The Next Stage:
A Causal Approach to Business

Unicist Binary Actions in Marketing Processes

Using the functionalist principles of marketing to enhance effectiveness

The Unicist
Research Institute

Pioneers in Research since 1976

The Use of Unicist Binary Actions

Binary actions are two synchronized actions that make adaptive systems and environments work. Functionalist technologies use unicist functionalist principles to define the synchronized binary actions that ensure the functionality of business functions.

Therefore, any business process that provides value, is based on the use of binary actions. Unicist binary actions are two synchronized actions that make the functionalist principles of processes work. One of the actions opens possibilities or generates value while the other action ensures the delivery of results.

Examples of evident binary actions in business are:

- Learning + Teaching = Knowledge acquisition

- Productivity + Quality = Production

- Marketing + Selling = Generation of revenue

- Root Causes + Triggering Causes = Solutions

- Efficacy + Efficiency = Effectiveness

- Empathy + Sympathy = Influence building

- Participation + Power = Leadership

- Desirability + Harmony = Aesthetics

The Unicist Virtual Advisor (UVA) simplifies the building of business binary actions and the management of the root causes of problems. It is based on the library of unicist ontological research works developed at The Unicist Research Institute.

Binary Actions are Based on the Roots of the Functionality of Things

Employing unicist binary actions (UBAs) is imperative for achieving desired outcomes in adaptive environments. It is part of their nature. However, effective implementation necessitates a comprehensive understanding of the underlying functionality of things and the root causes of problems.

Unicist logic was specifically developed to address real-world functionality and was subsequently applied to the realm of business to navigate adaptive environments. As a result, the rational approach to UBAs became feasible with the advent of unicist logic.

This new phase emerged from the discovery of nature's intelligent functionality, leading to the development of unicist logic. By defining the functionalist principles of adaptive systems, unicist logic facilitates the management of their dynamics and evolution.

Fundamentally, unicist logic establishes the functionalist principle, asserting that every component within a system functions with a purpose, an active and entropic function, and an energy conservation function. Through the utilization of UBAs, the functionalist principles engender the desired functionality within entities or processes, regardless of their nature.

By implementing a functionalist approach, the resolution of root causes of problems is streamlined through the implementation of UBAs. These actions are seamlessly integrated with business objects and catalysts to ensure and expedite the attainment of results. Such an approach is essential for effectively managing adaptability in the context of the 4th Industrial Revolution.

Experience Functionalist Principles

The unicist functionalist approach uses functionalist principles to manage the roots of the functionality of things and the root causes of problems.

The professional use of functionalist principles requires managing them at a personal level.

It is a knowledge like mathematics, which is universal, but it needs to be understood and managed at a personal level to accept its universal application.

The functionalist principle defines that there is nothing in the universe, which is part of a system, that does not work with a purpose, an active and entropic function, and an energy conservation function.

11 Minutes Read

This structure works through binary actions that produce the functionality of any entity or process, whatever its kind.

Binary actions are two synchronized actions that, on the one hand, open possibilities establishing a functional context and, on the other hand, close processes to generate results.

The discovery of the functionalist principles of binary actions made the systematic design of synchronized binary actions possible.

This simplified and ensured the results of business processes.

15 Minutes Read

Influencing People in B2B & B2C Markets

Buying decisions are driven by the concepts people have in their minds, which define their buying arguments. This applies in different ways to B2B and B2C markets.

The marketing process is addressed using synchronized binary actions that, on the one hand, open possibilities, and on the other hand, close marketing processes. They need to include catalysts to ensure results.

What are Binary Actions for?

The unicist functionalist principles allow approaching marketing by managing the roots of buying decisions and binary actions to:

- Ensure results by defining the conceptual Buying Arguments.
- Ensure marketing effectiveness by using Synchronized Binary Actions.
- Expand possibilities and accelerate processes by using Marketing Objects and Catalysts.
- Automate using Intelligent Cobots based on Unicist AI.

How are Binary Actions Installed?

The unicist functionalist technologies are installed beginning with a pilot test to evaluate their functionality.

- The development of a Pilot Test on a real case.
- The development of a virtual educational program on segmented binary action building, where real solutions are built.
- The installation of a Contingency Room to solve marketing problems using binary actions, marketing objects, and catalysts.

Binary Actions in Marketing

"For every action, there is an equal and opposite reaction." This is a law of physics that also applies to social and business behavior. The popular name for this reaction is "change resistance". The development of commercial binary actions avoids the reactions by focusing on the concept the potential customers have in their minds.

Commercial binary actions are two synchronized actions that are developed to accelerate buying processes by managing actions to install maximal strategies to grow and minimum strategies to ensure results.

*Binary Actions are focused on the Buying Argument*

The definition of the selling arguments is core information to define selling and marketing processes and strategies.

Buying and selling arguments are complementary, which means that the communication between buyers and sellers should be based on a complementation framework and not on competition.

Therefore, the first step to define a selling argument is to discover the buying argument. The conceptual structure of this buying argument is homologous in the different fields and uses - i.e., personal, family, group, organizational, and business buying processes - but takes different shapes according to the different functionalities.

Examples of Binary Actions in Marketing

- Buying Argument + Selling Argument = Complementation

- Empathy + Sympathy = Commercial Influence

- Marketing + Sales = New Customers

- Aesthetics + Credibility = Desirability

- Brand + Product Differentiation = First Choice Positioning
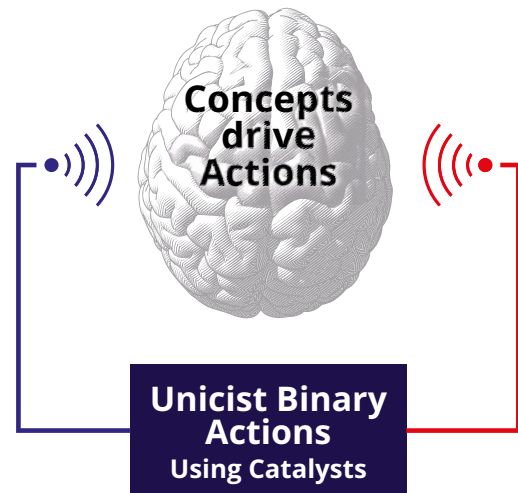
The Need for Catalysts in Marketing

Marketing catalysts are binary actions that accelerate processes and diminish the efforts needed to influence buying decisions. The research on catalysts confirmed that successful marketing strategies were sustained by behavioral catalysts, while the failures had insufficient catalysts.
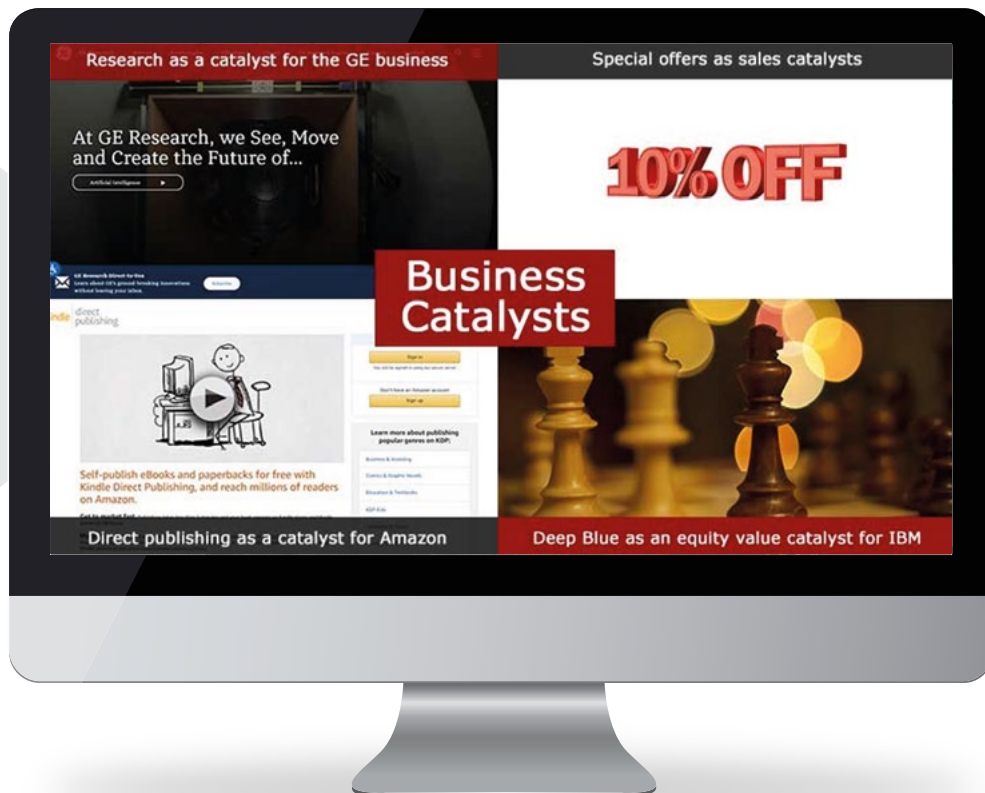
Some examples will help to grasp the idea:

- Special offers are Generic Catalysts that accelerate the marketing processes of products included in a brand. Their acceleration is low.

- GE Open Innovation works as a Systemic Catalyst that accelerates the marketing processes of a category of products or services. Their acceleration is medium.

- Amazon's direct publishing alternative is a Specific Catalyst that accelerates the marketing processes of specific products. Their acceleration is high.

- IBM Deep Blue chessplaying supercomputer in the '90s was a Conjunctural Catalyst to increase the equity value of IBM. Conjunctural catalysts accelerate the marketing processes of specific products in specific segments. Their acceleration is very high.

The Unicist Virtual Advisor

The Unicist Virtual Advisor (UVA) uses unicist debates to simplify the development of business solutions and manage the root causes of problems.

It uses ChatGPT AI technologies, unicist logic, unicist debates with users, and the functionalist principles of business functions.

The UVA is based on the library of unicist ontological research works developed at The Unicist Research Institute.

It works as a catalyst that accelerates solution-building processes by up to 70%.

Some Application Fields:
- Functionalist design of business functions
- Binary actions and business objects building
- Root Cause Management
- Enhancing strategy-building processes
- Enhancing marketing effectiveness
- IT and software design
- Providing second opinions for complex problems
- Tutoring in functionalist education

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Debates to Work with the UVA

Engaging in unicist debates is necessary to work with the Unicist Virtual Advisor (UVA) for complex problem-solving. These debates emulate abstraction processes to access their root causes.

Unicist debates require assuming that the counterpart holds valid perspectives or insights and that both parties are peers.

Analytical Annex

The Design of Segmented Binary Actions

The unicist conceptual market segmentation lays the grounding for structural marketing. It provides the necessary information to design the concepts of product positioning and marketing campaigns. Socioeconomic segments define the operational structure and the limits of the price elasticity of demand.

The discovery that the concepts people have in mind drive their actions also applies to buying decisions. This discovery opened the possibilities of matching the needs of customers and influencing their decisions, providing information on the functionalist principles of marketing processes.

Functionalist marketing is a conceptual marketing approach that deals with the roots of the functionality of buying decisions and marketing processes to position in the market and design and implement effective marketing and sales processes.

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Brand Power Segmentation: The catalyst

The brand power segmentation works as a catalyst of the B2B marketing processes. This segmentation is defined by the influential power attributes, which drive the constructive power of a company, the power denotation attributes that define the recognized attributes of the brand, the power connotation attributes that define the implicit values, and the dissuasion power attributes that define the slope of the influence of the brand.

The Unicist Conceptual B2C Segmentation

The conceptual B2C segmentation was developed based on the research works on the functionality of the human decision making process and its application to buying decisions.

It applies to any influential action that is exerted to influence individuals. It is used for rational, ethical, and impulse buying processes that define segments that have differentiated buying arguments. It includes:

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A) Hard Segmentation

Defines the objective boundaries of the segments based on the characteristics and features of the product/service. It is based on the usevalue of products/services. The hard segmentation works as the gravitational force of a specific segment.

B) The Lifestyle Segmentation

Defines the segments of the context where a marketing action occurs. It works as a catalyst or inhibitor of the behavior of the market segments.

C) A Specific Market Segmentation

Allows defining segments and is the input for developing customer profiles in the B2C businesses and personals relationships, which includes:

1 *Functional Segmentation*

Functionality is defined as the capacity of something to fill an individual's specific need. Functionality is homologous to aesthetics. When talking about functionality, we refer to the perceived functionality that defines the hard segmentation.

2 *Psychological Segmentation*

This segmentation defines the type of relationship an individual establishes with a product/service. An individual adapts to reality within limits. It establishes the bond individuals build with the products/services they buy. It is materialized in the personal myths of individuals.

3 *Conceptual Segmentation*

It has to be considered that all human conscious actions are driven by the concepts and fundamentals an individual manages. This means that individuals always use the concept they have in mind. Therefore, conceptual segmentation establishes the basic conditions of the behavior of buyers and consumers.

Unicist Conceptual B2B Segmentation

The conceptual B2B segmentation was developed to define differentiated marketing strategies according to the company that is approached. It allows developing an individual segmentation and profiling to define marketing and selling processes.

It also includes a model that categorizes companies to develop strategies according to the industry and the characteristics of the company.

The unicist conceptual B2B segmentation integrates the unified field that defines the market of potential buyers. It includes the wide context, the restricted context, and the specific segmentation.

The gravitational force (the wide context) that establishes the framework of the different segments of buyers is the segmentation of the "use value" (hard segmentation), which defines the aspects that deal with the operational functionality of the value propositions.

The catalyst of the value propositions (the restricted context) is defined by the brand power that establishes an asymmetric complementation with a negative slope. This asymmetry has to suffice to establish a relationship of "peers" between the customer and the provider.

Unicist B2B Segmentation Fundamentals

The Unicist B2B marketing intelligence model includes three central segmentations that define the context of the buying process, which are: conceptual segmentation, relationship segmentation, and institutional segmentation. It also includes the brand power segmentation that works as a catalyst of the B2B buying processes.

Conceptual Segmentation

The conceptual segmentation defines the core attributes of value propositions and is the segmentation where the marketing processes begin and end. This segmentation deals with the need satisfaction generated by the value propositions and their differentiation.

Relationship Segmentation

The relationship segmentation defines the influence a provider has or might have on potential customers or clients. It is defined by the complementary attributes with the client that reinforce the value proposition, the empathetic attributes that allow the building of the necessary personal relationships, and the influential attitudes that include both functional and subjective aspects.

Institutional Segmentation

The institutional segmentation sustains the credibility of buyers and providers. It establishes the compatibility between the roles of both parties and allows defining when there is a true possibility of building up a business.

This segmentation is defined by the market orientation of the provider, the reliability attributes that define the focus of the value propositions, the trustability attributes that define the influence that can be exerted, and the functional evidence that proves the validity of the positioning.

The Use of Binary Actions

The functionality of the unicist binary actions (UBAs) allows for grasping the different types of UBAs. It has to be considered that, depending on the product or service, the UBAs might be universal or need to be segmented.

UBAs Type 1: To Catalyze Marketing Process

These UBAs 1 are the initial stage of any influential action in the market. It is required that the restricted context works as a catalyst for the buying decisions. This is the UBA 1a. On the other hand, it is required that the value proposition fits into the trends of the environment. This is the UBA 1b.

The catalyzing binary actions cover the latent needs of the market and of the people involved. That is why they drive a market to its next stage. Without catalysts the existing comfort zone prevails, and the introduction of a new solution fails.

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UBAs Type 2: To Expand the Boundaries to Foster Growth

These binary actions are based on the catalyst that has been introduced. The UBA 2 deals with the maximal strategy that drives the expansion of the boundaries of the possibilities for potential customers.

They are necessary when there are possibilities that are unknown to the customers. The UBA 2a that opens possibilities is based on the competitive advantage that fits into the needs of the customers, while the UBA 2b requires having an influential role that ensures credibility.

UBAs Type 3: To Ensure Results

The UBA 3 deals with the minimum strategy to ensure results. On the one hand, the marketing UBA 3a focuses on ensuring results by confirming the solutions to the urgent needs of the customers, and, on the other hand, the UBA 3b pays the prices that are needed to simplify the decision process of the clients.

These UBAs are the core of success in businesses where the buying decisions require the participation of deciders, users, gatekeepers, and sponsors. It requires solving urgent needs which are driven by the dysfunctionality of the fundamentals of a business.

UBAs Type 4: To Influence Buying Arguments

The management of the binary actions of the essential function is an integration of the binary actions 1, 2, and 3, which implies that it deals with the management of latent, structural, and urgent needs. The UBAs 4 are the synthesis of the integration of the context with the maximal strategies and the minimum strategies described before.

These UBAs are more ambiguous: on the one hand, the UBA 4a deals with the attributes customers seek and the implicit objections, on the other hand, the UBA 4b deals with the convenience of the buying decisions seen from the point of view of customers.

Marketing Objects that Include UBAs

Marketing objects are adaptive systems that are built to be part of the marketing system to influence buyers in their buying decision processes. There are five types of marketing objects: catalyzing objects, commercial objects, semantic objects, semiotic objects, and branding objects.

Commercial Objects

Unicist commercial objects are adaptive systems that have been developed to install ideas in the mind of potential customers. The purpose of a commercial object is to install "hope" in the mind of potential customers.

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This means that there is an expectation on behalf of the potential customer of finding the solution to a latent need that is now arising driven by the commercial proposition that is being made.

Semantic Objects

Semantic objects are linguistic communications, in written or verbal format, that have the power to install meaningful knowledge in the long-term memory of an individual.

Semantic objects are "adaptive systems" based on messages using figurative communication to build meaningful knowledge. These objects have a concept, an added value, and a quality assurance to achieve their objective.

Semiotic Objects

The unicist commercial semiotic objects were developed to guide marketing processes and ensure their functionality. The guidance of commercial processes requires managing an adaptive environment that has open boundaries.

Therefore, commercial semiotic objects require having the highest level of functionality. They need to work based on the generation of a functional value that must be instantly perceived and recognized by the conceptual short-term memory of the recipient.

Branding Objects

The purpose of a branding object is to foster an unidentified buying intention (goodwill) in the mind of the potential buyer. Brand power is the catalyst of the drivers of the marketing mix (catalysts are not part of a system).

Branding objects have two different functions:

1 Install institutional image attributes: In order to be credible and work as branding objects, they need to install institutional image attributes.

2 Install product/service brand attributes: When they install the necessary product/service brand attributes they are fostering concrete buying intentions.

Functionalist Design to build Binary Actions

The Unicist Functionalist Designer is the unicist logical tool to design marketing binary actions. It is based on a functionalist approach that allows managing the functionality and operation of marketing and sales processes.

The Unicist Functionalist Designer is based on the use of ontogenetic maps that define the functionality of the marketing process. The input to the system is the conceptual structure of the functionality of the marketing processes and the output is the design of binary actions.

The Use of Intelligent Marketing Cobots

Unicist Intelligent Marketing Cobots are collaborative robots that manage the functionality and operation of marketing processes. Their process is based on the use of binary actions to influence buying decisions. B2C and B2B markets require different types of processes. Cobots apply to virtual, face-to-face, and store marketing processes.

Intelligent marketing cobots became possible due to the development of the Unicist AI, which is a fundamentals-based AI, and the use of binary actions installed in marketing objects that ensure the generation of results. Cobots are based on the functional rules of the unicist logic to build functional solutions.

In marketing, there are two possible uses:

1 Backward integration cobots, to sustain the marketing decision processes.

2 Forward integration cobots, to transform decisions into intelligent automated actions.

The Unicist AI manages the different aspects that are part of marketing processes. They are based on a functionalist approach to marketing.

Cobots use the functional structure of specific markets, indicators, and predictors to adapt, and the logical rules of the Unicist AI. When big data of potential customers is available, these cobots include data-based AI as a complement to fundamentals-based AI.

Unicist AI & Intelligent Automation

The installation of binary actions in automation processes requires using unicist AI to manage adaptability and synchronicity. Unicist AI is based on the unicist logic that was developed emulating the intelligence that underlies nature and human intelligence.
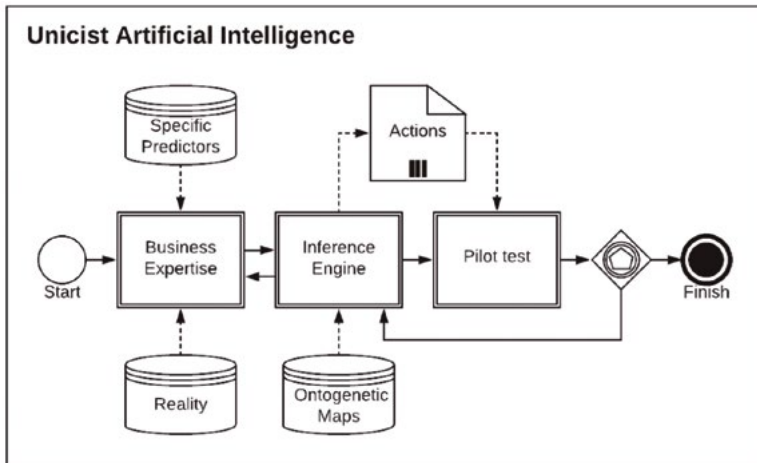
Unicist AI is based on the rules of the unicist logic that deals with the functionality of things. It is a fundamentals-based AI that allows managing the functionality of processes of any kind and building intelligent systems and cobots. When necessary, these cobots are installed in mobile applications.

The Use of Rules and Predictors

Fundamentals-based AI provides the meaning of data, its integration with data-based AI allows managing processes using adaptive automation.

Fundamentals-based AI uses indicators and predictors both to monitor the functionality of processes and as an input to the inference engine.

It uses the rules of the unicist logic and allows developing solutions and learning from the pilot tests of their implementation until their functionality has been confirmed. Fundamentals-based AI allows automating the use of binary actions, catalysts, business objects, and marketing objects to develop processes of any kind.

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Main Markets

• Automobile • Food • Mass consumption • Financial • Insurance • Sports and social institutions • Information Technology (IT) • High-Tech • Knowledge Businesses • Communications • Perishable goods • Mass media • Direct sales • Industrial commodities • Agribusiness • Healthcare • Pharmaceutical • Oil and Gas • Chemical • Paints • Fashion • Education • Services • Commerce and distribution • Mining • Timber • Apparel • Passenger transportation –land, sea and air • Tourism • Cargo transportation • Professional services • e-market • Entertainment and show-business • Advertising • Gastronomic • Hospitality • Credit card • Real estate • Fishing • Publishing • Industrial Equipment • Construction and Engineering • Bike, motorbike, scooter and moped • Sporting goods

Country Archetypes Developed

• Algeria • Argentina • Australia • Austria • Belarus • Belgium • Bolivia • Brazil • Cambodia • Canada • Chile • China • Colombia • Costa Rica • Croatia • Cuba • Czech Republic • Denmark • Ecuador • Egypt • Finland • France • Georgia • Germany • Honduras • Hungary • India • Iran • Iraq • Ireland • Israel • Italy • Japan • Jordan • Libya • Malaysia • Mexico • Morocco • Netherlands • New Zealand • Nicaragua • Norway • Pakistan • Panama • Paraguay • Peru • Philippines • Poland • Portugal • Romania • Russia • Saudi Arabia • Serbia • Singapore • Slovakia • South Africa • Spain • Sweden • Switzerland • Syria • Thailand • Tunisia • Turkey • Ukraine • United Arab Emirates • United Kingdom • United States • Uruguay • Venezuela • Vietnam.

Learn about the Business Arm

The business arm is organized as a Confederation of partners and academic associates to develop collaborative corporate partnering with companies. *Access*

Learn about The Unicist Research Institute

Since 1976, The Unicist Research Institute has been the world-leading research organization that developed and introduced the functionalist principles of the real world to manage root causes. *Access*