

Holistic Marketing

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BUSINESS

GROWTH

PROMOTION

BRANDING

PRODUCT

BLOG

MARKETING

PRICE

ADVERTISING

STRATEGY

SALES

MEDIA

CUSTOMERS

NETWORK

VALUE

Customer/Consumer Value
Firm Value





**Our World is
constantly
evolving...**

**Situational
agility is key**

Consumers are evolving

More
discerning and
demanding

Two-way
communication

Focus around
Sustainability

Sense of
Purpose

Organizations need to evolve

Greater Consumer-centricity

Active social listening

Brand-building is the
responsibility of every function

Caring for the world

Marketers need to evolve

Business managers vs Marketers

Deeper Brand Purpose

Pro-actively manage the eco-system

Growth mindset

Become Nurturing Leaders



Take the Leap