

# Developing Marketing Strategies and Plans

- How does marketing affect customer value?
- How is strategic planning carried out at different levels of the organization?
- What does a marketing plan include?

# Three V's Approach to Marketing

- Define the value segment
- Define the value proposition
- Define the value network

# What is the Value Chain?

The **value chain** is a tool for identifying ways to create more customer value because every firm is a synthesis of *primary and support activities* performed to design, produce, market, deliver, and support its product.

# Core Business Processes

- Market-sensing process.
- New-offering realization process.
- Customer acquisition process.
- Customer relationship management process.
- Fulfillment management process.

# Characteristics of Core Competencies

- A source of competitive advantage
- Applications in a wide variety of markets
- Difficult to imitate

## Becoming a Vigilant Organization

- Can we learn from the past?
- How should the present be evaluated?
- What do we envision for the future?

# What is Holistic Marketing?

**Holistic marketing** sees itself as integrating the value exploration, value creation, and value delivery activities with the purpose of building long-term, mutually satisfying relationships and coprosperity among key stakeholders.



# What is a Marketing Plan?

A **marketing plan** is the central instrument for directing and coordinating the marketing effort.

It operates at a strategic and tactical level.

# Levels of a Marketing Plan

- Strategic
  - Target marketing decisions
  - Value proposition
  - Analysis of marketing opportunities

- Tactical
  - Product features
  - Promotion
  - Merchandising
  - Pricing
  - Sales channels
  - Service

# Corporate Headquarters' Planning Activities

- Define the corporate mission
- Establish strategic business units (SBUs)
- Assign resources to each SBU
- Assess growth opportunities

# Good Mission Statements

- Focus on a limited number of goals
- Stress major policies and values
- Define major competitive spheres
- Take a long-term view
- Short, memorable, meaningful

# Major Competitive Spheres

- Industry
- Products
- Competence
- Market segment
- Vertical channels
- Geographic

Thank you  
Q & A