

Marketing Strategy in Metal Industry: Case Study

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Internet and companies' websites are no longer just a vehicle to increase their visibility and reputation, it's growing their importance for the commercial activities in metal industry all over the world. Companies are now split between decisions whether to take the omnichannel or multichannel solution. Orendorff (2019) warns about two dangers: a) fragmentation of channels and communication media, and b) greater, more hidden danger of putting marketing before backend. Channels shouldn't be united if inventory and order management are not properly being set up and maintained. A recent study shows that more than two-thirds of digital marketing measures fail to get customers to buy (Leitherer 2019). Further, production of several key commodities is becoming concentrated, e.g. Russia and China account together for almost half of aluminium production globally (Chatterjee et al. 2010).

In the past it could be read a lot about the overall size, fantastic growth rates and the enormous potential of the Internet. We should understand the importance of customer dynamics at emerging markets like China and India, as these markets become mature and more sophisticated, with increasing use of digital technologies (Hawksworth and Chan 2015). Article examines and analyses the marketing strategy of an important Slovenian company in this sector; it identifies lessons that have been learned in the process. Based on these experiences, researchers are provided with guidelines for adopting elements into day-to-day strategies and operations. Managers have to find the right place for their businesses in the new world, decide to evolve or perish.

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