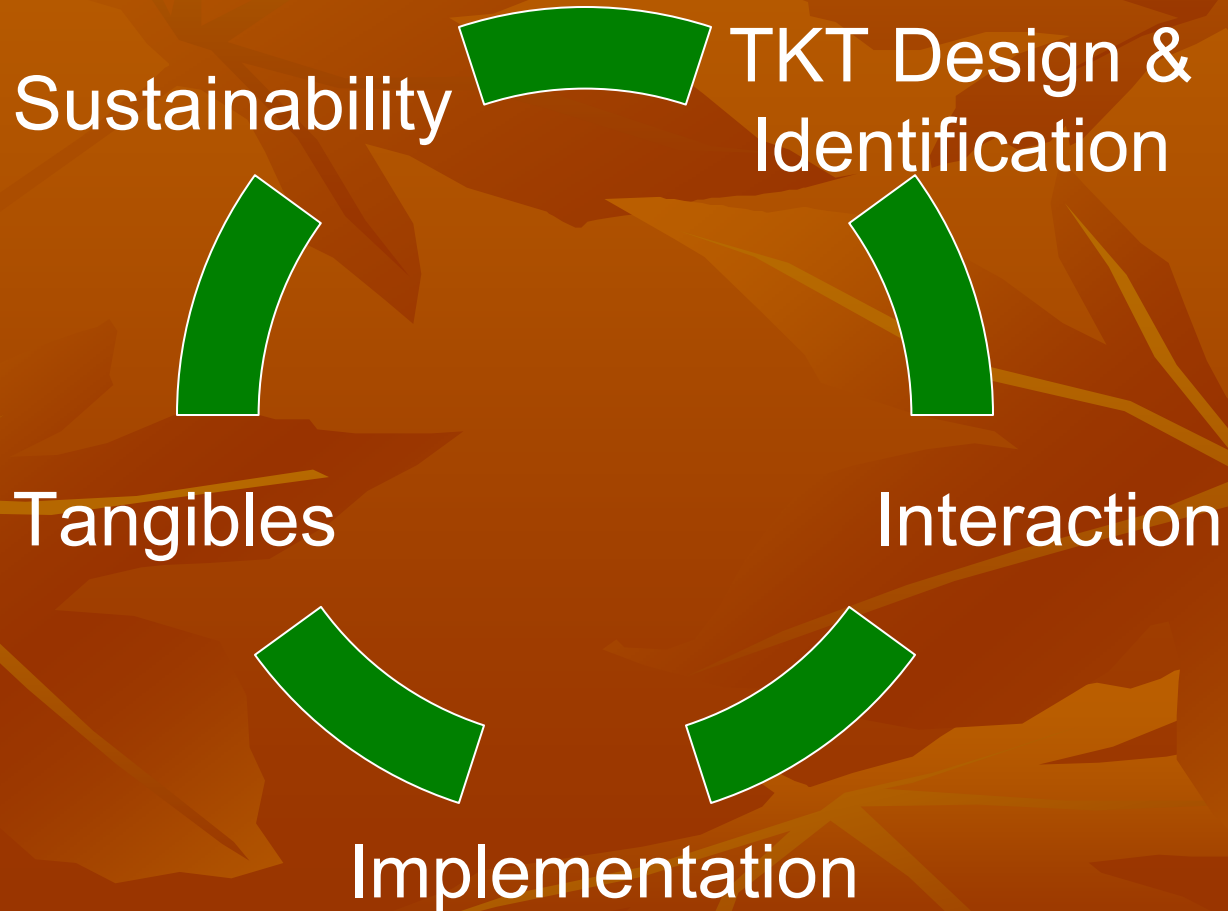
- *this is our competitive TKT advantage*

# Consumer Relationship Management– TKT Model

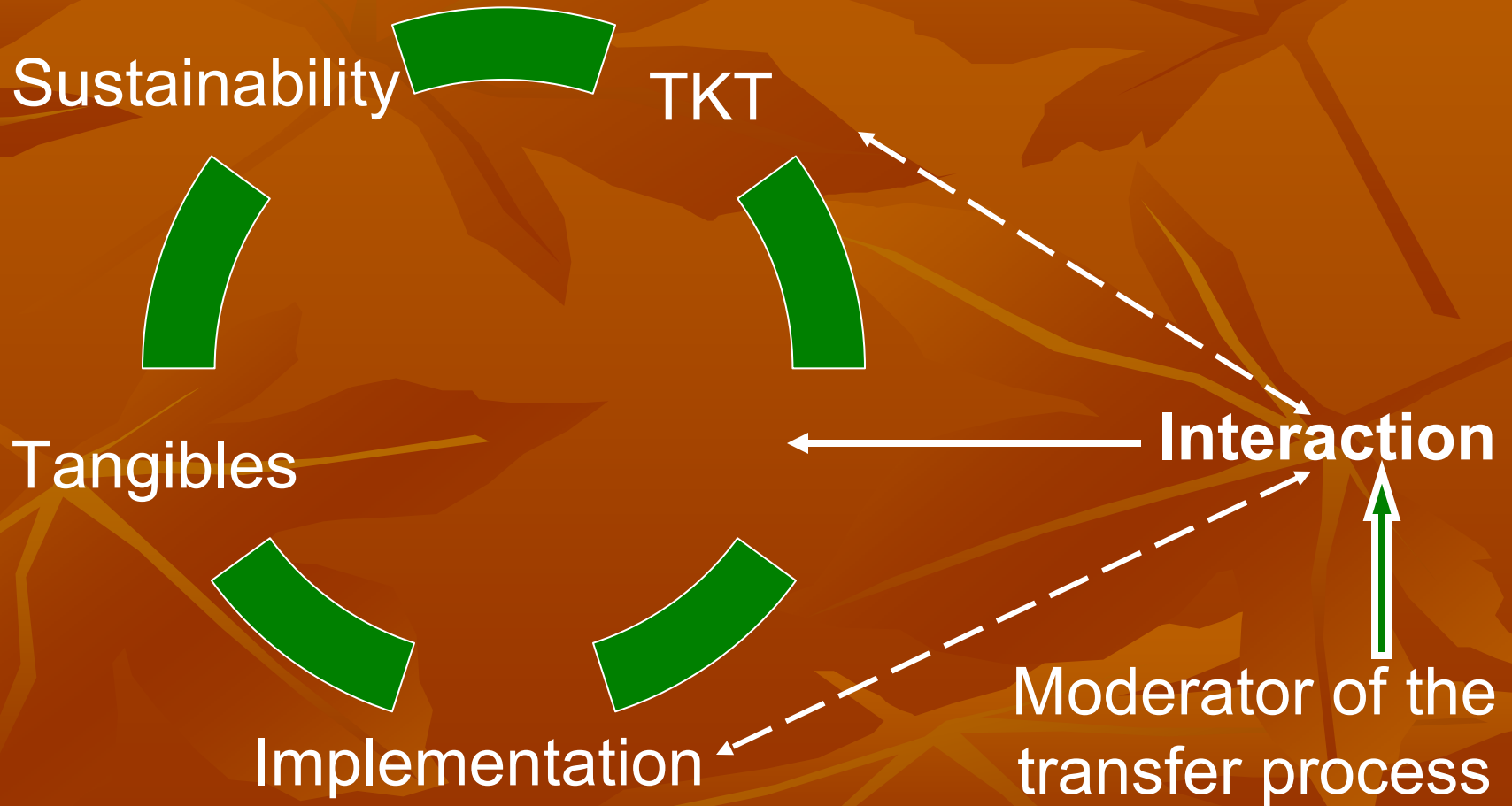
CRM – long-term relationship; one of mutual respect; & most importantly –

“the acceptance of the customer as a partner and coproducer of value”

# CRM-TKT Model



# Customized CRM-TKT Model

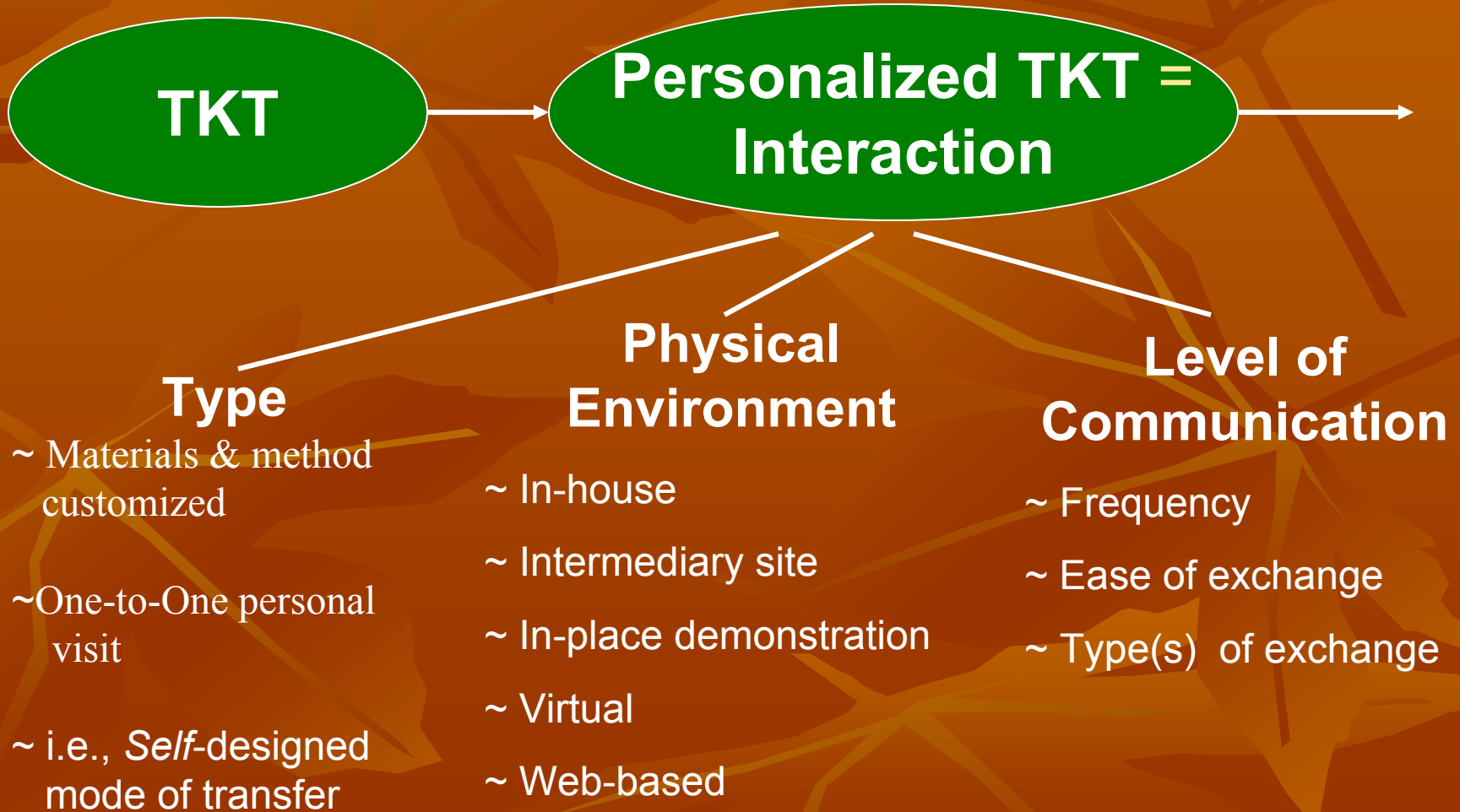


# Customization of the CRM-TKT Model

Our focus is on the *Interaction* construct

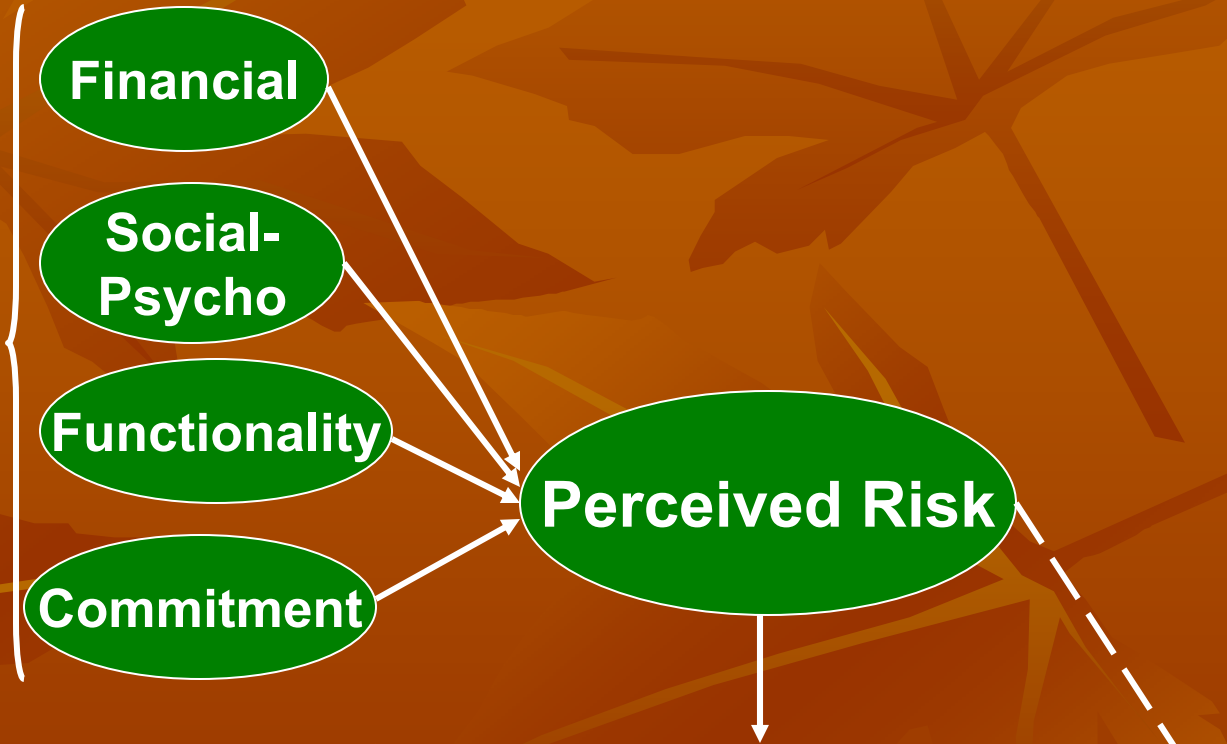
- Designing the transfer interface to meet the needs of our customer(s)  
→ to facilitate adoption

# Interaction = Customized TKT

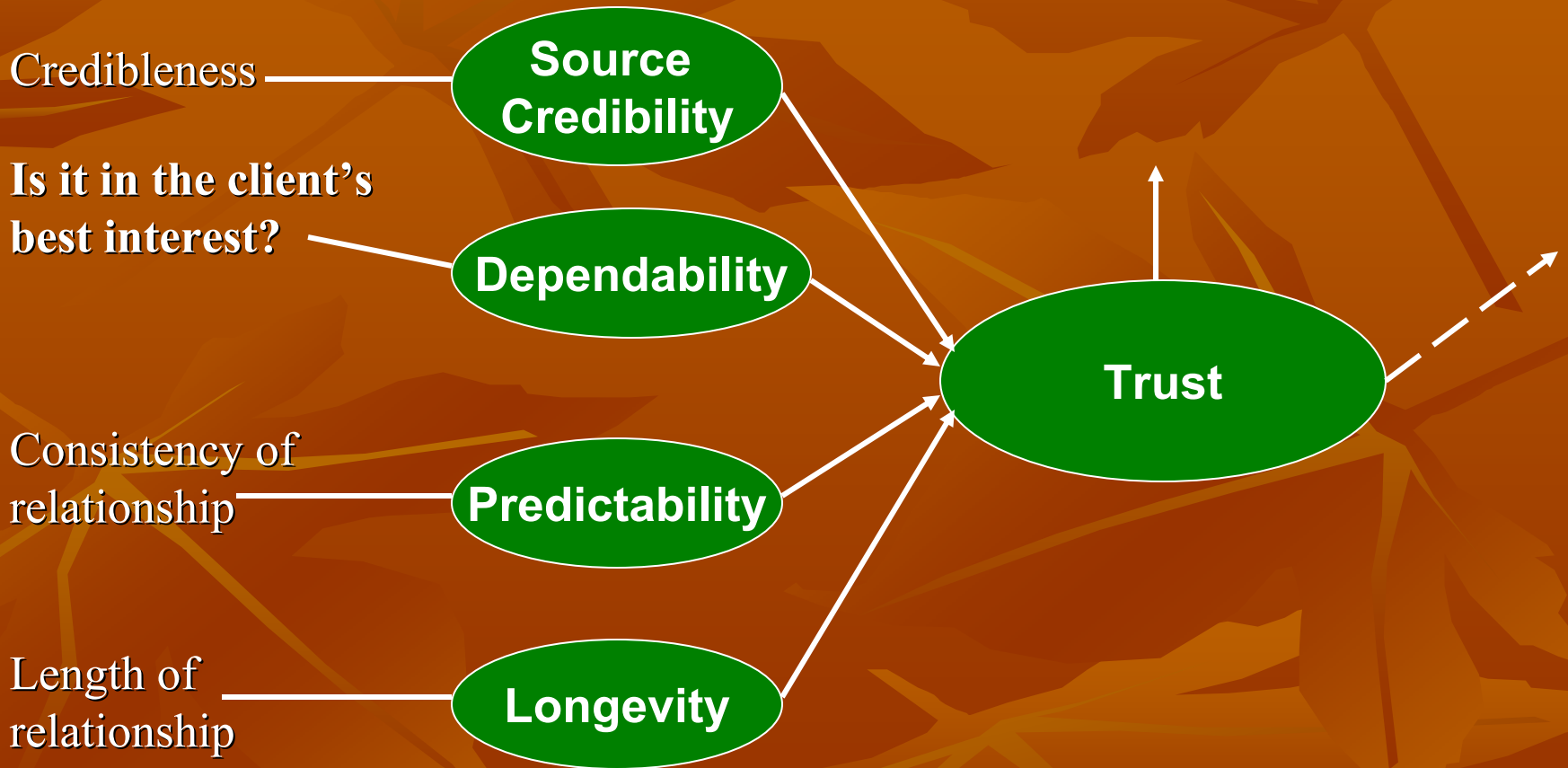


# Customization

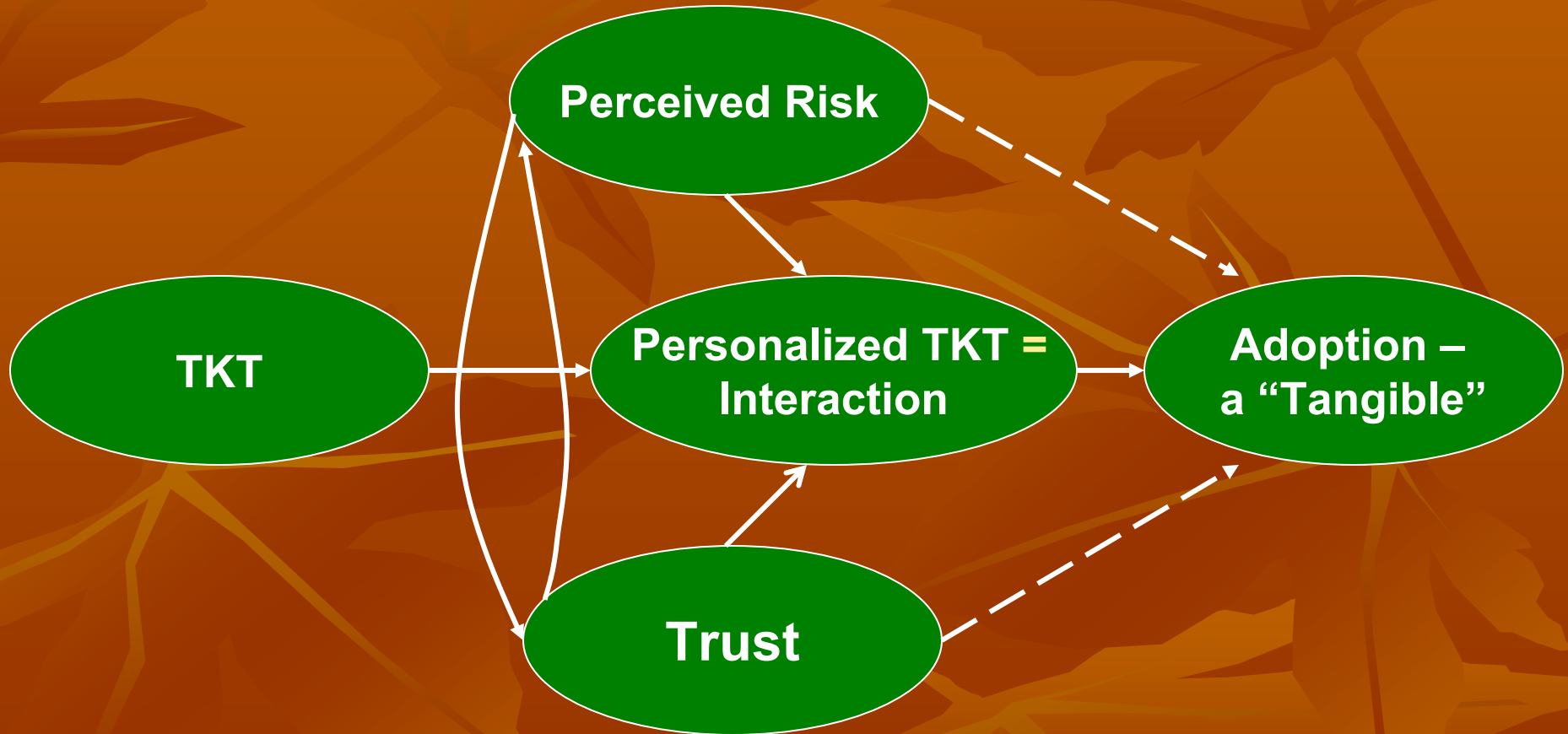
Undesirable or  
desirable  
consequences?



# Customization



# Customized TKT Model



# Customized Communications

## Type of Exchange

Transmission model – equivalent of a lecture

If I'm giving you a lecture –

I'm talking at you & not talking with you

# Customized Communications

Consequences of transmission model –

Customers do not listen to very much of what you  
& I are selling

Most transmission models fail but are used most of  
the time across all contexts

# Customized Communications

Exchange model of communication

Heterarchical relationship w/ an egalitarian connotation

We speak with people, we speak as with our friends

# Customized Communications

In this context –

- We're exchanging communication
- We're exchanging information

*Considerably* more of the communication is actually retained

# Customized Communications

Exchange Model Communication –

- more time intensive
- more difficult to conduct
- However, it works

# Commentary

All TKT efforts are context dependent

Every customer has their own goals & culture

No single TKT process fits all organizations & occasions

- design & personalize the “Interaction” to your customers specifications

# Questions?



Northeastern  
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 Virginia Tech