

The Psychological Impact of Reverse Marketing Strategy on Recipients by Providing Added Value and Building Long-Term Relationships

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Abstract:

Reverse marketing is an innovative marketing strategy that focuses on attracting customers rather than chasing them. This approach relies on creating engaging and valuable content that aims to solve customers' problems and meet their needs. Reverse marketing aims to attract customers' interest by providing added value and building long-term relationships.

The purpose of the research: understanding the reverse marketing strategy and study its impact on the companies that apply it to their recipients.

We can summarize the research question in:

In what ways might the outcomes of advertising campaigns that initially seem unfavorable or superficially negative be advantageous?

Methodology/approach : The research follows the descriptive approach to identify and investigate the reverse marketing strategies that can be used in advertising campaigns and their impact on the effectiveness of advertising campaigns that added value and building long-term relationships.

Then followed the analytical approach to study the psychological impact of reverse marketing on advertising campaigns and to know how to use the strategy and whether it was planned or not and to study the results of these campaigns.

Originality/value: Reverse marketing enhances consumer awareness and empowerment by encouraging critical thinking, fosters trust between brands and consumers, and promotes ethical marketing practices. It contribute to a more informed, empowered, and ethical society.

Research hypotheses: The research assumes that the reverse marketing strategy has a positive impact on advertising campaigns, although it may seem to have a negative impact superficially at first.

Research objectives: The research aims to determine the psychological impact of reverse marketing strategy on recipients.

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Reverse Marketing, Marketing Strategy, Psychological effect, De-marketing

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