

AGGRESSIVE VS. DISCRETE MARKETING

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Abstract: In the modern world, everything is for sale, starting from goods and services, through ideas and information, to people, as experts in certain jobs. Nothing is out of the market system, and a well-known password that "everyone and everyone has their price", it seems that before, as it is now, it has its full valorization. Why is it so and why are people trying to get everything they have to market, or is this behavior the result of a general race for profit? Perhaps people evolved in their endeavors to get economically as soon as possible and occupy the best market position. In that sense, the fact is that there really is little chance of winning a superior financial position.

The only area that can provide success, at least in the short run, is marketing, but not any, but an entirely new type of marketing that evolved in parallel with people's efforts to secure their economic interests - aggressive marketing. Reversed by this type of marketing, but parallel to it, discrete marketing develops, which uses its techniques again to gain and motivate people to opt for shopping.

Key words: *aggressive marketing, discrete marketing, marketing philosophy*

Introduction

In time, marketing is a very young scientific discipline, it was created in the mid-1950s, but it developed rapidly and vigorously. It was only 70 years since the time it came into existence and took its position as an independent scientific discipline and business practice. During this time, no scientific discipline has developed so rapidly and richly, in terms of massive practical application and mass theoretical processing.

“The new economy or the economy of a new era or a new millennium, she found it in a state of economic science, it seems, the great disintegration on the one hand, and narrow economic specialization of scientific disciplines. Note that, in principle, such a situation is not specifically related only to the social sciences and in particular the economy. The situation is similar with other so-called classical scientific disciplines. Namely, the classic scientific disciplines: physics, biology, chemistry or group of humanities, as is the case in sociology and economics, organizational sciences and law, and of course the others are set aside specifically developed rope, narrow expert specialized scientific disciplines such as nuclear physics, quantum physics, molecular biology, neurophysiology, number economies that social phenomena are viewed in the light of the natural limitations and sustainable development. Such a development of scientific disciplines has resulted in a huge fund of scientific results, especially perfected scientific methodology, and an entirely new, the development of new scientific disciplines an appropriate terminology.”¹

Marketing has gone through its cycles, starting from product-oriented marketing, then to consumers, and today, it can be said, we live in a time when marketing has become even an end in itself.

¹ Lj. Stošić Mihajlović, Modern economy: features and developments, (JPMNT) Journal of Process

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1. Reasons for changes in marketing

In a world in which technology is steadily gaining importance and assuming leadership, it is considered that the only actual contributions of man, in fact, consciousness and creativity. In that sense, the economic system and its change are also considered.

“The economic system can be defined as a set of methods and standards adopted by the company to enable it to decide and organize the distribution of limited economic resources to satisfy unlimited human needs. Alternatively, the 'economic system' refers to the organizational arrangements and the process through which society makes its product and process decisions. Creating and changing their economic system, every society chooses between alternative objectives and alternative decisions.”²

The algorithm is more and more perfect and becomes much smarter and more efficient than the human kind. Now, humans are just the second most intelligent species on Earth. Which means he is not the first to be intelligent.

Today, every question can be answered as a technology. In fact, technology is the answer to everything, but what's the matter? We can philosophically say that mankind does not regard modern technology as good or bad anymore, but at the same time it is both. In order to determine the role of technology for humankind, political leaders and business leaders need to first wonder what future they want, in the long run, and not to limit themselves to the question of how technical

and technological newspapers can be helpful now, as it can get different roles.

“The store has a large role in the functioning of the market mechanism. It operates through a network of trade and retail, as well as through special market institutions, and there are markets, fairs, stock market, and so on. Trade, especially retail, is being developed under the strong influence of consumers, their characteristics and requirements. This inevitably leads to the necessity of the application of marketing approaches in marketing channels, which becomes evident and the full momentum seen in the market.”³

In a world in which technology is constantly gaining in importance and taking the lead, the only current contributions of man are consciousness and creativity. Generally speaking, today's problems are considered to be solved by ancient philosophy, combining elements of the past that hide in front of our eyes, saving them from history and projecting them into the 21st century.

Marketing philosophy, along with the development of awareness of the importance of marketing, has changed its course from aggressive to discrete marketing, old marketing that is equal to everything, to marketing that is targeted to a specific group or even to a particular individual. Business leaders also have to adhere to this principle.

2. Digital aggressive Marketing

Within the marketing as a special scientific discipline, today's digital marketing, which has developed within marketing, is influenced by modern technical and technological achievements.

² [1] Lj. Stošić Mihajlović, Conditionality economic policy and economic system, (JPMNT) Journal of Process Management – New Technologies, International Vol. 3, No.1, 2015, pp. 77

³ Lj. Stošić Mihajlović, Linkages marketing and trade, (JPMNT) Journal of Process Management – New Technologies, International Vol. 2, No.2, 2014, pp. 45

It is characterized by a large number of entirely new concepts that originate from jargon, or even from the "street language", or from the lifestyle, because the creators of this marketing, in fact, the generations that have emerged in the new millennium, who have no need to strikingly hold the usual and conventional terms and manners in action. Members of this generation have long overcome standard media, such as radio, television or prints - the new horizon open to them is limited only by imagination, as technical capabilities have ruined all barriers.

Traditional advertisers quickly lag behind when using traditional methods of marketing and traditional media, and the reason is very simple: the modern pace of life implies that marketing can not be universal, on the contrary, it must be innovative and customized for every individual, with a single intention to buy and attract the attention of the potential buyer. Of course, modern means of information and communication technologies allow it in full and over quantity. This marketing is referred to in today's literature as outbound marketing or aggressive marketing. Aggressive is so much to be attracted to at any price, and, most importantly, to keep the attention of consumers, with the intention of dag and interested in buying.

3. Discrete marketing

By its significance, but also by its very essence, digital marketing is completely contrary to digital marketing in terms of the use of particular techniques, methods or models. However, in terms of using jargon, there is no excessive difference. Basically, discreet marketing aims to make customers come and inform themselves, not to buy their attention. In this sense, marketing must be innovative, fun and attract the customer in a popular way, which is contrary to digital aggressive marketing.

When we talk about the way it originated, it can be said that it was created in the same place, that is, on the Internet, and at the same time as aggressive marketing. What distinguishes them differently, these are the methods and techniques that are used in animating the potential public or the target group. In modern times, people are constantly "attached" to the Internet, unlike the situation only ten years ago when people "went" to the Internet - today's world is literally constantly on the Internet.

There are a number of reasons why modern marketing, which falls into the category of non-aggressive, or discrete marketing, lists only some of the most important:

1. **More productive** - consumers have become overwhelmed by advertisements today, but they have the opportunity to access the Internet with all the information they need. Today consumers have become aware of their market positions and will only buy the product they deem d aim to fully meet their needs, and most often it will not be when they are encouraged through intense or aggressive marketing to buy something. In this sense, this marketing is more productive and better meets the economic interests of both consumers and retailers.

2. **Provides two-way communication** - as is known, classical marketing does not communicate with the consumer, or at least does not do it in real time - classical or aggressive marketing is bombarded by consumers with advertisements and information, of which the consumer most often wants to protect themselves by simply change channel or turn sheet. In modern digital discrete marketing, consumers have the opportunity to communicate with the advertiser or seller of a product or axis to those who offer a certain service, from the comfort of their home, which overcomes barriers that are related to the proctor and in time. In this way, the consumer relationship with the seller and the brand strengthens.

3. Bringing customer confidence more quickly - the main goal of marketing, from its very beginning is to provide customer confidence. The intention is that customers become loyal, that is, they fill up with ladders of loyalty to the highest level, and the brand that will be even their lifestyle.

4. Additional Values - The main goal of discrete marketing is not to convince the consumer to buy a product. In fact, the main goal now is to inform the consumer, and only after considering the whole situation related to a particular product or service, he decides to buy a lease or to give up purchases and consumption based on available, relevant information. This means that marketing must be strictly directed towards a specific group of users, or targeted at the target group.

4. The results are measurable - it's known for the costs that stand out for

classical marketing enormously high, sometimes they participate in the total cost of advertisers and 50%! It is also known that advertising for television is paid per second, so this kind of marketing can only be provided by rich companies. But there is another problem here and it is related to whether we have chosen the right time for advertising in some media. Unlike this kind of marketing in discrete marketing, there is no one: consumers are informed in the way that is most appropriate to them, at the time that suits them the most, and that the advertising costs of advertisers are not too large. It is precisely the information that provides the record of the number of reviews and the number of ordered products that enable the measurement of digital discrete marketing.

The following table shows the comparative characteristics of aggressive and discrete marketing.

Table 1. Characteristics of aggressive and discrete marketing

Discrete marketing	Aggressive marketing
It deserves, it does not buy consumer attention	Aggressive impingers produce to consumers
Two way communication	One-way communication
t gives added value	Little or no added value
It does not burden the consumer	Inexorably, it provokes most often
not expensive	More expensive
The results are measurable	The results are not measurable
Target group of consumers	General approach to consumers

As can be seen from the table itself, the vast majority of the advantages are on the subject of discrete marketing. This means that modern organizations must orient themselves to this marketing genre, if they want a competitive advantage and achieve a superior financial position.

4. Assertive marketing as a medium solution

When an enterprise seeks and wants to improve sales, it's so bad to be passive, how bad it is to be aggressive. Instead, we need to find a golden environment, it needs to be assertive, which is completely different thing and a completely new concept in marketing, which is no longer a concept but an increasingly new marketing philosophy based primarily on experience and positive practice.

In the following example, the essence of this concept can be better explained: let's assume that we have a conversation with a potential buyer and we want to know whether a person decides to buy a product / service or not. Which of the available approaches can we use?

Aggressive approach:

"If you do not buy now, you will miss an opportunity,"
"If you do not want to do business with us, just say it, so do not waste time",
"What we need to do to make a decision immediately".

It is certain that this kind of aggressive approach can immediately deny the client id and that repulsion is in the long run. Even if it is ready to make a decision, the client can give up because of the pressure exerted on him or only because of the feeling that he does not bring the decision completely independently, but under aggressive influence.

Passive access:

"Can you call me when you make a decision?",
"Do you mind if I send you a brochure that could make it easier for you to make a decision?"
"What do you say to call you in a few days and check what you decided?".

A passive approach does not trigger the sale from a dead end, but it

brings you back a step back, which is irrelevant to the client in making a decision.

In contrast, the above is an assertive approach:

"Can you give a specific date when you plan to make a decision?"

"What factors could delay the decision?"

"What steps will you take to make a decision?"

Assertive approach is neither aggressive nor passive.

It encourages a discussion that helps the client to better understand the circumstances and how it can help and make it easier to make a decision. It is art that applies an assertive approach that will improve sales, while ensuring that the assertive does not become aggressive, which could cause all efforts to fail.

Conclusion

The Internet has completely changed the way we buy products, communicate with each other and with the brand, and this change slowly but surely changes marketing techniques and strategies. Days of aggressive and strenuous advertising slowly pass, and the days of smart and useful advertising come, giving added value to the consumer and serving them with information.

Namely, discrete marketing means any marketing activity that has the task of attracting consumers' attention to a particular brand. It signifies arriving, and as a marketing technique, aims to promote, through promotion of digital and / or traditional channels of communication, the customer, gain his affection, make a brand easy to find, easily visible through interesting, relevant, useful content. Most of the tools or techniques used in digital marketing fall under discreet marketing, such as site optimization on web browsers, company blogs, social networking orders, email marketing, and so on.

The opposite concept of discrete marketing is aggressive marketing, which attracts the attention of potential customers through TV commercials, web-banners, telemarketing, advertising on internet browsers, etc.

Reference

[1] Lj. Stošić Mihajlović, Modern economy: features and developments, (JPMNT) Journal of Process Management – New Technologies, International Vol. 4, No.2, 2016., pp. 17

[2] Lj. Stošić Mihajlović, Conditionality economic policy and economic system, (JPMNT) Journal of Process Management – New Technologies, International Vol. 3, No.1, 2015, pp. 77

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