

MARKETING & CUSTOMER ENGAGEMENT *OVERVIEW*

This is a simple
overview of marketing
and is not designed to
conflict with any
official subject
materials



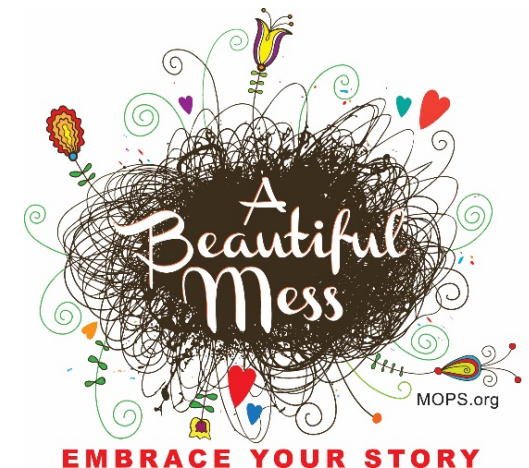


Managers are not confronted with problems that are independent of each other; they are confronted with dynamic situations that consist of complex systems of changing problems that interact with each other.

I call such situations messes.

Managers do not solve problems, they manage messes.

Russell Ackoff, 1 operations theorist



MARKETING FORMULA

$$M = C + S + O$$

C

S

O

corporate

strategic

operational

$$(S+F+B) + (CCC+STP+R) + (PPPP+I+C)$$

Strategy Hierarchy



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CORPORATE MARKETING

$$C = S + F + B$$

'the overall game-plan'

S = Corporate Strategy

F = Financial needs & constraints

B = Brand management & philosophy



STRATEGIC MARKETING

$$S = CCC + STP + R$$

'the planning process'

CCC = Core Competencies, Customers,
Competitors

STP = Segmenting, Targeting,
Positioning

R = Market Research, R&D, C&D, C&D₂



OPERATIONAL MARKETING

$$O = PPPP + I + C$$

the operational process

PPPP = 4 P's: Product, Price, Place & Promotion

I = Implementation

C = Control – the feedback loop

CORPORATE

The Corporate area of Marketing





Corporate Marketing

SP+F+B

Strategic Planning

- Business model
- Vision
- Mission
- Value adding or value subtracting
- SWOT, TOWS, IFE & EFE, Porters, PESTEL etc
- Numbers: What are the numbers?
- Sustainability – long term plan
- MVA, EVA, VCM
- Stakeholders
- National, Multi-Domestic, MNC, Σ -Global

Corporate Marketing

SP+F+B

Financial Requirements and Constraints

- Annual Ops Plan– Establish & Achieve
- Top Line Revenue
- Cash Flow – Ops, Fin, Inv.
- ROI, ROA, ROE
- Growth factors
- Market share – Trend analysis
- Ongoing Analysis
- Fiduciary Governance

Corporate Marketing

SP+F+B

Brand Management & Brand Philosophy

<https://www.youtube.com/watch?v=Zc94oAUXjo8> P&G
<https://www.youtube.com/watch?v=bHhCP5ad-zM> Coke

- Brand Vision
 - House of Brands or Branded House (P&G v CC)
 - Brand accounting: Asset or Expense
 - Global or Domestic
 - Brand growth plan
 - Brand strategy articulation

STRATEGIC

The Strategic area of Marketing



Strategic Marketing

CCC+STP+R

Customers, Competitors
Core Competencies

- Who, what, where are your customers & markets?
- Competitive analysis – who, where, why?
- What is your competition: now & tomorrow?
- Essential (& absolute) core competencies vs non-essential competencies
- Elimination of non-essential competencies

Strategic Marketing

CCC+STP+R



Segmenting, Targeting, Positioning

- What market segment are you in?
- What other segment could you serve?
- What customer groups do you target & serve?
- Where is your company and product positioned in the marketplace?

Strategic Marketing

CCC+STP+R

Research



- Formal & informal research (Primary v Secondary)
- R&D, C&D¹, C&D²
- The 'NP&SI' process
- Do you have a 'gate' process?
- The cost of poor research
- Do you use a formal, systematic approach?

OPERATIONAL

The Operational and/or Tactical area of Marketing



Operational Marketing

PPPP+I+C

4Ps: Product, Price, Promotion, Place

- Products: Customer solutions
- Prices: Customer cost
- Promotion: Customer communication
- Place: Customer convenience

“Managing customers expectations & experiences”

Operational Marketing

P's+C's+V's

P's

- Product
- Price
- Promotion
- Place
- Personal selling
- Philosophy
- suPPort.
- Packaging
- Politics
- Public opinion
- Policies & Procedures

C's

Customer solution
Customer cost
Customer communications
Customer convenience
Contact & connection
Constancy
Customer retention
Constant reminder
Crap
Consultancy
Consistency

V's

Value in use
Value for money
Value proposition
Virtual assets
Value in relationships
Value creation system
Value growth
Value reminders
Value destroyers
Value identification
Value in orderliness

Operational Marketing

PPPP+I+C

Implementation

- Who does **what**, **when**, **why**, **how**
- Implementation strategy
- Integrated Communications (IMC)
- Allocating roles, targets, budgets, territories, functions, accounts
- Annual operating plans
- Sales territories – Route planning



Operational Marketing

PPPP+I+C

Control



- Formal reporting system
- Life cycles: Products, Markets, Technologies, Systems
- Feedback: Closed Loop System
- Tactical → Strategic → Corporate →
Strategic → Tactical → etc



SUMMARY

corporate

strategic

operational

$$M = (SP+F+B) + (CCC+STP+R) + (PPPP+I+C)$$



All three areas
are critical for
total sustainable
success

Strategy Hierarchy



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