

## MARKETING PRESCRIPTION: 3 Is of Marketing

Written by Ashwin Merchant  
Thursday, 28 July 2011 17:26 -

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### MARKETING PRESCRIPTION # 11

#### 3 Is of Marketing: I + I + I = I x I x I



Modern day marketing incorporates Information, Interactive, and Integration components while forming a strategy. No more marketing decisions can be taken from gut feeling, but data / information is critical while arriving to knowledge driven marketing – about customers, market, competitors and more. Whether print, electronic, digital media, one and more must be perfectly integrated for transition from one to another to seek more information, to respond, for texts to pictures media integration is essential. Not only that, all strategy for marketing must keep in mind interactive feature i.e. having a dialogue with the customers and potential buyers. It cannot be unidirectional i.e. monologue as it was before 10-15 years back. Theory of AIDS – Attention, Interest, Desire, Action must be executed in order using 3 Is of Marketing. If done rightly, results will have multiplying effect.

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Earlier in the Series:

[Go where your customers go](#)

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Do not pay much attention to what competitor says, but what they do

Powered Marketing – Innovative, Practical & Economical

Always afraid of competition, but never of a competitor

Think like buyer, not seller

Forget 4Ps, Study 17Ps

Find weakness in strength of competitor

Never make mistake to discount quality

Distinguish or Die

Make Yourself Unmatched