

# Chapter X

## Promotion and Relationship Marketing



*“A stakeholder should have an interest in the decisions and actions of all the organisations that affect the stakeholder’s life and well being, a claim to the rights of consultation, access to all relevant information, and most importantly, participation in decision making.” (Thomas, 2000, p. 528)*

**Overview:** This chapter introduces the concept of marketing and explores its relevance for networked communities. The specific topics include:

- An introduction to relationship marketing;
- A review of transactional marketing;
- Transactional versus relationship marketing, with Ottawa, Canada, as an example;

- Commercial relationships, giving the example of the Digital Harbour, Australia;
- Non-commercial relationships such as the Education Development Center;
- Global alliances using the examples of the Intelligent Community Forum (ICF) and Global Cities Dialogue (GCD);
- Measurement and evaluation of marketing efforts.

## RELATIONSHIP MARKETING

**Key Concept:** *There are internal and external relationships that networked communities consider critical for realising their sustainability goals and that fit their situation. Investing in these relationships allows communities to position themselves to succeed in the Network Society.*

Many community leaders and agencies have identified broadband capability and its many potential applications as essential ingredients in their vision of community. To support the implementation and development of ICTs in their communities, they have given marketing a growing role, with a focus on relationship marketing, as opposed to the more traditional transactional marketing. For our purpose, relationship marketing is defined as the effort a community makes to foster and communicate a common vision among community stakeholders around broadband development and community sustainability.

Relationship marketing has two spheres of activity in the networked community: building and enhancing relationships within the community, and between the community and communities around the world. The goal is to become fully connected electronically both locally and globally so that community members, whether individuals or organisations, will continue to satisfy their needs and pursue their aspirations. In this manner, communities can position themselves within the larger Network Society.

In a simple market economy, buyers and sellers meet and transact a sale, an exchange of money for a product or service. Traditional marketing, commonly known as transaction marketing, tries to influence buyers through such tactics as publicity and promotions. In contrast, relationship marketing focuses on more complex exchanges over longer periods of time; the exchanges are multiple and both direct and indirect in nature. Michael Thomas (2000), a marketing researcher, compares transaction marketing to relationship marketing, which is closer to community development in that it involves active participation, loyalty and social cohesion. In transactional marketing, building a relationship with the customer takes place after

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