



Redefining Advertising in the Arithmetical Budget: Publishing 3.0

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Abstract

Publishing 3.0 is a publishing strategy that integrates online and physical interactions between businesses and customers. It is an approach which more effectively takes into account the convergence of the offline and on line worlds of businesses and customers. The concept focuses on how, in the times of a digital economy boom, offline touch serves as a major differentiation in an increasingly online world. It also encompasses how style blends with substance, in that even as brands need to adopt flexible and adaptive styles in view of fast-changing technological developments, the brand's core, authentic character is ever more important. Publishing 3.0 is about balancing machine-to-machine (M2M) with human-to-human (H2H). As connected devices become more commonplace on the back of artificial intelligence and Internet of Things (IoT), resulting in greater publishing productivity, they need to go hand-in-hand with human-to-human connectivity in order to strengthen customer engagement. This study explores the conceptual understanding of Publishing 3.0 and move from publishing 1.0 to publishing 3.0, i.e. traditional to digital publishing.

Keywords: Publishing 3.0, Traditional Publishing, Digital Publishing

1. Introduction

Publishing 3.0 is a publishing strategy that integrates online and physical interactions between businesses and customers. It increases publishing productivity by employing machine-to-machine connectivity and artificial intelligence, while strengthening consumer interaction by leveraging human-to-human communication. Publishing expert Philippe Kilter has defined Publishing 3.0 as a new dimension of publishing linked to connectivity and technology. Between evolution, revolution and innovation publishing 3.0 destined to replace traditional publishing. Publishing strategy professor Philippe Kotler has been an authority in the field for over 50 years in his recent textbook "Publishing 3.0: The Digital Age", prefaced by Professor Pierre Volle, he describes the many digital innovations that have taken publishing into a new dimension in just a few years. The specificity of publishing 3.0 is that it uses the new technologies of the digital world to better understand consumers' decisions. It uses tools such as Big Data (processing of voluminous data), CRM (customer relationship management) and publishing automation (automation of publishing campaigns) Publishing 3.0 takes into account not only the development of technologies but also the evolution of customers' consumption habits, more informed and more demanding. Today's consumer is more socially responsible but also more connected. He can use social networks to support a product or to denigrate it. The customer's buying journey is becoming more complex than before: they can now ask questions on blogs and forums, or address the brand directly using social networks. In this context, new generation publishing proposes innovative methods to reach the consumer. It focuses on the customer experience by activating numerous digital levers to seduce them, convince them and anticipate their behaviour.

2. Literature Review

The available literature on publishing 3.0 is studied, analyzed and described as, Publishing 3.0: A New Value Added to the Publishing through the Internet of Things, Innovative Mobile and Internet Services in Ubiquitous Computing (IMIS), describes digital technology is currently being integrated with various publishing activities continuously with many new approaches, methods, tools, and practices in publishing. Le e-commerce says the first publishing method is known as publishing 1.0, a product-centered approach. This publishing basically focuses on selling products without considering the needs and wants of the target market and is only oriented towards increasing sales Publishing 3.0: conceptualised as publishing 2.0 should be shifted from "transactional publishing" to a new approach that can be characterized as a "publishing facilitator" New Faces of Publishing in The Era of the Web: From Publishing 1.0 To Publishing 3.0. clearly states as customers are more sensitive to problems occurring in society, which makes many organizations or companies more focused on improving the main business and trying to achieve the values desired by the

community. Citizen 3.0 describes the era of the digital economy is not enough just with digital interactions describes publishing 3.0 as a publishing approach that combines online and offline interaction between marketers and customers.

Publishing managers need to adapt to these changes and apply media and strategies to digital advertising. Publishing 3.0, customer satisfaction, and purchase intention. The Publishing 3.0 approach focuses on identifying the type of product and image of the product and may contribute to customer satisfaction and, consequently, increase customer purchasing intentions. Consumer Behaviour in the Publishing 3.0 Era Regarding Decisions about Where to Shop. Research findings have found that risk affects market attitudes and decisions. 10.Garcia-Haro et al., (2020) Publishing 3.0 and Internet Technologies in the Tourism Industry Context. Companies should respond to these comments and ideas on the social media platform to build a positive image of the tourism industry. It will cooperate with tourist products and services in a participatory manner that is shared between consumers and companies and promote and encourage international explorers to Digital publishing strategy on travel tourism businesses in publishing 3.0 era. The tourism agency industry is wrong, this time ready to rely on the pedestrian service by booking tickets and choosing travel packages, everything has changed digitally. Impacts of Technological Developments on Publishing Activities. Technological advances regarding transformation and changes in the publishing mix are being evaluated. Finally, consider the broader approach to communication between technology and publishing.

3. Objectives of the Study

- To study the theoretical and conceptual background of publishing3.0
- To understand the move of publishing 1.0 to publishing 3.0
- To study the conceptual difference between publishing 3.0 and publishing 3.0
- To analyse the implications of publishing 3.0 model.

4. Research Methodology

This research paper is based on a descriptive and qualitative study conducted by analysing the data from secondary sources. The present study utilizes secondary data from the Internet, newspapers, publications, journals, and books to research publishing model 3.0.V.Theoretical and Conceptual Background of Publishing 3.0 Publishing 3.0 is a publishing approach that combines online and offline interaction between companies and customers. In the digital economy, digital interaction alone is not sufficient. In fact, in an increasingly online world, offline touch represents a strong differentiation. Traditionally, publishing always starts with segmentation—a practice of dividing the market into homogenous groups based on their geographic, demographic, psychographic, and behavioural profiles. Segmentation is typically followed by targeting—a practice of selecting one or more segments that a brand is committed to pursue based on their attractiveness and fit with the brand. Segmentation and targeting are both fundamental aspects of a brand's strategy.

They allow for efficient resource allocation and sharper positioning. They also help marketers to serve multiple segments, each with differentiated offerings. However, segmentation and targeting also exemplify the vertical relationship between a brand and its customers, analogous to hunter and prey. Segmentation and targeting are unilateral decisions made by marketers without the consent of their customers. Marketers determine the variables that define the segments. The involvement of customers is limited to their inputs in market research, which usually precede segmentation and targeting exercises. Being “targets,” customers often feel intruded upon and annoyed by irrelevant messages aimed toward them. Many consider one-way messages from brands to be spam. In the digital economy, customers are socially connected with one another in horizontal webs of communities. Today, communities are the new segments. Unlike segments, communities are naturally formed by customers within the boundaries that they themselves define. Customer communities are immune to spamming and irrelevant advertising. In fact, they will reject a company's attempt to force its way into these webs of relationship.

4. Moving From Publishing 1.0 To Publishing 3.0

The moving from publishing 1.0 to publishing 3.0 is also called as move from traditional to digital. The first publishing method is known as publishing 1.0, a product oriented approach. This publishing basically focuses on selling products without considering the needs and wants of the target market and is only oriented towards increasing sales (Pellet, 2011). The economy is only based on the supply and availability of products, which are marketed by manufacturers with one-way communication using existing media such as television, radio, printed media, and also letters. Manufacturers in the publishing 1.0 focused heavily on how the best products will be produced, without thinking about whether the product can meet the expectations of potential customers or not. In Publishing 2.0, publishing activities shifted to the customer-oriented area due to the development of human needs for a product. This gives an impact on the variety of product offerings related to the growth of customers' characteristics so that in this era, customers have variety of choices in determining purchasing decisions. From this method, customers benefit by getting product value that is more oriented to finding new target markets. Publishing 2.0 should be shifted from “transactional publishing” to a new approach that can be characterized as a “publishing facilitator” In publishing 2.0, customers benefit from the availability of more products to meet their needs, while from the manufacturers' side, they compete with other manufacturers who provide similar products to win the target customers. This encourages manufacturers to find out more about the

customers" needs to meet the product they want to buy. In Publishing 3.0, people are more aware of social and humanistic sides where customers are treated as humans. This is marked by changes in customers" behaviour that require a joint intervention from collaborative, cultural, and spiritual publishing. In this era, customers are more sensitive to problems occurring in society, which makes many organizations or companies more focused on improving the main business and trying to achieve the values desired by the community. In this era, the relationship between manufacturers and customers began to be established by seeing the habits, activities, and also the increasingly complex culture of society so that manufacturers create products that are desired by the community.

Nowadays we are in the 3.0 publishing era with various new approaches in the field of publishing. Economic activities undergo changes affected by the global technological transformation that significantly changes trends in communication and information behaviour. This makes publishing 3.0 not only focus on the internet and social media but also used to design publishing strategies that enhance the relationship between brands and customer relations. Today publishing 3.0 is one of the solutions to changes that are triggered by the market and aggressively-competing market participants with the demands of rapid technological advances along with innovation. Thus, digitization changes the decision-making process, how to obtain information, consideration, and evaluation of the products or services offered, rapid interaction with the organization, and the purchase of a product or service. A new generation looks for not only a product or service to satisfy their basic needs but also desires and attention that can satisfy their creativity and obtained values.

5. The Conceptual Difference Between Publishing 3.0 And Publishing 3.0

After the product-centric publishing 1.0 and the customer-centric publishing 2.0, the publishing 3.0 is both more human and more digital. It seeks to place values at the centre of the brand, notably by developing content publishing to talk about mission, ecology, commitment, corporate social responsibility. It no longer talks to customers but to men and women. It no longer targets a market but addresses a society that is committed, creative and in search of meaning. Publishing 3.0 also prefigures the advent of publishing 3.0: it uses digital technologies to convince the customer in a less intrusive way than with traditional advertising, in particular by implementing a content strategy (inbound publishing). Publishing 3.0 simply goes further, leveraging more data to predict consumer behaviour and deliver a more personalized experience.

6. Adoption of Publishing 3.0

- The ultra-connection company anticipates customers' needs upstream of the purchasing process. It creates a permanent connection through a multi-channel publishing strategy using inbound publishing (newsletters, blogs), emails, banners, targeted ads and social networks.

- Adopting the 5A's The traditional "4 P's" of the publishing mix (Product, Price, Promotion and Placement) have been replaced by the "5 A's": Aware (inform), Appeal (attract), Ask (ask), Act (act) and Advocate (recommend). The customer can be interested in several brands, get information on the internet, buy and then give his opinion on his purchase. The traditional customer journey is thus transformed by integrating the influence of social networks to reach ultra-connected consumers.

- The importance of the user experience Publishing 3.0 uses data collection to better meet the needs of customers who are more demanding (through personalized services) and more pressed for time (through mobile applications).

Digital technology is profoundly transforming the purchasing process: customers can now discover a product on the web and then buy it in store, or conversely, they can go to the store first and have the product delivered to their home. However, "classic" publishing is not dead: it is still essential to start by looking at the product, establishing its price and then defining the places where it will be available, before promoting it. Publishing is constantly innovating and is still evolving. We move from traditional to digital, publishing has undergone fundamental transformation in the way its various elements are incorporated. Let's take a look at the four most critical shifts: From 'Segmentation and Targeting' to 'Customer Community Confirmation' The process of traditional publishing begins with segmentation, wherein the market is homogeneously grouped based on geographic, demographic, or psychographic attributes. Then comes targeting which essentially means determining which segment(s) to serve, based on various factors including size, attractiveness, and growth potential, among others. While segmentation and targeting are critical elements in determining a brand's market strategy, they also highlight the linear nature of a brand's relationship with its customers – how brands make their decisions unilaterally, with little or no help from customers whatsoever. Customer input is limited to the insights drawn from traditional methods of market research, typically acting as precursors to the segmentation and targeting processes. This under-representation of the customer in the traditional publishing process comes across as a striking flaw when juxtaposed with the reality of today's digital economy boom. In this era of increased connectivity, socially-connected customers form horizontal webs of communities which represent the new-age segments. Communities are formed by customers on their own accord, which makes them more organic and immune to spamming and irrelevant advertising. For brands to be able to penetrate these communities and get their messages across effectively, they need to fit in naturally – acting as friends, showing care and genuine concern to address customers' needs and wants. In essence, the process of segmentation, targeting and positioning is made more transparent. From 'Brand Positioning and Differentiation' to 'Brand Characters and Codes' Brand positioning encompasses all the activities

targeted at making a brand occupy a unique position in customers' minds. The brand, traditionally identified as a name, logo, or tagline with the main purpose of distinguishing a product or service, has lately come to represent the overall experience that a company delivers to its customers. A clear positioning has long been heralded as a must-do for companies to generate strong brand equity. Positioning is typically a promise defined by brands to win over customers, often fulfilled through a strong differentiation, delivered by companies through their publishing mix –the 4 P's.

From 'Selling the 4P's to 'Commercializing the 4C's' And finally, 4P's –the classic publishing mix elements which determine what a company offers to its customers and how. Starting with developing a product based on customers' needs and desires, to fixing a price which is usually calculated through either cost-based, competition-based, or customer value-based pricing methods. Then come place and promotion –the elements which decide the 'how to offer' part. In view of greater connectivity in the digital economy, armed with increased customer participation, we reckon the emergence of a new set of publishing mix, the 4C's –co-creation, currency, communal activation, and conversation. Co-creation represents the already existing and even increasing customer participation in the process of new product development. Companies are increasingly engaging and inviting customers' involvement right from ideation stage, allowing the former to become more attuned to the latter's needs and wants. From tech giant Microsoft to toymaker Lego, there are many examples of successful customer-driven co-creation implemented in product innovation cycles. By currency, we refer to the fluctuating prices with respect to market demand. In the digital era, many businesses have already adopted dynamic pricing based on market demand and capacity utilization. Ecommerce players, for example, make use of big data analytics to offer dynamic pricing to their users, aided by the massive amount of data collected on their purchasing habits. Dynamic pricing, based on data such as customers' historical purchase patterns, preferences or even proximity to store location, can help companies achieve optimized profitability by more efficiently balancing supply and demand. Further, in a connected world, the concept of channel is fast evolving in view of the emerging trends in sharing economy. Peer-to-peer distribution model is rapidly gaining ground, giving customers almost instantaneous access to the products and services they need. This rising preference for instant delivery of products and services calls for a greater need of communal activation, wherein peers in close proximity can serve customers' needs and demands.

7. Conclusion

Digital publishing is not meant to replace traditional publishing. Instead, the two should coexist with interchanging roles across the customer path. In the early stage of interaction between companies and customers, traditional publishing plays a major role in building awareness and interest. As the interaction progresses and customers demand closer relationships with companies, digital publishing rises in importance. The most important role of digital publishing is to drive action and advocacy. Since digital publishing is more accountable than traditional publishing, its focus is to drive results whereas traditional publishing's focus is on initiating customer interaction. Traditional publishing is still quite effective in building awareness and interest in brands, but digital publishing plays a more prominent role as customers go on to build closer relationships with brands. The essence of Publishing 3.0 is to recognize the shifting roles of traditional and digital publishing in building customer engagement and advocacy.

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