

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region



Dr. Mikael Biro Munaf

Accounting Department, Faculty of Law, Political Science, and Management, Soran University, Soran, Erbil, Kurdistan, Iraq

ABSTRACT: With the advent of e-commerce, many economic and industrial sectors have been more or less affected by this promising technology. However, the influence of e-commerce in the marketing industry, like in other industries, has grown tremendously, with a form of marketing that has grown exponentially due to its different speed and cost and is referred to as network or multilevel marketing. In this study, the types of joint marketing have also been studied, network marketing has been fully explained, the factors of success and failure of network marketing have been given, and finally, the influential factors around this type of marketing around customer satisfaction and loyalty.

KEYWORDS: Types of Marketing, Network Marketing, Factors Affecting Marketing.

INTRODUCTION

People understand that marketing is merely related to purchasing and selling. We should not be surprised if we know that sales and advertising are prominent in marketing. Nowadays, from the old market demand, marketing is about the customers. Suppose the marketer can efficiently understand the customer's needs and produce and offer products with the highest value, pricing, distribution, promotion, and advertising. In that case, these products will indeed be quickly sold. Therefore, sales and advertising are only part of the marketing mix.

Marketing is a societal procedure that helps individuals exchange goods and services and fulfills their demands. The marketing environment refers to actors and non-marketing forces influencing marketing to build successful relationships with target customers. Marketing environments have threats and opportunities. Successful companies are aware of the importance of a changing climate; they are constantly paying attention to it and adapting their activities to these changes. Unfortunately, many companies could not take these changes as an opportunity. They resist or ignore these changes. Assertive companies such as General Motors, IBM, and Sears have suffered severe crises due to neglect of environmental change.

1. Marketing

Marketing includes all the business processes required to deliver a product or service from producer to consumer. These include advertising, packaging, public relations, and customer-related human factors. Marketing is about what a company can do to gain customers and maintain relationships. Also, a successful marketer must ensure that the product is consumed, priced, and quality, and make sure that his customers will need the products offered and will buy them to meet their needs. We are in the marketing cycle with three general approaches (Kotler, 2017).

The famous approach to the McCarthy school: This school is appointed to the followers of Edmond Jerome McCarthy and has a clear and computational view in it, and in a way appropriate to the market situation, it formulates new methods and concepts. This school is based on McCarthy's famous book "Basic Marketing a Managerial Approach," published in 2001 by McGraw Hill Publishing. They have created essential things like advertising, brand, public relations, pricing, etc.

The holistic school: This school deals more with marketing in general and has more of a conceptual aspect than an implementation in this school of marketing is more of a sensory element than the formulation that you study, of course, in Armstrong or Cutler books.

The neo-marketing school: This school has been formed since the introduction of the digital world and the increasing development of intangible products. The Web emphasizes and focuses on the Z-generational customers today, and digital marketing is a critical element of this school.

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region

2. Types of Marketing

2.1. Sensitive Marketing

Market-sensitive information means information about the company that a reasonable person expects to significantly impact the price or value of securities or information that helps keep stock prices current. Sensitive marketing identifies and responds to the needs and wants of the customer through added value, creating a tangible brand personality, and creating a positive feeling in life. In short, sensitive marketing is an experience-driven two-way strategy (Macchiette and Roy, 1994). Sensory marketing also helps to satisfy and meet the needs of customers. Therefore, customers will never hesitate to meet their needs.

2.2. Close Range Marketing

Short-range marketing may be characterized as an internet marketing strategy that employs wireless technology (such as Bluetooth and Wi-Fi) to send unique messages to company customers providing discounts, coupons, and special offers. And it is put to use. It's right next to the distribution routes. This type of marketing is also called proximity marketing. Uses technologies such as Wi-Fi or Bluetooth to promote products and services near the customer's location (Williams and Page, 2011)

2.3. Cloud Marketing

Cloud marketing connects discrete interactions from each channel based on customer conditions. Consumer data combines real-time client behavior to develop more brilliant messages and interactions that adapt to and anticipate customer demands. This type of marketing is web marketing, where all the marketing resources and facilities are transferred under the online network. The audience in this type of marketing can develop, modify, use or share it (Ivanov, 2019).

2.4. Collaborative Marketing

Collaborative marketing is a process that brings together like-minded businesses and their interests, sharing resources to increase brand visibility, lead, and influence. Family partnership marketing also called this technique, creates a deep relationship between complementary brands. On the other hand, this partnership strategy will benefit both brands (companies). When one company creates value for a customer by making money for itself, the other builds relationships with new customers (Wang et al., 2013).

2.5. Database Marketing

The communication method can be any addressable media, such as direct marketing. Database marketing is a form of direct marketing that uses the databases of potential customers to build personalized connections to promote a product or service for marketing purposes. This marketing uses the information in the database related to existing customers or potential customers to customize the customer relationship strategy and apply that strategy in any channel to promote the product or service (Robert et al., 2008).

2.6. Digital Marketing

This type of marketing uses digital devices such as smartphones, computers, tablets, and digital billboards to inform customers and business partners about goods and services. Internet marketing is a critical element of digital marketing (Wind and Mahaja, 2002).

Digital marketing, often known as online marketing, encourages businesses to use the internet and other digital communication to engage with potential clients. This comprises email, social media, web-based advertising, and text and multimedia messaging as a marketing channel.

2.7. Diverse Marketing

With more than 60 years in the business, Diverse Marketing is a modern wholesale agency that offers toys, gifts, and trends to retailers worldwide. This type of strategy aims to attract the attention of different cultures. These cultures have beliefs, expectations, tastes, and needs that need to be considered and influenced by this marketing plan to influence these target customers. (Fleisher et al., 2008).

Diversity is important because it ensures everyone's voice is heard, and marketing is no exception. As consumers are more likely to look for brands they know, slow jobs in improving their marketing efforts can seem outdated.

2.8. Cross-media Marketing

Cross-media advertising is a marketing technique that uses a variety of media to promote a firm. Owners may utilize each sort of media separately or combine them to create a unified marketing effort. According to Web Pro News, business owners frequently disregard cross-media advertising, particularly Internet entrepreneurs. Keep the intended customer profile in mind while selecting media for a particular firm to optimize revenues.

Cross-media advertising aims to reach a broader audience and client base. If the target consumer profile is comprehensive and includes people between 18 and 65, the corporation may utilize various channels to reach out to all of them.

Multiple channels such as email, mail, web pages, and the like provide customer information about products and services during cross-media promotion (Wang, 2007).

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region

2.9. Evangelistic Marketing

Evangelism marketing is word-of-mouth marketing in which a firm has a consumer enthusiastic about a product that they persuade others to buy and utilize. This type of marketing is similar to word-of-mouth marketing. To use e-marketing, you need to increase the number of customers who support your brand, which means that these customers promote the product or service's features and improve the company's profits (Sharma et al., 2021).

The face and voice of the company's purpose or why is an evangelist. They tell a captivating tale, leverage several channels, and cultivate a network of user/customer advocates who assist their product or cause reach a viral co-efficient of more than one.

2.10. Direct Marketing

Direct marketing is advertising targeted at a single individual or corporation to generate new business, improve the profile of a company or product, or make a sale. Direct marketing includes direct mail, telemarketing, and email marketing.

Direct marketing aims to send direct and unmediated messages to customers. Examples of direct marketing include postal, telemarketing, and direct sales. Sometimes direct marketing is preferred to other types of marketing because this way, the results and successes of this marketing method can be measured more easily. Finally, the advertiser will have more precise information about the success rate of their advertising campaign (Palmer and Koenig, 2009).

2.11. Catalog Marketing

Catalog marketing is a sales tactic in which a company groups various products into a printed piece or an online store in the hopes of selling at least one item to the receiver. Consumers purchase directly from the catalog sender through phone, return mail, or online utilizing the catalog's information. Some catalog marketers operate as go-betweens for customers and manufacturers, while others build records with several goods. Catalog marketing sells goods using logs sent to specific customers or store records (Hsu and Chen, 2007).

2.12. TV Marketing

TV marketing comes in two primary forms. The first form is the use of direct response advertisements. This way, marketers distribute ads that often last between 60 and 120 seconds. In these ads, a product is described convincingly, and at the end, a free phone number is provided to customers to order that product. The duration of these ads at the end of the night may last up to 30 minutes for only one product. Direct reaction ads are used for magazines, books, small tools, floppy disks and tapes, collectibles, etc. Home shopping channels are another form of direct marketing with TV. Home shopping channels are TV shows with unique and complete channels dedicated to selling goods and services (Gong et al., 2017).

In the same way that radio advertising relays a specific sales message in a limited period, television advertising does the same. Most television commercials are 30 or 60 seconds long, long enough to provide relevant information or establish an opinion on a product or service, but not long enough to lose the viewer's interest. Commercials are usually placed at strategic interruptions in the primary programming and the few minutes leading up to the start of the next hour.

2.13. Online Marketing

Internet marketing is any marketing that takes place in the virtual world. Another name for internet marketing is online marketing, which includes various types such as video advertising or search engine marketing. Also, online marketing is the exact opposite of offline marketing and is a subset of digital marketing. Internet marketing requires proper design, development as well as advertising. For example, a company that has built and operated a website for this purpose from the beginning will be much more successful than a company that has just developed a regular website and has not thought about details such as designing or marketing its company from this website (Schwarzl and Grabowska, 2015).

Online marketing uses web-based platforms to distribute a message about a company's brand, products, or services to potential clients. You can boost your company's online presence and sales with the Best Digital Marketing Services. Solutions are affordable and cutting-edge. "online marketing" refers to tools and techniques for promoting products and services through the internet. Online marketing encompasses a wider variety of marketing features than traditional company marketing due to the additional channels and marketing processes accessible on the Internet.

2.14. Offline Marketing

Offline marketing is the opposite of online marketing and includes all types of marketing that have no place on the Internet. For example, we can refer to local advertisements in newspapers or television. In today's marketing world, companies try to connect offline marketing to online marketing so that the two complement each other and, as a result, more easily achieve their primary goal (Ugolkov et al., 2020).

Even though many marketers and advertisers focus on digital marketing and advertising, conventional offline media channels are still important. The key to offline media optimization is knowing which offline approaches are still relevant and allocating a percentage of your advertising budget accordingly.

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region

2.15 Outbound Marketing

Extroverted marketing is any marketing in which a company starts a conversation and sends its message to the audience. Examples of extroverted marketing include more traditional forms of marketing and advertising, such as television advertising, radio advertising, print advertising (newspaper ads, magazine ads, banners, brochures, catalogs, etc.), trade shows, foreign sales contacts (known as "cold calls"), and email spam.

When you think of different types of marketing, you will find many models, often in the traditional marketing category. Today, most companies use conventional marketing methods or outbound marketing to reach their target customers. Outbound marketing includes marketing that seeks to introduce a product or service to those not looking for it. Examples include unsolicited advertising calls, newsletters, citywide billboards, or even banners and advertisements on websites (Dakouan et al., 2019).

2.16. Inbound Marketing

Inbound marketing is a company strategy that generates good content and customizes consumer experiences. While outbound marketing bombards your audience with stuff, they don't always desire, inbound marketing creates relationships and addresses problems that your audience already has.

Introverted marketing is the opposite of extroverted marketing and, on the contrary, focuses on the fact that customers find your brand and company. In this method, the customer seeks the product or service he needs and seeks to find it. When customers go to Google to find a product or service, all the Google search engine's results are introverted marketing. Instead of using paid advertising, companies use introverted marketing and search engine optimization (SEO) (Patruti, 2016).

2.17. Search Engine Marketing

SEM, or search engine marketing, is paid advertising that ensures your company's products or services appear on search engine results pages (SERPs). SEM allows your company to appear for a particular search query when a user puts in a specific term.

Another type of marketing is search marketing, allowing companies to advertise their business through paid sites on search engines such as Google. Instead of improving your website traffic and ranking among the areas in Google search results, some companies pay to advertise their site in the first to third place on a Google search page to be seen more quickly. This type of advertising is called pay-per-click (PPC) (Aswani et al., 2018).

2.18. Drip Marketing Automation

Drip marketing is just delivering a specific amount of emails to your audience at a predetermined time based on their activities or status changes. Businesses use drip marketing to stay in touch with customers in a tailored and focused way as they complete tasks or meet deadlines.

This type of marketing is said to send targeted emails without queuing, all tailored to a specific purpose. The sender of these emails typically uses software to add several different emails to the program. Then the software, like a dropper, sends these emails to existing contacts over time. This method sometimes includes phone calls to coordinate with customers after email (Kalpan, 2013).

2.19. Social Network Marketing

One of the essential types of marketing is social media marketing, which allows companies to use the abundant media available in the virtual world to promote their product or service. This type of marketing opens a window on your product or service on various social networks. The most common and successful examples of social media marketing can be found on Facebook, Twitter, Linked In, YouTube, or even corporate blogs (Nobre and Silva, 2014).

Social network marketing is a significant marketing sector due to the growth of social media. Social network marketing may be regarded whenever a company uses social media.

Social network marketing is likewise diverse because of the diverse nature of marketing. Marketing outreach may take various forms, from direct ads to more subtle ways of establishing relationships with potential clients. Similarly, social network marketing may be simple product or service advertisements, or it can be a way for a company to build connections.

2.20. Referral Marketing

One of the less commonly used marketing methods is referral marketing. It relies on a company's customers, who are expected to introduce your business to their friends and thus increase the number of your customers. This method is also called word-of-mouth marketing. In general, this marketing was more spontaneous than anything else and should not be relied on too much because the results of this type are also almost unpredictable. Ultimately, using this method, especially on social networks, can bring new customers to your business (Ghosh et al., 2020).

Referral marketing is a method that encourages loyal customers and supporters to refer their friends and family to your company. Customers consistently seek out and act on referrals, according to studies. Referral marketing capitalizes on the natural, giving nature of recommendations by providing companies with the tools to encourage and manage them at scale.

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region

You've undoubtedly seen and perhaps participated in a referral scheme. While most businesses are anecdotally enthused about referrals and recognize that they are a significant source of new customers and value, there is still some uncertainty about scaling this strategy.

2.21. Guerrilla Marketing

Guerrilla marketing is a concept first described by J. Conrad Levinson in his book *Guerrilla Marketing* in 2007. Levinson introduced non-traditional, low-cost, or no-cost marketing methods in this book. Levinson stated guerrilla marketing, which targeted entrepreneurs and small businesses, and the benefits of guerrilla recovery tactics for such companies. His question was simple: How can a small company with a tiny budget compete with large companies? Guerrilla marketing is irregular marketing that gets maximum results using the least resources. It involves initiative and innovation, breaking the rules, and looking for alternative solutions to traditional marketing methods (Levinson, 2007).

Guerrilla marketing is a marketing strategy in which a corporation promotes a product or service through unexpected and irregular interactions. Guerrilla marketing differs from traditional marketing. It frequently depends on human connection, has a lower budget, and focuses on smaller promoters responsible for distributing information in a localized place rather than considerable media efforts.

2.22. Affiliate Marketing

Affiliate marketing is a type of advertising in which a firm pays third-party publishers to send traffic or leads to its products and services. Affiliates are third-party publications paid a commission to create new methods to promote the firm.

Affiliate marketing generally requires four groups of people to market a product. The first group is called the "merchant" group, which includes the company that made the product and intends to sell it. The second group is called the "network," which prepares affiliate links to sell the product and provides the third group, the "publisher," who generally owns a website. Finally, by placing this affiliate link on the website, we come to the fourth group, the "customer," who clicks on the link and completes the purchase process. These affiliate links are found on almost every website, and their purpose is to drive traffic out of the site (Edelman and Brandi, 2015).

2.23. Marketing B2B (Business to Business Marketing)

Any business taken from a person, organization, government, and other institutions that other companies and enterprises target is classified as business-to-business marketing or so-called business-to-business marketing. Since, in BB marketing, one company intends to sell many of its products to another company, it needs to have more personal relationships between the two companies. If your company wants to sell products to another company, your marketing task will be more direct (Brennan et al., 2020).

As the name implies, business-to-business marketing sells products or services to other businesses and organizations. It differs from B2C (business-to-consumer) marketing in several important ways.

B2B marketing material is generally more informative and straightforward than B2C marketing content. This is because company buying decisions are more concerned with the impact on the bottom line than with the effect on consumers. Return on investment (ROI) is rarely a financial factor for the average individual, but it is a top priority for business decision-makers.

In today's business world, B2B marketers frequently sell to purchasing committees that include a variety of critical stakeholders. This results in a terrain that is both complicated and demanding. B2B marketers' ability to map out committees and target customers with relevant, individualized information has grown tremendously as data sources become more robust and reliable.

2.24. Business Marketing to Consumers

Consumer business retrieval is the full name of this type of marketing. In this way, we try to reach those who are almost sure they will be our product or service buyers. Instead of focusing only on specific companies, this marketing requires more effort. Consumer marketing uses various methods and techniques, such as door-to-door referrals, advertising retrieval, newspaper marketing, and television and radio advertising. In today's world of online marketing, consumer marketing is becoming more and more critical (Röndell, 2012).

Consumers purchase items for noncommercial reasons, whether for themselves or others. Consumer marketing campaigns are used by businesses to sell to customers. The messaging of the campaign focuses on both prospective new clients and current customers. Marketers must attract new consumers while increasing client loyalty. They may do this in various ways, including personalizing brand experiences for existing and future consumers using first- and third-party consumer data - often gathered through cookies.

2.25. Telemarketing

Another form of direct marketing is telemarketing, which communicates with customers over the phone. Most of us have a laid-back attitude when it comes to telemarketing. But in general, telemarketing can be successful and valuable if done right and at the right time. You must remember that in telemarketing, your only weapon is sound, so use this weapon correctly (Moro et al., 2014).

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region

Telemarketing sells goods or services directly to potential consumers through the phone, Internet, or fax. Telemarketing can be done by telemarketers or, increasingly, by automated phone calls (sometimes known as "robocalls"). Telemarketing's invasive character and claims of telemarketing frauds and fraud have sparked a rising reaction against this direct marketing approach. "Telesales" or "inside sales" are other terms for telemarketing.

2.26. Data-Based Marketer

This method is very similar to other types of direct marketing, but its main focus is on analyzing existing data. Companies use this method to limit their marketing efforts to a specific group of people who have been hand-picked by analyzing data such as name, address, or purchase history. Ultimately, this leads to a more accurate marketing model for achieving the core purpose (Yi, 2021).

Data-driven marketing leverages consumer information for optimal and targeted media buys and a creative message. It is one of the most significant shifts in the history of digital advertising. The explosion in creative output and automation technologies has been accompanied by an increase in the quality and quantity of marketing data. Thanks to these expanding mar-tech and ad-tech businesses, personalizing every part of the marketing experience is possible.

Data-driven decision-making solves problems such as who, when, where, and what message to send. The automated or semi-automatic use and data activation give a substantially more optimal media and creative approach. This people-first marketing strategy is more tailored to the individual. It has also been credited for generating significant returns for clients.

2.27. Personalized Marketing

Personalized marketing (also known as one-to-one marketing) can be described in a variety of ways, but the most fundamental definition is as follows:

Personalized marketing is a technique in which organizations use data collecting, analysis, and automation technologies to offer personalized information to recipients.

Personalized marketing strives to communicate with each client or prospective customer to engage them.

Personalized marketing aims to create a purchase offer for each customer. This marketing method will not be responsible for all companies, but some can perform marketing for each person individually by evaluating their customer base and products. As the Internet becomes more prevalent in marketing, companies increasingly turn to personalized marketing. Nowadays, it is possible to follow any person on the Internet and send particular advertisements to him according to their interests (Boudet et al., 2017).

2.28. Mix Marketing

In a thorough marketing plan, the marketing mix covers various focal areas. The word is frequently used to describe a conventional classification system that starts with the four Ps: product, price, place, and advertising. Instead of constructing a message, effective marketing influences various sectors. This can help you reach a larger audience, and marketing experts will be better able to keep focused on the things that matter if they consider the four Ps. When it comes to launching new goods or updating old ones, concentrating on the marketing mix may help companies make intelligent decisions.

According to Philip Cutler, hybrid marketing management is a set of marketing tools used to achieve marketing goals in the target market (Išoraitė, 2016).

2.29. Neurological Marketing

Neuromarketing is the result of combining the two sciences of marketing and neuroscience. Based on business owners, marketing, and brand managers, this new science shows how buyers are mentally active during decisions, consumption, loyalty, cancellation, etc. Neural marketing will have more applications in the coming years because neural marketing requires special tools that are not currently justified. But with the advancement of science and the reduction of the cost of neural marketing tools, this science is also being commercialized. Marketing planning is one of the most important and efficient marketing tools for developing any business. The critical point is that planning alone does not contribute to an organization's or product's success in the marketplace (Yahno and Fedotova, 2017).

The use of neuroscience and cognitive science in marketing is known as neuromarketing. This might involve market research to uncover client demands, motives, and preferences that standard approaches such as surveys and focus groups cannot provide.

Neuromarketing might entail analyzing specific advertising, marketing, packaging, content, and other aspects of a product to understand how people subconsciously react. It can also entail using what we've learned from neuroscience and cognitive science studies to improve marketing without testing specific commercials or other materials. "consumer neuroscience" is frequently used interchangeably with "neuromarketing."

2.30. Marketing with Celebrities

Celebrity marketing is a marketing strategy that involves a well-known individual endorsing a product. This prominent figure might be a movie star, singer, athlete, politician, or cartoon character. They don't have to be international superstars; all they need is a basic understanding of the target market.

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region

Celebrity branding, also known as celebrity endorsement, is an advertising campaign or marketing technique. A celebrity or social position promotes a product, business, or service or creates awareness about a cause.

Marketers utilize celebrity endorsements to make advertising more credible and increase brand awareness. However, if a direct relationship between a celebrity and a business has been established, unfavorable information about the star may reflect the endorsed brand negatively.

Using famous actors and speakers confirms or expresses satisfaction (Chong and Cho, 2017).

2.31. Conversational Marketing

Conversational marketing is marketing that talks to consumers. This can be done through live chat, robot chat, voice assistant, or other forms of artificial intelligence. These experiences can be placed on websites, social media channels, paid ads, and even physical stores or connected home devices (such as smart speakers) (Sotolongo and Copulsky, 2018).

Sounds like sales, so how is this marketing? Well, marketing to people is fundamentally new. Conversational marketing allows you to change and interact with what is traditionally considered marketing material. In all marketing, engagement and conversion are vital. With all marketing, they are more accessible than ever.

Conversational marketing is a customer-centric and conversation-oriented approach to marketing. This strategy has become a strategy to create customer interaction, improve the customer experience and increase revenue.

2.32. Grassroots Marketing (Popular Marketing)

Instead of producing content or messages for people and whatever people accept, this type of marketing focuses on a small group of people (Valar, 2012).

Grassroots marketing is a method in which businesses develop highly focused material on a specific niche or demographic. The idea is to reach out to a particular audience with material that motivates them to spread your message.

Grassroots marketing is one of the most influential and economical marketing strategies that most companies are inclining towards to spread product awareness.

People's marketing, sometimes known as guerrilla marketing, starts from scratch. Instead of sending a message that you want to appeal to many people, you focus your efforts on a small group and get the group ready to convey your message to a much larger audience. Popular marketing often uses unconventional or non-traditional methods. Popular marketing usually costs less than regular marketing efforts but can result significantly.

2.33. Internet Marketing

It's a type of marketing that takes place entirely on the internet. To attract visitors to a particular website or web page, marketing experts utilize a variety of online advertisements. Internet marketing tactics include email lists, banner adverts, PPC (pay per click), and social media marketing. The term "internet marketing" refers to marketing solely online. In other words, marketing activities are conducted primarily over the Internet. Several tactics are used in internet marketing to attract visitors to the advertiser's website. It also involves marketing activities to drive traffic to websites where customers may buy the advertiser's goods. Digital marketing is comparable to traditional marketing, including non-Internet electronic marketing.

It is synonymous with online and website marketing (Mohammed et al., 2004).

2.34. Mobile Marketing

It is a type of marketing whose messages are conveyed through tools such as smartphones (Varnali and Toker, 2010).

Promotions provided by SMS text messaging, MMS multimedia messaging, downloaded applications with push notifications, in-app or in-game marketing, mobile websites, or smartphone scan QR codes are all examples of mobile marketing.

Mobile marketing is any advertising activity promoting products and services via mobile devices, such as tablets and smartphones. It tailors marketing messages depending on an individual's location using contemporary mobile technology capabilities such as location services.

2.35. One-on-One Marketing

Marketing is aimed at individual consumers, identification, differentiation, interaction, and personalization (Hamilton and Selen, 2002).

One-to-one marketing isn't a new concept. The concept was invented by Don Peppers and Martha Rogers in their 1995 book *The One-to-One Future*. In essence, one-to-one marketing establishes client connections by emphasizing individualized interactions to boost customer loyalty and lifetime value (Peppers and Rogers, 1995).

2.36. Reverse Marketing

Any marketing technique that encourages customers to seek out a company or a product on their own, rather than a corporation seeking to promote specific things to consumers, is known as reverse marketing. Companies achieve this in various ways, but the most typical is to supply customers with helpful information without requiring them to purchase.

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region

Companies that can provide relevant information to clients and position the firm as an expert might benefit from reverse marketing. People have faith in companies that make them feel knowledgeable about their purchases.

In this type of marketing, instead of the company seeking to acquire a customer, the customer desires to obtain a company's products and services (Plank and Francis, 2001).

2.37. Social Media Marketing

SMM refers to social media and social networks to promote a company's products and services. Companies may use social media marketing to communicate with existing consumers and reach out to new ones while promoting their intended culture, mission, or tone. Marketers may measure the performance of their efforts with social media marketing's purpose-built data analytics tools.

Interact with potential customers on social media channels (Saravanakumar and SuganthaLakshmi, 2012).

2.38. Video Marketing

Videos are used in video marketing to advertise a brand, product, or service. Brand videos, product videos, customer testimonials, live videos, instructional how-to videos, corporate training films, viral videos, and so on are examples of how videos may be utilized in marketing.

Videos are essential to every marketing strategy since they are highly engaging, increase conversions, and improve SEO. YouTube, for example, is a valuable platform for hosting and promoting your videos.

We use video clips in the online marketplace and sites such as YouTube and Aparat (Alamäki et al., 2019).

2.39. Marketing a Product through another Product

Marketing is how a corporation promotes purchasing or selling a product or service. Marketing examples are advertising, selling, and delivering things to customers or other businesses. Affiliates help a corporation sell its products.

The process of bringing a product to market is known as product marketing. This includes determining the product's positioning and message, introducing it, and ensuring that salespeople and consumers know it. Product marketing tries to increase product demand and utilization. Product marketing is the engine that propels items to the market and keeps them there.

Manufacturers place their message on other product packages (their own company or another company), such as paper towels or matchsticks, and quickly deliver it to their audience (López and Sicilia, 2013).

2.40. Word of Mouth Marketing

Word-of-mouth marketing (WOM marketing) occurs when customers tell their friends, family, and anyone they have a close relationship with about a company's product or service. Because 92 percent of customers trust their friends above traditional media, word-of-mouth marketing is one of the most effective types of advertising.

A marketing strategy that promotes a product through casual social contacts.

Word-of-mouth marketing refers to brands' actions to get consumers to talk about their products or services with other consumers. Examples include product giveaways, brand ambassador programs, and buzz-worthy experiences created for customers and influencers.

It happens when customers are satisfied with your marketing message and pass it on to others (Chen and Yuan, 2020).

3. Network Marketing

Network retrieval became ubiquitous in 1982 through the book *Megatrends* by John Relativity. The author predicts that as our world becomes increasingly technological, more consumers will depend on their communications to make decisions. Due to the overwhelming accumulation of marketing material, everyone has to filter more information for daily use. Communication skills such as effective communication, listening, problem-solving, and public speaking became even more critical. Network marketing is a form of sales that allows companies to sell goods without advertising and even without intermediaries. In network marketing, after purchasing goods, customers can introduce and market the goods companies if they are interested, thus learning a profit. Revenue in network marketing is earned by directly selling products and sales through covered individuals already introduced.

3.1. The Difference between Network Marketing and Pyramid Schemes

A pyramid scheme is a company that pays interest to its members in exchange for new entrants. Marketers in pyramid schemes do not sell products, collect their customers' money in one place, and do nothing with it. Most countries, including Iran, the United Arab Emirates, and China, are illegal. Because they pay to attract new people, this chain is torn together, and when the pyramid collapses, they lose the rest of their money, except for those who have built their place at the top of the pyramid. Of course, having a product does not guarantee the legitimacy of the company's process.

3.2. Explain the Network Marketing Method

Network marketing is a business concept that relies on independent sales agents who, in many cases, operate from home. You may need to develop a network of business partners or salespeople to help you generate leads and close sales if you start a network marketing firm.

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region

Theoretically, if each marketer adds two people as the head of the group and each sub-groups adds two, he has two in the second category. If the same process continues, he has three people under the third category and two under the fourth category. If the subcategories continue to recruit, this group will grow exponentially, and more members will be added.

3.3. The Issue of Saturation and Market Share

It was mentioned above that considering the problem of escalation and exponential growth of the number of sub-branches of each person; it is possible to attract many customers and sellers quickly. Still, in the real world, is this possible? If we consider the number of sub-branches of each person as three people and the first person has up to ten sub-branches, would he have an incredible number of one million marketers? The problem that the company faces, in this case, is the problem of market saturation. After a while, new marketers who want to become affiliates come across people who are already members or have been offered a job and have not been noticed.

It is impossible to attract new and additional extra members, and the collection will face saturation and stagnation (Galt et al., 2019). Most marketing companies are told they will have no problem selling the product, and most people are willing to buy your product to persuade people to join. This is not a problem in appearance, but when you consider that with the increase in the number of sellers, many suppliers intend to offer the product, the market tension will end, and there will be no desire to buy these products. The fundamental law of supply and demand in economics states that as supply increases, demand decreases. In this model, supply increases with an increasing number of sellers, but it is ignored that no product can ultimately Gain market share. No matter how innovative a product is in quality, it can still capture a limited market share.

3.4. Legal issues

Pyramid schemes are considered illegal in most countries, but this activity is legal in some countries due to the difference between network marketing companies and pyramid schemes. Both Ponzi and pyramid schemes are appealing because they promise a high rate of return to a few early investors for a limited time. Nonetheless, pyramid and Ponzi schemes are unlawful since they are sure to fail. No program can continue to attract new members indefinitely.

3.5. Factors Affecting Network Marketing

There are two types of factors involved in network retrieval: factors affecting purchasing and factors affecting loyalty. There is a kind of precedence and lag between the two that, with the formation of factors affecting the purchase, leads to the formation of belief (Vauthey et al., 1999).

A) The main factors affecting the purchase of network consumers

The aspect of product features, product price, ease of purchase, safety, and reliability

B) Customer satisfaction, costs of relocation, trust relationship, product experiences, profit dependence, and choice.

4. Conclusion

Looking around, you will see efforts to introduce the product to the customer and see what resources and activities are wasted in traditional marketing. Today, traditional marketing approaches no longer respond to the changing conditions in various business areas, and identifying new approaches to deal with these developments is necessary. Network marketing was introduced to meet these needs.

Therefore, in today's business world, paying attention to relationship marketing and customer relationship management can significantly retain current customers. The company's profitability can be considered a sustainable competitive advantage. Come on. In addition to the benefits of the sales method in network marketing that has promoted this method, with the formation of the Internet and sales systems based on this technology, the speed of the network marketing process has changed dramatically in recent years.

At present, the people of the Kurdistan Region have not used this network system properly, or if they do, they will not use the correct way to use it properly. This is why no one trusts this network marketing and is unwilling to use it. But young marketers have turned to this type of market to make it more profitable and profitable, and they have made some progress and gained the confidence they needed in the market.

REFERENCES

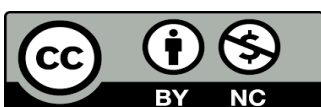
- 1) Alamäki, A., Pesonen, J., & Dirin, A. (2019). Triggering effects of mobile video marketing in nature tourism: Media richness perspective. *Information Processing & Management*, 56(3), 756-770.
- 2) Aswani, R., Kar, A. K., Ilavarasan, P. V., & Dwivedi, Y. K. (2018). Search engine marketing is not all gold: Insights from Twitter and SEOClerks. *International Journal of Information Management*, 38(1), 107-116.
- 3) Boudet, J., Gregg, B., Schuler, G., & Wong, J. (2017). What shoppers really want from personalized marketing. *McKinsey & Company*.
- 4) Brennan, R., Canning, L., & McDowell, R. (2020). *Business-to-business marketing*. Sage.
- 5) Chen, Z., & Yuan, M. (2020). Psychology of word of mouth marketing. *Current opinion in psychology*, 31, 7-10.

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region

- 6) Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology & Marketing*, 34(4), 481-495.
- 7) Dakouan, C. (2019). Inbound marketing vs. outbound marketing.
- 8) Edelman, B., & Brandi, W. (2015). Risk, information, and incentives in online affiliate marketing. *Journal of marketing research*, 52(1), 1-12.
- 9) Fleisher, C. S., Wright, S., & Allard, H. T. (2008). The role of insight teams in integrating diverse marketing information management techniques. *European Journal of Marketing*.
- 10) Galt, R. E., Bradley, K., Christensen, L. O., & Munden-Dixon, K. (2019). The (un) making of “CSA people”: Member retention and the customization paradox in Community Supported Agriculture (CSA) in California. *Journal of Rural Studies*, 65, 172-185.
- 11) Ghosh, S., Gaurav, K., Bhattacharya, S., & Singh, Y. N. (2020). Ensuring the spread of referral marketing campaigns: a quantitative treatment. *Scientific Reports*, 10(1), 1-15.
- 12) Gong, S., Zhang, J., Zhao, P., & Jiang, X. (2017). Tweeting as a marketing tool: A field experiment in the TV industry. *Journal of Marketing Research*, 54(6), 833-850.
- 13) Hamilton, J., & Selen, W. (2002). Integrating web site design features for 'one-on-one' marketing: a QFD framework. In *Proceedings of the 7th International Conference on ISO 9000 and TQM (7-ICIT)* (pp. 93-94). RMIT & Hong Kong Baptist University.
- 14) Hsu, C. C., & Chen, Y. C. (2007). Mining of mixed data with application to catalog marketing. *Expert Systems with Applications*, 32(1), 12-23.
- 15) Išoraitė, M. (2016). Marketing mix theoretical aspects. *International Journal of Research-Granthaalayah*, 4(6), 25-37.
- 16) Ivanov, M. (2019). Cloud-based Digital Marketing. In *M3E2-MLPEED* (pp. 395-404).
- 17) Kalpana, S. (2013). DRIP MARKETING: SLOW AND STEADY WINS THE CUSTOMERS. *CLEAR International Journal of Research in Commerce & Management*, 4(6).
- 18) Kotler, P. (2017). Philip Kotler: some of my adventures in marketing. *Journal of Historical Research in Marketing*.
- 19) LEVINSON, J. C. (2007). *Guerrilla Marketing, easy and inexpensive strategies for making big profits from your small business: 4th ver.*
- 20) López, M., & Sicilia, M. (2013). How WOM marketing contributes to new product adoption: Testing competitive communication strategies. *European Journal of Marketing*.
- 21) Macchiette, B., & Roy, A. (1994). Sensitive groups and social issues: are you marketing correct?. *Journal of Consumer marketing*.
- 22) Mohammed, R., Fisher, R. J., Jaworski, B. J., & Paddison, G. J. (2004). *Internet marketing*. Auflage, New York.
- 23) Moro, S., Cortez, P., & Rita, P. (2014). A data-driven approach to predict the success of bank telemarketing. *Decision Support Systems*, 62, 22-31.
- 24) Nobre, H., & Silva, D. (2014). Social network marketing strategy and SME strategy benefits. *Journal of Transnational Management*, 19(2), 138-151.
- 25) Palmer, A., & Koenig-Lewis, N. (2009). An experiential, social network-based approach to direct marketing. *Direct Marketing: An International Journal*.
- 26) Patrutiu-Baltes, L. (2016). Inbound Marketing-the most important digital marketing strategy. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 9(2), 61.
- 27) Peppers, D., & Rogers, M. (1995). A new marketing paradigm: share of customer, not market share. *Planning review*.
- 28) Plank, R. E., & Francis, D. (2001). Does reverse marketing reduce conflict in buyer-seller relations?. *American Business Review*, 19(1), 76.
- 29) Robert, C. B., Byung, D. K., & Scott, A. N. (2008). *Database Marketing: Analyzing and Managing Customers*.
- 30) Rëndell, J. (2012). *From marketing to, to marketing with consumers* (Doctoral dissertation, Department of Business Studies).
- 31) Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life science journal*, 9(4), 4444-4451.
- 32) Schwarzl, S., & Grabowska, M. (2015). Online marketing strategies: the future is here. *Journal of International Studies*, 8(2).
- 33) Sharma, P., Sadh, A., Billore, A., & Motiani, M. (2021). Investigating brand community engagement and evangelistic tendencies on social media. *Journal of Product & Brand Management*.
- 34) Sotolongo, N., & Copulsky, J. (2018). Conversational marketing: Creating compelling customer connections. *Applied Marketing Analytics*, 4(1), 6-21.
- 35) Sotolongo, N., & Copulsky, J. (2018). Conversational marketing: Creating compelling customer connections. *Applied Marketing Analytics*, 4(1), 6-21.

Review Common Marketing Types and Describe Network Marketing in Kurdistan Region

- 36) Ugolkov, I., Karyy, O., Skybinskyi, O., Ugolkova, O., & Zhezhukha, V. (2020). The evaluation of content effectiveness within online and offline marketing communications of an enterprise. *Innovative Marketing*, 16(3), 26-36.
- 37) Varnali, K., & Toker, A. (2010). Mobile marketing research: The-state-of-the-art. *International journal of information management*, 30(2), 144-151.
- 38) Vauthey, J. N., Marsh, R. D. W., Zlotecki, R. A., Abdalla, E. K., Solorzano, C. C., Bray, E. J., ... & Copeland III, E. M. (1999). Recent advances in the treatment and outcome of locally advanced rectal cancer. *Annals of surgery*, 229(5), 745.
- 39) Vellar, A. (2012). The recording industry and grassroots marketing: from street teams to flash mobs. *Participations Journal of audience and reception studies*, 9(2), 95-118.
- 40) Wang, A. (2007). Branding over mobile and Internet advertising: The cross-media effect. *International Journal of Mobile Marketing*, 2(1).
- 41) Wang, Y., Hutchinson, J., Okumus, F., & Naipaul, S. (2013). Collaborative marketing in a regional destination: Evidence from Central Florida. *International Journal of Tourism Research*, 15(3), 285-297.
- 42) Williams, K. C., & Page, R. A. (2011). Marketing to the generations. *Journal of behavioral studies in business*, 3(1), 37-53.
- 43) Wind, J., & Mahajan, V. (2002). Digital marketing. *Symphonya. Emerging Issues in Management*, (1), 43-54.
- 44) Yahno, N. N., & Fedotova, A. V. (2017). Post-marketing observational program of the effectiveness of fluvoxamine for the treatment of depression in patients with neurological disorders: the FRIENDS study. *Neuropsychiatric disease and treatment*, 13, 2747.
- 45) Yi, M. (2021). A Study on Curriculum Development for Big Data Driven Digital Marketer. *Journal of Digital Convergence*, 19(5), 105-115.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0)

(<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.