

## ANALYSIS

### THE 5C's



CUSTOMER

- What are the wants and needs of the customers?
- Whose needs can you satisfy profitably?
- How can the marketer create value for this customer and influence his or her decision making process?
- In a B2B context, who is part of the decision making unit?



CONTEXT

- What environmental factors limit or expand your capabilities?
- Think PESTEL: the political, economic, social/cultural, technological, environmental, and legal context.
- What's happening in the market in which you operate that can tilt the market (and your firm) toward success or failure?



COMPETITOR

- Who else is meeting or attempting to meet your customer's needs?
- When your customer doesn't choose your product to solve their problem, whose do they choose?
- Think broadly to include current and emerging competitors.



COLLABORATORS

- Are there other firms you will need to partner with to meet your customers' needs?
- Do you need manufacturing help?
- Or a core piece of complementary technology in order for your product or service to succeed?

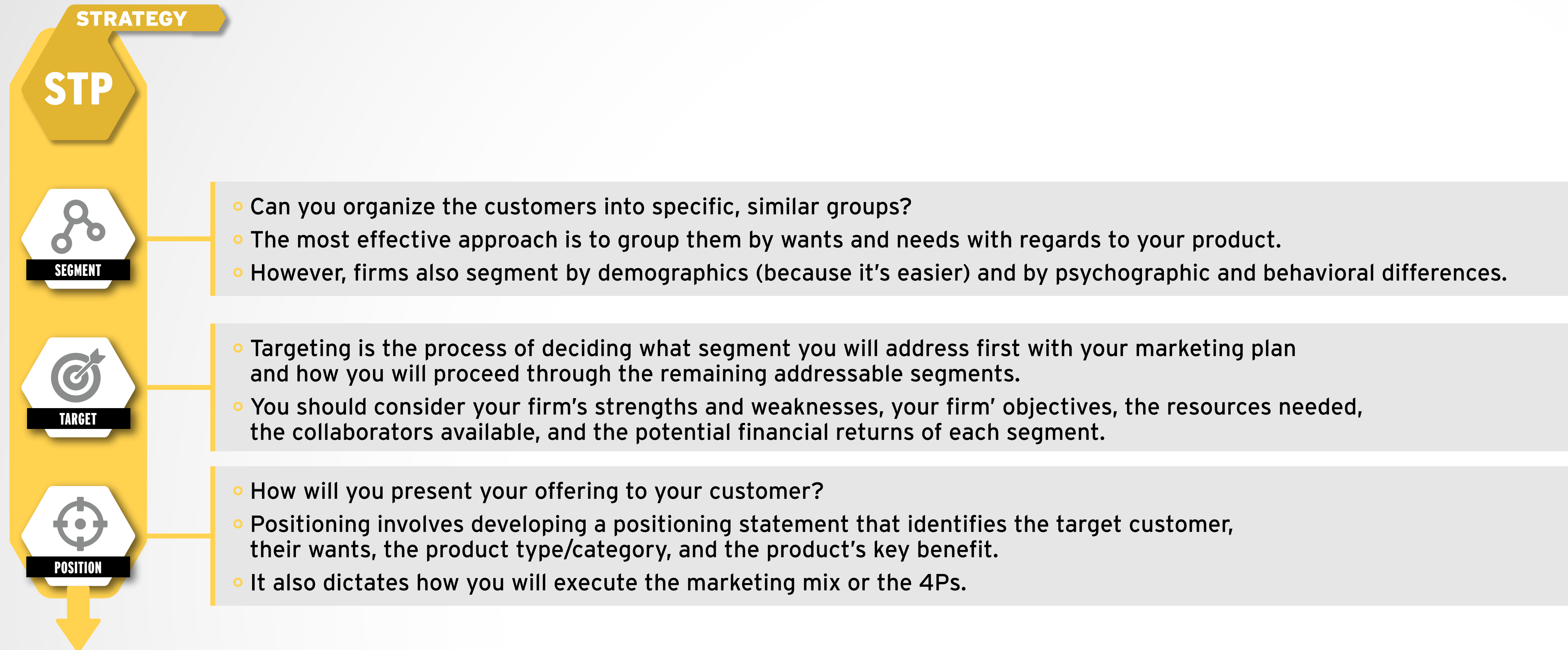


COMPANY

- What core competencies (i.e. resources, expertise) does your firm have that will allow you to meet the customer's needs?
- What is it that your firm is very, very good at?
- What differentiates your firm, by creating value for the customer, from other firms in the market?

## Framework for marketing strategy

# Framework for marketing strategy



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## ACTION

### THE 4P's



#### PRODUCT

- Products, as well as services and experiences, are how you create value for your customer.
- You should consider to what degree you must provide a whole product or “complete turn-key solution” to your customer in order to create maximum value and induce them to buy.



#### PRICE

- How do you capture the value you've created?
- How much is your customer willing to pay for the value you've created?



#### PLACE

- What channel of distribution is best to provide access to your product for your consumers?
- This may involve a single exclusive distribution channel or an omnichannel composed of online sources, retailers, and your own outlets.



#### PROMOTION

- Promotion makes customers aware of your offering and builds the brand that will identify that offering and your company.
- Your main objective is to create brand awareness and build brand equity by defining your:  
1) brand identity 2) brand meaning 3) brand responses 4) brand relationships.