



FROM TRADITIONAL MARKETING TO DIGITAL MARKETING

# MARKETING 4.0

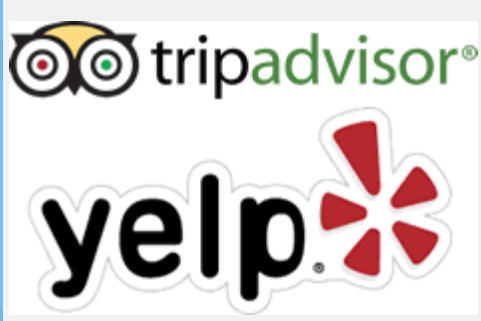
THE CURRENT TRENDS IN MARKETING

## FROM EXCLUSIVE TO INCLUSIVE



The marketplace is becoming more and more inclusive. Social networks break down demographic and geographic barriers, enabling people to connect and communicate with each other; they also enable innovation in businesses through collaboration.

## FROM VERTICAL TO HORIZONTAL



Consumers have an increasingly horizontal orientation, being more and more aware of brands' marketing communication. They increasingly turn to external factors such as friends, family, fans and followers.

## FROM THE INDIVIDUAL TO THE SOCIAL



The consumer's buying process is increasingly social, paying more attention to their social circles in purchasing decisions, seeking advice and criticism, both online and offline.

## TWITTER/FACEBOOK/INSTAGRAM

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Based in Kotler, P. et al. (2017). Marketing 4.0. Coimbra: Atual Editora

