



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:

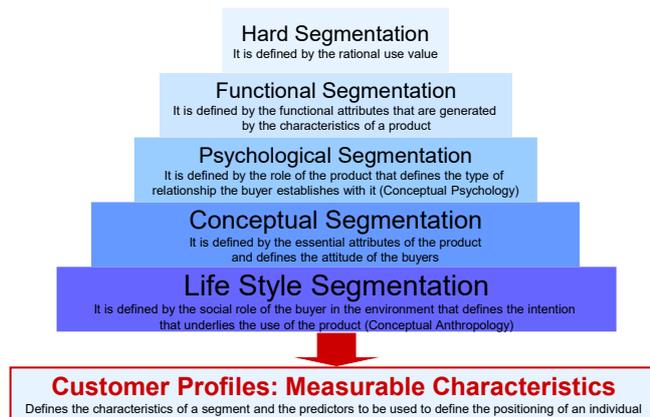
- 1.They allow having the necessary critical mass to trigger the buying process.
- 2.They accelerate the marketing process shortening the time between the marketing stimuli and the buying action.
- 3.They save energy in the marketing process which makes it more efficient.

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 Unicist Conceptual Management applied to Marketing



