A Technological Platform and a Process to Implement the Informative Marketing Strategy

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INFORMATIVE MARKETING (IM) is a typology of marketing strategy
Informative vs Informational

The advertisings are sent to a community of ad hoc recruited stakeholders.

We can assume as *relevant* the information they receive.

*Guru* community structure
(Mudambi et al., 2015)
Method

First research step

• context analysis on the current status of research related to digital platforms
• identifying digital platforms’ "dimensions"
• definition of the IT-platform concept
Contributions

a) Setting the IT components necessary to build a digital platform suitable to support companies in implementing the IM strategy

b) Detailing a process that implements such a marketing strategy by means of an adopted actual digital platform (InfoMk)
IT-platform conceptual model

InfoMk technological platform

Our instantiation of the platform conceptual model
InfoMk Technological Base

The InfoMk Technological Base is a website. It must refer to a single product/service or a single category of products/services.

The components

- Opt-in page
- Thank you page
- Landing page
- Autoresponder
- Database
- Sales page
Preliminary activities

A1 installation of the InfoMk-Technological-Base
A2 choice of the product/service to be promoted/selled
A3 creation of the information content
A4 writing of a certain number of emails to be addressed to the prospective stakeholders
A5 set up a date schedule for the emails
A6 creation of the Opt-in page, Thank you page, Landing page and Sales page
The IM Process
Conclusions and future work

The InfoMk technological platform can be very useful both for **business companies** and **no profit organizations** (e.g. national institutes of health). The cost necessary for setting up the proposed platform is **low**.

**Future research steps**

- Enriching the functionality of the proposed technological platform
- Providing support to producers in building and interacting with different types of communities
Final aim

Releasing a generator of digital platforms that implements the emerging low-code paradigm

Potential stakeholders will be able to instantiate by themselves the digital platform that best responds to the needs of their businesses