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DILTS' PYRAMID AS A TOOL OF INFLUENCER MARKETING

The existence of a brand in the digital world and the metaverse has implications. Marketing communications are integrated into the everyday life of consumers due to the abundance of communication channels and sources of information. This is the reason for the transformation of marketing communications, as a result of which they are increasingly acquiring the characteristics of public relations.

In the literature of the end of the last century, it could be often found the phrase “lifestyle marketing”. This term was used to segment markets and classify the brand’s target audience. Today, the development of digital technologies and the processes of globalization make it possible, if not to erase the line separating individual social classes, then at least to make it dotted.

Using the term “lifestyle marketing”, it is not correct to talk about focusing on target groups formed on the basis of common interests, values, attitudes and lifestyles of consumers. Instead, it can be interpreted as a marketing strategy that focuses on culture, values, and community interests.

However, it is clear that society is not homogeneous.

In addition to the existence of societal pluralism, society (and communities in particular) is in a permanent state of development.

James E. Grunig distinguishes five stages in the development of the public, depending on the involvement of interaction with the organization, the product of which solves a certain problem (Fig. 1).

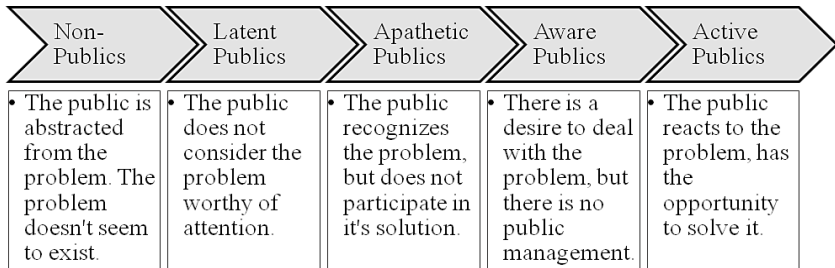


Fig. 1. Stages of public development [1, p. 109]

Since the existence of an economic organization is inseparable from the social problem it solves, the stages of development of the brand public could be directly related to the lifestyle of people who are or are not affected by this problem.

Lifestyle is a way of life based both on past experience and on the experience of looking forward to the future. Thus, the brand is able not only to take into account the existing user experience and consumer experience, but also to shape a new one. Influencing consumers, the brand forms meanings, that is, it transforms the lifestyle of the consumer.

It is important to note that the brand does not exist in a closed communication system, where all users of the information platforms through which communications are carried out are at the Active Public stage. Therefore, messages encoded within an integrated marketing communications system should target all communities, not just focusing

on provoking action. Needs, interests and values, as well as problems of their inconsistency, that are shared by consumers of the brand (Active Public) should be traced in the mission of the brand, as well as its representative actions.

A suitable tool for broadcasting an identity, as well as transferring brand characteristics to its audience, can be the Dilts' Pyramid. This tool is used in coaching to set goals. The pyramid has six neurological levels (Fig. 2), referring to which the individual gains understanding of the situation and the ability to impact it.

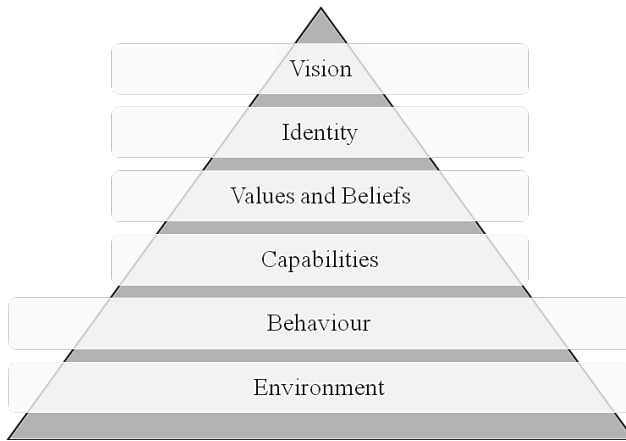


Fig. 2. Dilts' Pyramid of neurological levels [2, p. 13]

In the context of influencer marketing, the Dilts' Pyramid can be used to differentiate marketing communications depending on the lifestyle components of the recipient of communications. The purpose of this practice is social interaction and exchange between the brand and society, resulting in development from the public side and adaptation to relevant social demands from the brand side.

The social component of the marketing strategy into the societal concept determines a mass-social approach and decision-making about acceptance of the brand positioning [3, p. 74]. However, despite the fact that brand communications are mass-oriented, the final consumer of the message is a particular individual.

The brand should take into account the environment in which the individual exists (people, social movements, economic and political features, access to the information, etc.). Each brand message is perceived at a specific moment in time in a specific location.

The next level is the behaviour of the individual. Lifestyle is not only what is expressed in the actions of a person, but also how they perform specific actions. The correspondence of everyday life to a certain type of culture cannot be separated from consumer habits. Much of human life is about consumption.

The capabilities of a person are limited. Like any level in the pyramid, cognitive, emotional, technical and other skills are determined by the previous levels. These restrictions could be visible at any stage of the development of the public. Often, precisely because of the lack of abilities, social groups remain at the stage of non-acquaintance of a problem, misunderstanding of its importance or ignoring it.

Values and Beliefs are responsible for the real motives of the individual. By interpreting past experience, as well as wanting to get a new one, the public agrees or disagrees with the position of the brand. Instead of broadcasting an idea to believe in, a brand should focus on explaining the reason for believing in that idea.

The penultimate level of the pyramid is a model of how an individual perceives themselves (both consciously and unconsciously). The established way of life, and therefore the needs that could be satisfied with the help of products or services of the brand, change in accordance with how the consumer's self-identification, attitude towards themselves changes.

At the top of the pyramid is the global vision of a person. Not only about themselves, but also about their place in the world and the world as a whole. It is important that the brand's consumer vision is aligned with the brand's mission. Thus, by addressing the individual levels of the model, the brand has the opportunity to accelerate the development of the public, provided that the brand's mission is socially approved and reflects the real social needs.

References

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