

Smart Marketing Model in the Development of Handicraft Investment Companies

Abstract

In the present day, marketing is one of the most central principles for the triumph of various companies. Due to the increasing diversity of commercial companies and competition in the field of services, marketing concerns have become one of their most significant concerns. Given the growth of technology in the present age, smart marketing is a matter to be considered in this area. In such an environment, management must evaluate risk and act intelligently in all decisions. The present research is accomplished via a descriptive and analytical method with a quantitative and qualitative approach. Research findings indicate that accurate, up-to-date and transparent information reduces the risk of incorrect decision making; hence, this has become one of the significant reasons for the need for marketing research and smart marketing promotion in any organization. In this research, an attempt has been made to introduce a smart marketing model in the development of handicraft investment companies in the country (case study of the sustainable development of Sina Industry). The results of data analysis obtained with fuzzy Delphi technique shows that the important dimensions of the intelligent marketing model were identified in 3 phases (input, analysis and output) of 13 general components and 42 indicators. Finally, according to the analysis, the final model of intelligent marketing in the investment company is designed in three phases. In the meantime, investing in the field of handicrafts will be fruitful due to consuming its own issues and concerns and this is achieved if smart marketing is applied.

Research aims:

1. Recognizing the status of smart marketing in the field of competition in the handicraft industry.
2. Becoming acquainted with the opportunities and threats in the handicraft market.

Research questions:

1. What is the role of smart marketing model in handicraft investment companies?
2. What are their dimensions, components and associations?

Keywords: Smart Marketing, Investment, Investment Companies, Handicrafts.

Introduction

Trading methods have gone through alternations throughout history and have reformed over time and place. Today, intelligent trading practices have become one of the most influential factors in business. Investment companies as one of the economic pillars of the country in recent years due to the competitiveness of the industrial market and the emergence of the private sector and the presence of foreign companies in the near future and the need to continue to survive at that time have succeeded in making their marketing activities effective. This action can have the greatest impact on the success of companies, and to achieve such a goal, more and more attention to marketing and marketing intelligence is particularly necessary. Competitive pressures in today's world on firms, has caused them to understand the importance of knowledge in competitive areas and try to use this tool to achieve their competitive goals. It can be said that creating and maintaining a competitive advantage for organizations in the 21st century requires recognizing changes that affect the organization, agility and flexibility in the face of change and increasing capabilities in relation to diverse customer demands. Organizations today need new tools for decision-making and administrative tools in order to survive in a highly competitive environment, including intelligence, or smart marketing, which is practiced worldwide and within companies; this act is growing rapidly and is becoming a benchmark that can help managers of companies and organizations to make smart decisions. The main purpose of marketing information analysis is to better comprehend the market and competitors and thus achieve better results in business. Many studies have confirmed the relationship between marketing and company performance. Also, previous research has consistently shown that marketing capabilities can increase companies' ability to effectively. The problem is that all the tasks of a company must achieve each other in a coordinated and reciprocal manner to achieve its grand goals; nonetheless, what happens in practice shows that the relations between the departments are at times accompanied by competition and lack of trust. A fundamental problem for today's managers is the change and complexity resulting from the organization's interaction with the chaotic marketing environment outside the organization. Successful companies strengthen the external view of their business and they know marketing, and this happens by intelligently receiving and analyzing information from the market, and this information strategies and structures affects the systems of organizations. The lack of an intelligent system in the marketing of investment holdings is a threat to these holdings due to the competitive market; Therefore, the present study will respond to this issue in order to provide a smart marketing model in the investment company.

Regarding the background of the present study, it should be said that no independent work with this title has been written so far. In the meantime, works on marketing in handicrafts have been written. An article entitled "Study of the effect of modernity on the sustainable development of handicrafts, evidence of Gilan kilim" has been written by Negar Gilani et al. (2014). In this research, the high employment capacity of handicrafts has led to the performance of artisans in the field of marketing activities is not at a desirable level, also this study does not mention smart marketing in handicrafts. Therefore, the present study intends to investigate this necessary issue. The method of conducting the present research is based on the purpose of the applied research since by applying theories and statistics in the statistical community and reviewing domestic and foreign research in this field, results are obtained that can be used for those organizations that are in the field of statistical community. In terms of the method of collecting and receiving information, this research is in the arena of field studies. In this research, the qualitative method of interest has been used. Thus, after conducting preliminary studies using dissertations, articles, related books, and Internet sites, the researcher designed and prepared many open-ended and semi-open-ended questions that were discussed and discussed in focus groups. The results extracted from the focus groups were categorized using content analysis method and then analyzed by fuzzy Delphi method. In order to carry out the qualitative part of the research and to form a panel of experts, 80 experts were offered cooperation, and finally 34 experts announced their initial inclination to implement the project and were selected as a sample. In this

research, in order to extract the indicators of each model dimension, in addition to using the research literature and studying upstream documents, the fuzzy Delphi method will be used due to the uncertainty in identifying the indicators of each model dimension. Since the implementation of research with all members of the community is faced with time, space and cost constraints, etc., it is necessary to select a sample from the whole community with a suitable method that is a true representative of the community, based on the sampling method. used. An attempt was made to select a research sample in such a way that it was present in the sample as a representative of the community. For this purpose, in the qualitative section, 34 people (until reaching saturation and consensus) were selected from academic experts and professors in the field of marketing.

Conclusion

The results of this research can also be used by managers who are in dynamic and complex environments and seek to make the marketing process smarter. In using the results of this research, some points should be considered. Managers should use the proposed model of this research in order to differentiate themselves in the field of competition and be aware of changes in the dynamic business environment. This model allows the timely collection of relevant information and its rapid cultivation to support the overall performance of the business. Using this model, marketing managers identify important sources of information in the environment and are ahead of competitors. It is suggested that market managers pay close attention to the order of information obtained with their type of activity, continuity and frequency in obtaining information from the market environment and especially the selection of appropriate information sources. Conducting inefficient marketing research and gathering a wealth of sometimes useless information reduces the productivity of business activities. At the same time, summarizing information and interpreting them accurately; Provides operational intelligence in the organization that can use special software. Senior executives who have the task of making big decisions in the investment company must be creative in order to succeed in the market and increase their marketing potential. It is encouraged that managers should use creative methods such as mental mobility of the hypothetical group process of matching and decision making of the creative team to help the growth of creativity in people active in the industry, and given that creativity is more acquired than innate with training, they increased this ability in the organization. Companies, with the help of psychological counselors, must perform intelligence tests such as the Golman Robon and Chlorine tests, thereby selecting individuals with high IQs for marketing activities and by analyzing distribution channels and even the marketing process. It is suggested that by using all components of marketing intelligence and marketing research and the help of managers support and monitoring the company's performance to identify the needs and desires of customers to identify the strengths and weaknesses of other distribution channels and optimize marketing and business activities and the result is a competitive advantage.

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