

1.18 Characteristics of the Holistic Marketing Concept

হোলিস্টিক বাজারজাতকরণ মতবাদের বৈশিষ্ট্য

The holistic marketing concept looks at marketing as a complex activity and acknowledges that everything matters in marketing. The Holistic marketing concept is a part of the series on concepts of marketing and it can be defined as a marketing strategy which considers the business as a whole and not as an entity with various different parts. Some key characteristics which are important in holistic marketing concepts are as follows:

- (1) **Internal marketing** (অভ্যন্তরীণ বাজারজাতকরণ): Marketing between all the departments in an organization.
- (2) **Relationship marketing** (সম্পর্কভিত্তিক বাজারজাতকরণ): Building a better relationship with your customers, internal as well as end customers is beneficial for holistic marketing.
- (3) **Performance marketing** (কর্মক্ষমতা বাজারজাতকরণ): Driving the sales and revenue growth of an organization holistically by reducing costs and increasing sales.
- (4) **Integrated marketing** (সমন্বিত বাজারজাতকরণ): Products, services and marketing should work hand in hand towards to growth of the organization.

