

# Preparing an Integrated Marketing Plan and Program

# Marketing Mix

- The **marketing mix** is the set of **controllable, tactical** marketing tools that a company uses to produce a **desired response** from its [target market](#)
  - It consists of everything that a company can do to influence demand for its product
  - It is also a tool to help marketing planning and execution
1. Product
  2. Price
  3. Place
  4. Promotion

# Product

- **Product** mean the **goods-and-services** combination the company offers to the customers
- The aim is to provide right product to **satisfy the needs** of your target customer
- **Value** of the product determine the level of satisfaction
- Apart from the physical product itself, there are elements associated with your product ( **packaging, features, options, services, warranties, and brand name**)
- Your product's appearance, function, and support make up what the customer is actually buying







# Price

- Price is the **amount of money** customers must pay to obtain the product
- Company should make sure that **right product offered at the right price**
- Determining your product's price can be **tricky and even frightening**
- Organization have number of pricing strategies
- However Your selection of a pricing strategy should be based on your **product, customer demand, the competitive environment,**
- and the other **products** you will offer

# Placement

- Placement includes companies **activities** that make the **product available to the customers**
- Organization needs to ensure that the **right product at the right price** available in the right place to be bought by customers
- Businesses that create or assemble a product will have two options: **selling directly to consumers or selling to a vendor**



# Promotion

- **Promotion** refers to the activities that **communicate** the merits of the product and persuade the target customers to buy it
- Organization **need to Inform potential customers** of the **availability** of the **product**, its **price** and its **place**
- To be effective, your promotional efforts should contain a **clear message targeted to a specific audience reached via an appropriate channel**



**Please,  
no running in  
the station.**

(Although we applaud  
your boundless energy  
and zest for living.)

Transit





**October Jones** @OctoberJones

29 May 12

Dear Sainsbury's. The chicken in my sandwich tastes like it was beaten to death by Hulk Hogan. Was it?

[Details](#)



**Sainsbury's PR**

@SainsburysPR



Follow

**@OctoberJones** really sorry it wasn't up to scratch. We will replace Mr. Hogan with Ultimate Warrior on our production line immediately.



Reply



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RETWEETS

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FAVORITES





**James Rhodes** @JRhodesPianist

14 Dec

Hey @o2 - please get your SMS working! I sent this girl 246 texts last night asking her out and none of her replies have come through yet...

[Details](#)



**O2 in the UK** ✓

@O2



Follow

[@JRhodesPianist](#) Hi James, that's a lot of texts! Maybe next time you should try sending 1 text to 246 different girls...



Reply



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RETWEETS

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FAVORITES



**BEFORE**  
OUR HELP

## AFTER OUR HELP

**DRJL Dental Clinic**



# 4C's of the Marketing



# From the buyers perspective

- Customer solutions, **not products**: Customers want to buy value or a solution to their problems.
- Customer cost, **not price**: Customers want to know the total cost of acquiring, using and disposing of a product.
- Convenience, **not place**: Customers want products and services to be as convenient to purchase as possible.
- Communication, **not promotion**: Customers want two-way communication with the companies that make the product.

**4Ps**

Product

Price

Place

Promotion

**4Cs**

Customer solution

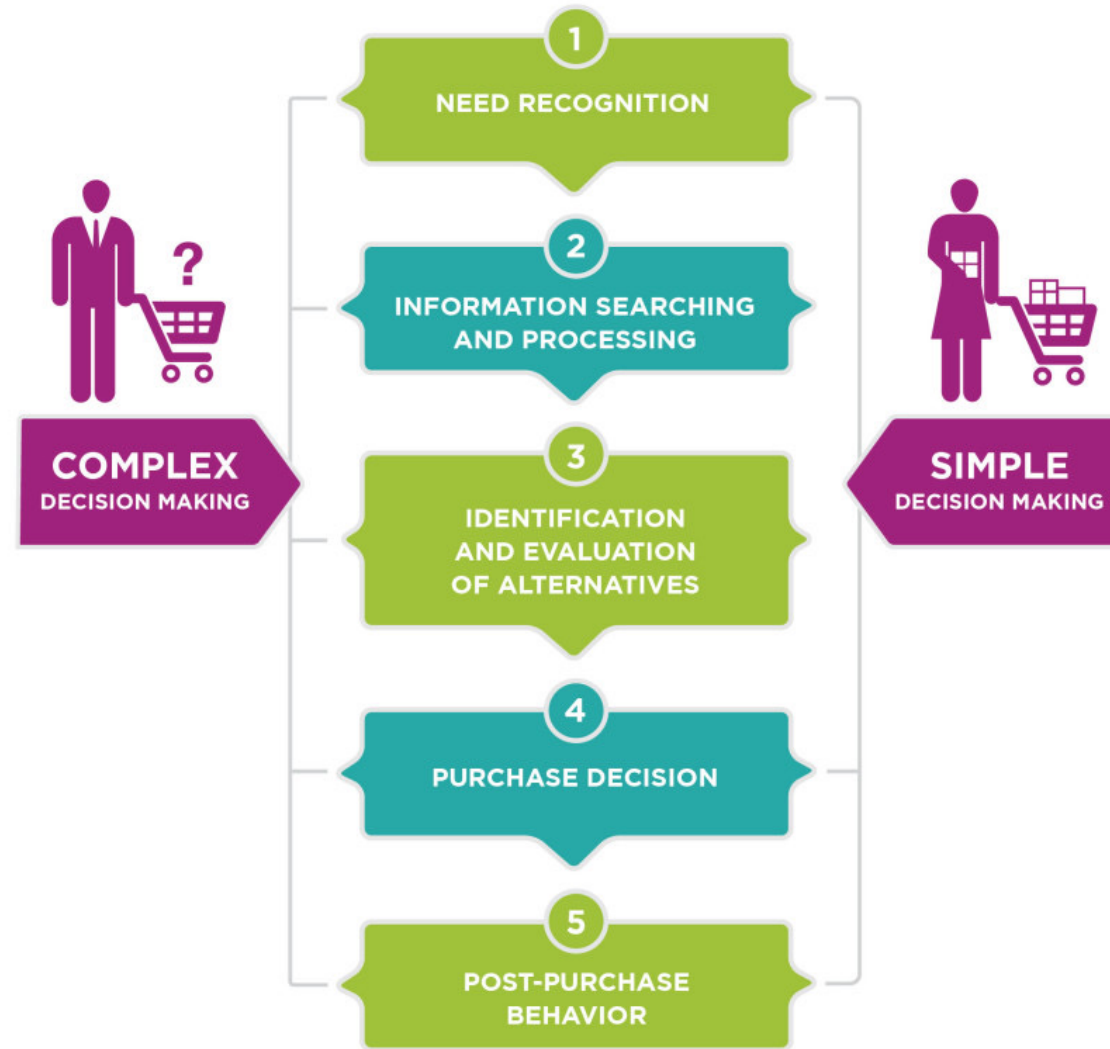
Customer cost

Convenience

Communication

# The buyer Decision Making Process

## THE CONSUMER DECISION-MAKING PROCESS



# The Buyer Decision Process

## Need Recognition

- Occurs when the buyer recognizes a problem or need triggered by:
  - Internal stimuli (hunger, Thirst etc)
  - External stimuli (advertsiment, friends, family etc)

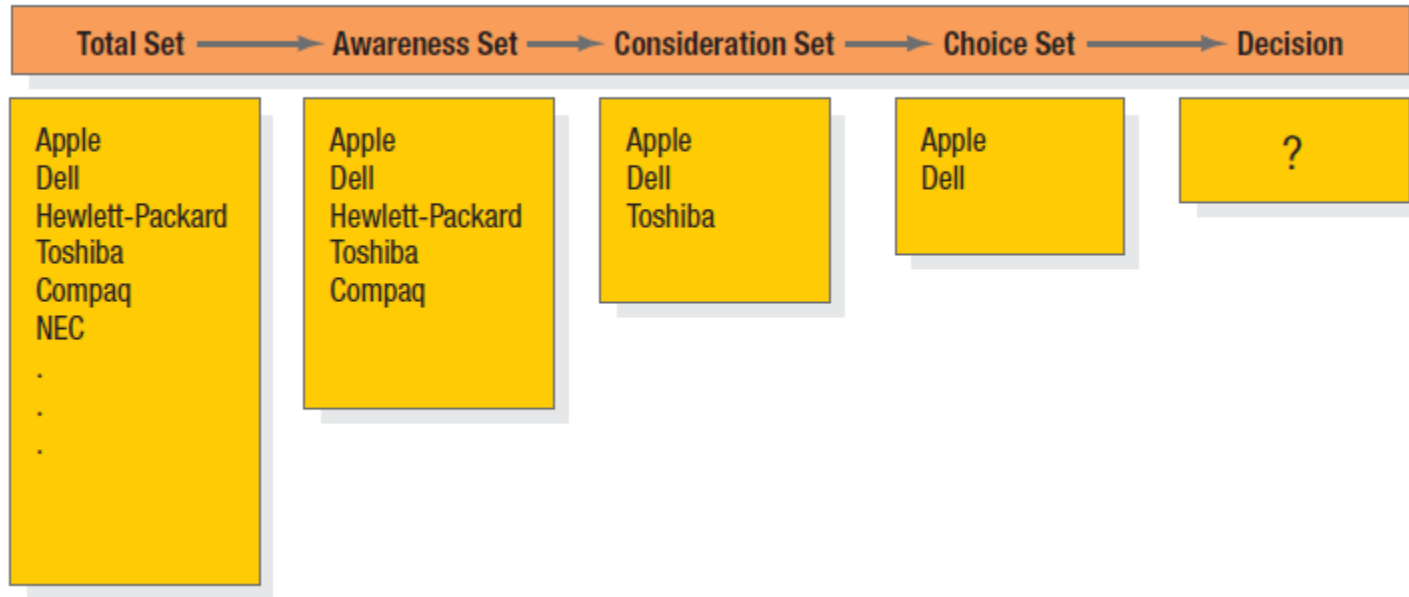




# The Buyer Decision Process

## Information Search

- Depends whether **high involvement** or **low involvement** decision
- Personal sources—family and friends
- Commercial sources—advertising, Internet
- Public sources—mass media, consumer reviews, ratings
- Experiential sources—handling, examining, using the product





# The Buyer Decision Process

## Evaluation of Alternatives

- How the consumer processes information to arrive at brand/product choices
- Consumer do careful calculation and logical thinking for narrow down the available choices
- Consumer set attributes for selecting the product

### FOR EXAMPLE

1. **Hotels**—Location, cleanliness, atmosphere, price
2. **Mouthwash**—Color, effectiveness, germ-killing capacity, taste/flavor, price
3. **Tires**—Safety, tread life, ride quality, price

### BELIEFS AND ATTITUDES

### EXPECTANCY-VALUE MODEL

# The Buyer Decision Process

## Purchase Decision

- The act by the consumer to buy the most preferred brand
- The **purchase intention** and **Purchase decision**
- The purchase decision can be affected by:
  - Attitudes of others (what other suggest)
  - Unexpected situational factors ( expected price, expected benefits, or economic down turn, drops in competitor prices, return policy, warranty etc)
  - The purchase intention do not always results in actual purchase

# Perceived Risks to modify, postpone, or avoid a purchase decision

- 1. *Functional risk***—The product does not perform to expectations.
- 2. *Physical risk***—The product poses a threat to the physical well-being or health of the user or others.
- 3. *Financial risk***—The product is not worth the price paid.
- 4. *Social risk***—The product results in embarrassment in front of others.
- 5. *Psychological risk***—The product affects the mental well-being of the user.
- 6. *Time risk***—The failure of the product results in an opportunity cost of finding another satisfactory product.

# The Buyer Decision Process

## Post purchase Decision

- The job of the marketers do not end after the product is brought
- Relationship between:
  - Consumer's expectations
  - Product's perceived performance
- **Post purchase satisfaction:**
- The consumer will be either, disappointed satisfied or delight
- **Cognitive dissonance** is the discomfort caused by a post-purchase conflict
- **Post purchase action:**
- buy or not to buy

# Post purchase decision

- **POSTPURCHASE USES AND DISPOSAL:**

