

# Unit 6 part 2 : Marketing Plan

Transform yourself first, then transform things around you

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# Marketing?

# Marketing

- ▶ **Activity that a company undertakes to promote and sell products or services to the customers**
- ▶ **The method of letting the potential customers know regarding the existence of differentiated and valuable product in the market**
- ▶ **It is about how you position your business to satisfy market's needs**
- ▶ **Marketing is used to get people interested in the products or services of a company.**

# Types of Marketing



Social media marketing

Content marketing

Email marketing

Event marketing

Influencer marketing

Digital marketing

Traditional marketing

# Engagement in marketing



*Time for Silberman's Fitness Center.*  
899-9501





102° reasons to  
refresh yourself.



TM & © McDonald's

CLEAR CHANNELS

078706

A photograph of a man and a woman standing outdoors. The man, on the left, is wearing a blue plaid shirt and looking down at something in his hands. The woman, on the right, is wearing a light blue sleeveless top and has her hand on the man's arm. In the foreground, a bag of Ruffles Flamin' Hot chips is positioned between them. The bag is blue with red text and features an illustration of flaming red potato chips. A large white text overlay 'BAE' is superimposed on the woman's shoulder area.

ruffles • Following

ruffles What can we say, Flamin' Hot is 🔥

78w

blaise\_\_m omfajkjq yesnnwwn ...  
gud good ad

78w Reply

cheetofinds me but with cheetos

78w Reply

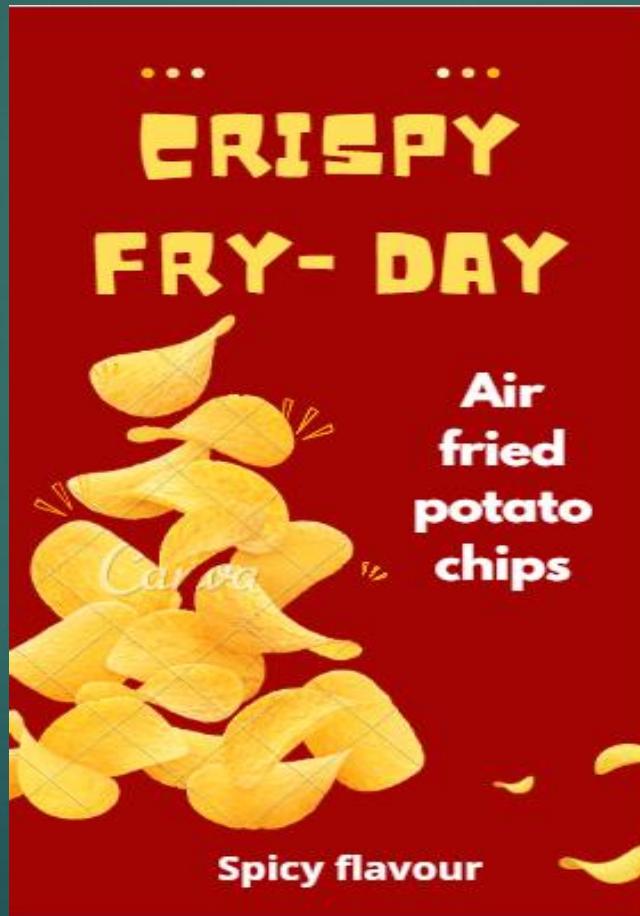
rayray21\_0o

4,004 likes

JANUARY 31, 2018

Add a comment... Post

“We sell air fried chips but not air.” Quantity and quality focused company.



**BEFORE**

**AFTER**

**100%  
NATURAL  
MY SKIN COLOUR TRANSFORMATION**



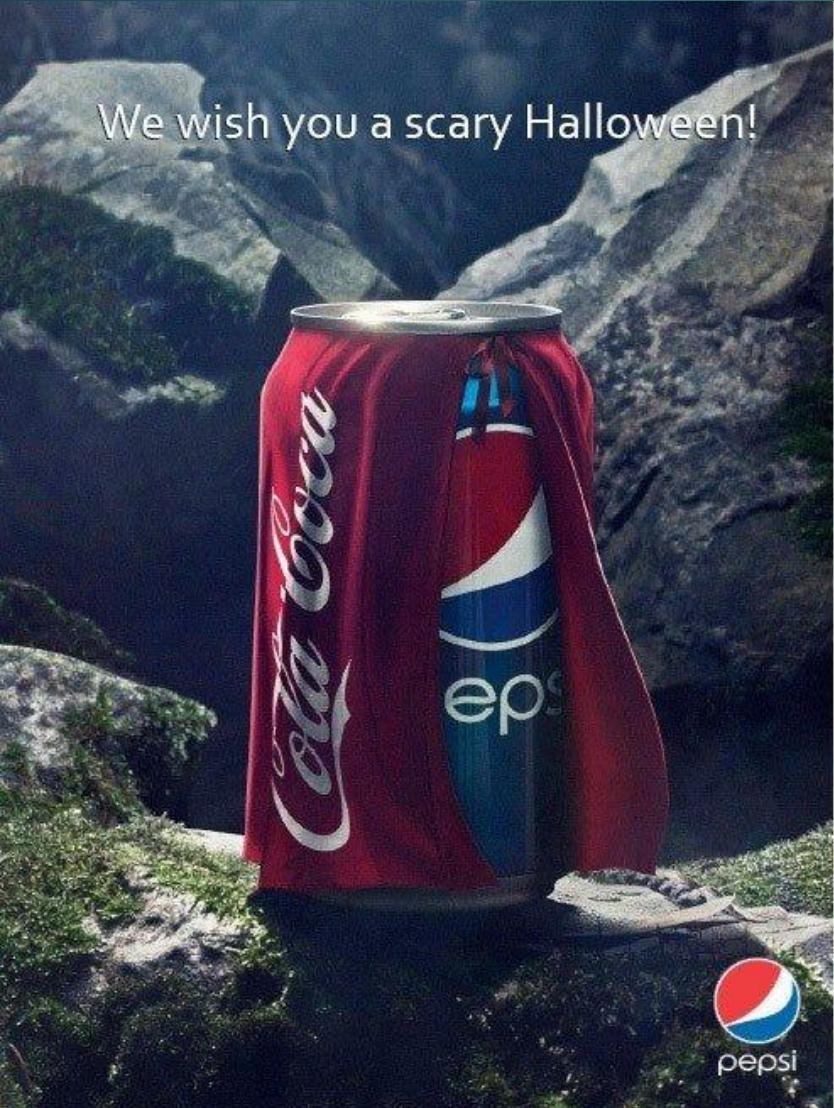
AS ADVERTISED



IN REALITY



# Compete?



# Marketing Process

Determine needs and wants

Design customer driven marketing strategy

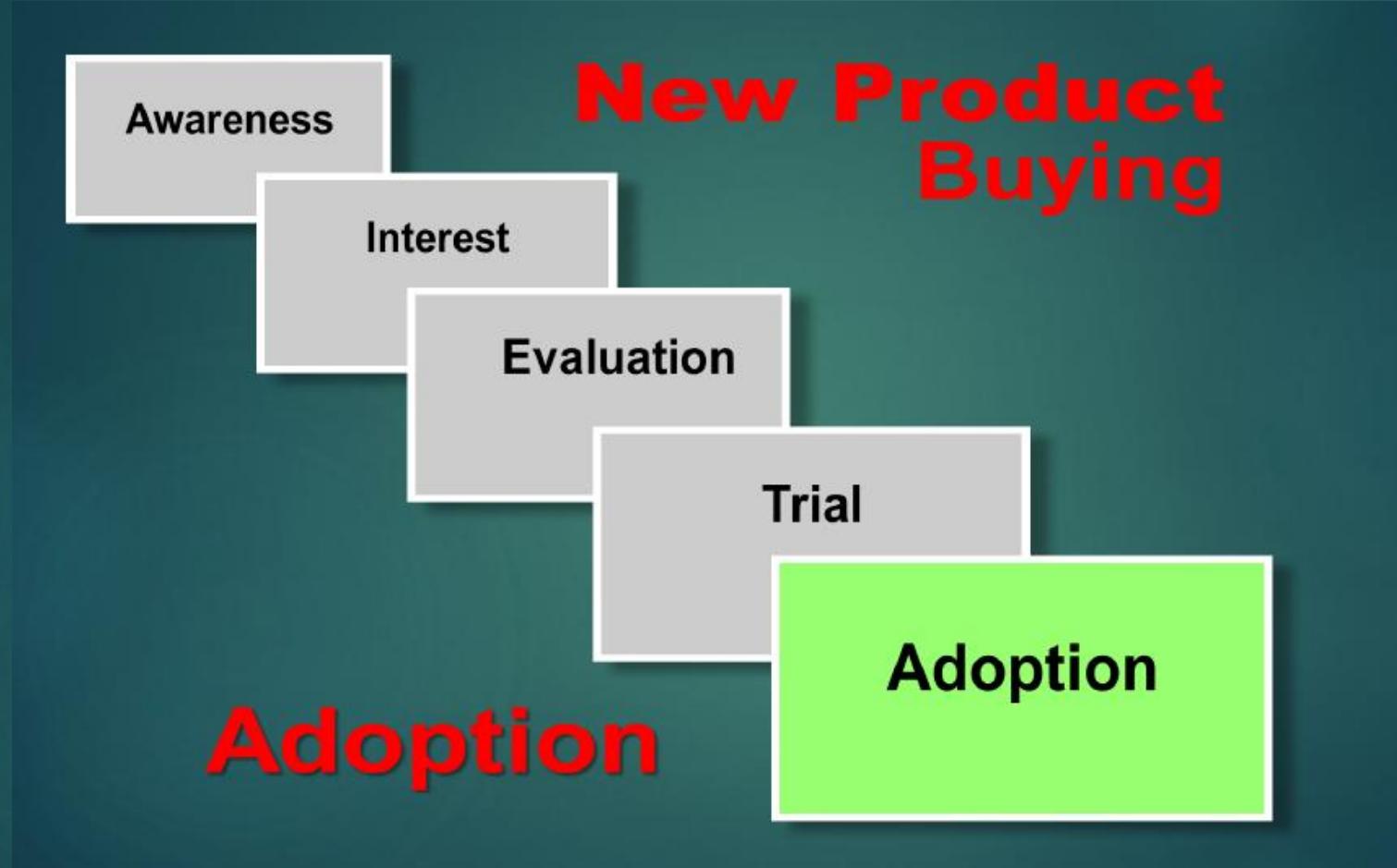
Construct marketing program that delivers superior value

Build relationships and delight the customer

Capture value from customer to achieve profits



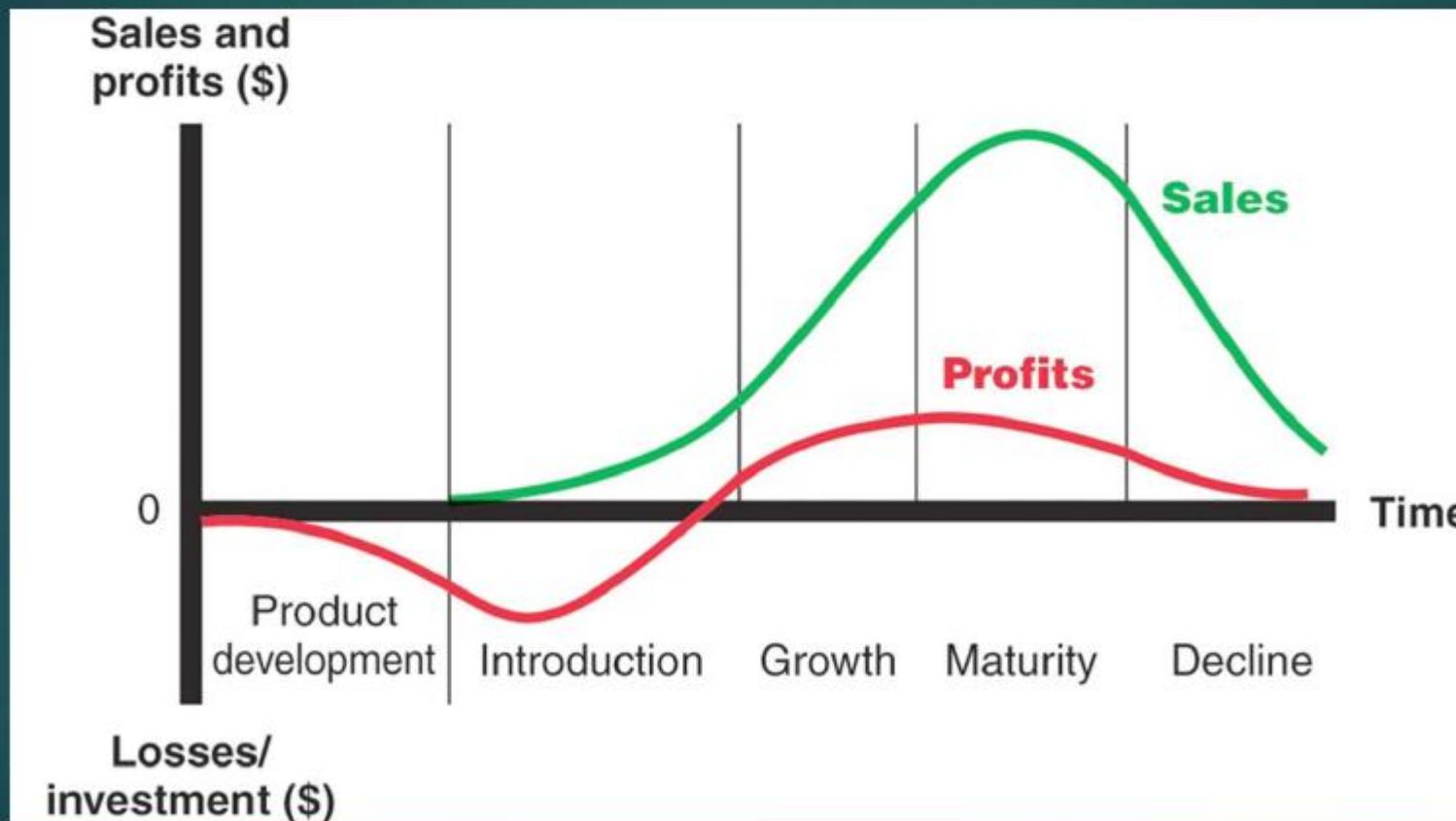
# New product adoption



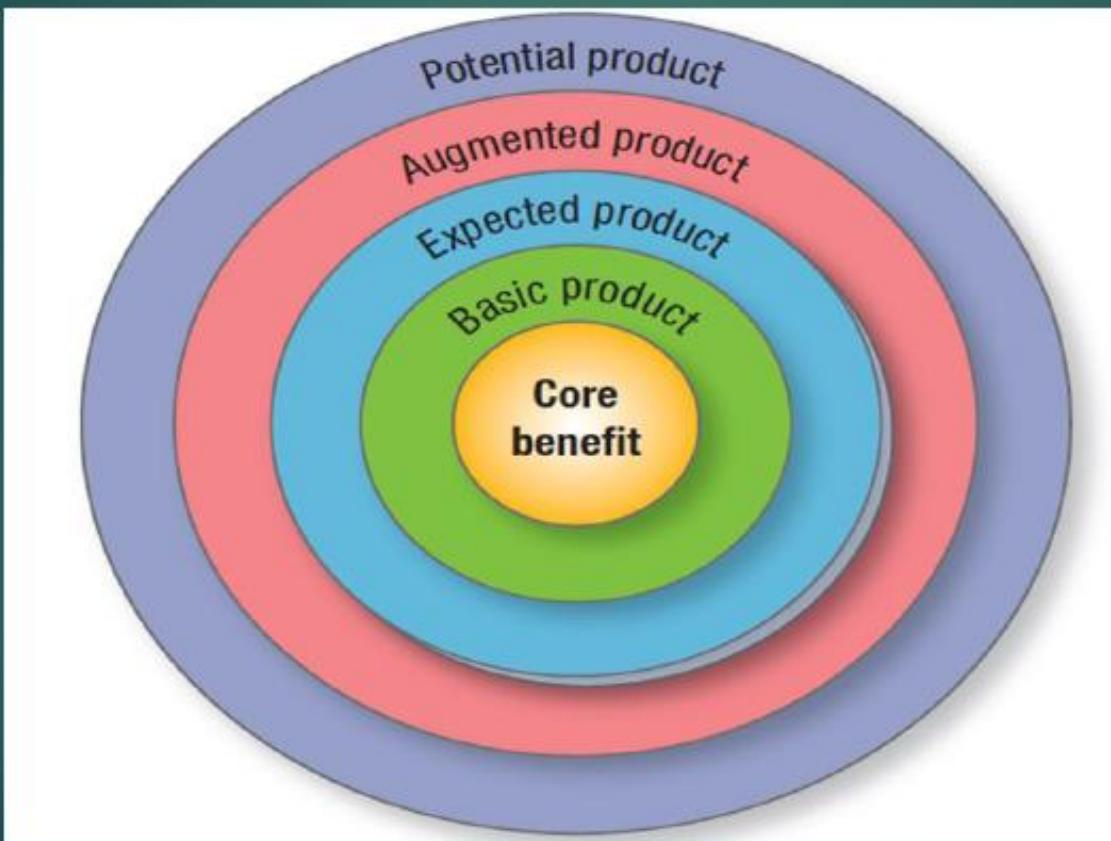


**Why do new products fail  
overtime?**

# Product Life-Cycle



# Product Levels: The Customer-Value Hierarchy



# Product Differentiation

- ❖ Form
- ❖ Features
- ❖ Performance quality
- ❖ Conformance quality
- ❖ Durability
- ❖ Reliability
- ❖ Reparability
- ❖ Style
- ❖ Customization

# Service Differentiation

- ▶ Ease of Ordering
- ▶ Speed and Timing of Delivery
- ▶ Installation, Training and Consulting
- ▶ Maintenance and Repair
- ▶ Returns

# Product Branding

## Brand Elements

- ▶ Name
- ▶ Logo
- ▶ Slogan
- ▶ Symbol & Colour
- ▶ Jingle & Song
- ▶ Character
- ▶ Website & Application
- ▶ etc.



- ▶ Memorable
- ▶ Meaningful
- ▶ Likable
- ▶ Protectable
- ▶ Transferable
- ▶ Adaptable



**Benefits of branding in  
marketing?**

# Push Vs Pull Marketing strategy



**With push marketing, you send out targeted promotional material to consumers**

**With pull marketing, you build a brand and let consumers come to you.**

# Marketing Tactics

Designing  
Value

Communicating  
Value

Delivering  
Value

# Marketing strategies-Marketing mix

Product

Price

Place

Promotion

**4 Ps**

Customer value

Cost

Convenience

Communication

**4 Cs**

**7 Ps?**

# Marketing Mix

- **Product -- The right product to satisfy the needs of your target customer**
- **Price -- The right product offered at the right price**
- **Place -- The right product at the right price available in the right place to be bought by customers**
- **Promotion -- Informing potential customers of the availability of the product, its price and its place**

# Product strategy

What special features will your products have in order to make them sellable?

You can focus on quality, branding, packaging, customer service etc.

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.....  
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# Place/Distribution strategy

How will you make your products available to the customers and through what channels? Where?

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# Promotion strategy

What promotional methods will you adopt in order to make your products known to your target customers?

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# Pricing strategy

What pricing strategy will you adopt in pricing your products?

Will it be demand-oriented, cost-oriented or competitor-oriented?

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# Marketing expenses

What expenses will be incurred on your marketing efforts for the next 3 years?

For example, what will be the cost of sales personnel, and other overheads such as promotion, rent, electricity etc.?

# Marketing expenses

Expenses	Year 1	Year 2	Year 3
1. Salaries of marketing manager			
2. Salaries of sales agent			
3. Drivers' salaries			
4. Helpers' salaries			
5. Commissions			
6. Maintenance of fixed assets			
7. Fuel			
8. Supplies			
9. Telephone			
10. Miscellaneous expenses			
11. Total expenses before depreciation			
12. Depreciation of fixed assets in marketing			
13. Total marketing expenses			

# Marketing expenses

What are the fixed assets required for marketing?  
Estimate depreciation so that replacement becomes easier

	Description of asset	Specification	Purchase price in Nu. (a)	Estimated life in years (b)	Depreciation per year in Nu. (a/b)
1.					
2.					
Total					

# **Homework (marketing poster to be included in report)**

Prepare a catchy Instagram marketing poster for your business using canva/other creative tool. (ensure high level of engagement through creativity, or humor)

Complete the marketing mix and marketing expense calculation for your chosen business (home work)