

ADOPTING TOTAL MARKETING

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Abstract

Total marketing is different from selling to the total market. Total marketing involves strategic approach that transforms every department of a company a way that optimises performances and gives competitive advantage. (Lancaster & Massingham, 2011). This takes on an exploratory approach of secondary data. This is a reported work written from the standpoint of a marketer to a new start-up company called Kingdom Konsult (KK) in the UK. The company provides consultancies and training for small to medium enterprises and to international executives from Africa. This was commissioned to help the company alter every aspect of their functioning in order to optimise productivity, increase competitive advantage and maximise profits.

Keywords: Customer-centric, Strategy, Influencers.