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E-tribalized marketing?: the strategic implications of virtual communities of consumption

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Abstract

On the Internet, electronic tribes structured around consumer interests have been growing rapidly. To be effective in this new environment, managers must consider the strategic implications of the existence of different types of both virtual community and community participation. Contrasted with database-driven relationship marketing, marketers seeking success with consumers in virtual communities should consider that they: (1) are more active and discerning; (2) are less accessible to one-on-one processes, and (3) provide a wealth of valuable cultural information. Strategies for effectively targeting more desirable types of virtual communities and types of community members include: interaction-based segmentation, fragmentation-based segmentation, co-opting communities, paying-for-attention, and building networks by giving product away.



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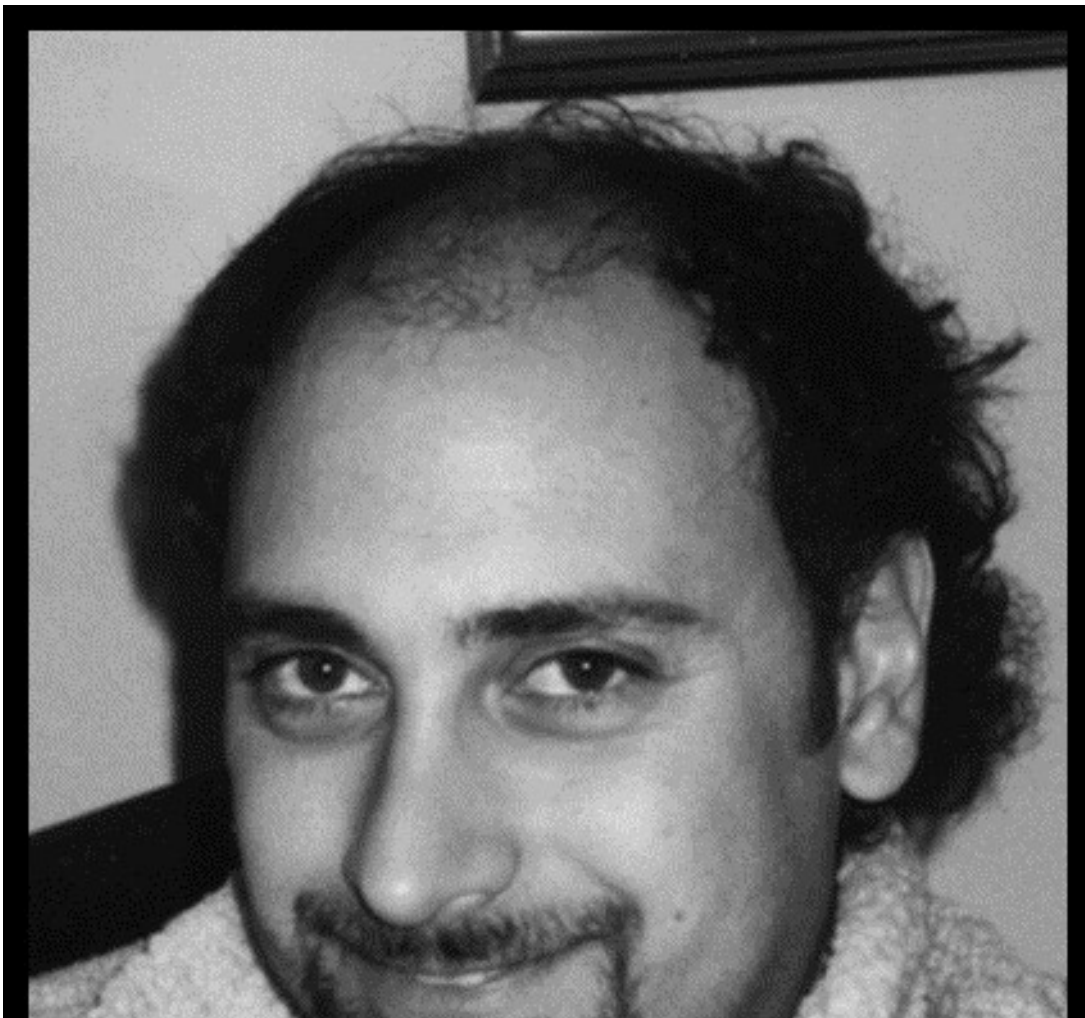
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