



بازاریابی و مدیریت بازار

دکتر امین عطاری

۱۴۰۲-۱۴۰۳ ترم دوم

1

مروری بر مفاهیم بازاریابی و کسب و کار

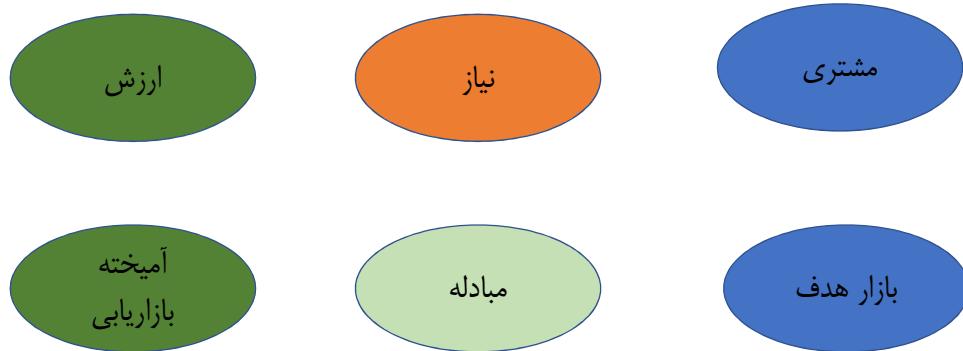
2



تعریف شما از بازاریابی چیست؟

3

مفاهیم کلیدی در بازاریابی



4

تعريف بازاریابی ۱

- All activities and processes that lead to satisfying the **needs** and wants of customers through an exchange process (Kotler 2016).



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تعريف بازاریابی ۲

value

- Marketing is the creation and delivery of **value** to customers better than competitors. Source: AMA.org
- The process by which companies engage customers, build strong **customer relationships**, and create customer **value** in order to capture value from customers in return (Kotler & Armstrong 2020).

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تعريف بازاریابی ۳

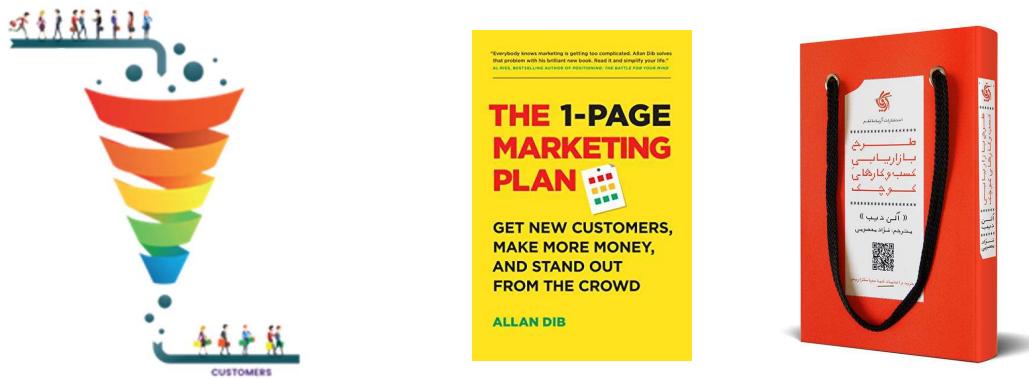
- Marketing is providing customers with the right **product**, **price**, and **promotion**, at the right **place**.



7

تعريف بازاریابی ۴

Marketing is the strategy you use for getting your ideal **target market** to know you, like you and trust you enough to become a **customer** (Dib 2018).



نگرش های بنیادین در کسب و کار

- چه نگرش، رویکرد، یا فلسفه ای بایستی فعالیت های کسب و کار و بازاریابی یک شرکت را جهت بدهد؟



نگرش تولید

- The production concept is one of the oldest concepts in business.
- It holds that consumers will prefer products that are widely available and inexpensive.
- Managers of production-oriented businesses concentrate on achieving high production efficiency, low costs, and mass distribution.

Source: Kotler and Armstrong



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نگرش محصول



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- The product concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.
- Managers in these organizations focus on making superior products and improving them over time.
- “We build the best!” And “the best” is defined by the producer, *not* the consumer.
- It has some disadvantages:
 - (-) Other people may not share your taste
 - (-) It can lead to “marketing myopia:” the undue focus on the product rather than the need it is meeting

Source: Kotler and Armstrong

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نگرش فروش

- The selling concept holds that customers will ordinarily not buy enough of the organization’s products.
- The organization must therefore undertake an aggressive selling and promotion effort.
- Focus on convincing/pressuring the customers
- Maximize sales of present product by whatever means needed (e.g., price cuts, aggressive sales)
- “Selling what we make”
- Little communication from the customer

Source: Kotler and Armstrong



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نگرش بازاریابی

- The job is not to find the right customers for your products, but the right products for your customers.
- Market orientation: “A business approach or philosophy that focuses on identifying and meeting the stated or hidden needs or wants of customers” (businessdictionary.com)
- “Make what we can sell”
- Focus on information gathering and marketing intelligence
- Bilateral communication between the firm & customer

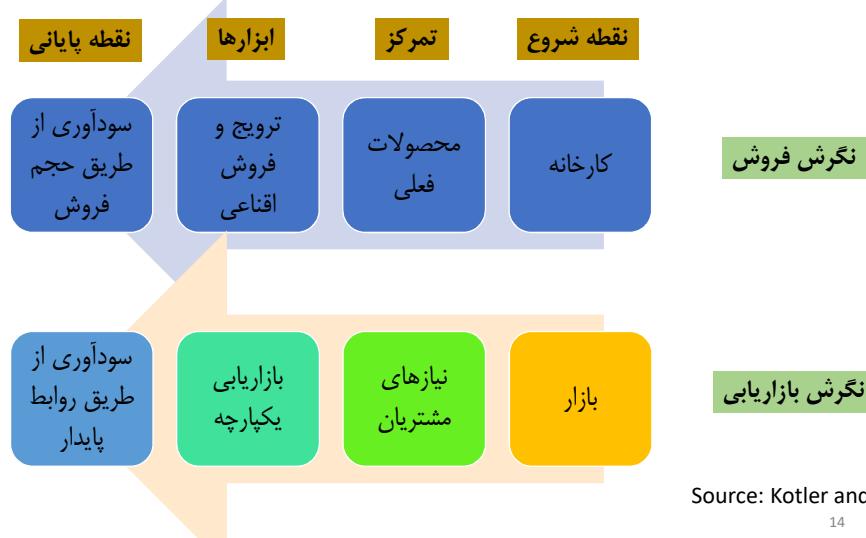
We improve office productivity vs. We make copying equipment



Source: Kotler and Armstrong

13

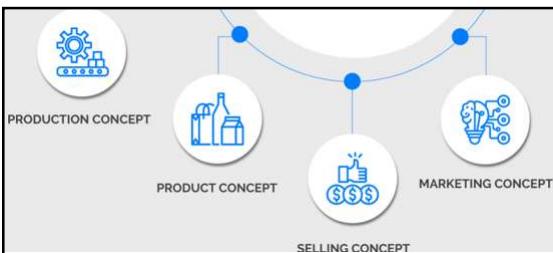
مقایسه نگرش فروش و نگرش بازاریابی



Source: Kotler and Armstrong

14

فعالیت کلاسی



- Think about these brands or any other brands that you like. What kind of concept or philosophy is mainly guiding their marketing efforts and activities.



DORS
DORS
LEATHER & LUXURY



Nikon

Snapp!



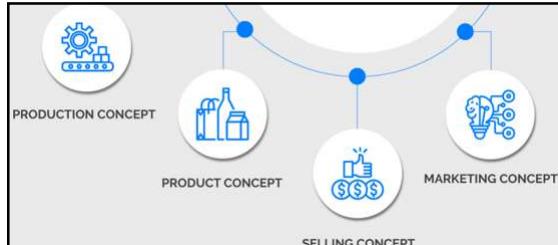
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فعالیت کلاسی



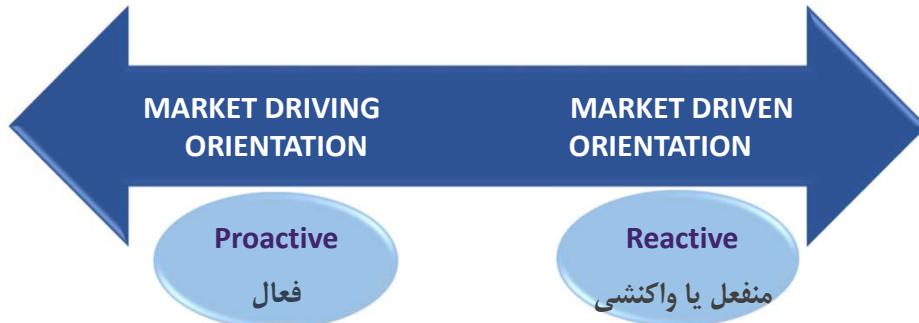
- Think about these brands or any other brands that you like. What kind of concept or philosophy is mainly guiding their marketing efforts and activities.



Nikon

Snapp!

أنواع گرایشات نگرش بازاریابی

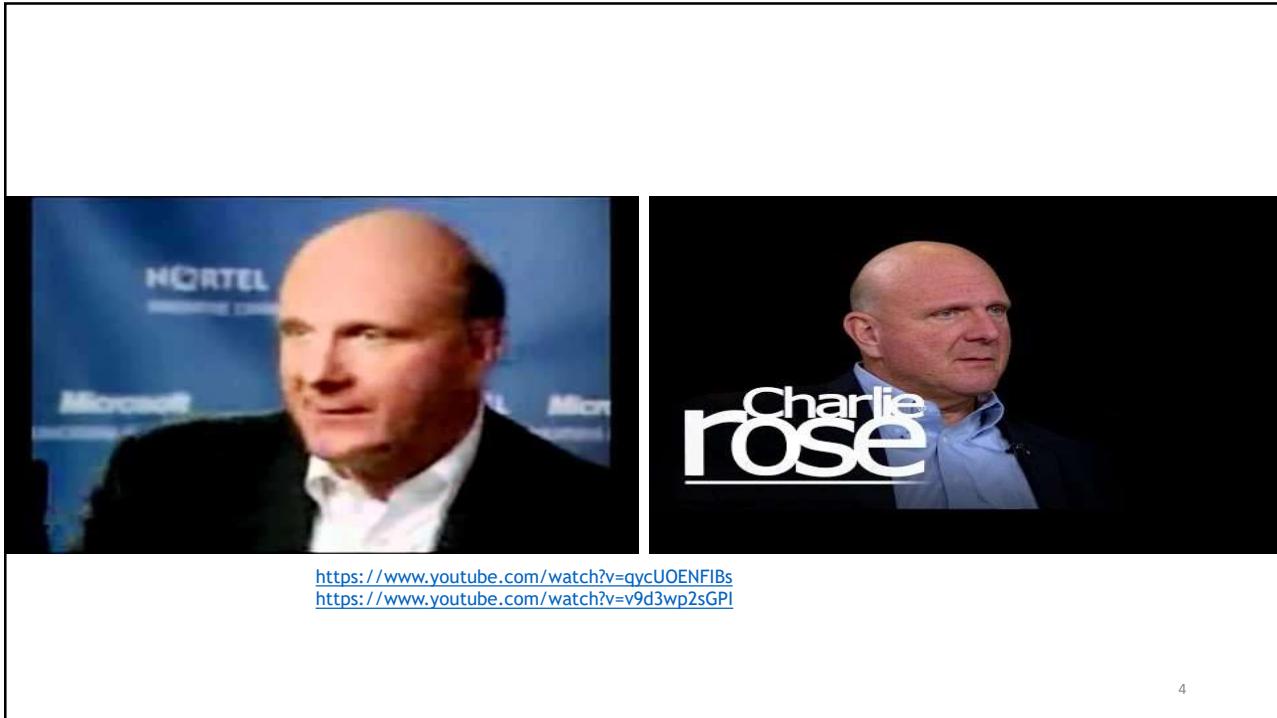


Proactive: consists of behaviors that address the latent needs of customers

Reactive: consists of behaviors that address the expressed needs of customers

- **Latent need:** What the customer would value but have never experienced or would never think to ask for. --- *Peter Senge*

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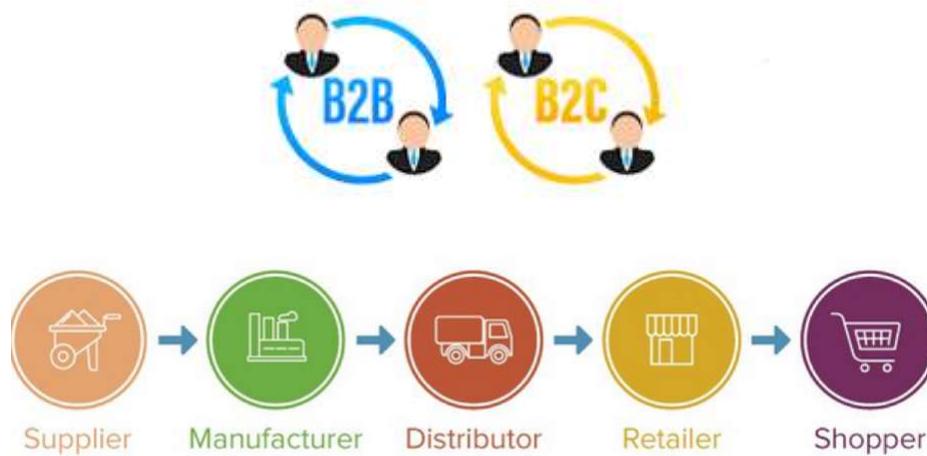


4

Class Activity

- Select an industry of your choice and identify a need of consumers that has not been satisfied yet.
- Select a brand that would be a good choice to offer a product or service to satisfy this need. Provide reasons for your choice.

5



6

بازاریابی صنعتی

بازاریابی صنعتی: شامل تمام فعالیت هایی است که مرتبط با بازاریابی محصولات و خدمات به شرکت ها یا سازمان های دیگر (و نه مصرف کنندگان نهایی) است.

بازاریابی صنعتی با عنوانین ذیل نیز شناخته می شود.

- بازاریابی شرکتی
- بازاریابی سازمانی
- Business marketing •
- B2B marketing •
- Business-to-business marketing •

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بازاریابی صنعتی

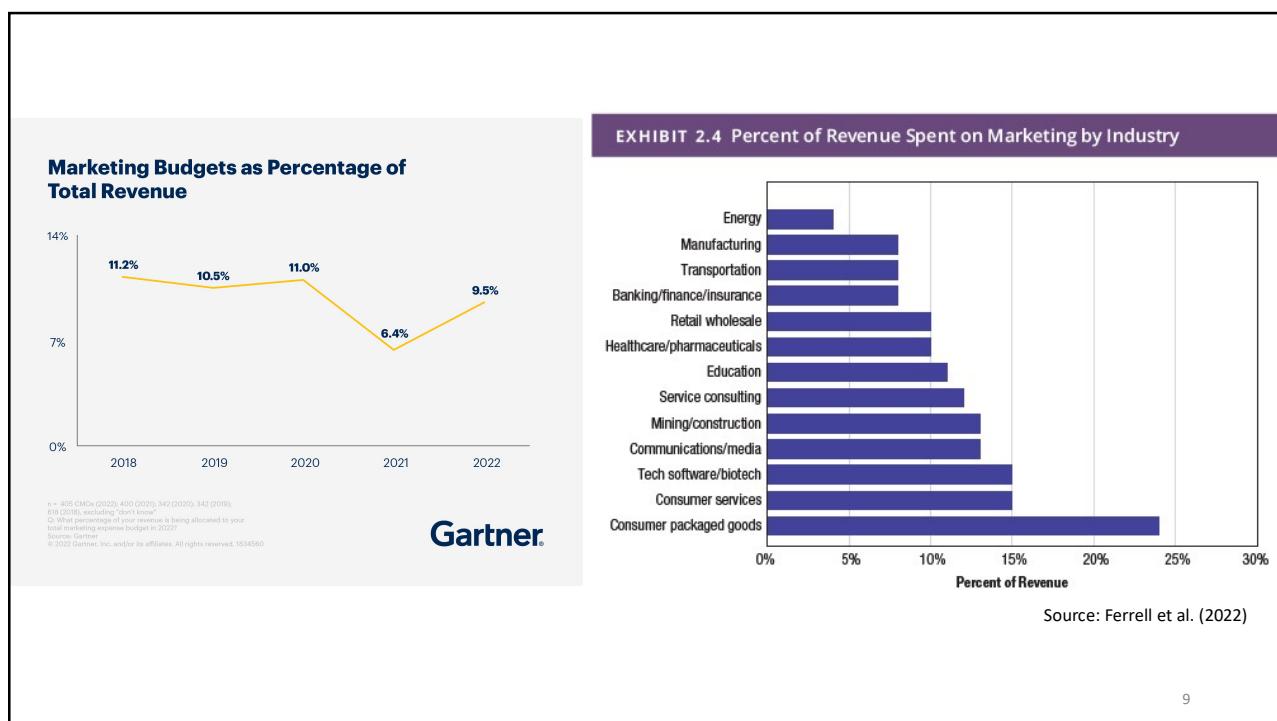
▪ سازمان های صنعتی شامل شرکت های تولیدی، خدماتی، دولتی، بخش خصوصی، مؤسسات آموزشی، ... است.

▪ سازمانهای خریدار ممکن است از محصولات و خدمات در موارد ذیل استفاده می کنند:

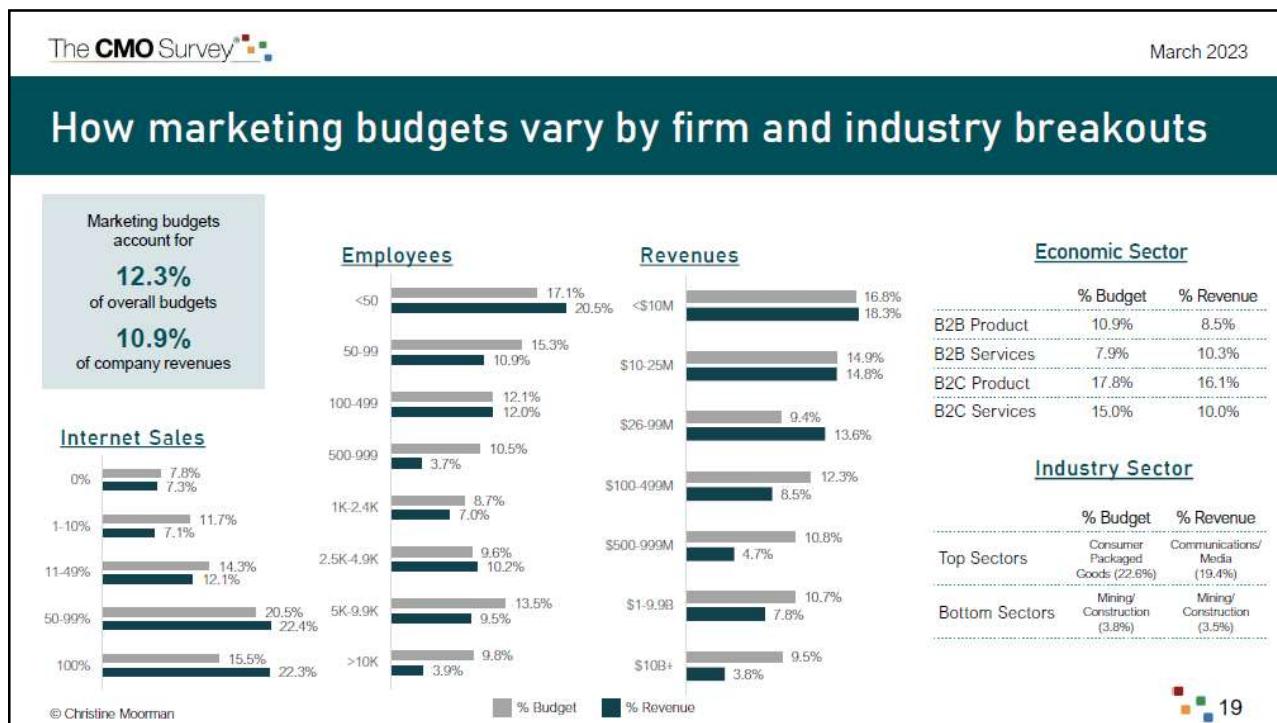
- به عنوان منابع و مواد اولیه برای تولید کالاهای خود
- استفاده و مصرف داخل سازمان
- واسطه گری به عنوان عمدۀ فروش یا خرده فروش در زنجیره تأمین

▪ بازاریابی صنعتی نیازها، علائق، و خواسته های افرادی را مورد نظر قرار می دهد که برای سازمانشان (و نه خودشان) اقدام به خرید می کنند.

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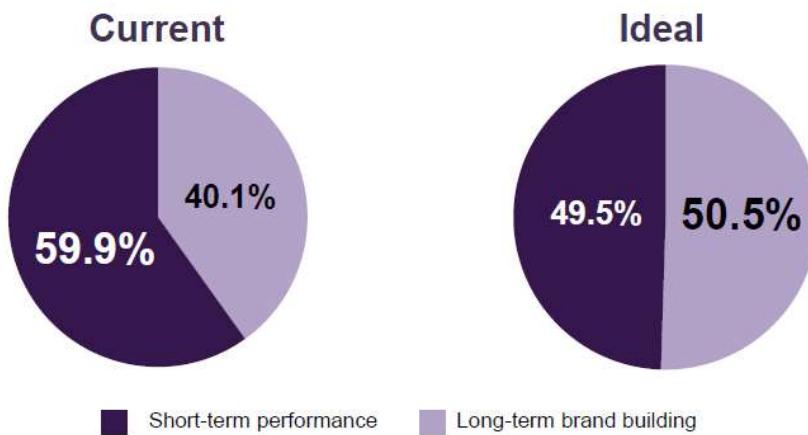


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Firms spend most budget on short-term performance, but ideally prefer to balance with long-term brand building

Indicate the percentage of your overall budget spent on long-term brand building relative to short-term performance:



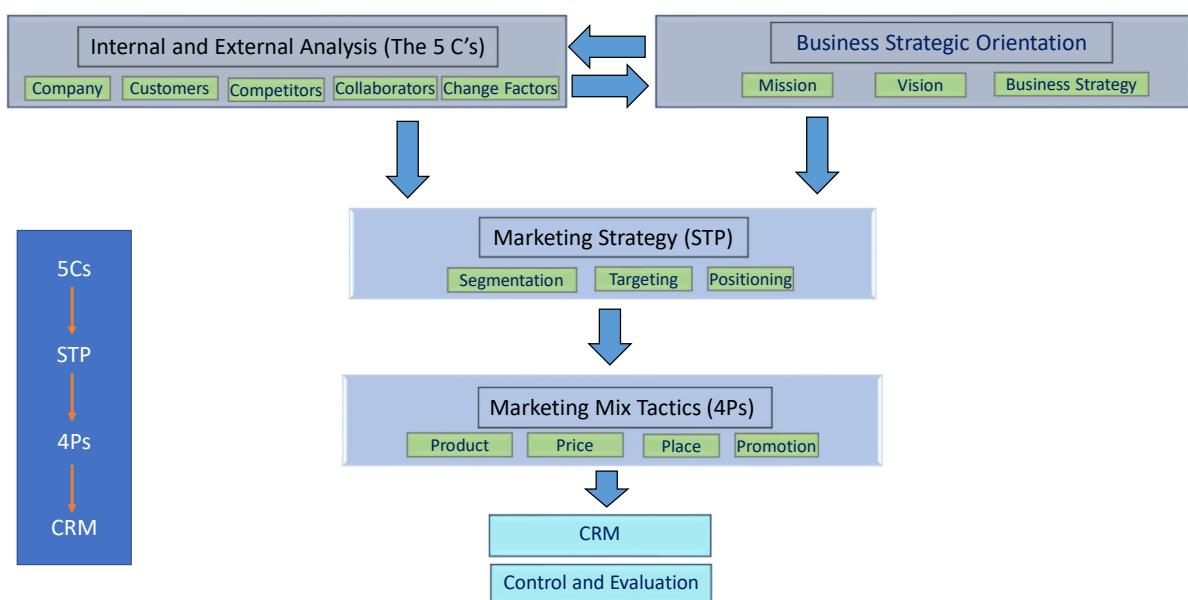


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فرایند مدیریت استراتژیک بازاریابی



استراتژی کسب و کار

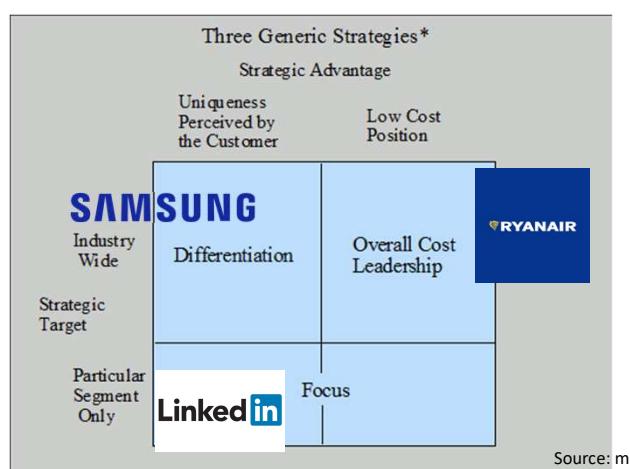
اصلی ترین انتخاب های یک کسب و کار است که یک موقعیت یکتاپایدار (مزیت رقابتی پایدار) و چگونگی دستیابی به آن را توصیف می کند.

Adapted from: Roger Martin

استراتژی کسب و کار

Porter's Generic (Competitive) Strategies

- سه استراتژی پایه ای برای دستیابی به مزیت رقابتی وجود دارد.



Exercise - Types of competitive strategy



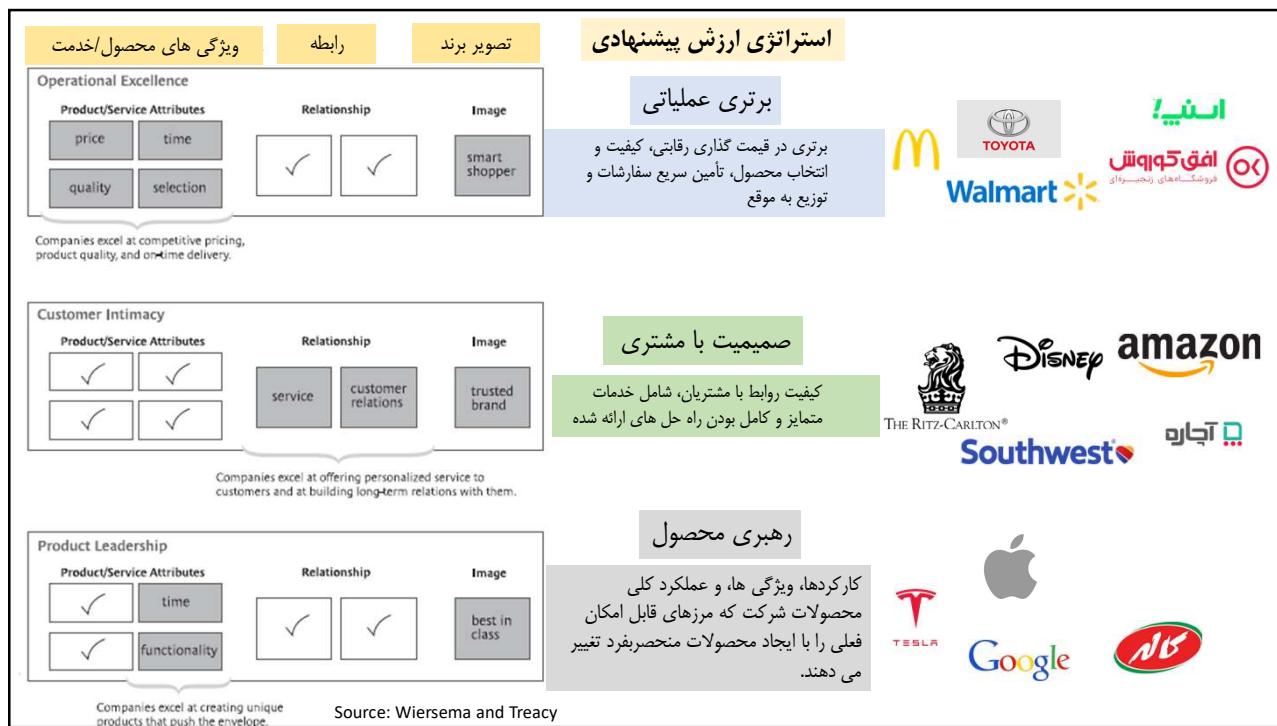
مزیت رقابتی پایدار و ارزش پیشنهادی یکتا



سه منبع اصلی مارکتینگی برای مزیت رقابتی پایدار:

- **ویژگی های محصول و خدمت:** محصولات و خدمات نوآورانه، اسرار تجاری، مکان عرضه، نفر اول بودن
- **روابط با مشتری و زنجیره ارزش**
- **تصویر برنده**

Source: Kaplan and Norton (2000)





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استراتژی اقیانوس آبی

2

Blue Ocean Strategy — By Professors Kim and Mauborgne

- **Red oceans** are all the industries in existence today – the **known** market space.
- **Blue oceans** are all the industries not in existence today – the **unknown** market space.
- **Red ocean strategy** is all about competition. As the market space gets more crowded, companies compete fiercely for a greater share of limited demand.
- **Blue ocean strategy** creates new demand. Companies develop uncontested market space rather than fight over a shrinking profit pool
(blueoceanstrategy.com)

Source: Kim and Mauborgne

3

Blue Ocean Strategy

THE EXPLAINER: **BLUE OCEAN STRATEGY**



4

Blue Ocean Strategy

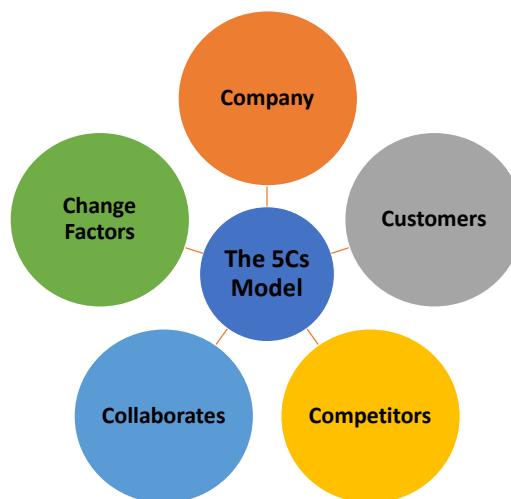
Red Ocean Versus Blue Ocean Strategy

Red Ocean Strategy	Blue Ocean Strategy
Compete in existing market space.	Create uncontested market space.
Beat the competition.	Make the competition irrelevant.
Exploit existing demand.	Create and capture new demand.
Make the value-cost trade-off.	Break the value-cost trade-off.
Align the whole system of a firm's activities with its strategic choice of differentiation or low cost.	Align the whole system of a firm's activities in pursuit of differentiation and low cost.

Source: Kim and Mauborgne

5

تحليل محيطي



6

تحليل محیط داخلی و محیط خارجی

Internal Analysis

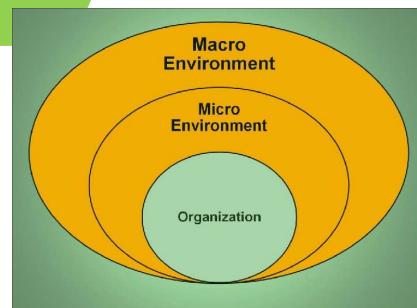
- Company
- Current business strategies
- financial performance and resources
- human resources,
- production facilities and capacity,
- market share,
- customer perceptions
- Current product portfolio
- Brand performance
- Current marketing Strategy
- Current marketing mix

Outcome Strengths/Weaknesses

External Analysis

- Consumers
- Competitors
- Suppliers
- Distributors
- Macro environment

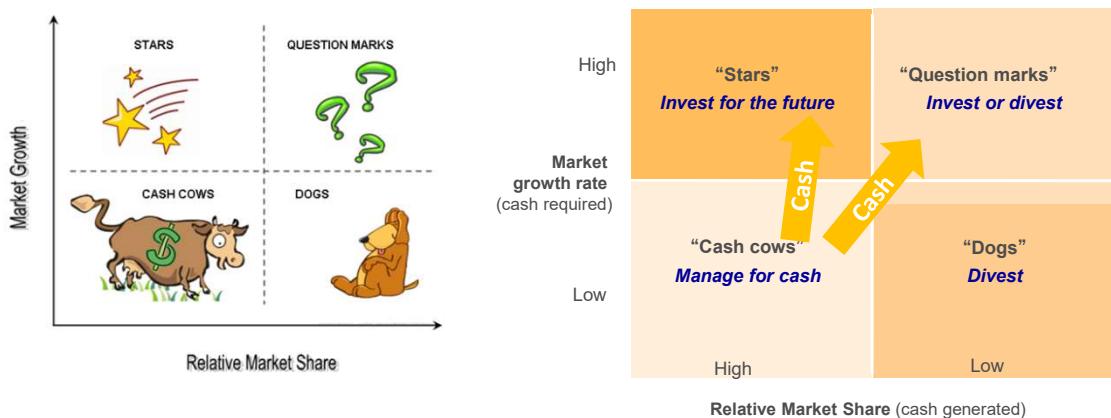
Outcome Opportunities/Threats



7

ماتریس BCG، ماتریس رشد - سهم

- تحلیل پورتفولیو کسب و کار با توجه به جذابیت بازار و موقعیت رقابتی
- تضمین جریان نقدی در بلندمدت و نحوه سرمایه گذاری در سبد



تمرین

- یک شرکت را انتخاب کنید و پورتفولیوی کسب و کارهای آن شرکت را با استفاده از ماتریس BCG تحلیل کنید.
- چه پیشنهاداتی برای این شرکت دارید؟

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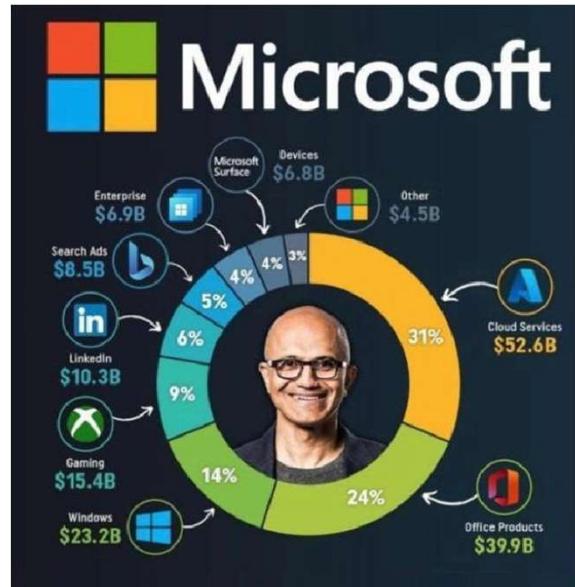


Apple key statistics

- Apple generated \$365 billion revenue in 2021, 52% came from iPhone sales
- Apple Services was the second largest division, responsible for 18% of revenue
- 230 million iPhones, 71 million iPads and 20 million Mac and MacBook units were sold in 2020
- Apple's home and wearables division grew 25% in 2021
- It sold 110 million AirPods and 43 million Apple Watches in 2020
- Apple Music has 72 million subscribers, Apple TV+ has over 40 million

Source: <https://www.businessofapps.com/data/apple-statistics/>

10



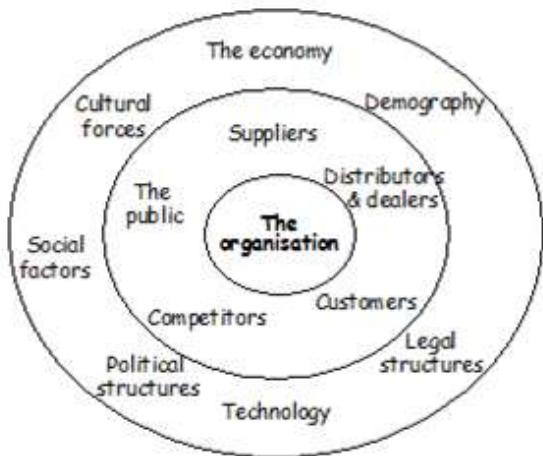
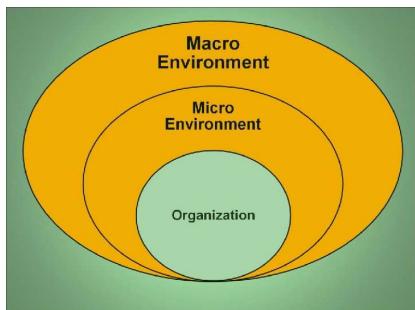
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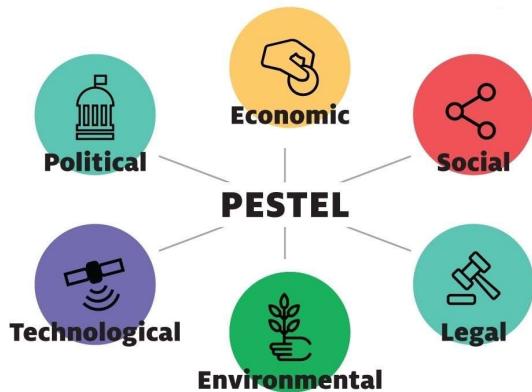
12

تحليل محیط خارجی

A: The Macro environment
B: The Competitive environment



The Macro-environment



P: Foreign trade, government policy, tax policies
E: Economic growth, exchange rate, inflation rate, interest rates, unemployment rates
S: Population growth rate, age distribution, income levels, cultural and demographic factors
T: Technological change, level of innovation
E: Climate, weather, climate change
L: Laws

تمرين

- Select a brand and identify the most important macro-environmental factors that might affect its business in the next 10 years.

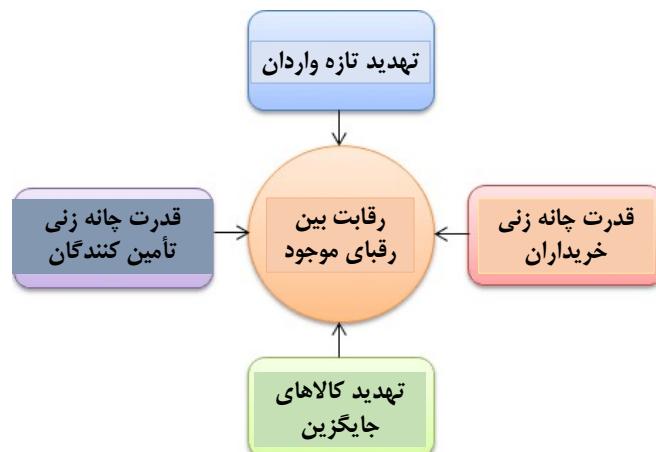
تمرين

“Artificial intelligence is intelligence demonstrated by machines, as opposed to the natural intelligence displayed by humans.”

How AI is changing business in the following industries?

- Travel Industry
- Retailing
- Social networking services

تحلیل محیط رقابتی با پنج نیروی پورتر

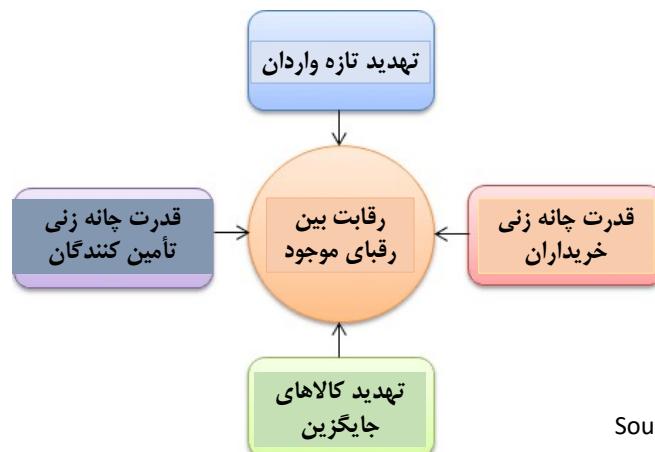


تحلیل محیط رقابتی Netflix

- **Rivalry in the industry:** Medium to High
Hulu, Amazon Prime, the Walt Disney Company, YouTube Premium, Apple TV+
- **Bargaining power of customers:** Medium to High
- **Bargaining power of suppliers:** High
- **Threat of new entrants:** Medium
- **Threat of substitute services:** Medium

تمرین

محیط رقابتی یک صنعت را با استفاده از پنج نیروی پورتر تحلیل کنید.



Source: Kotler and Keller



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استراتژی های بازاریابی

2

P&G Case Study



Procter & Gamble

- چند برنده شامپو
- چند برنده مایع ظرفشویی
- چند برنده برای شوینده لباس، مایع یا پودر لباسشویی
- و برندهای متعدد در کشورهای مختلف و بازارهای بین المللی

Baby	Feminine Care	Family	Fabric	Home	Hair	Skin & Personal Care	Grooming	Oral	Personal Health Care

Pic source: <https://www.businesswire.com/news/home/20170920005622/en/PG-Highlights-Significant-Transformation-in-Letter-to-Shareholders>

Source: Kotler

4

Procter & Gamble



تمیزی و محافظت عالی از لباس ها را فراهم می کند و برای از بین بردن لک های چرب عالی است.

- برندهای P&G در قفسه های فروشگاه با یکدیگر رقابت می کنند.
- یکی از اصلی ترین دلایل این است که افراد مختلف به دنبال آمیخته مزایای مختلفی از کالاها یشان هستند و اولویت های متفاوتی دارند.
- برای شوینده لباس، مایع یا پودر لباسشویی قابلیت تمیز کردن لباس، از بین بردن لک ها از لحاظ اقتصادی به صرفه بودن قابلیت نرم کنندگی بوی مطبوع ملاجم بودن
- محافظت از لباس در برابر از بین رفتن رنگ، رنگ پس دادن، ...

Source: Kotler 5

بخش بندی بازار

- بخش بندی بازار چیست و چرا بازار را بخش بندی می کنیم؟
- Segment:** گروهی از مردم یا خریداران که دارای نیازها و خواسته های نسبتا مشابهی هستند و واکنش های نسبتا مشابهی را نسبت به آمیخته بازاریابی نشان می دهند.
- Segmentation:** یافتن انواع بخش های بازار با استفاده از معیارهای مناسب به طوری که افراد هر بخش از ویژگی بالا برخوردار باشند.
- یکی از اشتباهات رایج در بازاریابی این است که پیشنهاد یا آمیخته مشابهی را برای همه افراد ارائه دهیم.

رویکرد بخش بندی، تعیین بازار هدف، و جایگاه یابی (STP)

- **Segmenting:** Dividing market into groups of similar customers.

A market segment consists of a group of customers who share a similar set of needs and wants.

- **Targeting:** Selecting best customer group to sell to

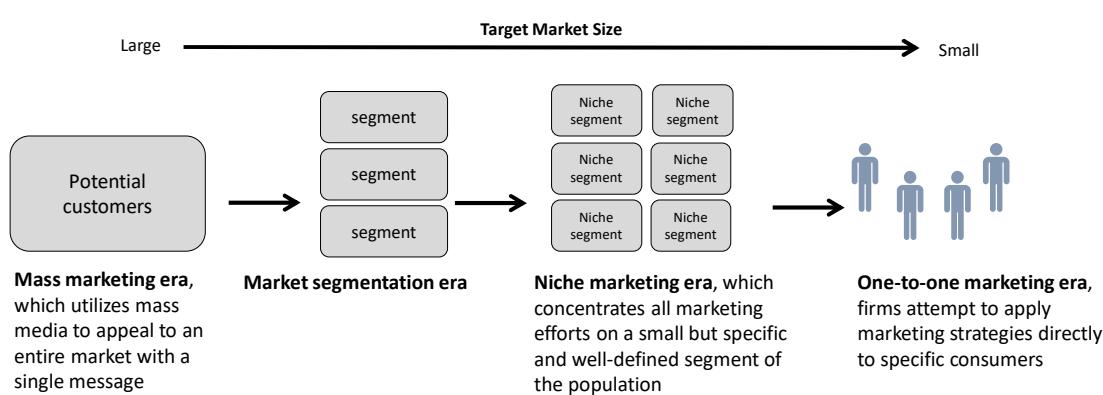
- **Positioning:** Occupying a certain place in the minds of your targeted customers



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7

تکامل رویکردها در بخش بندی بازار



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8

تمرین

- Please list your favorite retailer, _____, and why
 - First reason _____
 - Second reason _____
- What segments does this retailer target?
- Can one retailer be the best at satisfying all of you?



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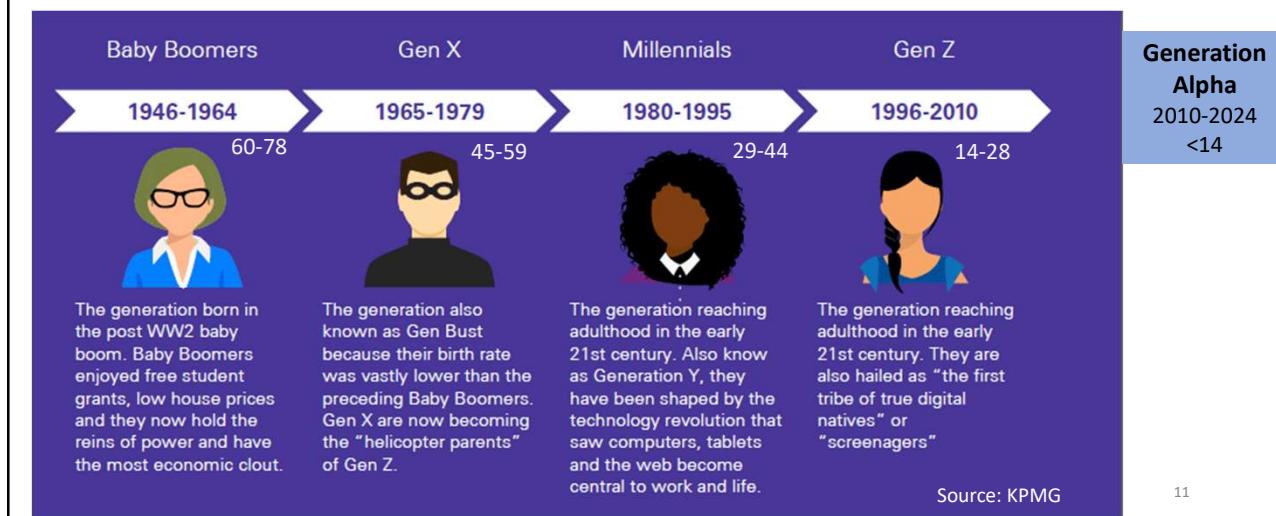
معیارهای اصلی بخش بندی بازار

Geographic جغرافیایی	Demographic جمعیت شناختی	Psychographic روانشناسی	Benefits مزایا	Usage Rate نرخ استفاده
City	Age	Personality	Benefits sought	Non-user
State	Gender	Lifestyle		Light user
Country	Income	Motives		Heavy user
Region	Family life cycle			Loyalty status
Climate	Ethnicity			

10

بخش بندی جمعیت شناختی

- Segmenting the market based on demographic variables such as age, gender, family size, income, occupation, education, ethnicity, generation, nationality, and social class.



11

بخش بندی جمعیت شناختی

متداول ترین (و نه لزوماً بهترین) معیار مورد استفاده برای بخش بندی بازار است، زیرا:

- اندازه گیری این دسته از معیارها آسان تر است.
- خواسته ها، تمایلات، و میزان مصرف افراد اغلب به این نوع معیارها مرتبط است.

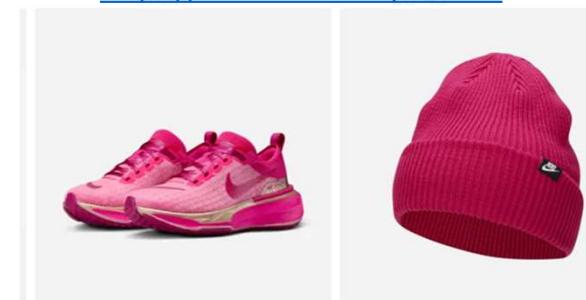
- سن
- درآمد

- جنسیت: الگوی خرید و رفتاری خانم ها و آقایان در مورد تعداد قابل توجهی از کالاهای خود متفاوت است. لوازم آرایشی، مجلات، اتومبیل، پوشاش

<https://www.nike.com/women>

13-27

59-77



Shoes

Accessories

بخش بندی روانشناسی

- سبک زندگی، شخصیت، ارزشها، انگیزانده‌ها
- افراد در یک گروه جمعیت شناختی یکسان ممکن است الگوهای مصرف کاملاً متفاوتی داشته باشند.



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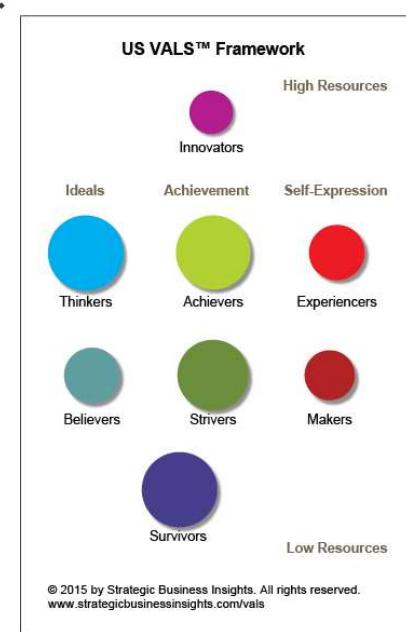
- پوشاك
- لوازم آرایشی - بهداشتی
- مواد غذایی
- لوازم ورزشی
- خودرو
- برندهای لوکس

بخش بندی روانشناسی - چارچوب سبک زندگی VALS

- VALS بر مبنای ویژگی‌های روانشناسی پایدار افراد طراحی شده است.
- نتیجه بر مبنای پاسخگویی به ۳۵ سؤال نگرشی و ۴ سؤال جمعیت شناختی تعیین می‌شود.
- دو معیار استفاده شده منابع و انگیزانده‌ها هستند.

- Resources such as income, education, self-confidence, intelligence, leadership skills, and energy

انگیزانده‌ها	منبع انگیزه
ایده‌آل‌ها	knowledge and principles
دستاوردها	Demonstrating success to their peers
ابراز یا رضایت شخصی	A desire for social or physical activity, variety, and risk taking



<http://www.strategicbusinessinsights.com/vals/presurvey.shtml>

14



بازاریابی و مدیریت بازار

دکتر امین عطاری

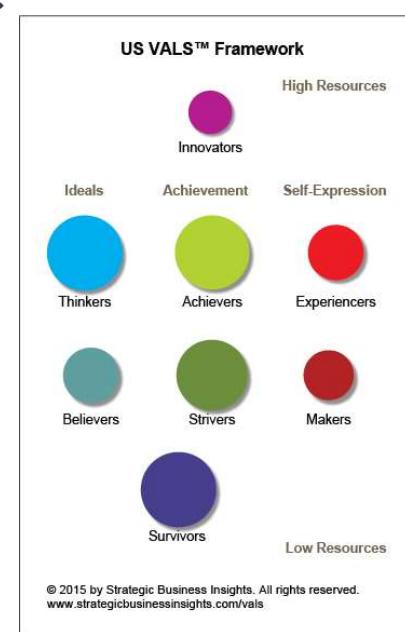
۱۴۰۲-۱۴۰۳ ترم دوم

بخش بندی روانشناسی - چارچوب سبک زندگی VALS

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ایده آل ها	knowledge and principles
دستاوردها	Demonstrating success to their peers
ابراز یا رضایت شخصی	A desire for social or physical activity, variety, and risk taking



بخش بندی رفتاری

In *behavioral segmentation*, marketers divide buyers into groups on the basis of their benefits sought or usage rate from the product.



5/1/2024

3

Benefit Segmentation of the Snack Food Market



	Guilty Snackers	Nutritional snacking	Weight Watchers	Party Snackers
Benefits Sought	Good tasting	Nutritious, all-natural ingredients	Low calorie, quick energy	Can be served to guests
Types of Snacks Eaten	cookies, crackers, candy	Fruits, vegetables, cheeses	Yogurt, vegetables	Potato chips, nuts, crackers
Demographic Characteristics	Less educated, lower incomes. And kids	Better educated, have young children	Young, single	Middle aged, suburban

5/1/2024

Adapted from: Lamb et al. 4

مقایسه معیارهای بخش بندی بازارهای B2C و B2B

مبنای بخش بندی	بازارهای B2B
Geographic جغرافیایی	تقریبا مشابه و نزدیک به معیارهای بازارهای مصرفی
Demographic جمعیت شناختی	اندازه شرکت، نوع صنعت
Psychographic روان شناختی	فرهنگ شرکت و صنعت
Behavioral رفتاری و سایر	<ul style="list-style-type: none"> • نیازمندی های فنی (کم یا زیاد) • نیازمندی های خدمت (کم یا زیاد) • میزان فوریت (کم یا زیاد) • پتانسیل آتشی • شیوه های خرید (مثلاً قسطی) • میزان خرید

تحلیل RFM چیست؟

- RFM یک روش مناسب برای بخش بندی مشتریان در بازارهای صنعتی با توجه به داده هایی است که در اختیار دارید.
- این روش با توجه به سه معیار زیر به بررسی الگوهای خرید مشتریان می پردازد.
نزدیکی آخرین خرید، فراوانی خرید، و ارزش پولی خرید
- این روش بوسیله شرکت های بزرگ به خوبی استفاده می شود ولی بیشتر موقع بوسیله شرکتهای کوچک و متوسط نادیده گرفته می شود.



بازاریابی و مدیریت بازار

دکتر امین عطاری

۱۴۰۲-۱۴۰۳ ترم دوم

1

انتخاب بازارهای هدف

- بازار هدف: یک یا چند بخش کلیدی و مهم بازار که نقش مهمی در درآمد و موفقیت شرکت دارند.



Source: Kotler

2

تعیین بازار هدف

معمولاً شرکتها براساس دو معیار اصلی اقدام به تعیین بخش‌های هدف خود در بازار می‌کنند.

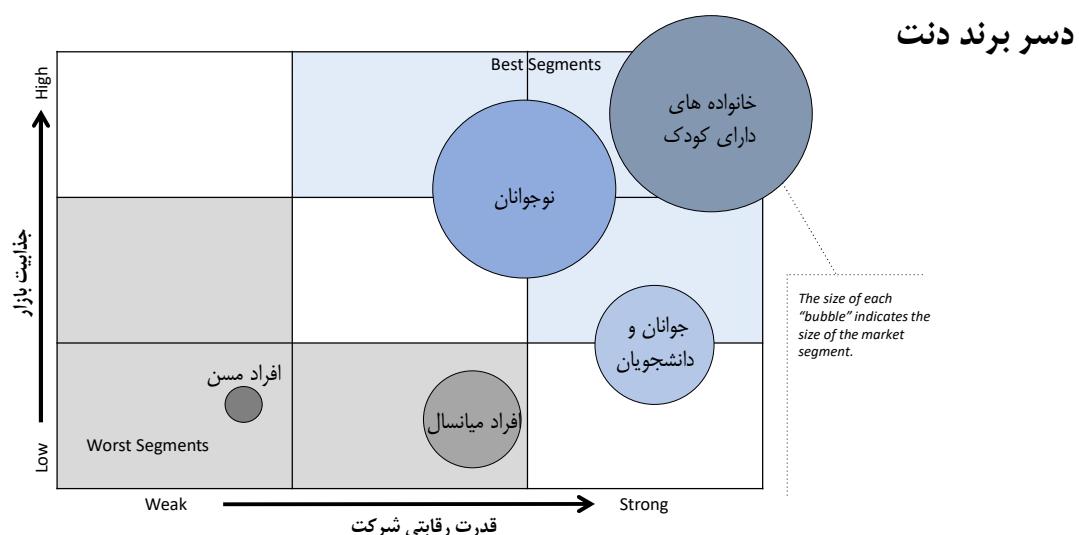
- **جدایتیت بازار** (اندازه، نرخ رشد، حساسیت به قیمت، ...)
- **قدرت رقابتی شرکت**: قدرت نسبی شرکت در مقایسه با رقبا در کسب و حفظ سهم بازار در یک بخش بازار

- The **GE matrix** is one analysis tool designed to help managers visualize and select target segments

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3

GE Matrix: Analysis Tool for Targeting



4

تمرین

- Select a brand and draw a GE Matrix showing different segments of the market.
- Identify the main segment(s) that the brand is trying to target.

Positioning

جاگاه یابی

- **Positioning:** The act of occupying a certain place compared to competitors in the minds of the target consumers.
- **Position:** The place the brand occupies in consumers' minds relative to competing products—The way a brand is defined by consumers on important attributes and benefits.
- Products are made in factories, but brands happen in the minds of consumers.
- **Perceptual maps:** analysis tool to aid in positioning decisions
- **Repositioning:** process by which a firm shifts its positioning or target market



Source: Kotler and Armstrong (2020)

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Perceptual Mapping

نقشه های ادراکی

Which dimensions are important to consumers in the product class?

- This gives you the map's dimensions.

In the automobile market:

- economy
- luxury
- Performance
- Sporty

How do consumers perceive our brands and competitors' brands on these dimensions?

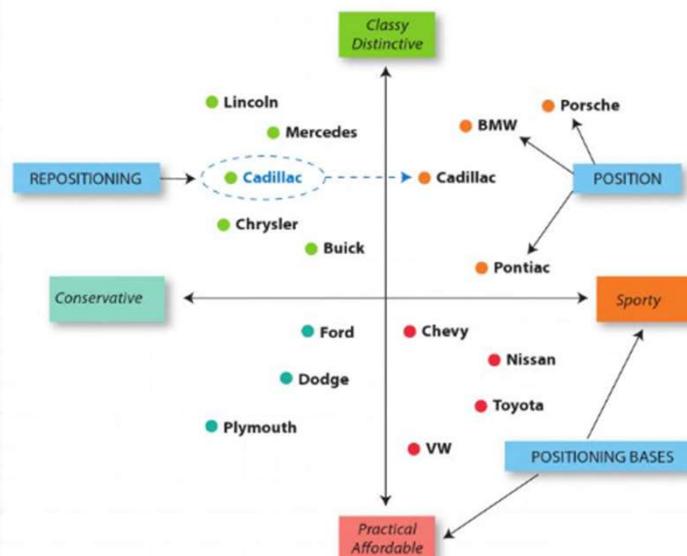
- This gives you the brand locations on the map.

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7

نقشه ادراکی

Each car occupies a position in consumers' minds.
Cars can be positioned according to attribute (sporty, conservative, etc.),
to price/quality (affordable, classy, etc.) or other bases.
Cadillac has repositioned itself as a car for younger drivers with edgier ads.



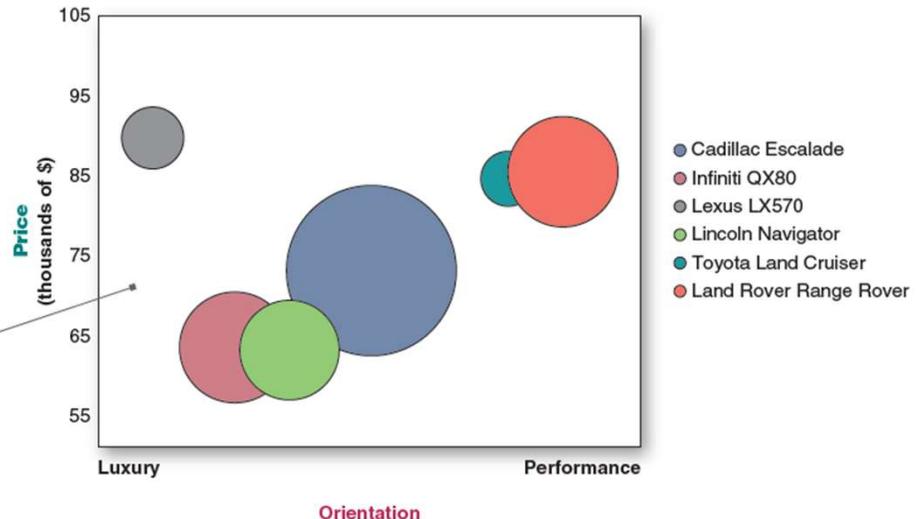
Source: Lamb et al. (2012)

© Cengage Learning 2013

8

● FIGURE 7.3
Positioning Map: Large Luxury SUVs

The location of each circle shows where consumers position a brand on two dimensions: price and luxury-performance orientation. The size of each circle indicates the brand's relative market share in the segment. Thus, Toyota's Land Cruiser is a niche brand that is perceived to be relatively expensive and more performance oriented.



Source: Kotler and Armstrong (2020)

9

Exercise

- Build a perceptual map for a market you like.
- Can you identify gaps in the market?

10

Value proposition

ارزش پیشنهادی

- The full mix of benefits on which a brand is positioned — The full positioning of a brand.

● FIGURE 7.4
Possible Value Propositions

More for more: Luxury stores

More for the same: Target (store atmosphere, service, stylish merchandise, and classy brand image)

More for less: Home Depot

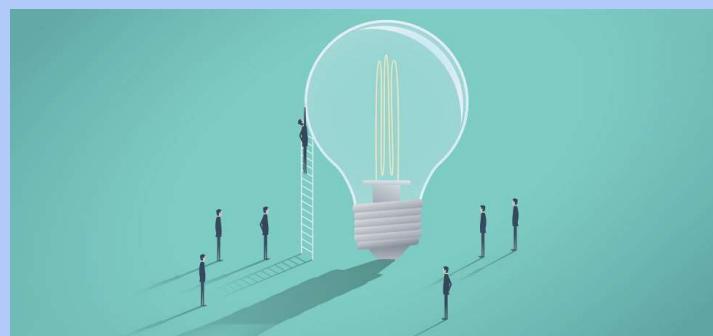
The same for less: Walmart, Costco

Less for much less: ALDI

	More	The same	Less
More	More for more	More for the same	More for less
The same			The same for less
Less			Less for much less

Source: Kotler and Armstrong (2020)

Product



12

محصول

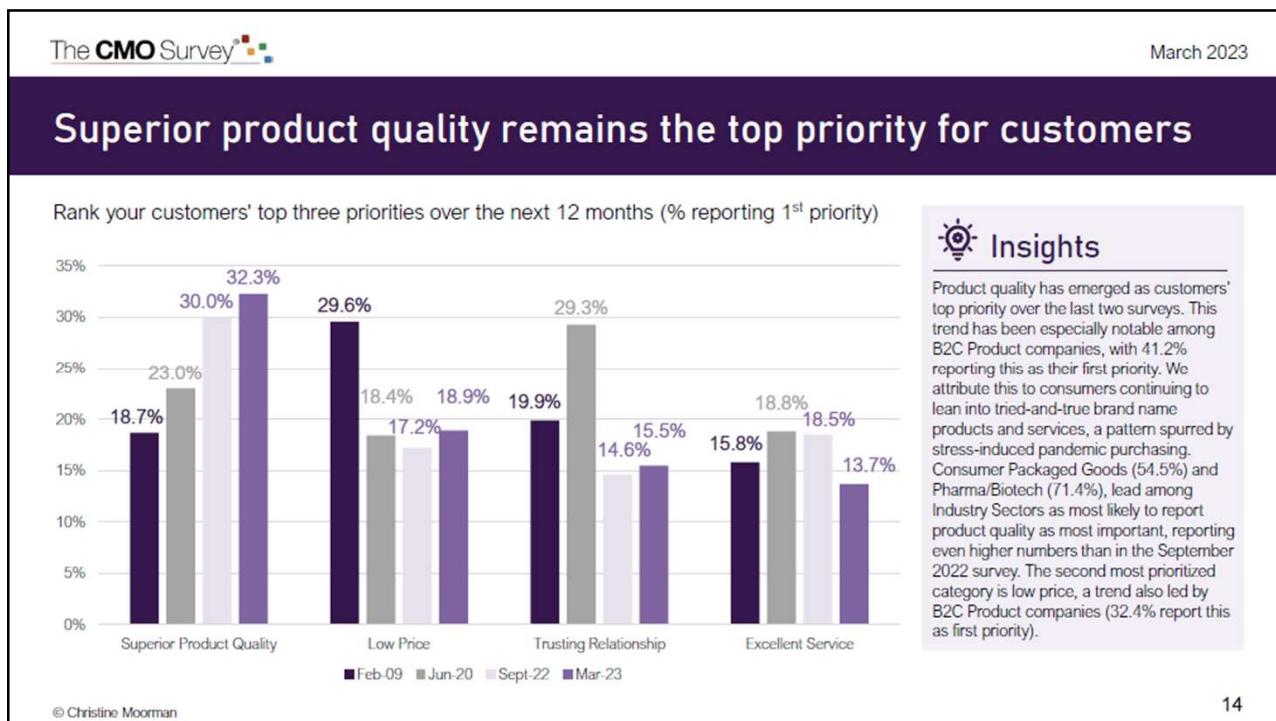
- At the heart of a great brand is a great product.
- To achieve market leadership, firms should offer products and services of high quality that provide high customer value.
- Technically a product is anything that can be offered to a market to satisfy a want or need.

- This includes physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.



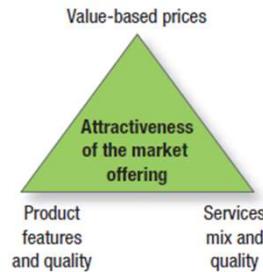
Kotler and Keller

13



Components of the Market Offering

- The customer will judge the offering on three basic elements: product features and quality, service mix and quality, and price.



- All three elements—products, services, and pricing—must fit together to form a competitively attractive market offering.

Kotler and Keller

15

Packaging

بسته بندی

- Packaging is important because it is the buyer's first encounter with the product.
- A good package draws the consumer in and encourages product choice.
- In effect, packaging can act as a "five-second commercial" for the product.



Kotler and Keller

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بازاریابی و مدیریت بازار

دکتر امین عطاری

۱۴۰۲-۱۴۰۳ ترم دوم

1

The Color Wheel of Branding and Packaging

- **Red** symbolizes excitement, energy, passion, courage, and being bold.
- **Orange** implies friendliness and fun.
- **Yellow**, as the color of the sun, is equated with warmth, joy, and happiness.
- **Green**, as the color of nature, implies health, growth, freshness, and renewal.
- **Blue**, as the color of the sky and sea, implies dependability, trust, competence, and integrity.
- **Purple** symbolizes nobility, wealth, and wisdom.
- **Pink** is considered to have soft, peaceful, comforting qualities.
- **Brown**, as the color of the earth, implies honesty and dependability.
- **Black** is seen as classic, strong, and balanced.
- **White** suggests purity, innocence, and cleanliness.

آبی
قابل اعتماد بودن،
شایستگی، و صداقت

قرمز
هیجان، انرژی، اشتیاق،
شجاعت و جسور بودن



اسلاید درس دکتر امین عطاری

3

زرد
شادی، گرمی، و خوشحالی

نارنجی
دوستی، تفریح، و خوشی



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4

سبز
سلامتی، رشد، تازگی، و
نوشدن

صورتی
نرمی، صلح، راحتی



Barbie

T Mobile

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5

بنفس
اشرافیت، ثروت، و خرد

قهقهه ای
صداقت و قابل اعتمادبودن



HERSHEY'S



twitch

LV

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6

مشکی
کلاسیک، قوی، متوازن

سفید
ناب بودن، مخصوصیت،
تمیزی



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7



8

Exercise

- Select a number of brands. Explain how the main colors that they use are related to their brand image and personality.

9

توسيع محسول جديد

- New-product development shapes the company's future. 
- Marketers play a key role in new-product development by identifying and evaluating ideas and working with R&D and other areas in every stage of development.
- Types of new products:
 - New to the world products (no one has seen it before)
 - New to the firm products (the company never did this before) 
 - Improvement of an existing product 
 - Addition to an existing product line 

Source: Kotler and Keller

Exercise

- Provide one example for each new product types explained below.
 - New to the world products (no one has seen it before)
 - New to the firm products (the company never did it before)
 - Addition to an existing product line
 - Improvement of an existing product

11

New Product Launch Events

- One common and exciting way to release a **new product** is through an **event**.



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بازاریابی و مدیریت بازار

دکتر امین عطاری

۱۴۰۲-۱۴۰۳ ترم دوم

1

Pricing



Pricing Decisions



- Price is the one element of the marketing mix that produces revenue; the other elements produce cost.
- Price also communicates the company's intended value positioning of its product or brand.
- Pricing decisions are complex and must take into account many factors—the company, the customers, the competition, and the marketing environment.
- Pricing decisions must also be consistent with the firm's marketing strategy and its target markets and brand positions.

Kotler and Keller

3

Setting the Price

A firm must set a price for the first time when

- ✓ it develops a new product, or
- ✓ it introduces its regular product into a new distribution channel or geographical area.

- The firm must decide where to position its product on quality and price.
- Most markets have three to five price points or tiers.
- Having a range of price points allows a firm to cover more of the market and to give any one consumer more choices.

Kotler and Keller

4

Selecting a Pricing Method

Markup pricing The most elementary pricing method is to add a standard markup to the product's cost.	Target-return pricing The firm determines the price that yields its target rate of ROI. E.g., Public utilities, which need to make a fair return on investment	Perceived-value pricing Basing price on the customer's perceived value.	Going-Rate Pricing The firm bases its price largely on competitors' prices.
Auction-type pricing Is growing more popular, especially with the growth of electronic marketplaces.			
Kotler and Keller 5			

Pricing Strategies

Factors Affecting Pricing Strategy	Consumers' Price Perceptions
Low, medium, or high prices	Consumers categorize the brand as low, medium, or high price
How deeply or how frequently the brand is discounted	How firm or flexible they think the price is

Selecting a Pricing Strategy

EDLP

Charging a constant low price with little or no price promotion or special sales.

High-low pricing

Charging higher prices on an everyday basis but running frequent promotions with prices temporarily lower than the EDLP level.

Kotler and Keller

7

Exercise

- Analyze the pricing strategy of two major brands in an industry.

8

Consumer Psychology and Pricing



- Purchase decisions are based on how consumers perceive prices and what they consider the current actual price to be—*not necessarily* on the marketer's stated price.
- Customers may have
 - a lower price threshold, below which prices signal inferior or unacceptable quality,
 - an upper price threshold, above which prices are prohibitive and the product appears not worth the money,
 - and a reference price in mind

Kotler and Keller

9

Anchoring

- The first price number we see or hear would affect our willingness to pay.
- We take the first price as an anchor to determine a reasonable price for the product.
- Even random numbers like the last two digits of someone's social security number would influence how he or she evaluates product prices.

Source: Ariely (2010) in "Predictably Irrational"



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بازاریابی و مدیریت بازار

دکتر امین عطاری

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Channels (Place)



از نظر شما کدامیک از عناصر آمیخته بازاریابی دارای اهمیت بیشتری هستند؟



فرایند زنجیره تأمین



Pic source: <http://www.biz-development.com/SupplyChain/6.20.15.supply-chain-management-finance-resources.htm>

کانال های بازاریابی

- مجموعه ای از سازمان های وابسته که وظیفه هدایت محصولات از تولیدکنندگان به مصرف کنندگان را بر عهده دارند.

- **Merchants:** Those intermediaries (such as wholesalers and retailers) who buy, take title to, and resell the merchandise.
- **Agents:** Those intermediaries (sales agents) who search for customers and may negotiate on the producer's behalf but do not take title to the goods.

Channel Member Functions

- **Physical Distribution of products**
- **Information:** Gathering information about customers, competitors, and other actors.
- **Communications and promotion:** Developing and disseminate persuasive communications
- **Negotiation:** Negotiating and reaching agreements on price and other terms.
- **Financing:** Acquiring and using funds to cover distribution and channel costs.
- **Risk taking:** Assuming risks connected with carrying out channel work.
- **Contact:** Finding and providing contact with prospective customers.

Channel Strategy

Channel strategy: Includes the design and management of intermediaries such as wholesalers, distributors, agents, and retailers.

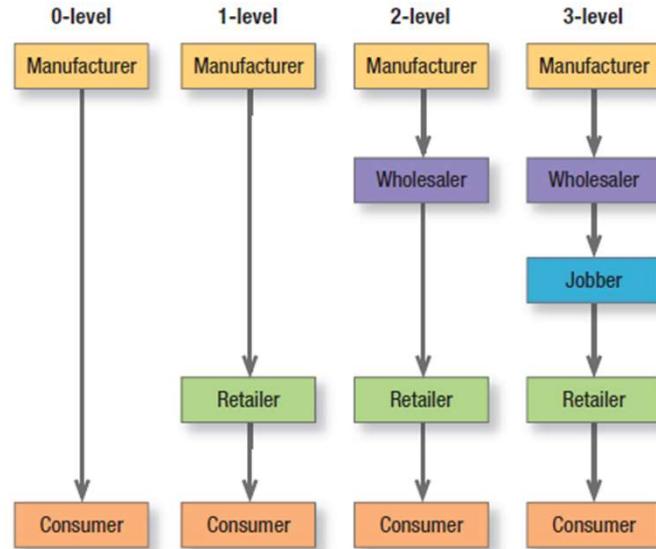
Channel Design

- Indirect Channels
- Direct Channels and Online Strategies

Direct channels vs. indirect channels

- **Direct Channels:** Selling through personal contacts from the company to prospective customers.
- **Indirect Channels:** Selling through third-party intermediaries such as agents or retailers.

Consumer Marketing Channels

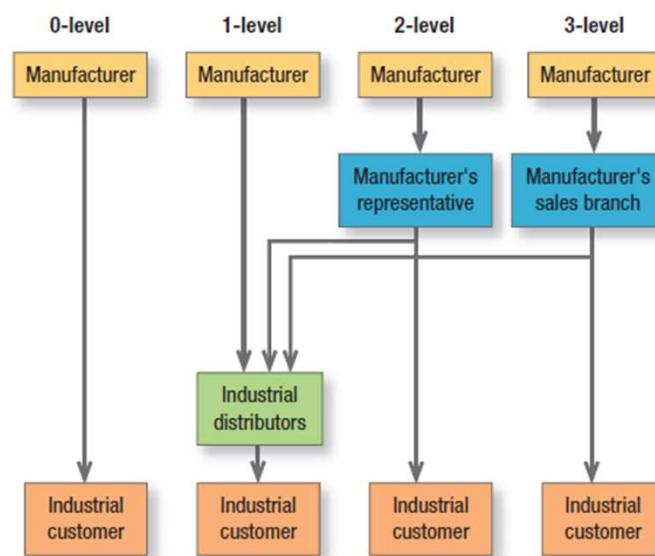


5/29/2024

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9

Industrial Marketing Channels



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10

Marketing Communications



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Marketing Budgets as Percentage of Total Revenue

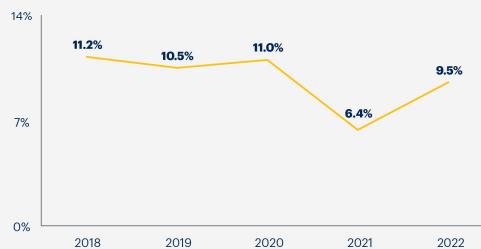
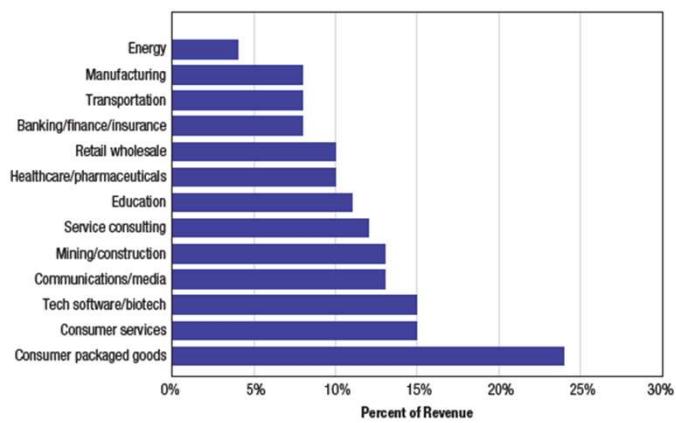


EXHIBIT 2.4 Percent of Revenue Spent on Marketing by Industry



5/29/2024

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مثال

- تخصیص بودجه برای بازاریابی برنده سوربن

Sorbon
سوربن



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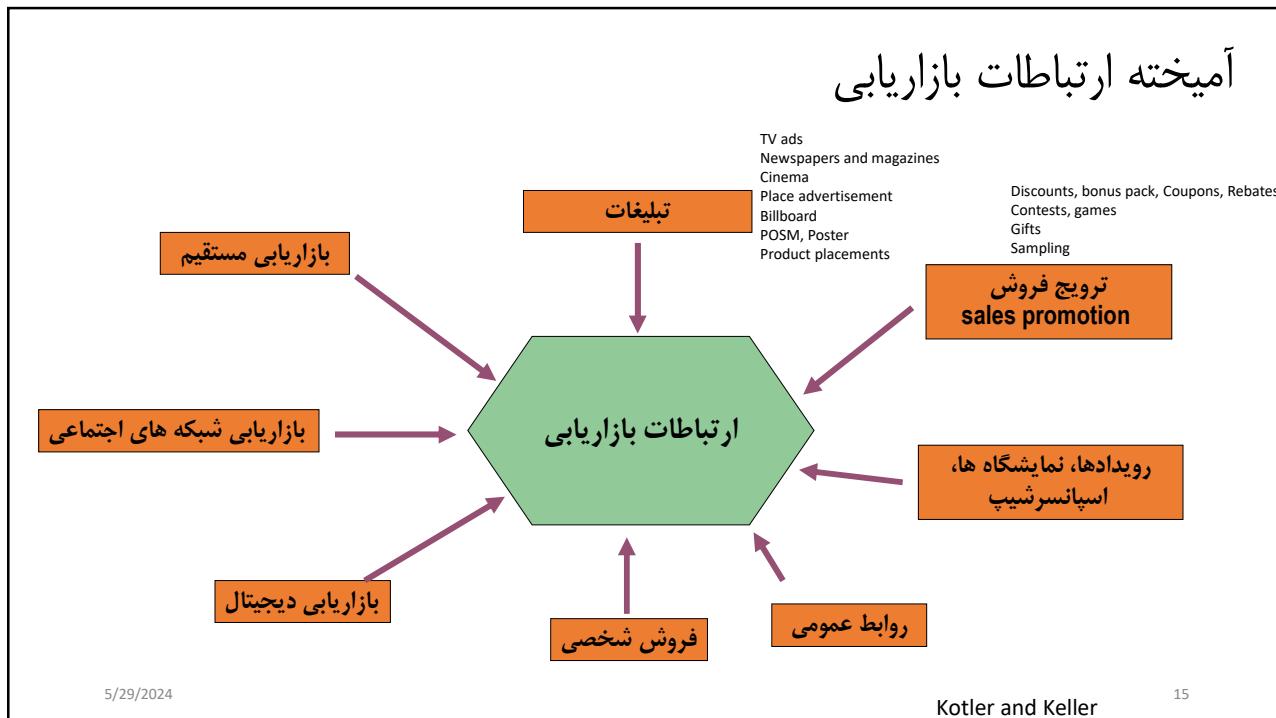


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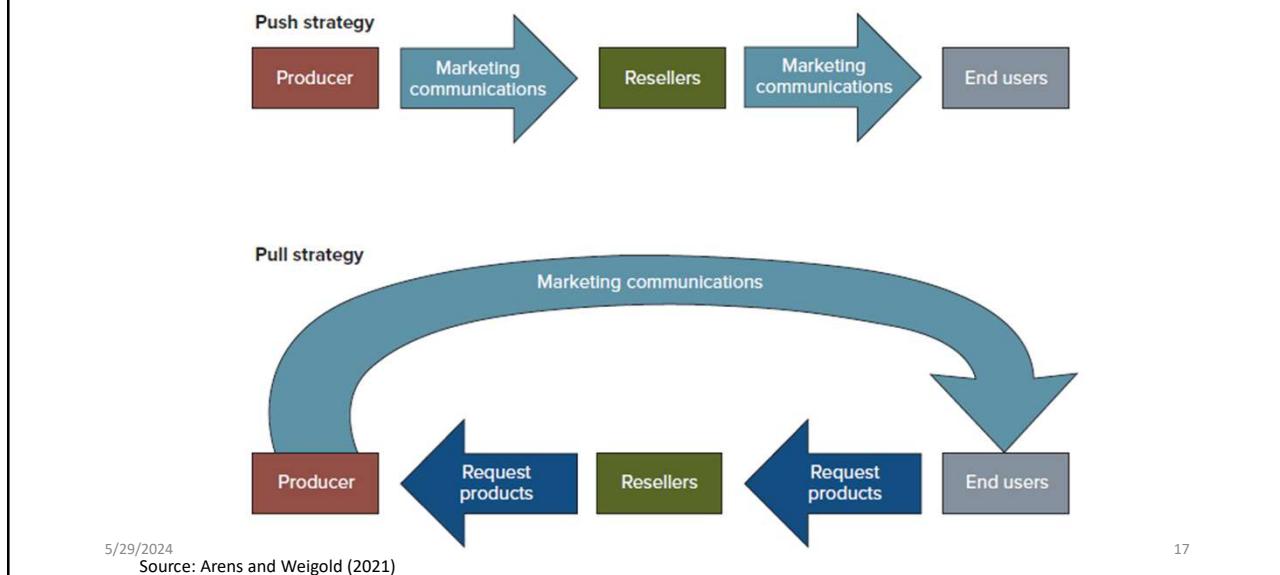
ارتباطات بازاریابی

- ارتباطات بازاریابی روش هایی هستند که شرکت بوسیله آنها اقدام به **آگاه سازی**، **متقادع‌سازی**، و **یادآوری** در خصوص محصولات قابل فروش و برندهای شرکت می کند.

- Communications represent the voice of the company and its brands.
- Communications are a means by which the firm can establish a dialogue and build relationships with consumers.



Two marketing communications approaches



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Figure 18.1 ▶ Brand-Level Promotion Targets



Table 18.1 ► Push and Pull Strategies

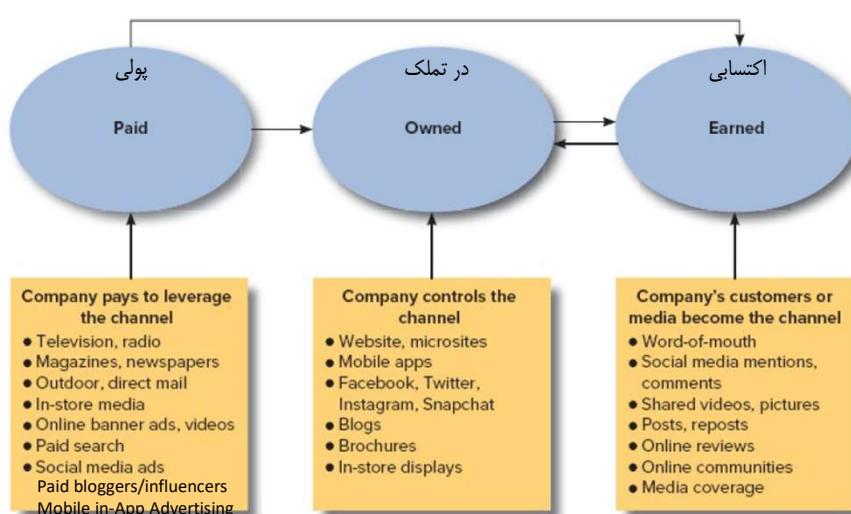
	COMPANY X (PUSH)	COMPANY Y (PULL)
Personal Selling to Retailers	\$13,500,000	\$6,000,000
Sales Promotion to Retailers	12,000,000	150,000
Advertising to Retailers	2,400,000	300,000
Advertising to Consumers	1,800,000	20,550,000
Sales Promotion to Consumers	300,000	3,000,000
TOTAL	\$30,000,000	\$30,000,000

5/29/2024

Source: Craig and Terence (2018)

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Different Types of Media



Source: Belch and Belch (2021)

5/29/2024

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بازاریابی و مدیریت بازار

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۱۴۰۲-۱۴۰۳ ترم دوم

1

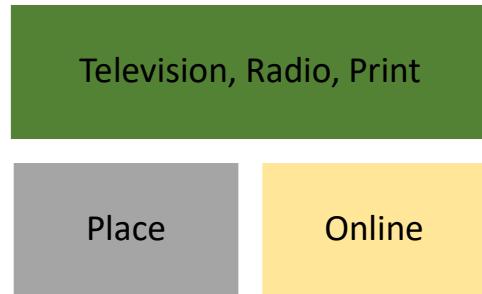
تبلیغات

هر نوع از ارتباطات پولی که به منظور اطلاع، یادآوری، یا متقاعدسازی افراد (و معمولاً از طریق یک رسانه) انجام می‌شود.

- Powerful means of creating positioning
- It's also useful for increasing the brand awareness.



Advertising



- Place (outdoor advertising): billboards and posters, airlines, lounges, product placement, and point of purchase.
- Digital advertising
- Social media
- Mobile marketing

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Place advertising (out-of-home advertising)

- Marketers are better off reaching people in other environments, such as where they shop, play, or travel.
- Place advertising captures advertising outside traditional media.
- Billboards, posters



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Product placement

- ▶ **Product placement:** Brands make appearances in movies and on TV.



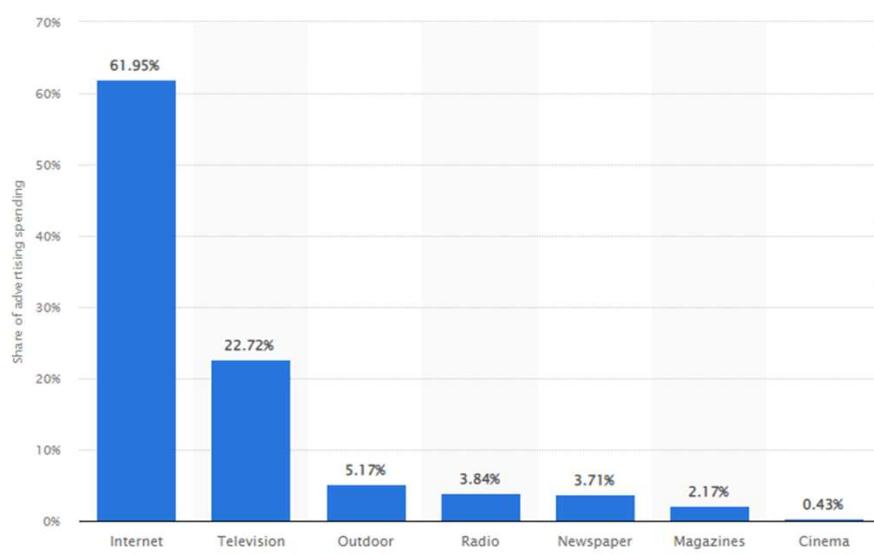
Discussion questions

- Do you remember any product placements?
- Some experts believe that product placements on television will rise in the future. What are some of the pros and cons of product placements on television?

ارتباطات بازاریابی آنلاین



سهم هزینه تبلیغات براساس رسانه



8

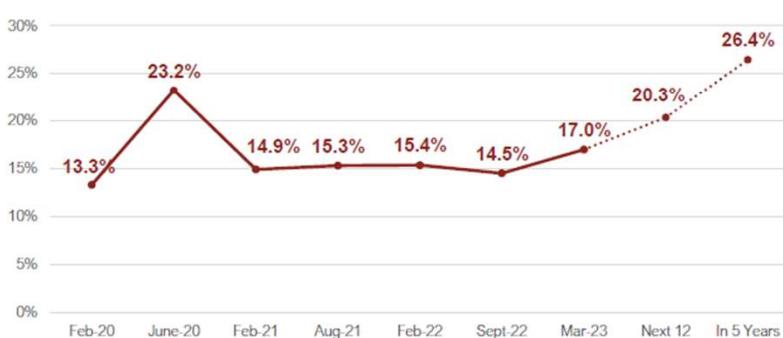
Source: Statista (2022)

The CMO Survey 

March 2023

Social media spending begins to rise again; forecasted to increase across industries in the next 12 months and 5 years

What percent of your marketing budget are you currently spending on social media? What percent will you spend in the next 12 months? 5 years?



Period	Present (%)	1 Year (%)	5 years (%)
B2B Product	14.6%	18.6%	25.2%
B2B Services	14.2%	17.0%	23.5%
B2C Product	22.2%	24.7%	29.1%
B2C Services	19.6%	23.9%	30.5%

 Insights

Across the board, marketing leaders predict a steep rise in social media spending. Consumer Packaged Goods, Communications/Media, and Consumer Services predict they will spend 1/3 or more of their marketing budgets on social media 5 years from now. In addition, companies with no Internet sales are predicting they will increase social media spending from 10% to 20% of their budgets in the next 5 years.

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Sales Promotion

ترویج (پیشبرد) فروش

ترویج فروشن: شامل مشوق های کوتاه مدت برای ایجاد انگیزه در خریداران یا کانال است.



- تخفیف
- کوپن
- هدایا
- نمونه محصول
- باندل
- رقابت و جوایز
- پس دادن وجه
- بسته های پاداش
- نوع کالا و محدودیت های رسانه ای و زیرساختها در کشورها می تواند منجر به افزایش بودجه مربوط به ترویج فروش یک شرکت شود.
- برای کالاهای مصرفی تند گردش بیش از نیمی از بودجه مارکتینگ صرف ترویج فروش می شود.

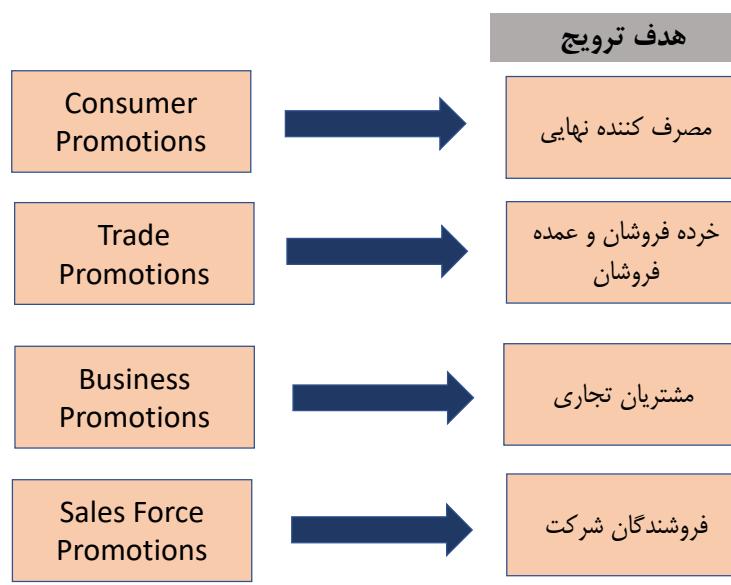
10

Figure 1.5 ▶ A Buy-One-Get-One Free Promotion



Source: Craig and Terence (2018)

انواع ترویج فروش با توجه به هدف



The Evolution of IMC

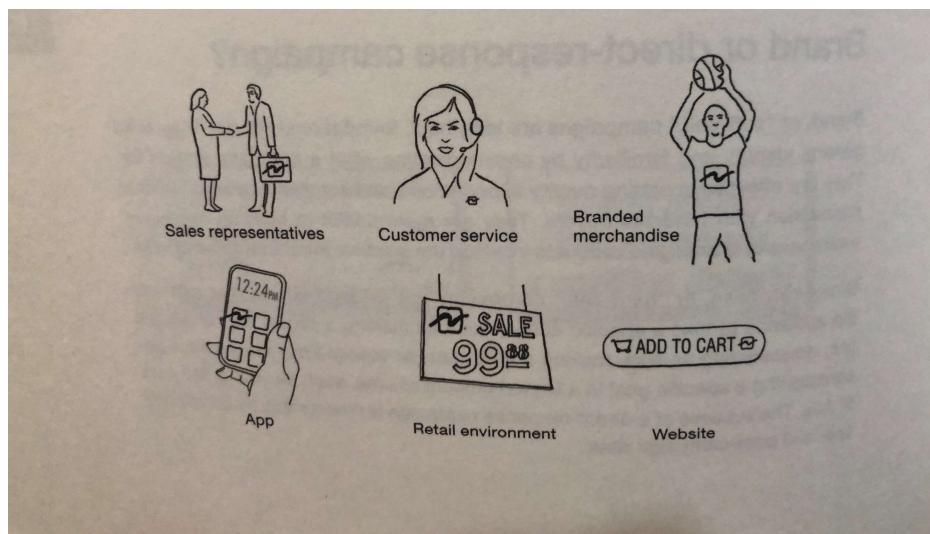


- Many companies have realized the need for a more strategic integration of their promotional tools.
- These firms began moving toward the process of **integrated marketing communications (IMC)**.
- IMC is the process of coordinating the various promotional elements and unifying a brand's messaging to make it consistent across all media

Source: Belch and Belch (2021)

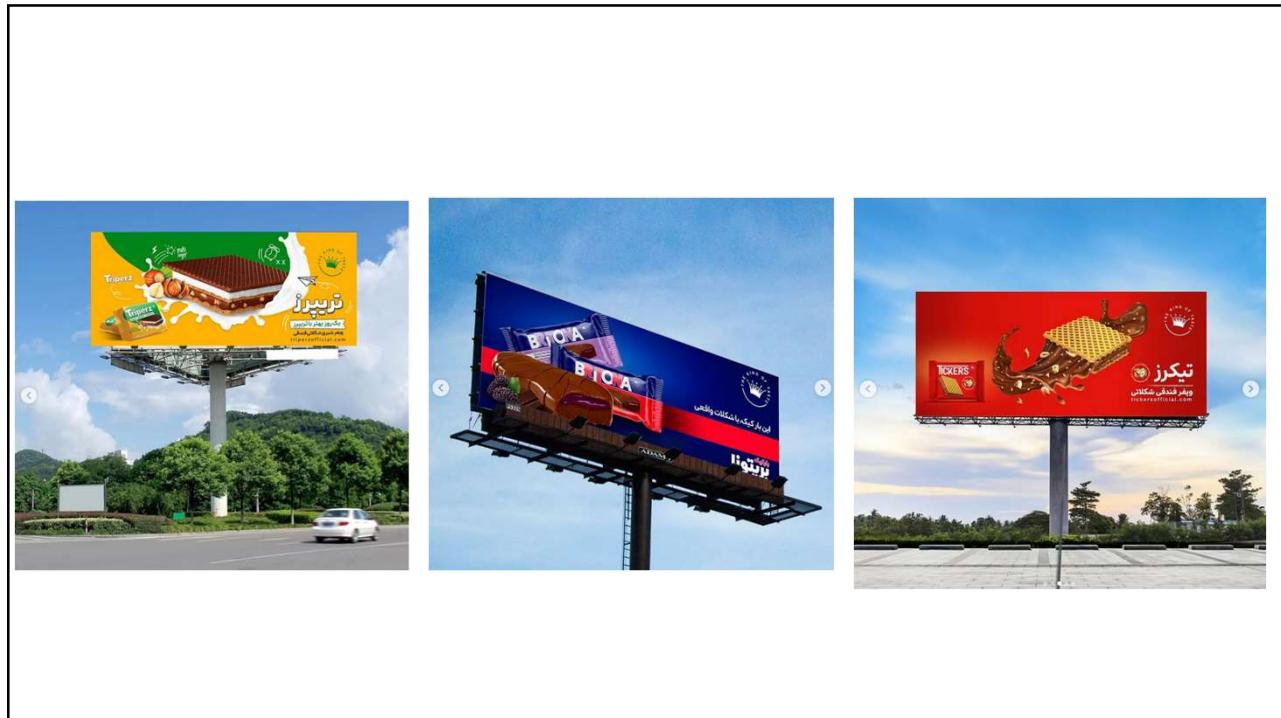
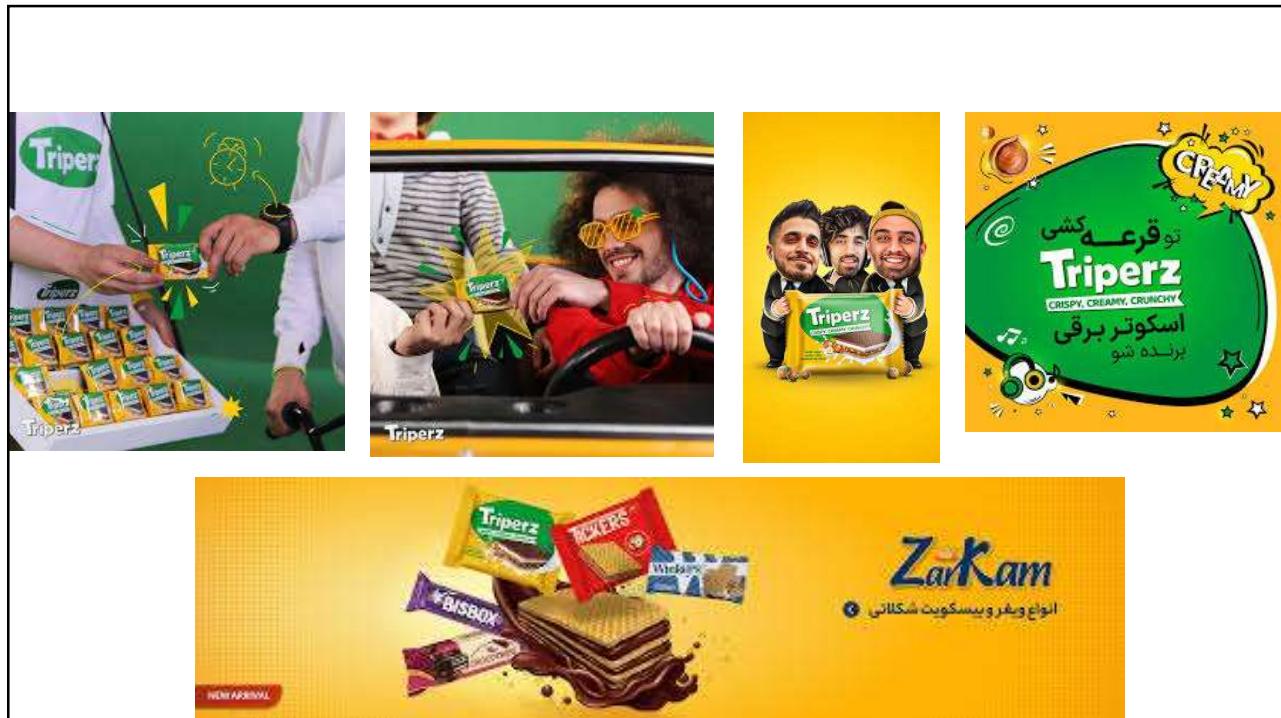
اسلاید درس دکتر امین عطاراتی

Touchpoints



Source: Arrington and Frederick (2018) – 101 Things I learned in Advertising School

اسلاید درس دکتر امین عطاراتی







بازاریابی دهان به دهان

- به اشتراک گذاری اطلاعات یا ایده ها از فردی به فرد دیگر است.
- ۱۰ برابر اثربخش تر از ارتباطات شرکتی است.
- وایرال شدن: گسترش سریع موضوعات در شبکه های اجتماعی



Mannequin Challenge
Nov 2016

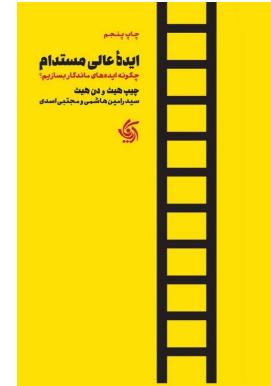
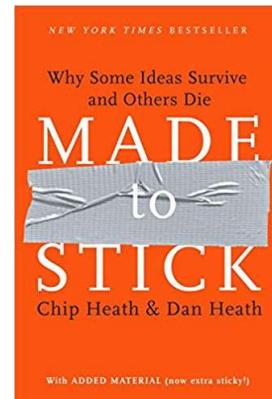


Ice Bucket Challenge (ALS)
July 2014

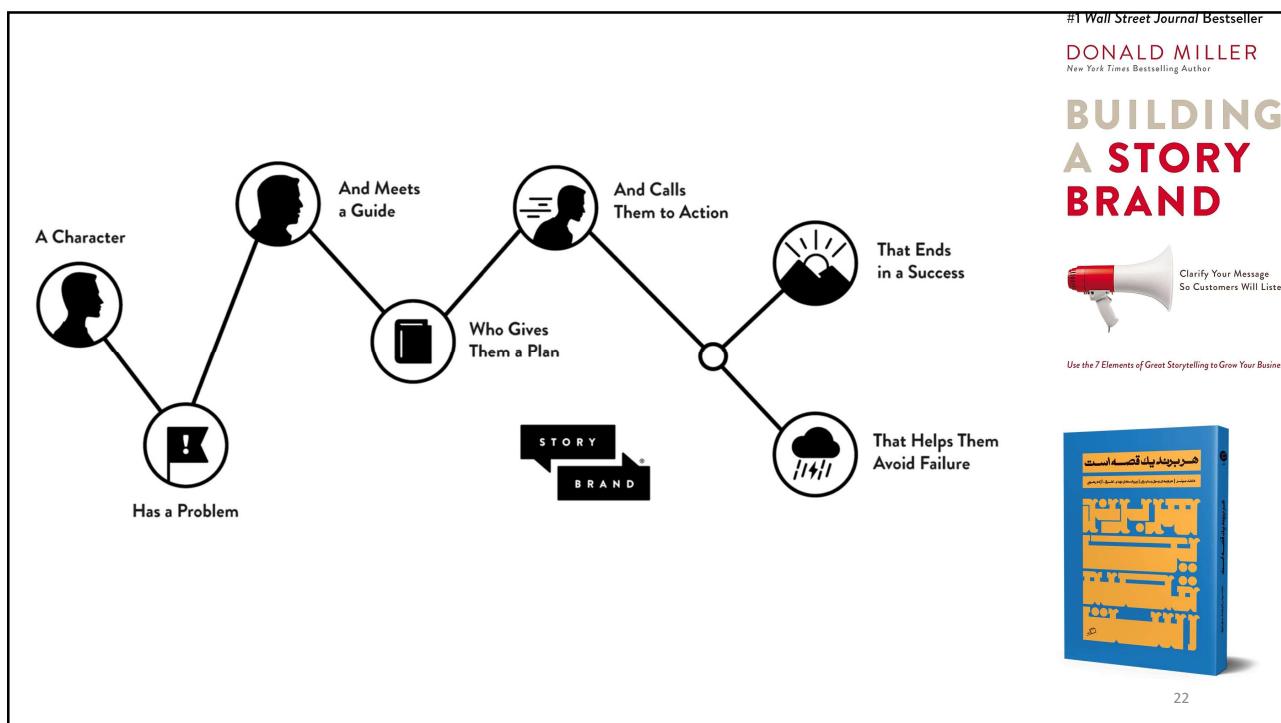
چرا بعضی ایده ها **وایرال** می شوند؟

Principles of Stickiness (Success)

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories

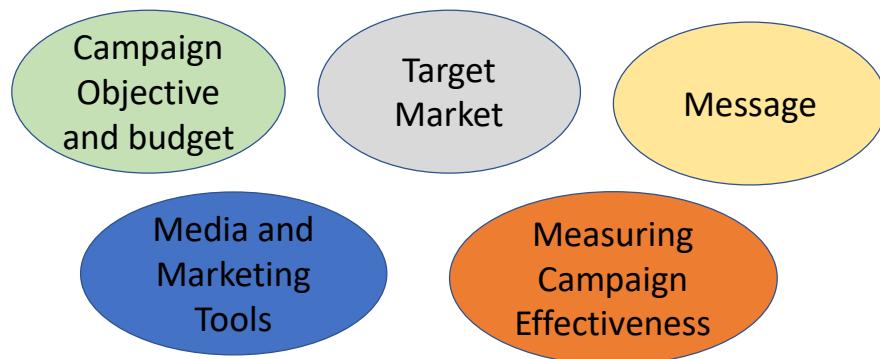


Source: Made to Stick: Why some ideas Survive and Others Die



کمپین بازاریابی

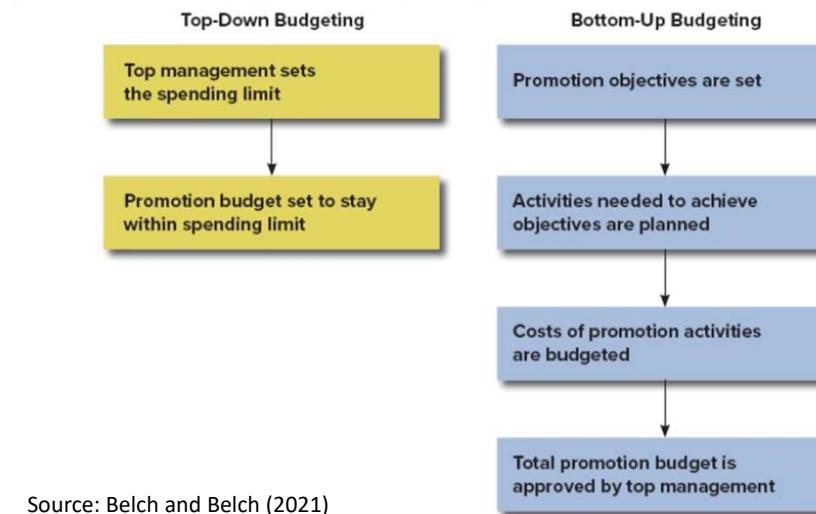
- مجموعه ای از فعالیت های بازاریابی که به منظور دستیابی شرکت به اهداف بازاریابی خاصی طراحی شده اند.
- همه فعالیت های یک کمپین ایده و تم مشترکی دارند.



رویکردها برای بودجه بندی برنامه تبلیغاتی و ترویجی

FIGURE 7-12

Top-Down versus Bottom-Up Approaches to Budget Setting



Examples of Marketing Campaigns Objectives

Increasing Brand Awareness
Building a brand association

Market share
Sales

Lead Generation
Increase in followers
Increase engagement
Sales Conversion
Re-targeting

Types of digital campaigns:

- Awareness
- Performance (Acquisition or Engagement)

Determining Campaign Objective

Get

Keep

Grow

Marketing Tools

Get Customers	Keep Customers	Grow Customers
Online targeted ads	Relationship Marketing	Customer Life-time Value
Social networks	Loyalty Programs	Upsell
SEO	Email Marketing	Cross-sell
Seminars, Videos, and e-books	Events, Groups, Clubs	Referrals
Email marketing		
Free samples		
Sales Promotion		
Billboard		
Advertising		





تمرین – بررسی یک کمپین تبلیغاتی اخیر در ایران

- یک برنده را که به تازگی اقدام به انجام یک کمپین تبلیغاتی، شامل تبلیغات محیطی کرده است انتخاب کنید.
- بر مبنای قضاوت خودتان، کمپین مذکور را بر مبنای چند فاکتور اصلی مانند هدف کمپین، مخاطب هدف، پیام، میزان خلاقیت، احساسی یا منطقی بودن، میزان اثربخشی (تأثیر بر برنده)، ... تحلیل کنید.





