

The Role of Marketing Function for Competitive Advantage

Sumitro SARKUM^{1*}, Abd. Rasyid SYAMSURI²

¹Lecturer at Universitas Labuhanbatu, Jl. Sisingamangaraja No. 126 A KM 3.5 Aek Tapa Rantauprapat, North Sumatera, Indonesia; E-mail: sumitro.ulb@gmail.com

²Universitas Muslim Nusantara AL-Washliyah, Medan, Indonesia; E-mail: abd.rasyidsyamsuri@umnaw.ac.id

*Corresponding author

Abstract

Provide a new perspective on the involvement of dynamic marketing capabilities for sustainable competitive advantage by focusing on three areas of the scientific literature to be studied and integrated into the framework of small companies that can be learned and used in managing digital marketing company. The paper reviews prior literature on Customer Relationship Management (CRM), Social Customer Relationship Management (SCRM), Engagement, and Perspectives on Theory of Dynamic Capability (DC), Dynamic Marketing Capability (DMCs). Dynamic Marketing Engagement is a new concept that is created through a process of reduction of the concept of Dynamic Marketing Capabilities (DMCs) and the concept of Engagement associated with a competitive advantage and competitiveness sustainability. This new concept offers a marketing strategy using digital tools not forgetting offline strategies for identifying, anticipating, managing and winning business competition and studied business in the digital sector, especially for SMEs; thus has implications for the field of academics, practitioners and industry. Combining the three major areas of business research for sustainable competitive advantage, that is Social Customer Relationship Management, Engagement and Marketing Dynamic Capabilities.

Keywords: social CRM; engagement; dynamic capability; dynamic marketing capabilities.

1. Introduction

Integrating Customer Relationship Management on business operations using information technology as a media tool to build relationships with customers, requiring knowledge of management concepts and transformed comprehensively to all components within the company. Core elements of Customer Relationship Management towards sustainability must be combined with the core elements of sustainability to understand the customer's wishes in accordance with the characteristics and behavior of customers continues to grow. Identifying issues involving the development of marketing with customers to encourage innovation of product creation and improving customer retention sales. Integration of all elements in the Customer Relationship Management can measure and improve the performance of the company. The emergence of social media changing the map of central power with the creation of a customer-centric as a new generation of powerful, sophisticated, difficult to influence, induced and maintained. To deal with these changes, Customer Relationship Management assessment metrics to integrate social media and turned into a social CRM (Customer Relationship Management) as a new paradigm in marketing. To achieve goals and improve company performance required customer involvement in implementing marketing strategies in social media. Engagement is a new trend in marketing that first appeared in 1990, develops and talking when social networking media into a marketing tool for many companies to achieve a competitive advantage in the broad market. Engagement also seen to improve the performance of the company to increase sales, create new products and enrich the relationship between the company, employees, customers and supply chains. Finally, all of involvement boils down to the goal of excellence and competitiveness sustainability.

The debate between RBV and RBT invited researchers to

clarify confusion over less heterogeneity on performance and competitive advantage, while in the literature of the dynamic capability view of the split into three interrelated parts, between the economy, technology and innovation management. Beyond the debate, raised a new term called dynamic marketing capabilities that is based on the development of dynamic capabilities inherent in the organization and are considered to have a high level of value, rare, difficult to imitate and irreplaceable. It is indicated and leads for the purpose of competitive advantage in the ability of organizational competitiveness in the broad market. Dynamic Marketing Engagement is a new concept that is created through a process of reduction of the concept of Dynamic Marketing Capabilities (DMCs) and the concept of Engagement associated with a competitive advantage and competitiveness sustainability. The basic foundation of all renewal based on the incorporation of dynamic capabilities and marketing capabilities in the process involves the role of employees, customers and supply chains in entering and playing the role of marketing in both market linkages between non- and digital. This new concept aims to address significant issues of the role of the marketing function is dynamic and it is hoped will be able to be a marketing guide for SMEs in entering the digital market.

2. Literature Review

2.1. Social CRM

2.1.1. Integration Customer Relationship Management in Social Media

The emergence of social media as a marketing tool to be a bridge for the company to convergence with customer relationship management to social media. Metrics ratings more easily detected; evaluating the performance of each of the elements involved in the information technology supporting the