

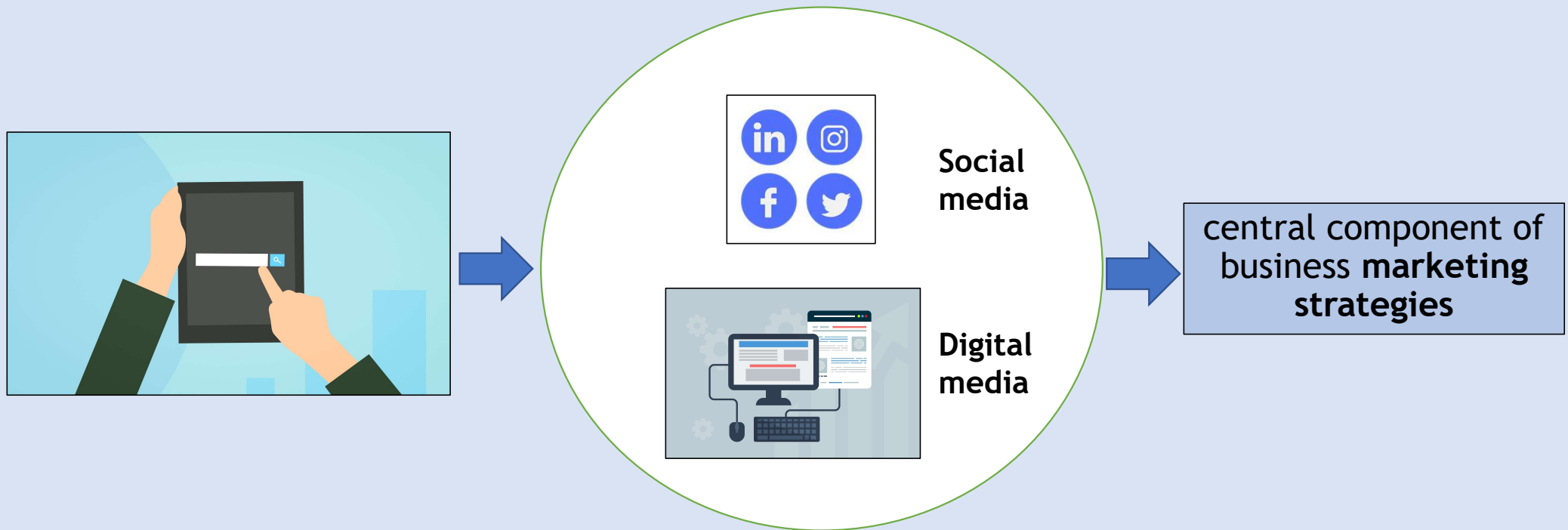
# A Technological Platform and a Process to Implement the Informative Marketing Strategy

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# Context

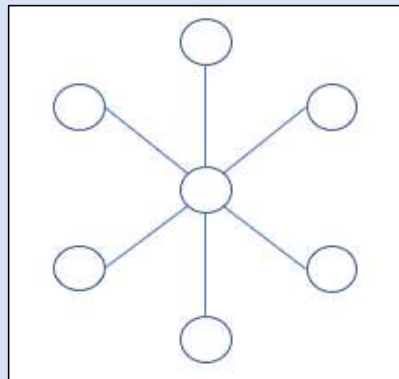


**INFORMATIVE MARKETING (IM)** is a typology of marketing strategy

# Informative vs Informational

The advertisements 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**

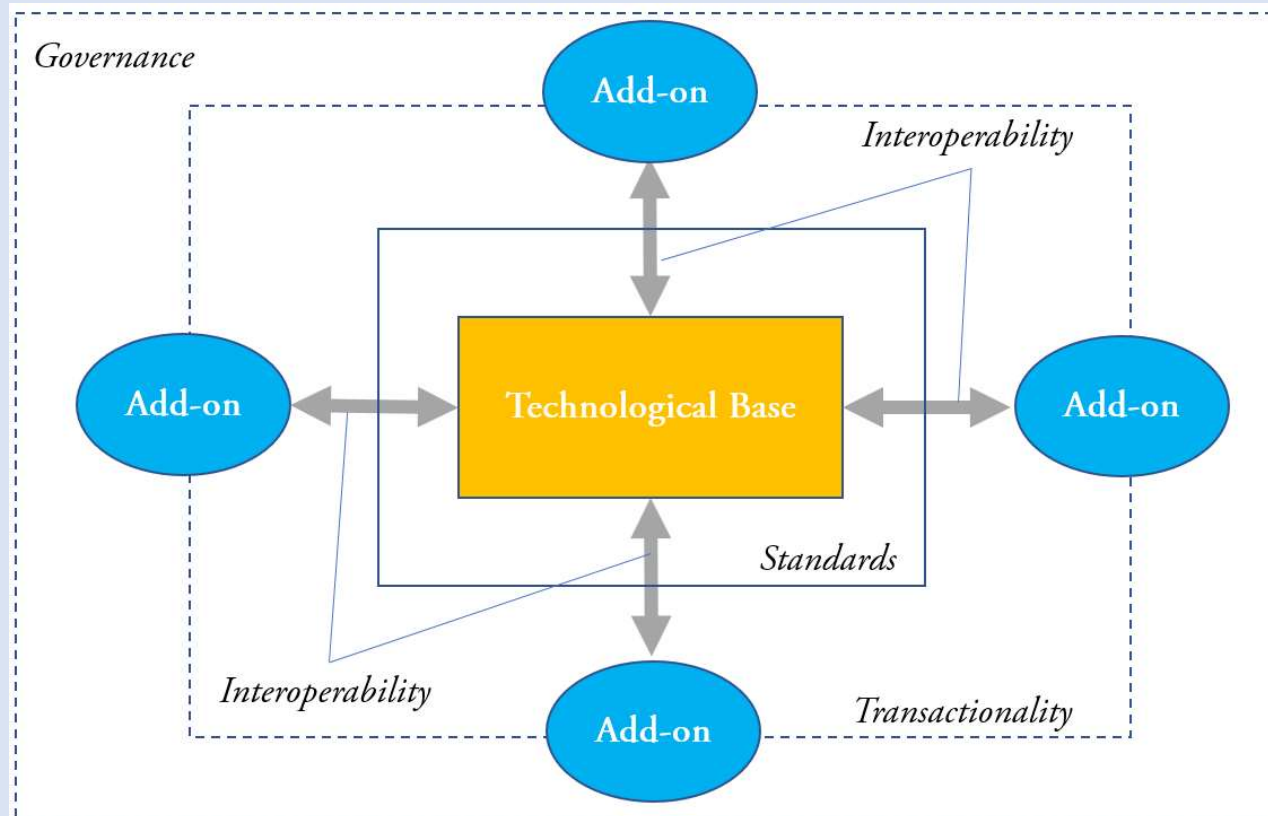
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graph LR; A[First research step] --> B[• context analysis on the current status of research related to digital platforms  
• identifying digital platforms' dimensions  
• definition of the IT-platform concept];
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- 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**)

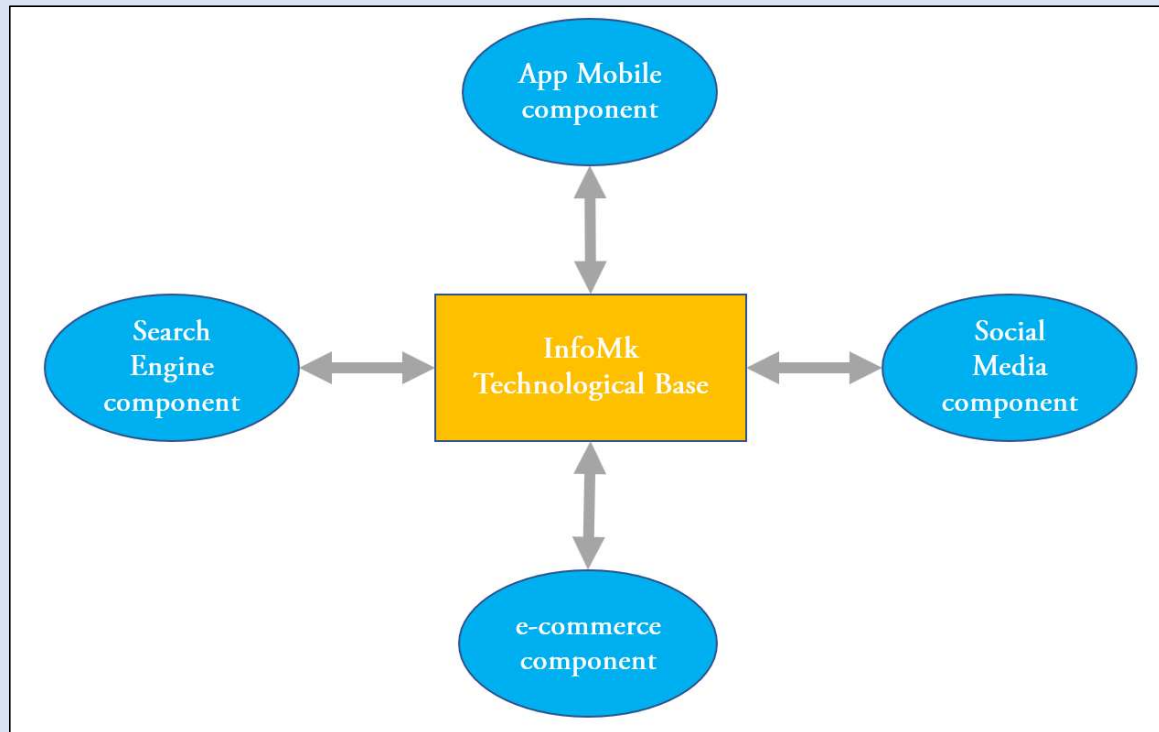
# IT-platform conceptual model



*Sun et al.:*

Information Technology Platforms: Conceptualisation and a Review of Emerging Research in IS Research. Australasian Conf. on Information Systems, Dec. **2015**, Adelaide, Australia.

# InfoMk technological platform

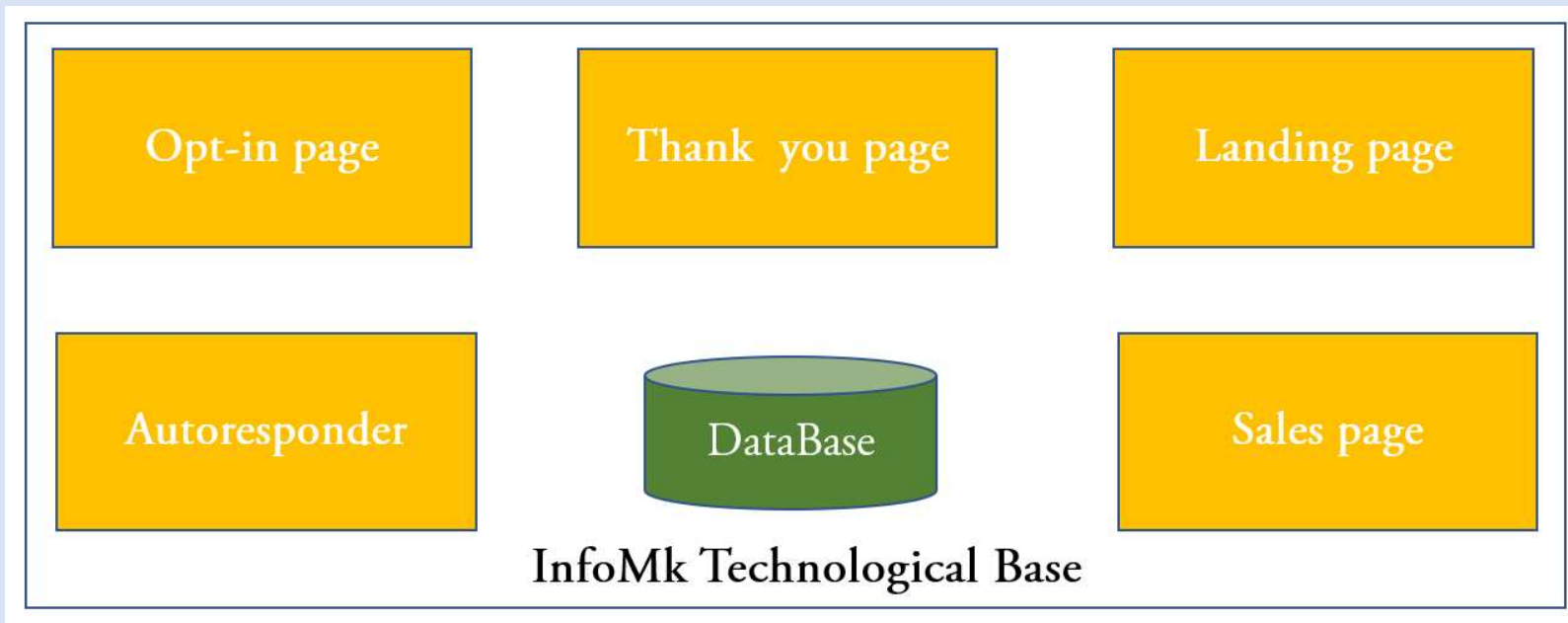


Our instantiation of the platform conceptual model

# 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





# Preliminary activities

**A1** installation of the InfoMk-Technological-Base

**A2** choice of the product/service to be promoted/selled

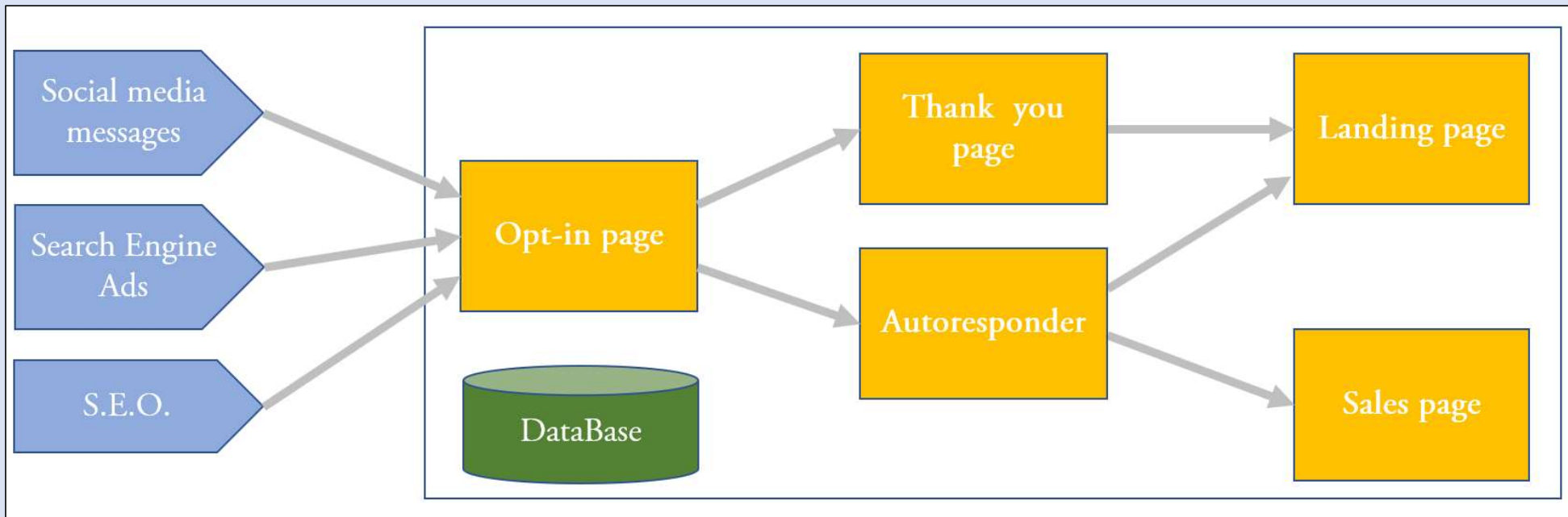
**A3** creation of the information content

**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

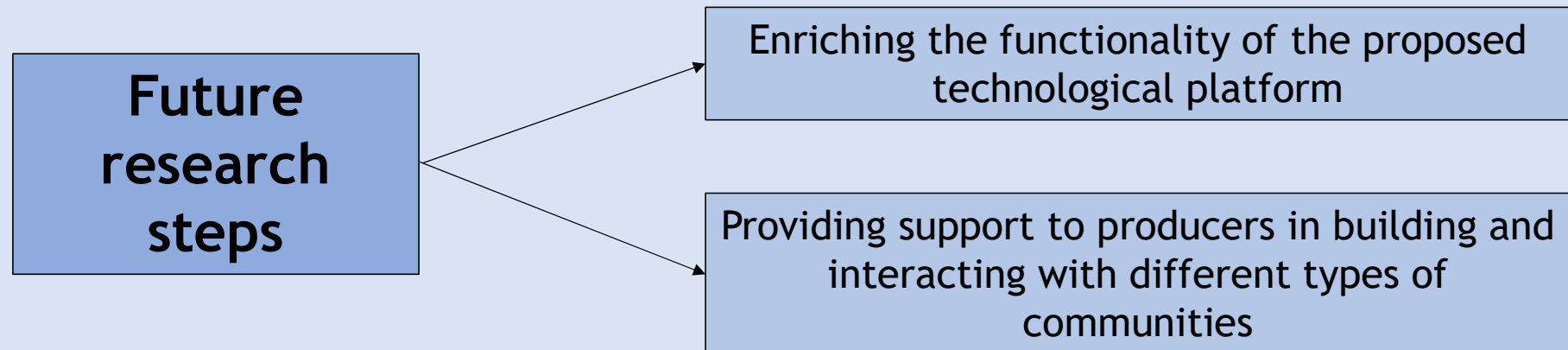
# The IM Process



# 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**



# 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