



FRACTAL MARKETING: An Approach to Holistic Marketing

What is Fractal Marketing?

The terms “Holistic” and “Fractal” are similar in a general way, almost synonymous. There are some subtle distinctions, and the two concepts can work well together. An approach to Holistic Marketing can include elements of fractal dynamics and “fractal frameworks”. Fractal dynamics are generally what has been learned about natural organization in fractal mathematics, Complexity Science, and Chaos Theory:

1. Fractal systems can be intricate and complex.
2. Fractal systems can be too irregular to be easily described rationally.
3. Components of fractal systems are self-similar.
4. Fractal systems have simple and recursive definition.

A “fractal framework” (see diagram at end of this document) is a way of organizing any system (a business, a website, an individual) by the basic elements of the system considered as unique components of the whole system in *self-similar* relation to each other. “Self-similar” is very much like “holographic”. The result is what is known as a “holistic system”, yet what we learn from fractals is that holism is achieved by the formulation of distinct parts to also have similarity to other parts. In both similarity and distinction, dynamic holism is achieved.

A “fractal framework” approach to marketing includes: customers, brand, and strategy as the primary elements of the marketing system. Each of these is a unique component that can also be organized in consideration and in influence to the other components. What is the relation of the customer to the brand and vice versa? What is the relation of the strategy to the brand and vice versa. What is the relation of the strategy to the customer and vice versa? By framing things this way, it can be easier to see holistic dynamics emerge.



FRACTAL FRAMEWORK FOR MARKETING

CUSTOMERS

