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## MARKETING APPLIED TO THE CRAFTS OF THE PORT OF VERACRUZ, IN MEXICO

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**Abstract:** In the development and growth of companies, marketing is essential since it promotes the progress of companies anywhere in the world, globalization and technological advances have revolutionized and adapted various strategies to attract the attention of potential customers. Companies of all sizes, industries and different market segments adopt strategies that adapt to their budgets, environmental and social factors in order to enter the market, survive and grow.

The present study on different marketing strategies proposed by several authors that will be developed and adapted to promote the sale of artisanal products in the city of Veracruz, an important economic sector of the region where hundreds of families from this area receive economic benefits. that make port to one of the cities with the greatest cultural, gastronomic and traditional wealth in our country, turning the metropolitan area of Veracruz-Boca del Río into one of the most important tourist destinations in Mexico. Although it is a major metropolis, craft production has decreased significantly in recent years, so a proposal was born to restore the value of the county's crafts, highlight its uniqueness and highlight all aspects of its identity.

**Keywords:** Marketing, strategies, crafts.

## INTRODUCTION

In this research, we will talk specifically about crafts made of diverse materials in the aforementioned region, which are recognized by national and foreign tourists; Despite this, they do not have a positioning and recognition at a local level, undervaluing their prices and work behind each piece, which is why they seek to create and adapt strategies that allow them to increase their potential so that more people know and value these products. made by Veracruz hands.

Marketing dates back to when man began

to carry out commercial activities, but it began to develop with more potential at the beginning of the industrial revolution, focusing its attention on production. Over the years, it has been an elementary discipline for the development of production and sales activities of products and services that companies from all types of segments offer to their clients and/or consumers, who have endless needs and desires.

In 2013, the AMA updated its definition. "Activity, set of institutions and processes to create, communicate, deliver and exchange offers that have value for customers, buyers, partners and society in general."(Fisher, 2020, p. 13)

These and other concepts exist in this discipline, of which we can highlight that marketing is a process that can create an influence on consumer behavior through strategies, so that they make a purchasing decision about a good or service, thereby creating a scalable positioning of said product.

Nowadays, countless products and services have made people's lives easier and this has been achieved thanks to marketing, the implementation of which has identified people's desires, tastes and needs through market research, in such a way that it has improved the daily lives of consumers. This discipline has driven organizations to focus all their attention on customers to produce everything the market needs, at a price that the end consumer is able and willing to pay.(Alfaro, 2018).

## MARKETING STRATEGIES

Designing a marketing strategy is one of the main aspects of marketing; these direct the direction of companies and confront their competitors. The 4 pillars within marketing are: price, product, place and promotion; The strategy that a company adopts must maximize these 4 segments.

(Deaf, 2019)proposes various types of

marketing strategies, which have been adapted to technology over time and have gone hand in hand with the innovation they have had and the implementation of these techniques has been efficiently achieved in many companies in different areas. Segmentation strategies, brand positioning, digital marketing, content, loyalty and word of mouth are the strategies that will be addressed below.

## **SEGMENTATION**

This strategy allows you to choose which clients you plan to reach. You can reach a massive, differentiated, concentrated audience or do one to one. With this differentiation, it is possible to segment or divide the market into different groups of consumers, related according to common elements. By having the segments separated and ordered, the company selects the group that interests it most, which becomes its “target market” or target market. Within the segmentation strategies there are massive, differentiated, concentrated and personalized ones.

## **MASS MARKETING**

The mass marketing strategy seeks to reach the general public or an entire market. An example of this type of marketing is companies that sell family clothing. (women, men and children), which use marketing strategies for different segments in a single advertising campaign and not focused on a single segment such as women’s clothing exclusively.

One of the advantages of using mass marketing is being able to reach more people in less time and at relatively low costs, reinforcing the positioning and recognition of the company’s brand and image. As for the disadvantages of implementing this strategy, it is that currently Markets are increasingly fragmented, which makes it difficult to position a standardized mass product that is liked by all market niches existing. Nowadays

it is considered one of the least efficient techniques as it does not fully study a specific target market.(Guzman, nd)

## **DIFFERENTIATED MARKETING**

The differentiated marketing strategy arises when the company manages to identify 2 or more specific market segments and creates or develops a different product for each segment separately. A successful case of the implementation of this strategy is the company Inditex, which has a variety of brands aimed at a specific audience, among which Zara stands out.

One of the advantages of using this strategy is the constant updating and innovation that the companies executing this strategy implement in the products they offer to the market and the knowledge and research that is carried out in each market niche to which they intend to introduce a new product. As for the disadvantages, there are the costs to carry out market research, which are usually high according to the size of the population to be studied.(Martin, 2017)

## **PERSONALIZED MARKETING**

The personalized segmentation strategy (one to one) consists of creating personalized products or campaigns according to a market segment. This example is seen most strongly in marketing strategies. Today’s companies seek to know in depth and detail the tastes, needs and interests of their customers. Based on this, they design marketing campaigns with personalized messages and distribution channels to reach only specific segments that are of commercial interest.

An example of this are companies dedicated to the sale of luxury products, which design marketing campaigns and strategies focused on attracting a target market with high purchasing value.(Enzyme Advising Group, 2019).

A total of 56% of marketers have reported

an increase in sales thanks to the application of personalized marketing and its use to create experiences. Additionally, using this strategy can increase market share with the brand and generate more revenue. In 2020, personalization has become an important element for growing customer relationships and generating loyalty.(Muñoz, 2021).

## BRAND POSITIONING

Returning to the article(Deaf, 2019), companies that implement this strategy must analyze the perception that customers have about their products and what the competition is doing around it. Know in detail what the customers' needs are, how what the company offers differs from what the competition offers, who the brand's consumers are, and what features are most recognized by customers, whether aspects of the product, image or brand; as well as whether the prices established are affordable for consumers in comparison to the quality and price that the competition offers.

Positioning can be defined as the impression that a consumer has about a brand, product, service, company or person and that differentiates it from the rest, thereby achieving immediate identification. There are certain aspects to consider when carrying out an image and positioning study, among which the following stand out:

- The same product can be positioned in different ways in different segments if the needs of each of them are studied and analyzed.
- The current positioning can be modified as repositioning strategies are implemented appropriately.(De Villa, nd, page 1).

Regarding price differentiation, companies use this differentiator to stand out in their segments by facing their direct and indirect customers; An example of this type of strategy

can be observed in various supermarkets, which make a comparison of the prices that an average pantry has and compare it with the prices that the competition offers, highlighting a lower price for the consumer if they purchase the same products in the supermarket that is carrying out said comparison.(Arturo, 2017, page 15).

## WORD OF MOUTH MARKETING

This strategy goes hand in hand with digital marketing, taking advantage of the reach of information technologies and social networks for the massive dissemination of information. Currently, social networks facilitate this type of strategies by communicating efficiently and quickly what you want to make known and recommend.

Companies use influencers to publicize the products they will launch on the market or that they want to increase their sales. An Influencer is defined as the person who generates information about products, services or, thanks to the phenomena of social networks, any current topic. They regularly specialize or talk about a specific topic or category and, in general, they tend to interact and participate with other users by sharing their opinions, thoughts, ideas or reflections.

Influencers who collaborate with companies to carry out this type of marketing strategy must meet a series of characteristics, among which the following stand out:

**Reach:** The capacity it has to disseminate information through its social networks.

**Proximity:** It is the degree of connection between the Influencer and his audience, since the greater the connection, the greater the acceptance and positive perception of the messages transmitted to the consumer.

**Experience:** The Influencer must specialize in the sector to which the message is planned, thereby providing an even stronger influence among consumers.

Choosing the right Influencer will ensure that the word-of-mouth marketing strategy has a greater impact on the market segment that is planned to communicate information regarding a new product or service.(Arias Dachary & Marquez Arocha, 2017, pp. 22,26)

## **EXPECTATIONS OF CRAFTS IN THE PORT OF VERACRUZ, MEXICO**

A field investigation was carried out with various tenants in the area of the pier of the port of Veracruz, these points being the area chosen for the study and implementation of marketing strategies to improve the sale of crafts from this region.

In the port of Veracruz, figures carved in coconut are made, embroidered textiles that are reflected in dresses, napkins and tablecloths, as well as pieces made with snails and sea shells such as necklaces and earrings. Shell and snail crafts are characterized by being unique in their kind, in which the artisan expresses his creativity in each piece he makes. A variety of figures can be made, as there are a variety of species of shells and snails from a flower, animals such as owls, mice, dogs, to mythological creatures such as fairies and mermaids. Likewise, a variety of handmade toys made of wood, clay pieces, and other crafts are sold. Many of these crafts and others made throughout the state can be purchased on the Malecón, a strategic point recognized by national and foreign tourists as a mandatory point of visit during their stay in the city.

## **HANDICRAFTS IN THE TOURIST AREA OF THE VERACRUZ PORT BOARDWALK**

Starting in April 2020 with the beginning of the restrictions implemented by the federal government of Mexico, more than 80% of the artisans and merchants who work in the tourist area of the port of Veracruz closed their doors as sales fell drastically.

This phenomenon has been something extraordinary and unprecedented in the world economy, the tourist area of the seafront of the port of Veracruz is a strategic point for national and foreign tourism, there is an estimate of 1 million visitors a year, among people from the city, national and foreign tourists who visit this recreational area in the company of friends and family. In the area of the Veracruz port boardwalk, a variety of massive events are held throughout the year, among which are: Massive concerts of the Veracruz Carnival; iconic celebration of the city and state recognized nationally and internationally for being one of the largest and most extensive carnivals in the world where each year there is an average estimate of 800 thousand visitors according to data provided by the municipal government in different media, also highlights the holding of local events such as craft exhibitions, cultural exhibitions in different artistic expressions such as dance, sculpture, painting among others, classic and sports car exhibitions, beer and wine exhibitions, among many events held throughout of the year, positioning the area as a mandatory stop for tourism visiting the area.

Although there are currently no adequate sales conditions to implement the marketing strategies proposed in the following chapter, it is an excellent area of opportunity to detect weaknesses and strengths in different points of sale, taking experiences from different merchants and artisans who work at these points every day despite the adversities they have faced in recent months.

## **PROBLEMS IN THE SALE OF CRAFTS**

Over time, various factors have prevailed in this sector; from the increase in informality, tourism that has undervalued the work and price behind each craft, to the arrival of very similar products from other countries, especially China, which has caused unfair competition and increasingly minimizing the production of crafts locally in the metropolitan area and throughout the country where crafts of all kinds are produced.

According to the field investigation carried out on the boardwalk of the port of Veracruz, through observation there is an approximate count of 100 handicraft sales points operating informally on public roads, which represents close to 30% of the total number of establishments counted in total, causing a bad image in terms of the way in which crafts are marketed.

What this research revealed is that, in general, most businesses offer crafts made from snails and shells in different sizes and presentations, handmade jewelry made from different materials, among which filigree, shells, quartz and organic materials of the area such as coffee beans, coconut shells and mango bones.

Likewise, traditional toys made of wood are sold, cosmetics made from natural ingredients, including mother-of-pearl shell and coconut oil, handmade rag dolls, fans, hand-painted oil plates with traditional landscapes of the area among others.

What is striking in this research is that each point of sale has at least between 15 to 30% of products of Chinese origin in the products they sell, this is due to their lower cost since according to the compilation of different opinions of the tenants.

There is a serious cultural and economic problem in this sector that makes it increasingly lose its identity, causing this market segment to have lost ground in the

points of sale located in the tourist area of the Veracruz boardwalk.

That is why we seek to implement strategies to improve the image not only of the points of sale and the sector, but also to give identity and added value to each of the artisanal pieces made in the region; whose cultural value is something that differentiates the state and the city from the rest of the country.

## **MARKETING STRATEGIES TO POTENTIALIZE THE ECONOMIC GROWTH OF CRAFTS IN THE PORT OF VERACRUZ, MEXICO**

The target market that seeks to attract and promote the sale of artisanal products from the port of Veracruz is tourism that comes from various parts of the Mexican Republic and in some cases foreign tourism, which opens the possibility of proposing and implementing various marketing strategies. to enhance the development and economy of micro and small businesses dedicated to this segment.

### **1. Implementation of digital marketing on social networks to disseminate and promote the sale of artisanal products**

One of the strategies with the greatest penetration and trend in recent years is the one carried out through social networks. Thanks to the information provided in the market study, the high consumption of social networks of the target market you want to reach can be corroborated. That is why, as the first marketing strategy proposal to promote the sale of artisanal products, it was implemented through the use of social networks.

The majority of tenants do not have social networks intended for the sale and dissemination of their products, so this strategy is very viable for implementation. The objectives of the implementation of this strategy are the following:

- **Dissemination of the artisan products**

**offered by the tenant:** Provide detailed information to potential customers about the crafts offered (materials, place of origin, production time and part of the process) to be more attractive to the customer, showing the work behind each piece. By being published on social networks, the range of visibility and dissemination increases, with this you can reach various parts of the country or even the world by configuring the options that social networks offer to reach a specific segment.

- **Creation of promotions for visitors to points of sale and virtual clients:** Implement exclusive promotions for followers of the point of sale's social networks to grow the community on networks and increase traffic at the point of sale, also create promotions for customers who purchase products online, offering discounts for first purchases or free shipping when purchasing a minimum purchase amount.

The benefits of the digital marketing strategy on social networks are the low costs it offers for its implementation, which are accessible to anyone with a smartphone and the internet; For micro and small businesses it is a very viable strategy for organic and regional positioning.

## **2. Mass marketing strategy to disseminate and promote the sale of artisanal products**

Although it is one of the least used techniques currently, it is one of the most effective in terms of reaching the greatest number of potential clients. This strategy can be used with greater success during the holiday seasons as there is greater influx in the tourist attractions of the area. conurbation. Various methods are proposed for the implementation of this strategy:

- **Placing advertising on public transport used by tourism:** Advertising must be created and placed on passenger trucks used by tourists describing the location of the points of sale and some of the products offered.
- **Provide contact information for the point of sale:** Telephone numbers and social networks, so that the potential customer can check available products and prices before going to the point of sale and obtain information of interest to make smarter purchases and measure their budget.
- **Distribution of flyers in places with high tourist influx:** It is proposed to distribute flyers with point of sale information in areas near the boardwalk to attract potential customers.

## **CONCLUSIONS**

The proper use of marketing strategies enhances the reach that a business can have regardless of its size. Adequate market research allows you to identify the type of target market you want to reach, to make the best decisions and implement the best strategy. results bring with it. Some of the strategies most used by companies of different industries were shown, adapting them to promote the sale of artisanal products from Veracruz. However, there are endless strategies that can be taken and adapted based on the creativity and ingenuity that the marketing area of each company may have.

The present investigation aims to establish the bases for the businesses of this tourist sector, taking some of the strategies presented to position themselves and achieve an increase in clients. With a point of sale in a strategic location, effective advertising, proper use of social networks and good customer service, effective positioning can be achieved in the short and medium term.

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