Marketing / Go To Market 5th Jan 2023

What does Marketing deliver?







Medium Term

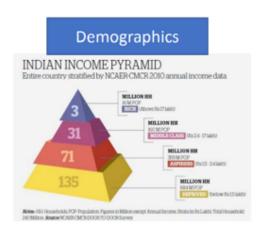


Long Term



Customer Segments & Customer Persona

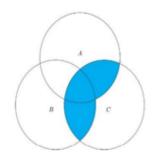




VALS Lifetime Scale Upper Class Actualizers Fulfilleds Believers Achievers Strivers Experiencers Makers Strugglers www.marketingteacher.com

Usage Characteristics

Solus, Loyal, Flirtatious Heavy User, Low user



Rachel Small Business Owner

- · Social Media Marketing
- · Key decision-maker

Demographics

- · Age 32-39
- · Skews female
- \$90,000/yr
- Urban location
- · Master's degree
- · Married, no kids



Goals and Challenges

- · Save time online
- · Find interesting content to share
- · Maximize social media resources

How we can help

- Schedule posts to a queue
- · Content suggestions



What does Marketing Do: 4P's of Marketing Mix



Brand
Features
Quality
Packaging
Sizes
Services
Warranties
Returns

Distribution
channels
Coverage,
Footprint
Assortment
Merchandising
Inventory
Terms & Margins

Product

Price

GMV
Discounts
Promotions
Subscriptions
Credit Terms

MRP

Place

Promotion

Advertising Saes promotions

Source : Philip Kotler,
Marketing Management

The Product "P"



Internal Memory Less than 3.9 GB 4 GB 8 GB 16 GB 32 GB 64 GB 128 GB 256 GB & above **RAM** 8 GB & above 6 GB 4 GB 3 GB 2 GB ☐ 1 GB Less Than 512 MB **Number of Cores**

Quad Core

Hexa Core

Octa Core

Screen Size Up to 3.9 in 4 to 4.4 in 4.5 to 4.9 in 5 to 5.4 in 5.5 in & above **Processor Speed** Less Than 0.99 GHz 1 - 1.49 GHz 1.5 - 1.99 GHz 2 - 2.4 GHz 2.5 GHz & Above Colour **Battery Capacity** Less Than 999 mAh 1000 - 1999 mAh 2000 - 2999 mAh 3000 - 3999 mAh 4000 mAh & More

Product

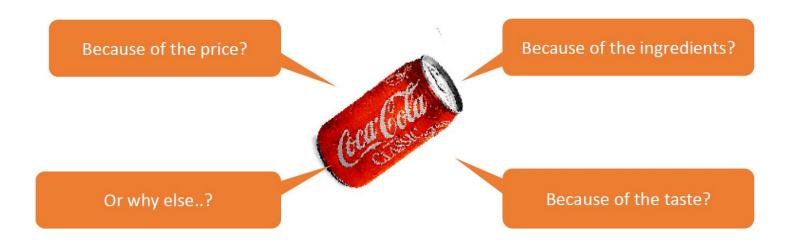
Brand
Features
Quality
Packaging
Sizes
Services
Warranties
Returns

Shoes Seasons	Refrigerator Door Type
Spring	☐ Multi-Door
Summer	Standard Double Door
☐ Fall	Standard Single Door
Winter	
Shoes Special Features All Weather Grip Breathable Flexible Lightweight Slip Resistant Stain Resistant Water Resistant See more	Cooling Goods Capacity Up to 120 l 121 - 200 l 201 - 230 l 231 - 300 l 301 - 400 l 401 l & above
• See more	
Material Beaded	
Canvas	Refrigerator Special Features
Cracket	Adjustable Shelves
☐ Crochet ☐ Denim	Door Lock
See more	☐ Inverter Compressor
· See more	Water Dispenser
Shoe Closure Type	_ water bisperiser
Buckle	Appliances Family Size
Hook & Loop	Family of 3
Lace-Up	Family of 4
Slip On Speed Laces	Large Families

Is this how we buy?

Why do customers put money down to buy?



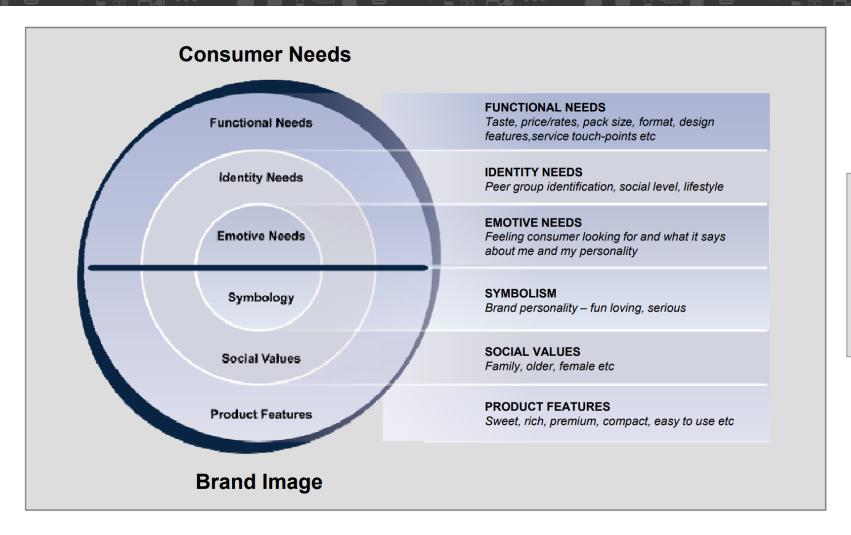


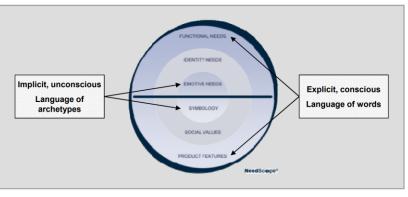
"To consumers across the world, **Coke** is THE beverage that provides deep refreshment for the body, mind and spirit better than any other alternative because only Coke combines the unique Coke taste with a sense of what's real and genuine which makes the moment more enjoyable"

Who am I? Why buy me?

From Product/Features to BRAND







Creating Brands







power to you



Icon

Logo

Endline

Brand device









Colour

Typefaces

Imagery - Illustration

Imagery - Photography

Functional to Emotional Benefits to Purpose



















Dove Beauty Bar

Dove doesn't dry your skin the way soap can

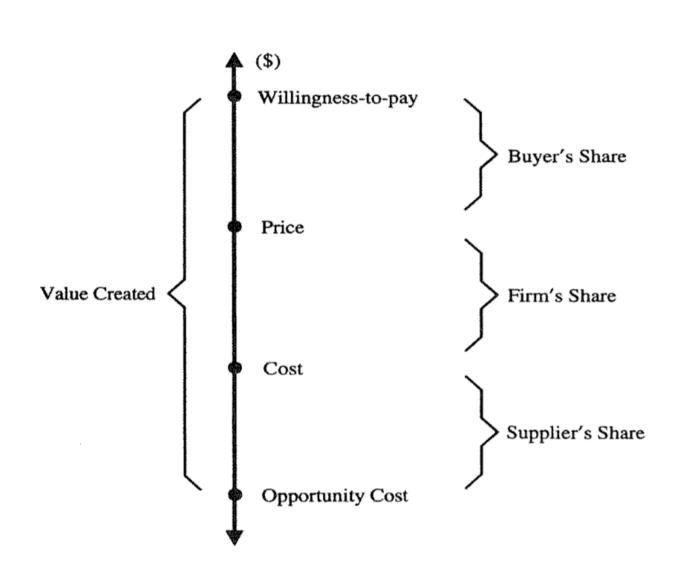
Dove has 1/4th moisturizing cream

https://www.youtube.com/watch?v=XpaOjMXyJGk https://www.youtube.com/watch?v=XpaOjMXyJGk

Dove Campaign for Real Beauty

The Price "P": Some Fundamental Concepts





Price

MRP
GMV
Discounts
Promotions
Subscriptions
Credit Terms

- Cost Plus Pricing
- Perceived Value Pricing

The Pricing P: Some Manifestations







Price shopping? We're price matching. bby.me/869qk

Price Match Guarantee.

We won't be beat on price.







Price

On request

Brand - Price Trade Off

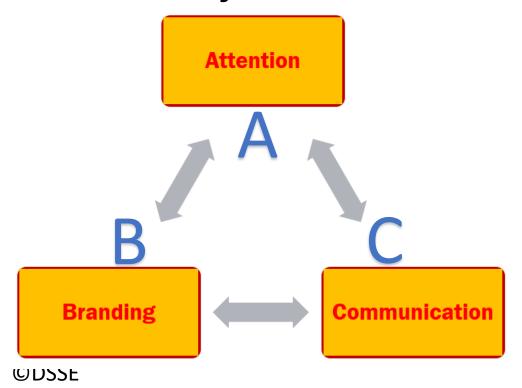
The Promotion "P": Advertising



Promotion

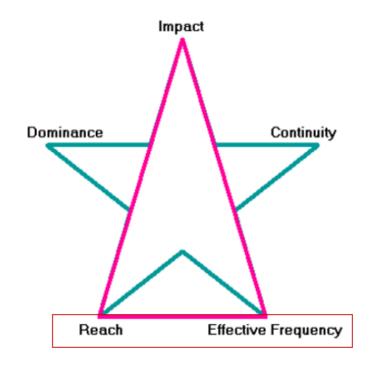
Creative

What will you showcase?



Media

Where will you showcase?



Marketing Campaigns: Creative + Media







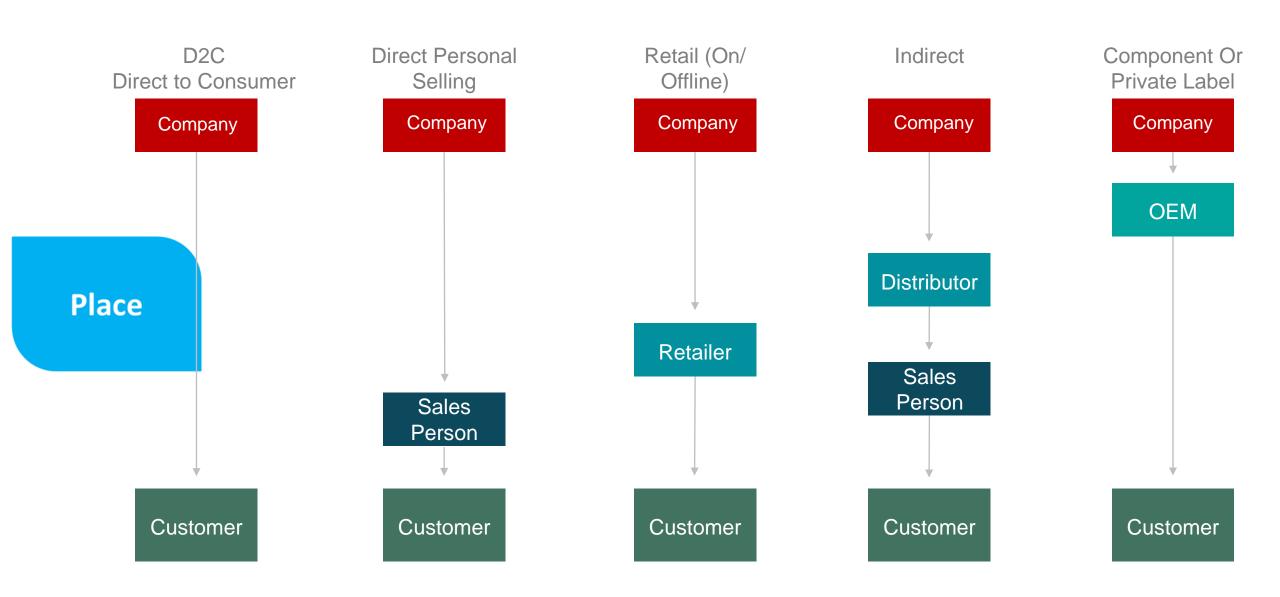






The Place "P": Channels of Distribution





Sales Channels

DSSE

TRADITIONAL STORE SELLING



B2B / SOLUTION SELLING



MODERN TRADE SELLING



EXHIBITIONS



TELE-SELLING

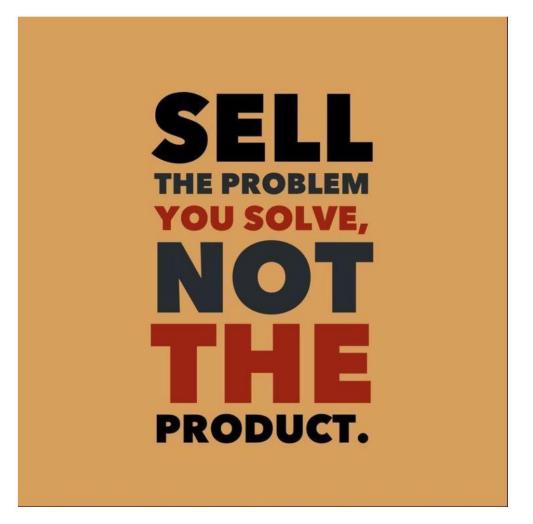


ONLINE



The Art of Selling









Selling is not about....

- Fast talking
- Tricking
- Lying
- Pushing product to everyone

Selling is about...

- Understanding your customer
- Solving problems
- Building relationships



Today's Selling Systems



