

Holistic Marketing in Development of Arts and Cultural Institutions in Digital Environment

1st Leposava Zečević
European University
Faculty for European Business
and Marketing
Belgrade, Serbia
bekaz70@gmail.com

2nd Olgica Stanojević
European University
Faculty for European Business
and Marketing
Belgrade, Serbia

3rd Radmila Janičić
University of Belgrade
Faculty of Organizational Sciences
Belgrade, Serbia
radmila.janicic@fon.bg.ac.rs

Abstract—The paper present theoretical and practical approach of holistic marketing implementation in development of arts and cultural institutions in digital environment. In the paper is analyzed all parts of holistic marketing, internal marketing, integrated marketing, social responsible approach and relationship marketing. Internal marketing present organizational culture that send messages to public audience about arts and cultural institutions. Integrated marketing have to send consistent messages to target groups about artistic and cultural events. Social responsible approach is base in working of arts and cultural institutions. Arts and culture open thoughts, ideas, value that otherwise could be unnoticed. Through arts, social problems could be solved, by raising awareness about that problems. Relationship marketing give opportunity for communication with public audience. Social media are platform for relationship communications. Arts and culture improve values and ideas in digital environment, Arts and cultural institutions accepted digital environment and try to be convenience for public.

Keywords—holistic marketing, arts and cultural institutions, digital environment

I. INTRODUCTION

Holistic marketing approach is a platform for development of arts and cultural institutions in digital environment, based on internal marketing, integrated marketing, social responsible approach and relationship marketing, as well as, strategic planning, strategic marketing analysis, implementation of strategies, evaluation and control. The goal of the paper is to encourage work of arts and cultural institutions in a digital environment, based on a platform of holistic marketing. Specific goal of the paper is to enlighten marketing strategies in development of arts and cultural institutions positioning and reputation in digital environment. [7]

Holistic marketing approach has challenge in the development of arts and cultural institutions in digital environment. All parts of holistic marketing approaches are important, internal marketing, integrated marketing, relationship marketing and social responsible marketing. [1]

Internal marketing strategies improve digital employee's communication in arts and cultural institutions in digital environment. Strategies of integrated marketing improve consistent messages of arts and cultural institutions in digital environment, as well as, development of communications

with target audiences and development of reputation in digital environment.

Social responsible approach is base for every arts and cultural institutions. It is important to improve social responsible approach in arts and culture and awareness about social problems in the world. [7]

Strategies of relationship marketing make platforms for clear and direct communications with target audiences of arts and cultural institutions in digital environment. [3]

In all these ways holistic marketing is one of the key platform for realization of development of arts and cultural institutions in digital environment. [1]

II. METHODOLOGY

In empirical research the paper will present results about vision, mission, strategic goals, strategic marketing analysis, strategic implementation and strategic control of arts and cultural institutions in a digital environment.

The empirical research include focus group with managers of arts and cultural institutions in traditional and digital environment. The focus group is prepared with six managers from chosen institutions. Their opinions are presented in the paper.

In the paper is used survey, as qualitative research method for analysis of satisfaction of public with arts and cultural events in digital environment. Special focus is put on positioning and reputation of arts and cultural institutions in digital environment.

The paper has research part focus on observation of positioning of these institutions in digital environment. The data was analyzed in program SPSS and presented in the paper.

The focus group results are presented by description method. In the paper is used cases study methods, also.

In the paper are described case studies of arts and cultural institutions, which are excellent positioning in digital environment. In the paper is described case studies, such as, The House of Beautiful Business, Greek National Theatre, Museum Tate Modern and Museum of Cycladic Art

Authors of this paper had opportunity to make focus group with managers of arts and cultural institutions in digital environment and professors of marketing in art and culture at business faculties.

Managers and professors of these organizations concluded that implementation of holistic marketing approach and experience marketing approach have impact on development of arts and cultural institutions in digital environment. Interesting is that they enlighten role of care about target groups, in the way that they feel that organizations care about them and their experiences. All these institutions develop new management approach in traditional and digital environment, and in that way give brilliant experiences to public. They emphasized that in implementation of marketing strategies in development of arts and cultural institutions in digital environment, it is important to be passionate about arts and culture, be kind, respectful and sophisticate with audience. Members of focus group, managers in digital environment and professors at faculties, emphasized that it is important that offline and online media write in good way about arts and cultural institutions in digital environment.[3]

They concluded that media contents about arts and cultural digital institutions, organizational culture of digital institutions and development of new professions have impact on development of arts and cultural institutions in digital environment. Managers of these institutions and professors at faculties, as members of focus group, emphasized that it is important to improve knowledge in fields of management in arts and culture, information systems, leader's skills, financial management and marketing management, in classroom, as well in online educational platform.

Also, members of focus group noticed that it is important to improve knowledge in arts, culture, history, in order that young people have opportunity to introduce new cultures, to live and work in beautiful intercultural environment, to have communications with people through modern media, multimedia and digital, interactive platforms, to improve cosmopolitan spirit in young people. They said that in future every arts and cultural institutions will be partly offline and partly online, but some arts and cultural institutions will be fully online, in digital environment. [4]

Results of the research about public satisfaction would be important for further research of development of arts and cultural institutions in digital environments. Digital environment is a new place for development. It is very important to improve arts projects in order to prepare arts people for new business opportunities and new business knowledge and skills that are important in global jobs market places.

Results present that holistic marketing approach has impact on development of arts and cultural institutions in digital environment.

Holistic marketing have integrated marketing communication with target audiences of these institutions, which present opportunities for research needs and wants of public, both in offline and online environment. It is very important that integrated marketing communications have consistent storytelling with target audiences of purpose of arts institutions. [1]

Strategies of relationship marketing develop and improve communications between arts institutions and their target groups. Social responsible approach gives platform for development of arts based on truth, honest base, as well as, purpose and message to target groups. Strategies of relationship marketing have specific impact in leading of arts and cultural institutions in digital environment, because relationship marketing gives opportunities for interactive communications with public, strategic partners and target audiences.

They give opportunities of interactive communications with public, through traditional ways of communication and modern, social media platforms. Two way communications give opportunities for listening of wants and needs of public, that shows ways for future arts and cultural development.

The paper is focus on academic and scientific research field. Today, new business knowledge and skills are for artistic and cultural new professions, such as arts management, arts marketing, social media developer in arts and culture, managers of music and arts festival in digital environment. The paper has implications for development of arts and cultural institutions in digital environment. It is very important to implement marketing strategies of experiences. These strategies are regarded as key concepts in marketing today. There are different views and interpretations about the content of terms. There are two connected concept of experience and experiential marketing.

Based on the literature review the authors found that experience marketing is a strategic and a broader term than experiential marketing. Definition of experience marketing is that it is a strategic and holistic marketing of relevant and meaningful experiences, and experiential marketing as a tactical tool that helps to do marketing experientially.

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