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ABSTRACT

The history of advertising is marked by a series of technological advancements that have profoundly influenced how businesses engage with their target audience. Rather than rendering previous methods obsolete, each innovation has complemented existing strategies, providing marketers with a richer toolkit to reach diverse consumer segments.

This article offers a comprehensive exploration of the evolution of marketing practices, contextualized within the backdrop of technological progress, particularly the advent of the internet. By delving into the progression from traditional Marketing 1.0 to the digitally-driven Marketing 4.0 landscape, it seeks to unravel the underlying motivations behind each evolutionary stage and underscore the pivotal role of technological innovation in shaping contemporary advertising approaches.

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Through a nuanced analysis of the historical trajectory of marketing evolution, this study aims to contribute theoretically to our understanding of how businesses adapt their strategies in response to changing technological landscapes.

Key words: *Marketing evolution, technological advances, advertising, digital marketing, Marketing 4.0, consumer engagement, internet revolution, business adaptation.*

1. Introduction:

Marketing as we know it years ago has completely changed, as the advent of the digital revolution has pushed all disciplines to adapt to its growth (Kotler, 2012).

Marketing as a lively discipline was moving in the same direction, giving each period methods and practices that belonged to it. Moving from product-oriented marketing (1.0) to customer-centric marketing (2.0) to human-oriented marketing (3.0) and finally marketing (4.0) as the natural extension of Marketing (3.0). The premise of the latter that he must adapt to the sinuous course of the customer in the digital economy.

In today's sophisticated age, all this is done through technical strategies, targeted placements, click-through keywords, social networking and more. The fact of going around the world in front of a screen, from a market in London, to the bazaars of Africa, to the markets of India, completely changed the idea of practicing marketing (Seth Godin, 2008).

In what follows, we will focus on the real facts that have pushed the discipline of marketing to change. To do so, we will focus on the major developments in marketing that have occurred in history while linking this discipline to the Internet and the web.

2. Product-Focused Marketing (Marketing 1.0):

Initially, only the sales function existed to adjust the flow of a small production to a sufficient demand, in a local and not very

competitive environment. In the industrial age, when the machine was the basic technology, marketing was about selling the products that came out of the factory to anyone who wanted to buy them. The products were quite basic and were designed to serve a mass market. The goal was to standardize and optimize production in search of the lowest costs to produce affordable, first-rate goods to more buyers.

Historically speaking, marketing media (1.0) are radio, print and of course television. They are today in decline in relation to the digital, but they are far from disappearing in the panoply of advertisers.

According to Kotler (2012), marketing 1.0 refers to the first marketing approach, appeared as the result of the development of production during a new industrial revolution based on the rise of new information and communication technologies .

Thus, we will see the first Web application called (web 1.0), which Scheid and his colleagues have dubbed the replicative web, a basic principle of providing products and services to offline businesses (Scheid et al, 2012).

In this case, the user is passive and his mission is to browse the pages of commercial websites by clicking on hyperlinks. In the age of web 1.0, marketing is adapting a commercial approach to unidirectional communication. Content delivery is mostly vertical, such as sending messages to consumers online, applying static banners, exchanging links between partner sites, and sending newsletters (Romdhane and Al, 2014)



In such a situation, the main purpose of the company is simply to produce rather than to sell or not to worry about the expectations of consumers. It is the economy of the offer since the availability of the product ensures its sale. The product was the heart of marketing. Marketing 1.0.

Marketing 1.0 considers a targeting approach. It is based on segmentation, marketing mix elements and one-way contact with the target. Communication is unidirectional through traditional channels (mail, television and radio advertising). The goal of Marketing 1.0 is the short-term processing of the transaction. In conclusion, marketing 1.0 is anonymous, intrusive, focused on mass transactions and structured around the "four Ps" (Erragcha and Al, 2014).

Moreover, with the birth of internet, an evolution that has come to change the fate of marketing forever. This term of basic internet in these first beginnings represents what is now called the web (1.0).

2.1. The Hypertext web dubbed web (1.0):

The Web 1.0 was born in 1995 by reproducing a communication model called (one to many) like classic media, such as press and television. For professionals, the web 1.0 is considered a restricted and relatively static communication medium (Sheehan, 2011).

Web sites designed in HTML have certainly allowed users to download information and possibly get in touch with the marketers, but this was not interactive. Most sites used a linear, one-way communication system. The content is imposed on Internet users, and they could not in any case be a stakeholder in the production of the content of a website.

The web was thus a big magazine that the user consulted, without being able to

intervene. The marketing at that time was similar to old-fashioned marketing, where he was focused on the product in the first place and put flashing ads in every corner. The only actor involved in the creation of the content was therefore the owner of the site, whose pages were linked together using hyperlinks, through texts and images.

According to Berners-Lee, the web 1.0 is called the read-only web. In other words, the first web allowed us to search and read information. The overall goal is to introduce the products to potential customers, like a catalog or brochure, to anyone in the world. The web provides the exhibition. It removes geographic restrictions associated with physical activities (Getting, 2007).

Moreover, this was what most website owners wanted. They needed a website to make their information accessible to anyone at any time. This is what we call theoretical thinking applied to the web. The web as a whole has not changed much beyond this stage.

However, technological developments drove companies to think of new ways to communicate with consumers. In this logic, it was necessary to listen to Internet users in order to meet their expectations. It was therefore necessary to change the schema and use programming languages (Java Script for example), whose purpose is to give voice to the user. Hence the birth of web 2.0 and the advent of participatory marketing.

3. The origin of Marketing 2.0: The Web 2.0

From the moment the product offering began to balance with demand, the company began to realize that the golden age is coming to an end. In reality, Taylorism has had its effect. By knowing how to produce faster and in greater quantities, companies have enabled



consumers to put an end to the scarcity situation they have experienced so far. We realize then that everything that happens will not be sold so automatically. The company knows how to produce, it must now learn to sell.

Marketing 2.0 is emerging in the age of the information society where information technology is the focal point. The task of marketing has become more complex. Consumers are well informed and can easily compare multiple offers of similar products. The value of the product is set by the consumer. And consumers express very different preferences (Mayol, 2011).

The fundamental principle of marketing 2.0 is to integrate consumers at all levels of the marketing approach and to consider them as an active player in the marketing process and not as a unique recipient (Bressolles, 2012).

These changes require the development of tools that allow consumers to interact to improve relationship management with existing customers that indicate that marketing 2.0 affects traditional marketing in two ways. On the one hand, improve the functions of traditional marketing effectively and efficiently, and on the other, transform marketing strategies and create new business models (Scheid et al, 2012).

Similarly, marketing 2.0 must move from transactional marketing to a new approach that could be described as a marketing or relationship marketing facilitator that aims to put the customer at the heart of the company's marketing strategies (Pelet, 2011).

Such an approach focuses on sharing knowledge with customers and on knowledge sharing between clients, it enhance the characterization of the concept of the interconnection between the company and the customer on the one hand

and the interconnection between the customers themselves (Pablo et al, 2006).

The integration of the customer into marketing procedures and the communication of companies as a key player is sometimes essential. Consumers can then actively participate in the design process or product improvement. They can even participate in the construction of commercials (Mencarelli and Pulh, 2009).

Indeed, we can identify consumer attitudes towards brands through their interaction on the web: blogs, forums, social networks (Facebook, Twitter), online citizen media (Regnault, 2003).

Moreover, the main changes that have affected traditional marketing due to the emergence of marketing 2.0 are summed up in the shift from an action strategy to an interaction strategy and the decentralization of value creation over a network of sites.

Ultimately, the real cause of the emergence of marketing 2.0 lies in the advent of new forms of communication citing social media. Thus, consumers could now interact with the brand and communicate in a more realistic way. This big wave of change did not come by chance, web 2.0 was the real trigger. Finally, understanding marketing 2.0 conduct to study the web 2.0.

3.1. The participatory web dubbed the web 2.0:

The Web 2.0 was born during a brainstorming session between Tim O'Reilly and Media Live International. Dale Dougherty (2005) noted that far from having planted, the web has become more important than ever, with new applications and new types of exciting websites with surprising regularity. It was at this conference that Tim O'Reilly (2004) first cited the notion of Web 2.0.



Thus, this type of web is summarized in three main dimensions, the first dimension is technical and includes the use of a combination of technologies opening the possibility to the user to find the necessary information without disrupting its actions in progress, the second dimension is social, with interactions between users and data sharing, and the third and final dimension is data accessibility regardless of the location of the connection (Samuel Mayol, 2013).

The Web 2.0 is mainly marked by the rise and the advent of a real interactivity on the web. Indeed, the interaction with websites has improved considerably and the search for information has become simple and fast, thanks to the development of user-friendly browsers and powerful search engines.

These new tools allow permanent, constant and regular exchanges between marketers and consumers at all stages of the online process. Also add that with web 2.0, users can contribute content to sites, which makes them more active.

Web 2.0 is a revolution of the new web paradigm. Unlike the first generation of the web, web 2.0 is based on a wide variety of active tools that offer real interactivity between users through the pooling of individual knowledge and information sharing. Web 2.0 technologies cover a dynamic and interactive aspect of content and combine both social and technical aspects (Poynter and Lawrence, 2008).

This relationship values the power of the social context by creating affective and intellectual relationships, home groups, reference groups and virtual communities. It is the bidirectionality of information that takes precedence over unidirectionality, symbolized by high-end applications and publishing tools such as blogs, collaborative platforms such as the Wiki, offering production possibilities,

dissemination and content consumption (Poynter and Lawrence, 2008).

This new version of the web relies on social media (Kaplan and Haenlein, 2010) whose main feature is user-generated content (UGC) (Ye et al., 2011).

They generate a new, continuous and interactive dialogue between users who become true collaborators and producers of goods and services. This phenomenon uses an architecture of participation and collaboration between different users and promotes exchange, creativity, responsiveness, innovation and flexibility (O'Reilly, 2005).

The phenomenon of web 2.0 marks the emergence of a new paradigm of communication. Marketing communication in this context has become a dialogue rather than a monologue. This is therefore reflected in this shift from interactivity to interaction contributing to the construction of networks that are no longer based on a simple exchange of information but on knowledge sharing. The user becomes active and the interactivity is no longer between consumers and brands, but between users themselves. Internet users become "consumers" also known as "prosumers" (Kotler, 2012) or "post-consumer" (Cova, 2009).

In this case, they play a proactive role in the development of the offer via virtual communities and digital social networks. They publish information online (blogs), share content, videos and images (for example, Youtube, Flickr), chat in real time or instantly (for example, forums, Yahoo Messenger, Skype, Google Talk), reviews and publishes (Facebook, Twitter). In this context, participatory marketing offers consumers a different communication space while relying on a more conversational and interactive framework and in an atmosphere of



proximity and complicity (Parmentier and Al, 2011).

This new wave of technology-based social media is the primary initiator of Marketing 3.0.

4. The Rise of marketing 3.0

In a bewildering world, consumers are looking for companies that respond with their mission, vision and values to their deep needs for social, economic and environmental justice. They seek not only a functional and emotional fulfillment, but also a quest for meaning in the choice of products and services.

Consumer expectations are changing. Owning is no longer a priority, especially for younger generations who favor use and enjoyment. Collaborative consumption is taking its first steps, and themes such as bio, short circuits or recycling are echoed by consumers. It is also the idea of (consum'actor): the act of purchase becomes citizen.

At the time of the global economic crisis, consumers are more concerned with social, economic or environmental turbulence. The rise of Value-Based Marketing 3.0 and the quest for meaning is the trend today.

Instead of treating the general public as mere consumers, marketers take a more humane approach and consider more personal and effective elements. In their opinion, Marketing 3.0 is becoming relevant. Diseases are turning into pandemics, poverty is increasing and the destruction of the environment is on the way.

In Marketing 3.0, companies are distinguished by their values. In times of turbulence, this

4.1. Caractérisations of Marketing 3.0:

The Marketing 3.0 is an approach that responds to the concerns and desires of the world's citizens. Marketing 3.0 brings marketing into the realm of human aspirations, values and the quest for meaning. Marketing 3.0 believes that consumers are full-fledged human beings whose aspirations and needs should never be overlooked. The principle of taking into account the public interest is now very much present in the new definition of the marketing concept created by the American Marketing Association in 2008: "Marketing is the activity, the whole of the institutions, the processes of creation, communication, distribution and exchange of offers that have value for consumers, customers, partners and society as a whole ". By adding the term "society", the new definition recognizes that large-scale commercialization exceeds private relations between individuals and businesses. She also emphasizes that marketing is today ready to question the cultural implications of globalization.

Marketing 3.0 is a concept that places cultural issues at the heart of a business model that focuses on the communities around it: consumers, workers, distribution partners and shareholders. The values-based business model is the revolutionary new application of Marketing 3.0.

The Marketing era (3.0) is characterized by marketing practices that are highly influenced by changes in consumer behavior and attitudes. It requires both collaborative marketing, cultural and spiritual.

Marketing 3.0 is an evolution of marketing 2.0 that address, not just consumers, but human beings as a whole. To differentiate themselves and avoid becoming commonplace, brands must be able to share values with their customers. We must touch the human being in its entirety, his body, his mind, his heart, his soul.



Marketing 3.0 is collaborative, cultural and in search of meaning (Kotler, 2012).

Increasingly, consumers are looking for solutions to their worries to make the world a better and global one. In other words, a brand must expose a plan to improve the lives of its customers or to make the world a better place. This is the famous "Making the world a better place".

The emergence of marketing 3.0 is driven by profound changes in consumer behavior, which require the combined intervention of collaborative, cultural and spiritual marketing (Kotler, 2012).

According to Mayol (2011), collaborative marketing is the first cornerstone of marketing 3.0. The transparency and consistency imposed by new web 3.0 practices on entrepreneurs and brands call for a new environment. Communication is no longer a question of persuasion or conversation, it became immersive. In this context, companies are forced to collaborate with their customers, their employees, their partners and their investors. All of these parties need to know what role they play.

The marketing 3.0 is the result of a collaboration between a group of entities, adopting the same values. The new wave of technology has been at the origin of globalization. As a result, the paradoxes of globalization, particularly the socio-cultural paradox, particularly affect consumers who have been under pressure to deal with a difficult dilemma: being a local citizen and a global citizen.

Marketing 3.0 puts the cultural dimension at the center of the business model of a business that caters to the diverse communities around it. Technological development also leads to increasing the role of creators in society. These people use a lot of social media. They are collaborative co-creators convinced that

unlike Maslow, proposed in his pyramid of needs, personal fulfillment is a crucial need. For them, "spirituality and its quest" is paramount. The lifestyles and attitudes of these people affect how humans perceive their needs and desires (Kotler, 2012).

Melinda (2012) states that psycho-spiritual benefits are therefore the essential need of consumers. Businesses need to be aware of this new trend.

Marketing 3.0 is defined by Kotler (2012) as a value-based marketing and meaning search. Companies are evaluated not only for the benefits they generate, but also for their behavior towards humans and the planet. It's a way of integrating companies into society. Values-based marketing involves additional constraints and costs, a classic, causal marketing strategy that integrates values into the brand's DNA (Kotler, 2012).

Moreover, marketing 3.0 is a marketing also focused on the advent of a new form of web. Experts believe that the Web 3.0 will only be operational when computers can finally use artificial intelligence, decrypt themselves the web pages and carry out research, just as human beings do. This is now possible with the new technological trends and the support of global companies towards artificial intelligence.

4.2. The semantic web: the new era of opportunities

Most of the Web 3.0 research has been done by independent private organizations such as Booz & Company, Verizon, Gartner, Clearswift, and SEM Logic. Most of this research consisted of white papers with very few academic articles. Most articles aim to define Web 3.0 and rarely discuss the advantages and disadvantages of using Web 3.0 technologies.



This new approach of the Web, Web 3.0, is not represented by the emergence of a new Web but rather by an extension and a calibration of the technologies already present in Web 2.0. Internet content is becoming more diverse and the volume of data is becoming much larger, making information management more critical (Bergman, 2001).

The Web becomes a platform for related data. The data is becoming more accessible to consumers because by linking similar data characteristics, data becomes more valuable (Tarrant, Hitchcock and Carr, 2011).

The Web is overloaded with Exabytes of data, and computers still cannot automate the function of collecting this information or performing complex tasks. The need for structuring and integrating data is crucial to enable the Web to evolve to its next phase.

Wolfram (2010) stated that Web 3.0 is where the computer, rather than humans, generates new information. This is supported by Morris's (2011) theory that data integration is the foundation of Web 3.0. By using metadata embedded in Web sites, data can be converted into useful and localized information, evaluated, stored, or delivered by intelligent agents. For intelligent agents to understand the information collected, expressive languages must be developed that describe information in ways that machines can understand (Lu et al, 2002).

This term is shaped by new business models and web developers. Researchers agree that Tim Berners is the father of the Web and a big advocate of Web 3.0 (Berners-Lee 1998, Giustini 2007).

According to Berners (1998), Web 3.0 will be able to read and understand content and context. Web 3.0 has been defined in different ways, often without reaching a

consensus. Some have taken a broad view to define Web 3.0. According to this point of view, the new Web landscape is associated with the semantic Web idea (Hendler, 2009).

In this case, the key is to understand the meaning of information that best meets our needs rather than presenting and displaying the content of the page. For some, this new figure is not synonymous with Semantic Web. But it is largely characterized by semantics. Its emergence is based on three essential components: the Semantic Web, Web 2.0 applications and artificial intelligence (Kwanya et al, 2012).

Web 3.0 is the third version of the Web (2010-2020) that adds value to users who use smarter technology, which allows them to have a better experience (Hendler, 2009, Jastram, 2008).

For Giustini (2007), The Web 3.0 consists of organizing the huge amount of resources available information, taking into account the context and personal needs of each user. It's a website whose ambition is to make sense of the data. Web 3.0 is a new online environment that integrates user-generated data to create a new meaning. Unlike Web 2.0, which relies on user participation, Web 3.0 relies on user cooperation (Fuchs et al, 2010. Harris, 2008, Tasner, 2010, Watson, 2009).

Web 3.0 connects objects and data. As a result, the Semantic Web simplifies user's choices when searching for information by filtering irrelevant content. Web 3.0 is also called an intuitive Web, which is a semantic Web that allows cross-interactions between web services. He will be individualized and behavioral. The mission of Web 3.0 is to open a new era of extended immersive experience. At this time, it is possible to identify new sites for a value chain that will not be limited to the Web. User's purchases will be more immersive, but extended to other areas.



Marshall and Shipman (2003) suggested that most of the efforts made were influenced by the need to organize and control the overflowing and chaotic information found on the Internet, the maturity of artificial intelligence and the desire to eliminate the elements.

However, society needed to change and evolve by responding to a high-tech and hyper-connected world, the dividing line between real and virtual no longer exists, indeed the combination of the two that makes the customer experience more effective and memorable. This is the new era of marketing 4.0.

5. Intelligent Marketing: Marketing 4.0

Marketing 4.0 is a marketing approach that combines virtual and real interaction between businesses and consumers. This approach values a brand, mixing a rounded style and authentic values. It seeks to harmonize technological connectivity and human relations, all in the end to strengthen customer engagement. It helps businesses adapt to a digital economy that has redefined key marketing concepts (Kotler and Al, 2017).

Within Marketing 4.0, the models of digital marketing and traditional marketing are intended to coexist to develop consumer engagement and willingness to recommend the brand. Today, power is no longer in a particular individual, but in a social group (Kotler and All, 2017).

Marketing 4.0, in the continuity of marketing 3.0 is also a marketing focused on the individual, but it integrates the digital revolution that is underway: Big Data, CRM tools, market automation, applications, artificial intelligence (Jamet, 2017).

Marketing 4.0 can be defined as automation practices based on the

systematic exploitation of large amounts of data. The goal is no longer to sell the offer (1.0), to engage the customers (2.0) or to expose values (3.0), but to optimize the performances and to seek to anticipate the needs (Cavazza, 2014).

In the digital economy, the customer journey is organized according to the 5A model, Consciousness, Seduction, Questioning, Action, Recommendation, which reflects the connectivity between the customers and translates their logic: Discover, Interested, Questioning, Buying , To commit.

The concept of Marketing 4.0 aims ultimately to accompany the consumer from awareness to the recommendation. In doing so, marketers should take advantage of three main sources of influence: personal influence, the influence of others, and external influence.

Increasingly, brands are adopting human qualities to attract consumers in a human-centered dimension. This requires lifting the anxieties and latent desires of clients through social listening, neurography and empathic research. To respond effectively to these anxieties and desires, marketers should develop the human side of their brands. Brands should be physically attractive, intellectually convincing, socially engaged and emotionally attractive while demonstrating strong conviction and morality.

The online world and the real world end up coexisting and converging. Technology touches both the online world and offline physical space, making convergence between these two worlds possible (Kotler, 2017).

5.1. Marketing 4.0: An AI Marketing

For marketing 4.0, the current problem is not the lack of knowledge or skills to create personalized campaigns, but the lack



of time. With so many different ways to collect as much data from customers, it's impossible for one person to capture this data, discover information, and then set up automated marketing campaigns for each person. Man-made customization has no scale (Pels, 2018).

For Pels (2018), the marketing of artificial intelligence is the solution to this problem. Artificial intelligence is a method of leveraging customer data and artificial intelligence concepts such as machine learning into marketing strategies to anticipate customer's next move and improve their journey with relevant content and custom automation.

The goal of AI marketing is to free marketing teams from data analytics so they can focus on strategy, content, and creative work. Thus, to understand AI marketing, it is important for us to understand how artificial intelligence works.

John Haugeland (1989) argues that the concept of artificial intelligence has of course not come out of nowhere, nor does it come from computers. His own intellectual heritage. But in the meantime, we can distinguish two well-known and well-developed themes on the intelligent artifacts of science fiction. One is the "creature characteristic" genre featuring monsters or androids, which is basically the same as natural animals expect to be created by humans. The other genre is populated by various mechanical "robots": rattling gear, flashing, with springs and pulleys instead of flesh, son for nerves and maybe wheels instead of legs.

He says that contemporary artificial intelligence is anchored in sophisticated programmable electronics. In particular, no current work is based on chemical magic or bioengineering. The real problem has nothing to do with advanced technologies

or business specialties, but with deep theoretical assumptions (Haugeland, 1989).

In other words, artificial intelligence is new and different, because computers are actually something very similar to what spirits are supposed to do. Indeed, if this traditional theory is correct, our imagined computer should have a spirit of its own: an authentic artificial mind. (Haugeland, 1989).

AI has one of the long-term goals of developing machines that can do these things as well as men, or better. Another objective of artificial intelligence is to understand this type of behavior, whether it occurs in machines, in humans or in other animals. Thus, the AI has both engineering and scientific objectives. (Nils, 1998).

According to Ertel (2017), the term artificial intelligence arouses emotions. On the one hand, there is our fascination with intelligence, which apparently gives us a place of choice among life forms. On the other hand, the artificial attribute could give rise to very different associations. This makes intelligent cyborgs fear. It recalls images of science fiction novels. This raises the question of whether our greatest good, the soul, is something we should try to understand, model or even reconstruct (Ertel, 2017).

John McCarthy (1955), one of the pioneers of AI, was the first to define the term artificial intelligence, whose goal was to develop machines that behave as if they were intelligent.

Deyi Li and Yi Du (2017) define artificial intelligence, as follows: What is called artificial intelligence (AI) is a variety of intelligent human behaviors, such as perception, memory, emotion, judgment, reasoning, proof, recognition, understanding, communication, conception, thought, learning, forgetting,



creating, etc. which can be achieved artificially by machine, system or network.

The AI takes the conversion management solutions to the next level. We can now compare sophisticated inbound communications and traditional indicators side-by-side to answer complex strategic questions. With AI marketing, there is no question of whether a prospect is ready for a discussion, the data provide the answer (Tjepkema, 2018).

While there are many ways to optimize digital advertising and account-based marketing, artificial intelligence solutions help to go even further for more in-depth analysis and analysis. Artificial intelligence can leverage the abundance of hidden consumer data in keyword searches, social profiles, and other online data for smarter, more efficient digital advertising. The results are results at the human level and ideas without manual labor (Tjepkema, 2018).

This abundance of data can also help fuel consumer profiles. Artificial Intelligence solutions provide in-depth knowledge of consumers and potential customers, enabling them to deliver the right message to the right person at the right time. The secret to creating a truly complete profile lies in capturing data during every consumer interaction.

One of the advanced features of AI is its ability to analyze large blocks of open content and identify trends. This allows brands to interact directly with consumers in real time through conversations or online events. Communicating with consumers at the precise moment of decision making can directly influence purchasing decisions. The IA helps monitor social conversations and other open forums to identify relevant conversations (Tjepkema, 2018).

Moreover, artificial intelligence is the Eldorado of the marketing of the future. We are today faced with the glaring opportunities that artificial intelligence can offer to Marketing. Thus, to take advantage of this technological advance will allow a certain evolution to this discipline.

Marketing 4.0 leads well to the application of a new form of web that the least we can say includes very advanced and sophisticated technologies. In order to understand how marketing 4.0 works in practice we propose a theoretical anchoring of this new form of the web called web 4.0.

5.2. The neuronal web called web 4.0:

The web 4.0 remains a brand new idea of the web, its beginnings are not expected until 2020. However, there is no exact definition, it is generally known as the Smart Web or the Symbiotic Web.

The dream behind web 4.0 is to have a symbiotic interaction between machines and humans. To be simple, the machines will become very intelligent and can read for example the contents deployed on the web, so react and decide on the various interfaces of the web according to the quality of the content.

Web 4.0 is also known by the acronym WebOS in the context where this form of web can become an operating system running on the net. The webOS will be a machine parallel to the human brain and will be able to perform tasks that require a very important and highly developed interaction. Even so, we still do not have detailed ideas on the web 4.0, we think it will be able to use artificial intelligence as a tool to become a smart web.

6. Conclusion :

Marketing has been one of the most exciting topics in the business world over

the past seven decades. In summary, marketing has focused on four major disciplines: product management, customer management, brand management, and bringing reality closer to the virtual.

In fact, marketing concepts shifted from a focus on product management in the 1950s and 1960s to a focus on customer management in the 1970s and 1980s. It then evolved and added the discipline of Brand management in the 1990s and 2000s, and then in 2010, marketing proved its versatility by exploiting the digital to better seize the opportunities of the high-tech market. The continuous adaptation of marketing concepts to different eras of human life is what makes it exciting.

Marketing is as always, has been there to understand the cultural and behavioral trends of human beings, always awake and reacts on the spot, marketing and marketing researchers always seek to get closer, to study and to contemplate life around people.

With its four versions, marketing has been able to demonstrate its skills in terms of

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adaptation with the changes our planet has undergone, our beliefs and habits. It is worth mentioning that in every period and with each generation there is a new marketing, which does not age but which ensures the young and the old that life does not stop to roll and the lifestyles do not stop to change themselves and to evolve.

Following the evolution, we are now in the digital era, where connectivity has touched every element of the planet, starting with people and passing to objects. In a high-tech world where people aspire for human contact, marketing 4.0 was born to meet the needs of consumers in terms of hyper connectivity and radiation value system.

Cavazza (2010) blogger, speaker and consultant specializing in social media and digital marketing, has considered a very interesting future for marketing by proposing an addition as follows: $1.0 + 2.0 + 3.0 + 4.0 = 10.0$

The question is, can we talk about marketing (10.0) in the future?



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