



## Brief: Unicist Marketing Technology Managing the Root-Causes of Buying Processes

The unicist marketing technologies have been developed at The Unicist Research Institute to manage the root-causes of buying processes. Unicist Marketing is an approach based on the use of business objects and the unicist segmentation. It increases +25% the marketing effectiveness, accelerating the buying processes and saving energy. These objects produce basically three noticeable effects:

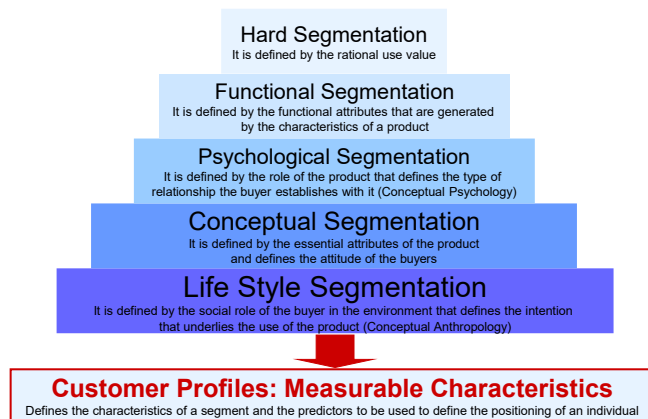
- 1.They allow having the necessary critical mass to trigger the buying process.
- 2.They accelerate the marketing process shortening the time between the marketing stimuli and the buying action.
- 3.They save energy in the marketing process which makes it more efficient.

The Unicist Marketing Technology, that is provided as a service, is a behavioral approach and an object driven approach.

It provides structural solutions that are based on the unicist segmentation model and the use of marketing objects.

### Unicist Marketing: B2C Customer Profiles

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## Unicist Marketing: Customers buy “Concepts”

It has to be considered that any value proposition made to a person is recognized by the Conceptual Short-Term Memory (CSTM) that uses the concepts stored in the Long-Term Memory (LTM). Therefore, the marketing actions that are based on conceptual segmentation increase notoriously their effectiveness.

The conceptual approach to marketing allows making the necessary diagnoses to define the critical mass that is needed to influence buying decisions to maximize results and minimize costs.

Buying decisions are driven by the concepts individuals have. That is why buying decision are driven by the instantaneous actions of the Conceptual Short-Term Memory that use the information stored as a concept in the long-term memory.

The unicist approach to marketing includes:

1. **Unicist Marketing Strategy:** to define the short-term and long-term segmented strategies, both maximal strategies to grow and minimum strategies to sustain the customer base.
2. **Unicist Root-Causes of Buying Processes:** to define the root-drivers of buying processes including the conceptual and the functional and psychological drivers.
3. **Maximal & Minimum Marketing Actions:** to define the actions and their synchronicity that need to be developed in order to have a critical mass in buying decisions.
4. **Unicist Conceptual Design Groups:** to define the concepts that drive the actions of the different segments of the market and define the segmented proposals and actions to be developed.

### The Management Model of the XXI Century applied to Marketing



# Unicist Conceptual Segmentation

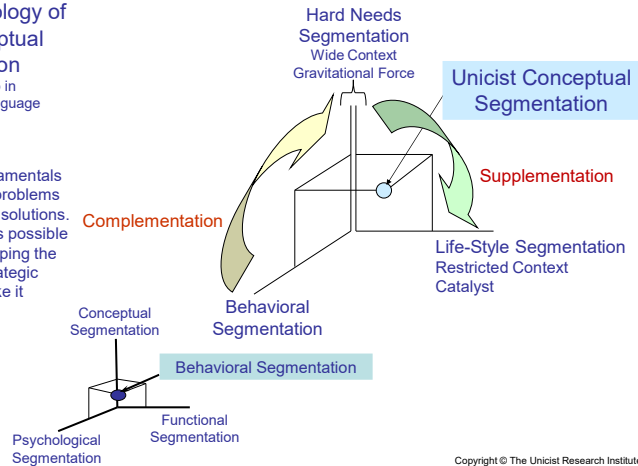
The reaction to any stimulus is based on an instantaneous projection of the pre-concept individuals have in their long-term memory (LTM) that is triggered by the conceptual short-term memory. Thus, individuals are influenced by a stimulus if the “gist” of the message can be structured. That is why conceptual communication drives the buying process.

The knowledge of the fact that concepts work as behavioral objects, allowed defining a universal segmentation model for buying processes.

Behind any buying decision there is a “Hard” need that establishes the wide context, a Life-style that establishes the restricted context and a Behavioral Segmentation that is integrated by a conceptual, a functional and a psychological segmentation to define the target of a communication.

The Unicist Ontology of Unicist Conceptual Segmentation  
Ontogenetic Map in Unicist Standard Language

Unicist concepts and fundamentals define the root-causes of problems and are the root-drivers of solutions. They allow defining what is possible to be achieved and developing the maximal and minimum strategic actions and objects to make it happen.



The unicist marketing approach is based on the unicist conceptual segmentation model that allows managing the influence of the Conceptual Short-Term Memory (CSTM) that triggers all buying processes.

## The Use of Marketing Objects

The object driven marketing technology has been developed to include the use of objects in the buying process in order to ensure the critical mass of the processes. It includes the use of commercial, semantic and semiotic objects:

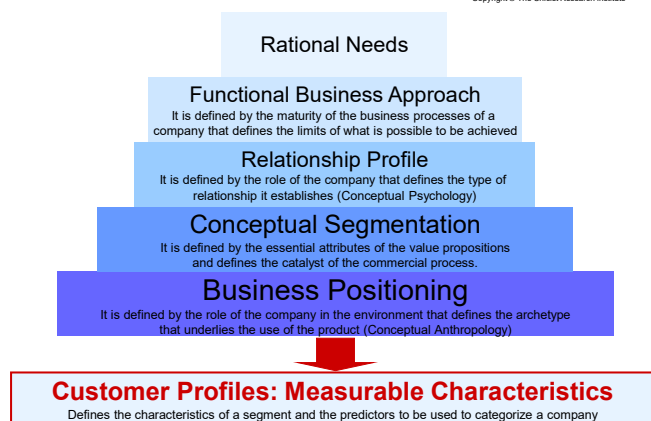
**Unicist Commercial Objects:** Unicist commercial objects are implemented to install ideas in the mind of the potential customers. This implies that they are designed to sustain the marketing process of products and services that are being proposed.

**Unicist Semantic Objects:** Semantic objects are used to install meaningful knowledge in the market. They are necessary to sustain differentiated or innovative value propositions.

**Unicist Semiotic Objects:** Semiotic objects are installed to guide buying processes. They are functional in rational buying processes where the potential customer needs to evaluate what is being proposed.

The unicist logical approach to marketing is a process that defines the active selling actions following the synchronicity of the buying-decision process, which allows minimizing the effort to influence potential buyers while optimizing results. The unicist marketing process requires integrating both the active selling process with the “receptive” buying-decision processes that establish the limits of the possibilities of marketing actions.

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