

# Marketing Cheatsheet

## ◇ 1. Marketing Basics

- **Definition:** Process of creating, communicating, delivering, and exchanging offerings for customers, clients, partners, and society.
- **Core Concepts:** Needs, wants, demands, value, satisfaction, exchange, transactions, and markets.

## ◇ 2. Marketing Mix (4Ps)

Product	Price	Place	Promotion
Design, brand, features, packaging, warranty	Pricing models, discounts, payment terms	Channels, coverage, locations, logistics	Advertising, sales promotions, PR, personal selling

- **Extended Mix (7Ps)** adds: People, Process, Physical Evidence

## ◇ 3. Market Segmentation

- **Segmentation:** Dividing markets into distinct groups with common needs.
  - **Types:** Geographic, Demographic, Psychographic, Behavioral
- **Targeting:** Selecting segments to serve
- **Positioning:** Creating a clear, distinctive, desirable place in customers' minds

## ◇ 4. Consumer Behavior

- **Cultural:** Culture, subculture, social class
- **Social:** Family, reference groups
- **Personal:** Age, occupation, lifestyle, personality
- **Psychological:** Motivation, perception, learning, beliefs

## ◇ 5. Marketing Strategy

- **STP Model:** Segmentation, Targeting, Positioning
- **Competitive Advantage:** Cost leadership, differentiation, focus
- **BCG (Boston Consulting Group) Matrix:**
  - Stars (High Growth, High Share)
  - Question Marks (High Growth, Low Share)
  - Cash Cows (Low Growth, High Share)
  - Dogs (Low Growth, Low Share)

## ◇ 6. Branding

- **Brand:** Name, term, sign, symbol to identify products
- **Brand Equity:** Value from brand recognition
- **Brand Positioning:** Attributes, benefits, beliefs, values
- **Brand Strategies:** Individual brand, family brand, brand extension

## ◇ 7. Product Life Cycle (PLC)

Stage	Description	Marketing Focus
Introduction	High cost, low sales	Awareness, trial
Growth	Rapid sales, profits	Maximize market share
Maturity	Slowing growth, saturated market	Defend share, extend lifecycle
Decline	Falling sales	Reduce cost, exit or innovate

## ◇ 8. Pricing Strategies

- **Cost-Based:** Markup pricing, cost-plus
- **Value-Based:** Customer-perceived value
- **Competition-Based:** Going-rate, tender bidding
- **Psychological:** Odd pricing (e.g., \$9.99)
- **Discount & Allowances:** Cash, quantity, promotional discounts

## ◇ 9. Marketing Research

- **Process:**
  1. Define problem
  2. Develop research plan
  3. Collect data
  4. Analyze data
  5. Present findings
- **Types:**
  - Exploratory (qualitative)
  - Descriptive (surveys)
  - Causal (experiments)
- **Primary vs Secondary Data:**
  - Primary: Collected firsthand
  - Secondary: Already exists

## ◇ 10. Promotion Mix

- **Advertising:** Paid, non-personal (TV, radio, print, digital)
- **Sales Promotion:** Short-term incentives (coupons, contests)
- **Personal Selling:** Face-to-face communication
- **Public Relations:** Building positive public image
- **Direct Marketing:** Direct connection (emails, SMS, catalogs)

## ◇ 11. Digital Marketing

- **Channels:** SEO, SEM, social media, email, content marketing
- **SEO:** Optimizing content to appear in search engines
- **Social Media Marketing:** Engage audiences on platforms (FB, Insta, LinkedIn)
- **Content Marketing:** Valuable content to attract and retain
- **Metrics:** CTR, bounce rate, conversion rate, engagement

## ◇ 12. Customer Relationship Management (CRM)

- **Definition:** Strategies and tools to manage customer interactions
- **Benefits:**
  - Retention
  - Personalized marketing
  - Better service

## ◇ 13. Sustainable & Ethical Marketing

- **Sustainable Marketing:** Long-term well-being of society
- **Green Marketing:** Environmentally friendly products
- **Ethical Issues:** Deceptive advertising, consumer privacy, unfair pricing

## ◇ 14. Global Marketing

- **Challenges:** Cultural differences, legal barriers, currency risks
- **Entry Modes:** Exporting, joint ventures, franchising, direct investment
- **Standardization vs Adaptation:**
  - Standardization: Uniform strategy across countries
  - Adaptation: Tailored marketing mix

## ◇ 15. Recent Trends

- Influencer Marketing
- AI & Data Analytics in Marketing
- Voice Search Optimization
- Omnichannel Experience