

The Development of Several Marketing Models in Performance Measurement in Industrial and Business Management Systems

Lina Gozali, Agustinus Purna Irawan, Hetty Karunia Tunjungsari, Caroline De Candra, Vivian Lim, Ryu Nowescophor, Ariawan Gunadi
Department of Industrial Engineering
Faculty of Engineering, Universitas Tarumanagara
S. Parman Street Number 1, Jakarta 11440, Indonesia

Teuku Yuri M. Zagloel
Department of Industrial Engineering, Faculty of Engineering
Universitas Indonesia, UI Depok Campus, Indonesia

Habibah Norehan Haron and Maslin Masrom
Razak Faculty of Technology and Informatics
Universiti Teknologi Malaysia
Jalan Sultan Yahya Petra, Kuala Lumpur 54100, Malaysia

Benny Tjahjono
Centre for Business in Society, Coventry University
Priory St, Coventry CV1 5FB, United Kingdom

Docki Saraswati
Department of Industrial Engineering, Universitas Trisakti
Jl. Kiai Tapa no: 1. Jakarta, Indonesia 1440

Ahad Ali
Industrial Engineering Department, Lawrence Technological University
Southfield, Michigan 48076, USA

Abstract

A marketing model may be an instrument that sponsors and businesses utilize to get the quality and gaining potential of their commerce. Marketing models audit the by and large procedures and parameters included with publicizing a company and its product. The reason for showcasing technique, choose which portion of the showcase getting to target, anticipate the effect certain activities have on buyers, and produce income projections. This research seeks to explore and study the development of several methods of marketing models that include SWOT analysis, 7Ps marketing mix, Porter's Five Forces, STP Process, Product Life Cycle, Brand Positioning Map, Kotler's Five Product Levels, Customer Lifetime Value, Ansoff Matrix, ToFu, MoFu et cetera.

Keywords

Marketing Model; 7P's Marketing Mix Model; SWOT Marketing Analysis; Brand Positioning Map.

1. Introduction

It is important to understand the development of several existing marketing models in the industrial world, especially the measure of the success of the company's performance. To develop a new model that is useful for the industrial world in

the future, it is necessary to know the development from the beginning of the business model. This is important so that existing business models can be developed optimally and productively. This review is intended for the development of existing business models so that they can be very useful and very effectively developed in the future.

2. Models

2.1 7P's of The Marketing Mix Model

There has been a lot of writing and evidence that the marketing mix is considered as a composition of the various main determining elements when the marketing design is issued (Payne, 2002; Zeithaml and Bitner, 2003; Khan, 2005; Kotler and Armstrong, 2006). Administrations showcasing are constrained by the 7 Ps of advertising which are product, price, promotion, place, process, person, and physical proof. The 7 Ps structure is one of the most popular systems for picking a promoting methodology, right from procedure making to real execution (Kar, 2010). Client commitment with 7 Ps of promoting means to engage, rouse clients in adding to the advertising capacities. These days, the advertising techniques are not just restricted to individuals of the association. The client additionally puts significant contributions to them. The marketing strategy determines how the product is communicated to the prospective market segments and positioned thereupon. The services attribute like inseparability, intangibility, indivisibility, inter alia, tend to pose problems in market positioning (Pillai, 2010). The 7 Ps marketing model itself is of course divided into 7 types of components, including:

a. Products

In customary advertising, the item assumes a focal part in the promoting blend. The instructive item has every one of the qualities of assistance: elusiveness, indivisibility, inconstancy, perishability. Since it manages a theoretical item the promoting blend will accentuate the actual proof as an answer for the absence of structure (Enache, 2011).

b. Place

Where clients purchase an item, and the method for circulating your item to that spot, should be fitting and helpful for the client. The item should be accessible perfectly positioned, at the ideal opportunity, and in the right amount, while keeping stockpiling, stock, and appropriation expenses for an OK level.

c. Person

Any individual who comes into contact with your clients will establish a connection, and that can have a significant impact positive or negative on consumer loyalty. The standing of your image rests in your kin's hands. They should, consequently, be suitably prepared, very much persuaded, and have the right disposition.

d. Promotion

Advancement is how an organization imparts what it does and what it can offer clients. It incorporates exercises like marking, publicizing, PR, corporate personality, deals the executives, exceptional offers, and displays. Advancement should acquire consideration, be engaging.

e. Price

An item is just worth what clients are ready to pay for it. The cost likewise should be cutthroat; however, this doesn't mean the least expensive; the private company might have the option to rival bigger opponents by adding additional administrations or subtleties that will offer clients a better incentive for cash. Your estimating must likewise give a benefit.

f. Process

The method involved with giving help, and the conduct of the individuals who convey are essential to consumer loyalty. Issues, for example, holding up occasions, the data are given to clients, and the support of staff are for the most part crucial to keep clients cheerful.

g. Physical Proof

Help can't be capable before it is conveyed. This implies that deciding to utilize help can be seen as an unsafe business since you are purchasing something elusive. This vulnerability can be decreased by assisting expected clients with 'seeing' what they are purchasing (The CIM, 2009).

Table 1 Comparison of 7 Ps Marketing Mix Element (Chaffey, 2012)

Products	Place	Person	Promotion	Price	Process	Physical Proof
Unusual or High Quality	Strategic Location for Buying and Selling Activities	Specialist Expertise in Marketing	Good Inviting Interaction	Correct Price Estimate	Client-Centered	Ever Contacted the Sales Department of Brand
Client Treatment	Marketing Promotion	Capability and Expert	individual scale promotion	Rebate	Put Enterprise First	Product Front View
Type	Channel Source	Election	trade promotion	Roster	Powered by Technology	Online Performance
Amount of Stock Available	Channel Classification	Cultural Suitability	Stamp	Purchase by Credit	Model Features	Business Safety

2.2 SWOT Marketing Analysis

SWOT is a technique for arranging business systems that depend on the aftereffects of assessments of the qualities, shortcomings, open doors, and dangers in a business project in all business scales. The SWOT abbreviation is shaped through these four evaluative perspectives. In its application, the standard SWOT investigation is made with tables that clarify the substance of every component like what is the strength of this business will be introduced in the qualities table, openness of these business shortcomings in the shortcomings table, then, at that point, what are the potential open doors for business projects in the open doors table, and different possible dangers and should be expected in the table dangers. Moreover, in its application how all parts of solidarity (qualities) can arrive at valuable open doors dependent on open doors that have been planned, how the arrangement will be parts of (shortcomings) that hinder the advantages of chances (amazing open doors), then, at that point, in what way that components of solidarity can battle different dangers that have been figured out, and how to defeat shortcomings (shortcoming) that can develop genuine dangers or make new dangers. The consequences of this examination are as a SWOT framework picture. In a roundabout way in this cycle, explicit objectives in maintaining a business can be uncovered and can know what things are fundamental assuming that they must be projected further and what things are excessive (Komari et al., 2019).

There are four variables of a system depending on the state of the organization to produce elective techniques that can be controlled by the organization, including the accompanying (Rangkuti, 2016):

1. Strategy SO
Is a procedure where the qualities and open doors in the organization are boosted;
2. ST Strategies
Procedures how to the power organizations had the option to defeat the danger from contenders;
3. WO Strategies
Procedures that jump all over open doors that exist fully intent on limiting the shortcomings;
4. WT Strategies

This protective system because by attempting to decrease the shortcomings that possessed the organization and all the while staying away from dangers from contenders.

2.3 Porter's Five Forces

This model recognized five factors that decide the nature and level of rivalry in an industry (Porter, 1980). They include the dealing force of providers, the bartering force of purchasers, the danger of substitutes, and the danger of new participants. The model referred to likewise as Fullerton's five powers utilize the ideas created in Industrial Organization (IO) financial matters and comprise of those powers near an organization that influence its capacity to serve clients and create again. This strategy is expressed once the powers influencing contest in an industry and their hidden causes have been analyzed, the firm is in a situation to distinguish its solidarity and shortcomings comparative with its industry. It empowers the firm to make a successful cutthroat system through hostile or guarded activity to make a defendable situation against the five powers.

The primary principle determinant of industry allure is productivity. The cutthroat procedure should outgrow a complex comprehension of the guidelines of rivalry that decide an industry's engaging quality. A definitive point of the serious technique is to adapt to, and in a perfect world, to change those standards in the association's approval. In any industry, regardless of whether it is homegrown or worldwide, produces an item or assistance, the guidelines of rivalry are exemplified in Porter's five serious powers. The specialist ensuing plan might incorporate, situating the firm to draw in the best clients and safeguard itself against these serious powers, impact the equilibrium of powers through essential moves in the business and expect shifts in the fundamental factors and react to them before the contenders.

The five powers decide industry benefit since they impact the costs, costs, and required speculation of firms in an industry. The strength of every one of the five cutthroat powers is a different capacity of industry structure, which Porter characterized as the basic financial and specialized qualities of an industry. Industry structure is moderately steady, however can change over the long haul as industry advances. To an extensive degree industry structure is formed by the decisions made by contenders. Primary change moves the general and relative strength of the cutthroat powers, and can in this way decidedly or contrarily impact industry benefit (Porter, 2003).

On the whole, the five powers influence costs, important venture for seriousness, piece of the pie, expected benefits, overall revenues, and industry volume. The way to the achievement of industry and along these lines the way into the model is the investigation of the changing dynamic and nonstop inundation between and inside the five powers. Given the data got from the five powers, the administration can choose how to impact or take advantage of a specific quality of an industry (Muchiri, 2008).

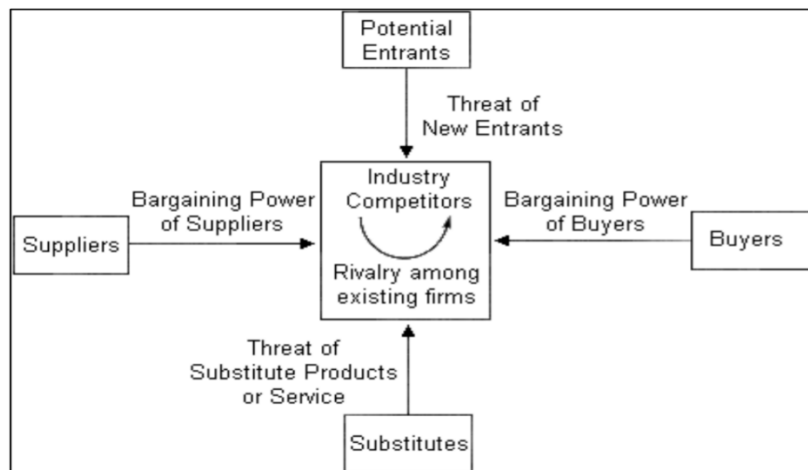


Figure 1 The Porter's Five Forces (Porter, 1980).

2.4 STP Process (Segmentation, Targeting, and Positioning)

1. Market Segmentation

It is an interaction that includes gathering a market that is heterogeneous in nature into sections and gatherings that have a specific relationship in their needs, practices, or reactions to promoting organizations. It can likewise be characterized collectively by clients who share a comparative arrangement of interests. It is a customer arranged method. After the portions have been concluded the advertisers should consider which sections to think about further. The more assorted the clients the more unique will be their assumptions. For instance, there will be a few customers for whom superior grade will be generally significant and then again there will be some for whom the cost will be generally significant. Primary point is to recognize the fragments would be of high return (Khandelwal et al., 2020).

There are a few advantages that can positively be accomplished through this segmentation stage, including:

1. Acquire a superior comprehension of the client, their requirements and needs, and improve their connections.
2. Helps business in improving and accomplishing the necessities of clients according to the assumptions.
3. Helps in assessing and recognizing the qualities and shortcomings of their rivals.
4. Helps in recognizing and finding new business valuable open doors and which are not as expected dealt with.

5. Helps in finding the assets in a superior way that could prompt the advancement of an appropriately coordinated advertising program.
2. Targeting
The second piece of STP is focusing on what ought to be particular, open, quantifiable, and beneficial. To guarantee that the administration performs proficient focusing of clients, item circulating choices should be taken. As indicated, selling different items in a solitary fragment or a solitary item in different portions can fundamentally affect the development of the firm (Alon et al., 2016). The meaning of focusing on an area will assist the association with recognizing the parts it needs to fulfill. An objective showcasing plan will assist with acquiring an upper hand in the market through its essential situating. It will assist the organization with knowing the inclination of a bunch of people which will assist it with taking into account the requirements of a chosen purchaser base as it were (Kumar, 2019).
3. Positioning
Positioning is a fundamental device that permits administrations and items to be unique concerning each other another and this will in general draw in clients and their purchasing choices. Situating envelops two angles, which are, brand usefulness and the second arrangements with how organizations impart its standard. Situating is perceived to be the way by which items are conveyed and the way through which clients are taught with regards to the independence of the business. To develop the upper hand, it is critical to learn to adjoin how the item should contend and to acknowledge by what direction; the shopper brands are contending in the current market (Wirtz & Lovelock, 2017).

For a viable situating, an offer or situating articulation is required which is described in the accompanying head. Many definitions in regards to incentive have been made, yet the most appropriate of every one of them is that it is a guarantee that is made by the business to its buyers that it will give them countless worth making benefits. Further, incentive thinks about a few exercises of an association, which assumes a significant part in influencing the dynamic course of customers also. According to the corporate point of view, the incentive is the assertions mirroring the vision and mission. Indeed, even a few examinations show that partners as a rule research the reason proclamation now and again. Then again, the statement of purpose of an organization centers around the responsibility for the firm, its profile inside the business, and further, it is a legitimate beginning (Powell and Hughes, 2016).

According to the client's point of view, it tends to be characterized as an appraisal to assess both negative and positive results of utilizing assistance or an item. Through the offer, it turns out to be simple for buyers to distinguish between the market and client gatherings. They will think that it is more obvious the buying practices of clients, the season of purchasing, the sentiments and feelings at whatever point they make a buy. This is a genuine test to think that it is the way the customers show their inclination towards an association and convey the message precisely which is effectively reasonable to the shoppers. To improve the offer, a situating map is made. Likewise known by the name of the perceptual guide, it is a visual device that contributes towards understanding the intricacy of various organizations. Further, this likewise permits to find out with regards to how different organizations are seen dependent on the basic ascribes of clients. As though, perceptual planning will in general foster a mathematical correlation among the contending items in a similar industry or market (Baldassarre, 2017). In the situating map, assuming the brands are bunched together, then, at that point, it implies that there is a brilliant contest. The further they are, the higher the chance for new players to enter as the opposition isn't really big.

2.5 Product Life Cycle

The product life cycle model could assist when developing new items, refining the existing product, and recognizing when it is time to discontinue a product. The product life cycle has four stages that can be showcasing endeavors all through item development:

1. Introduction

After research and development, a product goes through the introduction phase. The introduction phase is to organize where, to begin with, present it to buyers. This regularly includes strongly showcasing and special endeavors to promote and as public awareness of the new release. Product acceptance during the industrial product introduction stage is very different from what is generally experienced in the consumer market. While some products are

accepted quickly, others received very slowly and considerable market development before reaching a fairly large growth stage. Acceptance of a product in the industrial market is influenced by how it fits into the total system used by the buyer. Generally, usage systems involve other products, other people, and habits skills. When a product has the potential to be accepted quickly, marketers must be prepared to face difficulties completion but with slow acceptance, marketing strategies focus on market development.

2. Growth

As the product grows its popularity and the company extends, it enters the development or growth stage. Typically, when the product picks up notoriety it creates a devoted client base and increments advertise share among competitors.

3. Maturity

The mature product frequently has numerous other competitors in a saturated advertisement. Amid development, development moderates down and will have to be altered the showcasing methodology to discover modern gatherings of people or applications of the product.

4. Decline

Amid decline, deals diminish, and promoting endeavors have less of an effect. When a product enters decrease, it will move the endeavors to new product advancement rather than promoting existing ones.

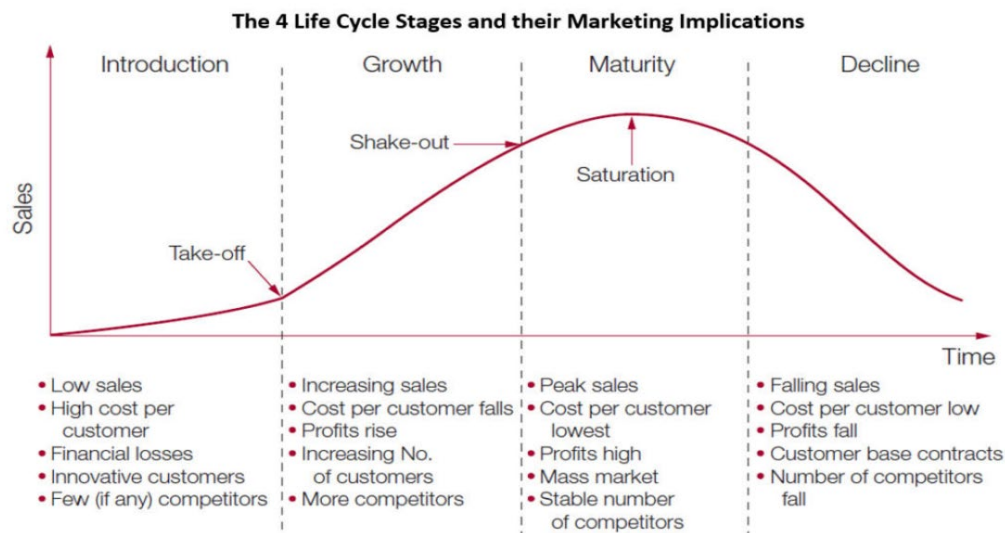


Figure 2 Product Life Cycle (Prasad, 2019).

2.6. Brand Positioning Map

Brand positioning map use to demonstrate permits marketers to imagine a brand's relative position to competitors within the commercial center by plotting shopper recognition of the brand and competitor brands against the trait that drives buy. Usually, this method uses 4 arrows that conclude all the aspects that are being considered. The trademark situating could be a handle of making its possess picture, particular properties, positive affiliations, and values in consumers' intellect in arrange to form a feasible trademark picture and guarantee consumers' connection to this trademark. the premise for any situating concept is thought of differentiation a trademark, products agreeing to a few properties. Decision making could be a multi-staged handle, which by and large incorporates the taking after stages: deciding the objective, for the accomplishment of which the choice is taken; collection and upgrade of the yield educational materials; determination of conceivable restrictions (on the showcase, assets, potential customer, etc.). advancement of conceivable scenarios such as selecting criteria for the assessment of the decision's integrity and efficiency, comparison and assessment of each scenario under the embraced criteria, determination of the leading choice, and prescience of the results happened from the usage of the choice made. Adjustment of the choice taken due to the prescience comes about or choosing another situation on the off chance that the expectation suggests genuine dangers or inefficiencies of the choices made due to the presumptions embraced amid the prescience. the prescience of the moment situation comes about and its alteration or determination of the third scenario. Prospects for advance inquire about: a more point by point examination of the situating concepts, expository figures, the method of reasoning for an orderly approach to situating, they are utilized in the hone (Fayvishenko,2018).

2.7. Kotler's Five Product Levels

Customers will select an item based on their seen esteem of it. Fulfillment is the degree to which the real utility of an item matches the seen esteem at the time of the buy. Kotler created a show of levels of a product based on the thought that a product or benefit can be classified under five diverse levels from center to potential concurring to the advantage it gives. Kotler defined an item as "anything that can be advertised to a showcase to fulfill a need or need." Hence the term item is utilized to refer to both physical merchandises as well as intangible administrations. There are five levels of a product that the marketer should think almost which give more esteem at each level (Kotler, 1997). Within the taking, after section, the researcher will give a brief clarification of how Kotler characterized the five levels of a product. The first one is a Core Benefit; is the elemental advantage or benefit that the client is buying. Then the second one is the Basic Product; is the unmistakable item. This incorporates all highlights that depict an item counting color, brand, package, highlights, and so on. The third one is Expected product; incorporates a set of traits that the buyer ordinarily anticipates which constitute the buyer's minimum desire in which not much inclination has appeared. The fourth one is Augmented product; incorporates extra benefits and administrations that recognize a company's product from its competitor. The fifth one is Potential product; is the esteem included in terms of better approaches to fulfill a client and assist recognize the company's product/offer. The point behind potential items is to charm clients by surpassing their expectations (Hussein, 2015).

2.8. Customer Lifetime Value

CLV is a value and habit that every firm employs in terms of maintaining a better relationship with consumers as a partner over a long period. The Company can apply multiple methods to existing consumers by categorizing them into different categories based on the CLV value of each customer or client (Dahana, Miwa, and Morisada, 2019). A company's goal should be to achieve customer satisfaction and loyalty. However, getting the interest of clients is not as simple as it appears, because strong customer interactions require understanding (Febriantoko and Mayasari, 2018). One example is a company engaged in the service sector. This is because companies engaged in services are companies that make direct contact with customers in offering their products.

CLV has a concept that is defined as the amount of company revenue during a certain period after deducting the cost of acquisition, sales, and marketing (Pratama, 2016). When implementing CLV, the Company must meet several requirements, including knowing the data of each customer, such as profits from time to time that can be used to project profits in the future, implementing an integrated system across functions, and having an adequate database system to make the data collection process more convenient, and documentation is only completed using a customer based-costing system (Daud, 2016).

Several components consider a company in applying a CLV calculation, like marketing costs, time, and discount rates. Marketing costs are the expenditures incurred by the company in serving consumers, building strong connections with all customers to become loyal, and attempting to reclaim clients who previously used the company but now use a competitor. Essentially, the company's marketing costs are divided into two categories: development and retention. One element that must be considered is the discount rate.

This is attributable to the fact that the value of the currency fluctuates throughout time. Furthermore, money received today is worth more than money received later. As a result, to establish the present value of money, the Company must discount its contribution and marketing expenditures. The discount rate is determined by the general interest rate, which is typically equivalent to the bank's interest rate on savings accounts. The discount rate will change based on the company's cost of capital in various cases. The graphic for previous and future periods depicts the customer's expected life duration.

2.9. Ansoff matrix

The Ansoff matrix is a strategy tool for making thoughtful decisions about a company's growth potential through brand and market extension networks. One of the most well-known frameworks for deciding on expansion methods is Ansoff's matrix. Igor Ansoff published it in his article "Techniques for Diversification" in 1957, where he gave four main expansion strategies, there are (Hall and Lobina, 2007):

1. Market Penetration

In most businesses, market penetration seems to be the most straightforward path to expansion. They already have a product in the market as a gift or on hand. Market penetration is an effort to increase a company's sales without abandoning its initial product-market strategy at the expense of competitors (Ansoff, 1957).

2. Market Development

Firms discover new marketplaces for their existing products when they mature in their current markets. As a result, this is a marketing technique to boost the firm's present revenue by increasing sales of newly discovered products. The owners' strategy for growth is to advertise their existing product line in a new market (Ansoff, 1957).

3. Product development

A vast playing field of product development or new product development involves attempting to deal with the creation, conception, and promotion of new items (NPD). The NPD discipline focuses on providing organized methods for guiding all of the procedures involved in bringing a new item to market for consumption. Where there is a reduction in existing items in current market segments, a new product to be promoted to existing clients boosts the firm's growth vector. Companies can create new products or services to replace existing ones to gain market share over competitors (Ansoff, 1957).

4. Diversification

Product diversification differs from product development in that it entails the creation of a new consumer base product that extends the market opportunity of the original product. New products or new brands, as well as product modification, can help to develop a new market by presenting new products in the market. It is, however, the last alternative to pursue if the preceding market penetration, product creation, and market development strategies do not generate satisfactory results, and the original objectives are not met (Ansoff, 1957).

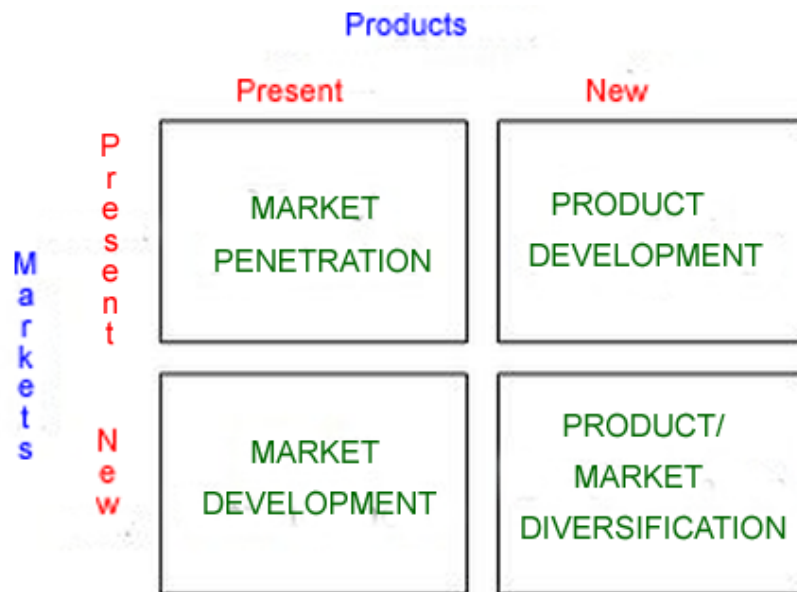


Figure 3 Ansoff Matrix

2.10. ToFu, MoFu, and BoFu: Funnel-Based Marketing Model Variations

The Funnel-Based Marketing Model can help break down a marketing campaign's intricacies into manageable and remember steps. The funnel-based marketing model has three phases, there are (Eldridge, 2017):

1. ToFu (Top of the Funnel)

The purpose of this funnel stage is to develop a request or knowledge of problems that aren't even recognized. Because the audience, or a substantial number of purchasers, has not committed in any way to a product and service, the focus at this point should be on enticing the reader to dig further into the data we have to give. Only by using facilities browsing can someone who is a complete novice in a field have a thorough comprehension in a short time (Supangat, 2020). One strategy that can be used in this phase is to create more

interesting blog content to increase visitor interest. however, with the blog, we still can't tell if the person is interested in using our product.

2. MoFu (Middle of the Funnel)

At this point, the client has begun to recognize the issue and believes that such products and services we provide may provide a solution. We have to demonstrate our product's or service's authority and magnificence. Clients must provide detailed answers to their issues so that when they are exposed to more generic top-tier content, they will not be able to cope. In this phase, the client usually is getting closer to completing a purchase. At this point, the content provided to clients determines if a salesman should contact them directly. The content can be in the form of white papers, e-books, webinars, and subscription-based newsletter.

3. BoFu (Bottom of the Funnel)

The most crucial step is BOFU. The client became addicted at this moment. It's time to seal the agreement once our team has established its dominance. At this point, we must be in a position to learn about experts' viewpoints and the answers they seek, as well as ensure that their selections are correct to get thus far. This section of the funnel is also where you can keep repeat customers and convert new leads into customers.

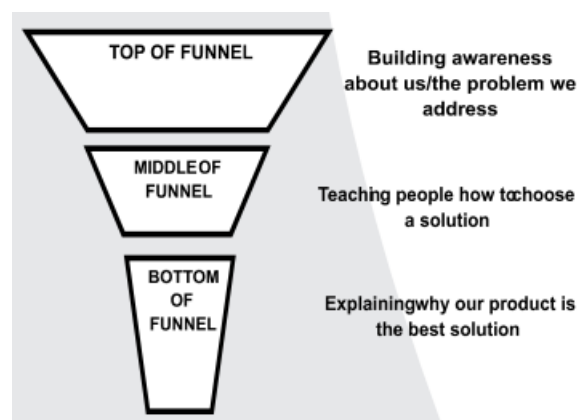


Figure 4 Top, Middle, and Bottom of the Sales Funnel (Sengupta, 2019).

2.11. AIDA Models

The AIDA model demonstrates modern marketing theory. It is a fundamental marketing and advertising movement that is based on customer perception. It was invented in 1898 by E.St. Elmo Lewis. Attention, Interest, Desire, and Action are represented by the letters A, I, D, and A, respectively. AIDA is a marketing and advertising acronym that defines a frequent sequence of events that can occur when a consumer interacts with a commercial (Mackey,2005).

1. A - Attention: entice the customer's attention.
2. I - Interest: pique client interest by emphasizing and showcasing benefits and advantages (rather than characteristics, as in traditional advertising).
3. D - Desire: persuade buyers that the business model is something they want and that it will meet their needs.
4. A - Action: encourage clients to take action and/or purchase.

The goal of marketing, depending on the needs of the AIDA model, is to capture potential client's attention, awaken their interest, and desire to take the final purchase step. As you progress through each level, the overall number of possible clients decreases, becoming an inverted triangle. The bottom of the pyramid is usually enlarged as a marketing technique for this type. Alternatively, raise the conversion rate (Potential client becomes a real buyer).

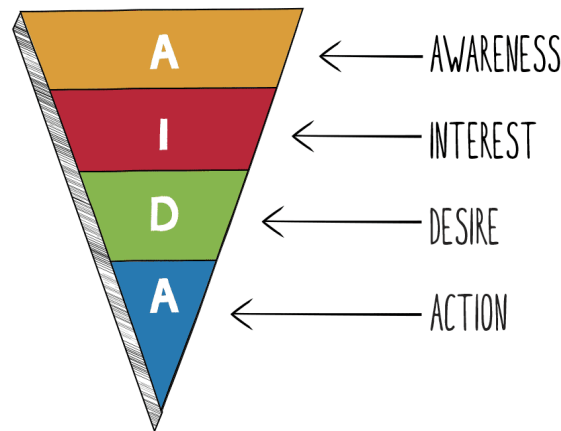


Figure 5 AIDA Model

3. Result and Discussion

Through various stages of development in today's era, of course, it cannot be separated from a series of processes (planning, analysis, and implementation) about marketing that produce marketing strategies so that a product can reach buyers. Without marketing, the goal of market expansion will certainly not be achieved. Therefore, marketing is also constantly evolving until the so-called marketing model appears. A marketing model is an apparatus that promoters, vendors, or brands can use to comprehend the strength and procuring capability of their business. It gives us a system to judiciously assess how we're doing things presently contrasted with our rivals and plan development methodologies for what's to come. There are so many marketing models that have continued to emerge since the beginning, but several marketing models that are often used by many people, including the 7 Ps Marketing Mix Model, SWOT marketing analysis, Porter's Five Forces, STP Process, Product Life Cycle, Brand Positioning Map, Kotler's Five Product Levels, Customer Lifetime Value, Ansoff Matrix, ToFu, MoFu, and BoFu: Funnel-Based Marketing Model Variations, as well as AIDA Models. Some comparisons of these models can be seen in Table 2 below.

Table 2 Summary Table of Marketing Models

No.	Year Establishment	Author	Description	Method
1	1982	Anjani et al., (2018)	7P's marketing mix, except for the Product aspect, has a positive and significant correlation with consumer loyalty but is still relatively not very strong.	7P's of The Marketing Mix Model
2	1960	Suwanmancepong et al., (2018)	A SWOT examination and TOWS lattice were applied to foster advertising vital choices. Also, SWOT examination is beguilingly straightforward despite the massive worth it conveys.	SWOT Marketing Analysis
3	1979	Hole et al., (2019)	Investigate how Michael E. Watchman has made the plan and model of the main Five powers with the position to foster serious procedures in the use of cutthroat investigation of social, natural, and business	Porter's Five Forces

No.	Year Establishment	Author	Description	Method
			exercises, and audit all parts of the Michael E. Doorman Five powers plan and model with fundamental cutthroat highlights Porter.	
4	1956	Romppanen, (2021)	Analyze possible Segmentation, Targeting, and Positioning (STP) marketing methods, and reveal tools for using these marketing strategies, as well as generic STP best practices for companies to use.	STP Process (Segmentation, Targeting, and Positioning)
5	1965	Kamthe & Verma, (2013)	A company's positioning and differentiation strategy must change as products, markets, and competitors change during the product life cycle (PLC) to help organizations recognize when to launch and withdraw products from the market.	Product Life Cycle
6	1969	Chen, R & Wang, M, (2015)	BPM incorporates a more explicit brand name test, which demonstrates that the originator in the brand name test is more steady. BPM gives a decent brand situating idea to help mid-level and undeniable level organization chiefs to carry out brand situating.	Brand Positioning Map
7	1960s	Kotler et al., (1999)	Kotler emphasizes the marketing setting, including the marketing environment, buyer behavior, and how marketing research is used as an investigative tool.	Kotler's Five Product Levels
8	1996	Pratomo, Najib, & Mulyati, (2019)	Customer Lifetime Value (CLV) analysis for measures the potential value of each customer from the perspective of a service or product provider and groups them into customer segmentation using the K-means cluster method.	Customer Lifetime Value
9	1957	Hussain et al., 2016	Identify the effect of the development model recommended by Ansoff on the development of the organization and the directing impact of the	Ansoff Matrix

No.	Year Establishment	Author	Description	Method
			market climate in Pakistani inexpensive food and that each of Ansoff's techniques fundamentally adds to the development of the organization except for market infiltration.	
10	1910	Ratri, (2021)	Maintain prospects (inbound) by using Tofu, Mofu, and Bofu content creation and several promotional strategies.	ToFu, MoFu, and BoFu: Funnel-Based Marketing Model Variations
11	1898	Hadiyati, (2016)	The marketing mix and AIDA model influence consumers in buying products online, either directly or indirectly, to consumers in buying products online.	AIDA Models

4. Conclusions

The marketing models discussed over will offer assistance give knowledge into target group of onlookers, competition, and the dangers and openings confronting the company. All of these could assist to for example make social media showcasing campaigns that result in more clicks, leads, and transformations. To conclude, there are many fine ideas and developments in the marketing models that can and should be modified and adapted to address the needs of marketing strategies. In the adoption of those marketing developments and execution of portions of the research, the research will lead to being more realistic and more widely used marketing strategy models.

References

- A. Mackey, "The Practice of Advertising," Elsevier Butterworth, Fifth Edition, Sydney, Australia, 2005
- Alon, I., Jaffe, E., & Prange, C., & Vianelli, D. (2016). *Global Marketing: Contemporary Theory, Practice, and Cases*. Routledge.
- Anjani, H. D., Irham, & Waluyati, L. R. (2018) Relationship of 7P Marketing Mix and Consumer's Loyalty in Traditional Markets. *Agro Ekonomi* Vol. 29/ Issue. 2, December 2018.
- Ansoff H. I. (1957). *Strategies for Diversification*.
- Baldassarre, B., Calabretta, G., Bocken, N. M. P., & Jaskiewicz, T. (2017). Bridging Sustainable Business Model Innovation and User-Driven: A Process for Sustainable Value Proposition Design. *Journal of Cleaner Production*, 147, pp. 175-186.
- Chaffey, D. & Chadwick, F. E. (2012). *Digital Marketing: Strategy, Implementation, and Practice*. Edition 5.
- Dahana, W. D., Miwa, Y. and Morisada, M. (2019). Linking lifestyle to customer lifetime value: An exploratory study in an online fashion retail market.
- Daud, M. (2016). *Pengukuran Nilai Masa Hidup Pelanggan Untuk Meningkatkan Profitabilitas Pelanggan: studi at Wisma MM UGM HOTEL & CONVENTION*.
- Eldridge M. (2017). TOFU, MOFU and BOFU: marketing funnel acronyms that lead to a successful campaign.
- Enache, I. C. (2011). Marketing Higher Education Using The 7 Ps Framework. *Bulletin of the Transilvania, University of Braşov*, Vol. 4 (53), No. 1, Series V: Economic Sciences.
- Fayvishenko, Diana (2018). Formation of Brand Positioning Strategy. *Baltic Journal of Economic Studies*, Vol. 4, No. 2
- Febriantoko, J. and Mayasari, R. (2018). 17 Years Of Establishment Of Pagaralam As A Tourism City: How Is The Tourism Sector'S Ability To Increase Original Local Government Revenue?
- Hadiyati, Ernani. (2016). Study of Marketing Mix and AIDA Model To Purchasing Online Products in Indonesia. *British Journal of Marketing Studies* Vol.4, No.7, pp.49-62.
- Hall D., Lobina E., (2007). Profitability and the poor: Corporate strategies, innovation and sustainability.

- Hole, Y., Pawar, S., & Bhaskar, M. P. (2019). Porter's Five Forces Model: Gives You A Competitive Advantage. *Jour of Adv Research in Dynamical & Control Systems*, Vol. 11. 04 – Special Issues.
- Husein, Rania S., (2015). Evolution of Service Products on Travel Sites and the Effect of that on Traffic: A Longitudinal Study. *International Journal of Marketing Studies*. Vol. 7, No.3
- Hussain, S., Khattak, J., Rizwan, A., & Latif, M. A. (2016). ANSOFF Matrix, Environment, and Growth An Interactive Triangle. *Management and Administrative Sciences Review* ISSN: 2308-1368 Volume: 2, Issue: 2, Pages: 196-206.
- Kamthe, M. & Verma, D. S. (2013). Product Life Cycle and Marketing Management Strategies. *International Journal of Engineering Research & Technology (IJERT)* Vol. 2 Issue. 4.
- Kar. (2010). 7 Ps of Service marketing. *Business Fundas*.
- Khan, M. A. 2005. *Tourism Marketing*, New Delhi: Anmol Publications Pvt. Ltd.
- Khandelwal, K., Jakhar, T., & Khandelwal, T., (2020). Segmentation, Targeting, and Positioning. *International Research Journal of Engineering and Technology (IRJET)* e-ISSN: 2395-0056, Volume: 07, Issue: 05.
- Komari, A., Indrasari, L. D., Tripariyanto, A. Y., & Rahayuningsih, S. (2019). Analysis of SWOT Marketing Strategies and 7P Influence on Purchasing Decision. *International Conference on Science and Technology 2019*.
- Kotler, P., G. Armstrong, Saunders, J., & Wong, V. (1999). *Principles of Marketing*, Second European Edition published 1999 by Prentice Hall Europe.
- Kotler, P. & G. Armstrong. (2006). *Principles of Marketing*, 11th edn., New Delhi: Prentice-Hall of India Pvt. Ltd.
- Kumar, Anil. (2019). Segmentation, Targeting, and Positioning. *University of Northampton*.
- Muchiri, C. W. (2008). *The Application of Porter's Five Forces Model in Assessing the Attractiveness of The Mailing Industry in Kenya*. University of Nairobi.
- Payne, A. (2002). *The Essence of Services Marketing*, New Delhi: Prentice-Hall of India.
- Pillai, K. R. (2010). Seven Ps Spectrum of Marketing in Tourism. *Indian J. of Tourism & Hospitality Management*. Vol.1(2), 2010, 84–97; ISSN: 2229-404X.
- Porter, M. E. (1980). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. New York: Free Press.
- Porter, M. E. (2003). *Competitive Advantage: Creating and Sustaining Superior Performance*. London: Free Press.
- Powell, T.H. and Hughes, M., 2016. Exploring Value as The Foundation of Value Proposition Design. *Journal of Business Models*, 4(1), pp.29-44
- Prasad, Ram Komal (2019). A Comparative study of product life cycle and its marketing applications. *Journal of Marketing and Consumer Research*. Vol.63
- Pratama, R. A. (2016). Pengukuran Nilai Masa Hidup Pelanggan Untuk Mengelola Biaya Pemasaran (Studi Pada Pendidikan Profesi Akuntansi (PPAK)).
- Pratomo, E. A., Najib, M., & Mulyati, H. (2019). Customer Segmentation Analysis Based On The Customer Lifetime Value Method. *Journal of Applied Management (JAM)* Vol. 17 Number 3.
- Rangkuti, F. (2016). *Teknik Membedah Kasus Bisnis Analisis SWOT*. Jakarta: Gramedia Pustaka Utama.
- Ratri, Kalista. (2021). TOFU, MOFU, AND BOFU Models In Content Marketing. Study Program Of Communications, Faculty Of Social And Political Sciences, University Of 17 August 1945 Surabaya.
- Romppanen, J. M. (2021). Segmentation, Targeting, & Positioning (STP). MKTM028 Strategic Marketing at HELBUS.
- Sengupta, K. (2019). Nurturing the Inbound Leads – Through the Use of Tofu, Mofu, and Bofu Content Creation.
- Supangat. (2020). *E - Bisnis* (Vol. 1).
- Suwamanepong, S., Fakkhong, S., & Kullachai, P. (2018). SWOT Analysis and Marketing Strategies Development of Agricultural Products for Community Group in Nong Chok, Bangkok, Thailand. *International Journal of Agricultural Technology* 2018 Vol. 14(7): 2027-2040.
- The Chartered Institute of Marketing. (2009). *Marketing and the 7 Ps: A Brief Summary of Marketing and How It Works*. CIM Insights, Moor Hall, Cookham, Maidenhead, Berkshire, SLH 9QH, UK.
- Wirtz, J. and Lovelock, C., 2017. *Positioning Services in Competitive Markets*. World Scientific.
- Zeithaml, V. A. & M. Jo Bitner. (2003). *Services Marketing: Integrating Customer Focus Across the Firm*, New York: Tata McGraw-Hill.

Biographies

Lina Gozali is a lecturer at the Industrial Engineering Department of Universitas Tarumangara since 2006 and a freelance lecturer at Universitas Trisakti since 1995. She graduated with her Bachelor's degree from Trisakti University, Jakarta - Indonesia. She got her Master's Degree at STIE IBII, Jakarta – Indonesia, and she recently got her Ph.D. at Universiti Teknologi Malaysia, Kuala Lumpur – Malaysia, in 2018. Her apprentice college experience was in the paper industry at Kertas Bekasi Teguh, the shoe industry at PT Jaya Harapan Barutama, and the automotive chain drive industry at Federal

Superior Chain Manufacturing. She teaches Production System and Supply Chain Management Subjects. She researched Indonesian Business Incubator for her Ph.D. She has written almost 70 publications since 2008 in the Industrial Engineering research sector, such as Business incubator, Production Scheduling, Plant Layout, Maintenance, Line Balancing, Supply Chain Management, Production Planning, and inventory control. She had worked at PT. Astra Otoparts Tbk as International Business Development Department for 4 years, Citibank, N.A as customer service for 1 year, PT. Pandrol as assistant marketing manager for 1 year. PT. Texmaco as a merchandiser for 3 years.

Agustinus Purna Irawan was born in Mataram - Musirawas, South Sumatera, August 28, 1971. Is a Lecturer at Universitas Tarumanagara and has served as Chancellor since 2016 until now. Obtained a Bachelor of Mechanical Engineering from the Faculty of Engineering, Gadjah Mada University (1995), a Masters in Mechanical Engineering from the Faculty of Engineering, University of Indonesia (2003), a Doctor of Mechanical Engineering from the Faculty of Engineering, University of Indonesia (2011), Professional Engineer (Ir) Mechanical Engineering from the Faculty of Engineering, Gadjah Mada University (2019) and Professor of Mechanical Engineering from the Ministry of Education and Culture (2014). The fields of scientific research and publication include: Product Design and Development, Strength of Materials, Natural Fiber Composites with implementation in the field of prosthesis and automotive components. Obtaining Research and Community Service Grants for Higher Education / Research and Technology BRIN / Untar / Others ≥ 100 titles; Patents: 7 and still in process: 4; Copyright: 9 books; Textbooks: 6 books; Book Chapter: 2 chapters; Scientific articles ≥ 100 titles. Obtained a Professional Certificate, namely the Educator Certificate, the Intermediate Professional Engineer Certificate (IPM) of the Indonesian Engineers Association (BKM PII) Vocational Engineer Association (BKM PII), and the ASEAN Engineer Certificate (ASEAN Eng.) From the ASEAN Federation Engineering Organizations (AFEO). He is active in education, various scientific activities, the world of business, professional associations, and various social activities. Received several awards: Best Graduate S2 UI GPA 4.00 cum laude (2003); First best Lecturer Kopertis Region III DKI Jakarta (2011); Best Presentation at the Seminar on Research Results of the Centralized Program, PUPT Dikti (2014); Honorary Member of The ASEAN Federation of Engineering Organizations, AFEO (2018); Best PTS Chancellor for the Academic Leader Award Program (2019).

Hetty Karunia Tunjungsari is a lecturer in the Management Department at Universitas Tarumanagara. She graduated with a Bachelor's degree from the Faculty of Economics, Universitas Padjadjaran, and then continued her Master's degree at Universitas Gadjah Mada, majoring in Management Studies. She got her Doctoral degree from the University of Indonesia, majoring in Marketing Studies. She currently manages the Tarumanagara Center for Entrepreneurial Studies and has done several research and publications in Consumer Behavior, Destination Marketing, and Entrepreneurship.

Caroline de Candra was born in Bekasi, Indonesia on the 26th of March 2001. She graduated from highly respected international school John Paul's School in Bekasi, Indonesia. She is now an Industrial Engineering student of Universitas Tarumanagara, Jakarta, Indonesia. She is a diligent academic Vice President of the Industrial Engineering Student Association known as IMADUTA.

Vivian Lim was born in Riau, Indonesia on the 02nd of August 2002. She graduated from a highly respected school Santo Tarcisius's School in Riau, Indonesia. She is now an Industrial Engineering student of Universitas Tarumanagara, Jakarta, Indonesia. She is a diligent academic member of the Industrial Engineering Student Association known as IMADUTA.

Ryu Nowescophor is an Industrial Engineering student at Universitas Tarumanagara. He was born in Dumai, 15th November 2002. He graduated from Santo Tarcisius Elementary School and Santo Tarcisius Junior High School with the first class ranking. When he was in senior high school, he also got the first ranking. He entered Tarumanagara University in 2020 to make his dreams come true, which is to be a great entrepreneur and lead the company.

Ariawan Gunadi is a Chairman in Tarumanagara Foundation. He was awarded a young graduated PhD from Universitas Indonesia in the Faculty of Law. He leads Billion Dollar Value Asset for many companies, and consultancy, He has been a visiting professor at Tsinghua University China and an expert in many fields, especially in Arbitrate and Mediator business law. He wrote so many books as an author, trainer, keynote speaker, etc. He achieved so many awards such as Best Professional Award, Leadership Award, and Distinguished Academic Leadership Award.

Teuku Yuri M Zagloel is currently head of Manufacturing System Lab Universitas Indonesia. He graduated with his Bachelor's degree and Ph.D. study at Universitas Indonesia and his Master's degree from New South Wales University

Australia. His research interest is Manufacturing Systems, Quality Management, and Supply Chain Management. He received the Distinguished Educator Award from IEOM in 2016. He led some positions such as Director of Post Graduate Study (Engineering) U.I., Head of Higher Education Grant Program of Dept of Industrial Eng Univ of Indonesia, Head of Indonesian Association of Industrial Engineering Higher Education Institution, Head of Department of the Industrial Eng University of Indonesia. He had a contribution in some projects such as Head of Management / Technical Team in Reorganisation of Stone Crushing Plant (North Aceh), Head of Team in Implementation of Production Planning and Control in Packaging Industry (Jakarta), Head of Project for Study for Determining LNG Trader (B.P. Migas Assignment).

Maslin Masrom is an Associate Professor, UTM Razak School of Engineering and Advanced Technology, Universiti Teknologi Malaysia Kuala Lumpur. She was the Head of Postgraduate Studies from 2010-2012 at UTM Razak School, and currently, she held a post as Head of Management Science and Design. She teaches Information Technology Strategy, Management Information Systems, ICT Ethics and Society, Decision Modelling, and Research Methodology. She has published many technical papers in journals, books, and conferences. Her main research interests are IT/IS Management, Online Social Networking, Women and Technologies, Cloud Computing in Healthcare System, Knowledge Management, Information Security, Ethics in Computing, Operations Research / Decision Modelling, and Structural Equation Modelling.

Habibah @Norehan Haron. She is a Senior Lecturer at the Department of Engineering and Technology, Razak Faculty of Technology and Informatics, UTM Kuala Lumpur. Currently, She joined the IP2G Research Group Head (Industrial Professional Practice Group). She is also an active committee member for the Women Engineers Section of The Institution of Engineers Malaysia (IEM-WE) since 2005. She first joined UTM in 1993 at the Faculty of Mechanical Engineering in Scudai. Transferred to UTM KL Campus in 1998, serving the College of Science and Technology (initially known as Centre for Diploma Studies) until 2011 when She was re-assigned to Razak School during the restructuring practice of UTM KL Campus. Recently restructuring of UTM in 2018 saw the merging of Razak School and two others to become Razak Faculty of Technology and Informatics.

Benny Tjahjono is a Professor of Sustainability and Supply Chain Management at Coventry University, U.K. His overarching research area includes Sustainable Operations and Supply Chain Management, particularly the exploration of Circular Economic principles in manufacturing and supply chains. He has a vested interest in ensuring the achievement of triple sustainability, 'doing good for people, planet, and profit.' His research track record has been demonstrated by winning and successfully delivering several research grants from EPSRC, ESRC, InnovateUK, European Union, overseas funding agencies, and directly from the U.K. industry. He has published over 100 papers in refereed academic journals, conference proceedings, books, practitioners' journals, and newspapers.

Docki Saraswati is a Lecturer at the Industrial Engineering Department, Universitas Trisakti, Jakarta, Indonesia. She received her Doctorate and BS from Industrial Engineering, Institut Teknologi Bandung (ITB), Bandung, Indonesia, and her Master's degree from the Industrial Engineering Department, University of Toronto, Canada. Her research interests are in production scheduling, inventory control, JIT systems, and remanufacturing management systems.

Ahad Ali is a Director of Industrial Engineering in Bachelor and Master Program at Lawrence Technological University Southfield, Michigan USA. He Graduated his Bachelor Degree and Master Degree at Nanyang Technological University, Singapore. He graduated his Ph.D Degree at University of Wisconsin-Milwaukee. His research interest is Manufacturing systems, Modeling, simulation and optimization, Reliability, Artificial intelligence, Lean manufacturing, Product lifecycle management (PLM), CAD, CAM, and CAE, Decision support systems, Supply chain management and logistics, Energy optimization, biomass and renewable energy, Healthcare Systems.