

The background of the slide features a complex, abstract design. It consists of a network of thin, black, circuit-like lines that branch out and connect various points. These lines are set against a light gray background that is subtly patterned with faint, concentric circles, resembling the teeth of interlocking gears. The overall aesthetic is technical and modern, suggesting themes of technology, engineering, or digital communication.

BUSINESS MARKETING

GROUP 6 REPORT

Online Advertising

- A lot of small and mid sized business marketers are designing their interactive campaign with the use of microsite. A microsite is a dedicated single-or small cluster of webpages that is purposely for any visitor to land on after clicking online videos and or email.

Business Publications

- Today there are thousands of business publication that are being used in advertising business. Entrepreneur Magazine is a good example of magazine that publishes a series of topics aimed for Filipino entrepreneurs.

a. Horizontal Publications- are directed at participate task technology or function all topics in the industry.

b. Vertical Publications- These publications are available and could be read by everyone from the president down to production supervisors of a particular industry. This type of publication is logical for business marketers who cater only few industries.

C. Requester Publications

- Many trade publications are, which offer the subscriptions to selected readers. Some publishers choose readers who could be good influencers in buying decisions and offer them to free subscription. Certainly, these invited personalities will be willing to present something in exchange.

Direct Marketing

- refers to any marketing communication that is expressed directly to customers such as mail, email social media and texting to delivery information about products and services.

a. Direct Mail- This is used to promote corporate image product and or services promotion sales force support, channel communication and solving special marketing problems.

b. Direct E-mail- This is an email marketing campaign wherein individualized advertisements are mail electronically to a targeted lists of addressed.

- Mostly business marketers promote their products and or services using print, online and or direct mail approach. However business often reinforced their promotional program using trade shows and exhibits. Almost all industries participate in annual trade shows or exhibit display new developments and technology advancements in their respective industry.



■ Trade Show for Business Marketing

- These are lesser number of intermediaries in the business market because being a channel member in would require being knowledgeable and acquainted with the technicality of the business products they handle.



Distribution

Types of Channel Distribution

-is the connection between manufacturers and customers. Sometimes called intermediaries, these are networks by which products and or service pass through prior to reaching the ultimate customers.

1. Direct Channels - - are direct when the manufacturers is the one who who does the necessary marketing tasks for making delivering products without intermediaries.

A. Big and well defined buyers

B. Insistent buyers who wanted direct sales

C. Extensive sales negotiation with higher management

D. Controlled sales to ensure that complete product package is appropriately realized

E. Controlled selling to assure a speedy response to market situations.

2. Indirect Channels- make use of atleast one form of intermediary, if not more intermediaries.

1. Fragmented and widely dispersed business marketers

2. Low amount of transaction

3. Purchased of a few times with the different brands in one transactions.

Integrated Multichannel Distribution

- They make use two or more sales and marketing channels by one company to reach one or more business segments in a particular market.
- The goal of this type of distribution is synchronize all the distribution the company develops manufacturers markets and distribute its tires and rubbers related products to supplier partners, automobile service centers and retailers.
- Goodyear, a tire and rubber company, is a good example of a business seller which took advantage of an integrated multichannel distribution.

Participants in the Channel Distribution

1. Industrial Distributors

- the most common intermediary in business-to business sales are industrial distributors which is used approximately 75% of all business markets. Although they handle quite small order, these distributors are independent business that provide services to limited geographic markets they typically sell to a multitude of buyers in numerous industries.

- normally salesperson from outside and inside handles the whole order process. Salesperson assigned outside make regular calls for follow ups and provide account servicing and technically assistance

- the primary role of inside salesperson is taking orders over the phone and sometime handling orders and booking delivery. Being full service intermediaries distributors take full owned products they sell hence they have complete scope of marketing tax.

2. Manufacturers Representatives

- are outsourced sales professionals that business markets may hire in sell to business to business area. These representatives could be individual companies that work independently in representing numerous business and non competing but complementary products various location.
- they do not take ownership of the products to sell
- the strengths of these representatives are their products expertise and knowledge of the markets and needs of the costumers they serve.

A. People

- People is an inseparable element in a successful marketing mix. They are responsible in manufacturing the products and generating services must be carefully chosen by companies. Human Resource Management people should seek for competent and expert people in the particular industry where the company is involves. Hiring best quality people will ensure that only high quality product and or services will be served to target customers.

b. **Process**- it is the flow of activities that happens when there is interaction between the buyer and the seller. Process-it consists of how the business operates its service delivery, its products packaging checkout system, shipping and offer activities that are involved in delivering the business products and services to the customers.

C. **Physical Evidence**- consists of overall tangible proof of existence of a business product and or service such as the website, logo the décor of the store and other packaging of the product, the brand brochures ,the social media presence signage and other similar things to make certain , that the business is viable, reliable and legitimate.

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