

Advertising	Public Relations
Paid	Earned
Builds exposure	Builds trust
Audience is skeptical	Media gives third-party validation
Guaranteed placement	No guarantee, must persuade media
Complete creative control	Media controls final version
Ads are mostly visual	PR uses language
More expensive	Less expensive
"Buy this product"	"This is important"

PR Vs Publicity

Publicity	Public relation
<ol style="list-style-type: none">1. It is short term strategy2. Publicity may be positive or negative3. It is not always under the control of the person about whom publicity is made4. It need not be paid by the organization5. Creates impact by deeds6. Uses press release to achieve the purpose7. Controlled by the firm. It can control the amount of impact that the event makes	<ol style="list-style-type: none">1.This is a long term strategy, PR programme extends over a long period of time2.PR is always positive3.It is under the control of the firm or its agent4.It is paid by the organization for doing PR5.Creates impacts by proclamation6.Uses sponsored event to achieve the purpose7.The company is under the obligation to the press for the release of information

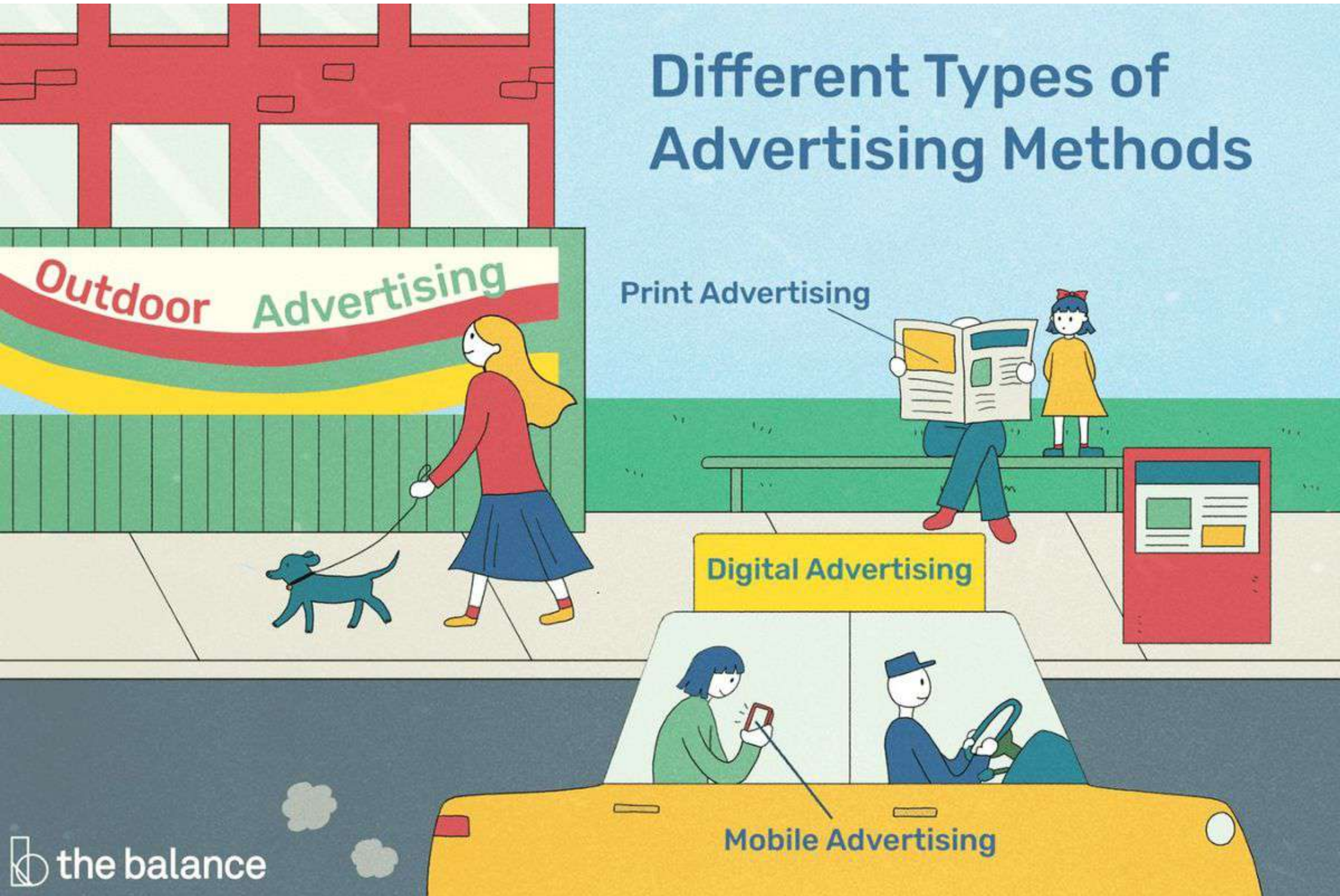
Types of Publicity

- Active Publicity
- Passive Publicity
- Positive Publicity
- Negative Publicity
- Adverse Publicity

PUBLICITY

- Publicity results from information being made known or gained as a result of information being published or announced. publicity is a result which may be uncontrollable and may be good or bad for the subject concerned.

Different Types of Advertising Methods



Print Advertising

Digital Advertising

Mobile Advertising

Types of Advertising

**Interactive
Advertising**

**Brand
Advertising**

**Public Service
Advertising**

**Retail or Local
Advertising**

**Institutional
Advertising**

**Political
Advertising**

**Business-to-
Business
Advertising**

**Directory
Advertising**

**Direct-Response
Advertising**

Definitions of Advertising

- Advertising is any **paid** form of **non-personal** presentation and promotion of ideas, goods and services by an **identified sponsor**. – Kotler
- Advertising is a paid, mass mediated attempt to persuade
- “salesmanship in print”
- Substitute for a human salesman

ADVERTISING







The Growth of Direct Marketing

Demassification – Focus is
Toward Minimarkets

Higher Costs of Driving, Traffic
and Parking Congestion

Consumers Lack of Time

Convenience of Ordering
From Direct Marketers

Growth of Customer Databases



The Benefits of Indirect Marketing

1

It's cost-effective



4

Blogging regularly will hone your writing skills

2

You can reach a large potential audience



3

Brand awareness will increase



5

Content marketing is one of the main drivers of SEO

DIRECT vs. INDIRECT Marketing Channel



DIRECT

- In-person sales calls
- Print advertisements
- Telephone sales calls
- Email advertisement campaigns
- Direct mail flyer or sales letters
- Promoted or paid advertising on social media
- Pre-roll ads on youtube and other video platforms

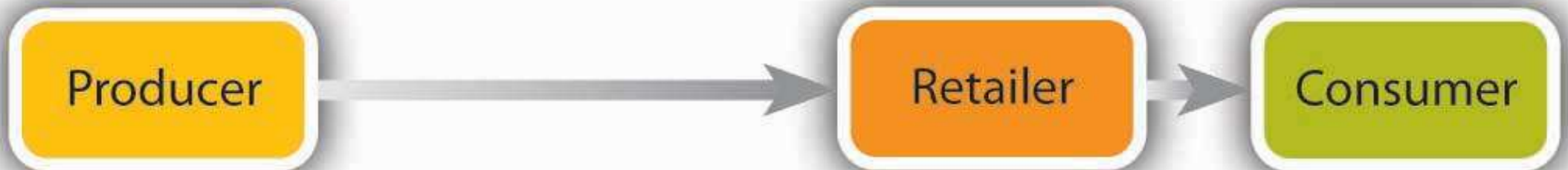
INDIRECT

- Search Engine Optimization
- News articles and press
- Sponsorships
- Useful blog posts
- Social media fan pages
- Social media influencers
- Product placements
- Word-of-mouth
- Referrals
- Online reviews

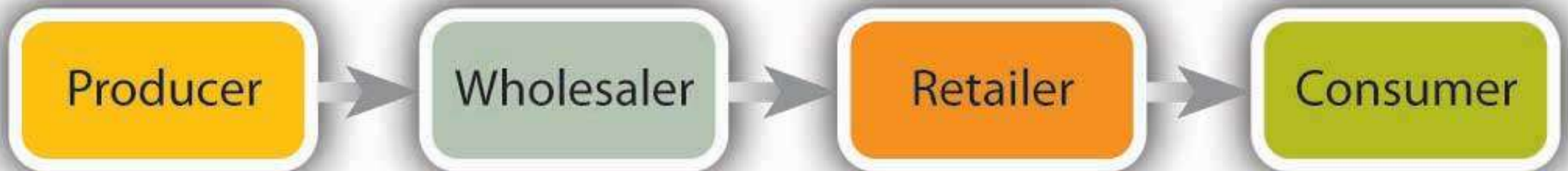
Selling Directly to Consumers



Selling through Retailers



Selling through Wholesalers





Push Marketing

Strategy: Outbound

Pros:

- Helps new brands get off their feet
- Good for niche markets

Cons:

- Lacks a targeted approach
- Can be more expensive



Pull Marketing

Strategy: Inbound

Pros:

- Users know what they are looking for
- Targeted, engages the customer

Cons:

- Requires constant attention
- Works best when there is already brand loyalty

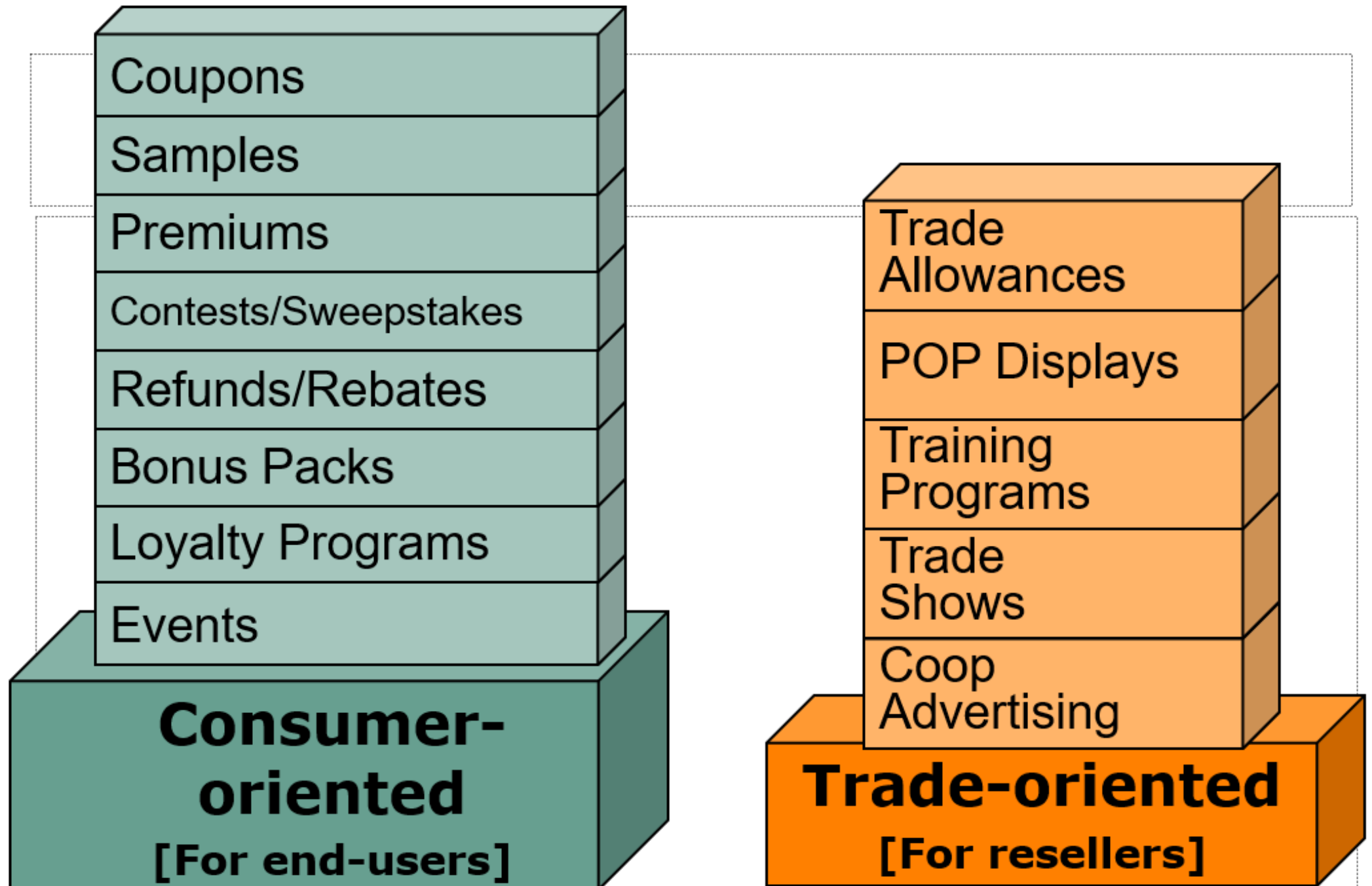
Push Strategy



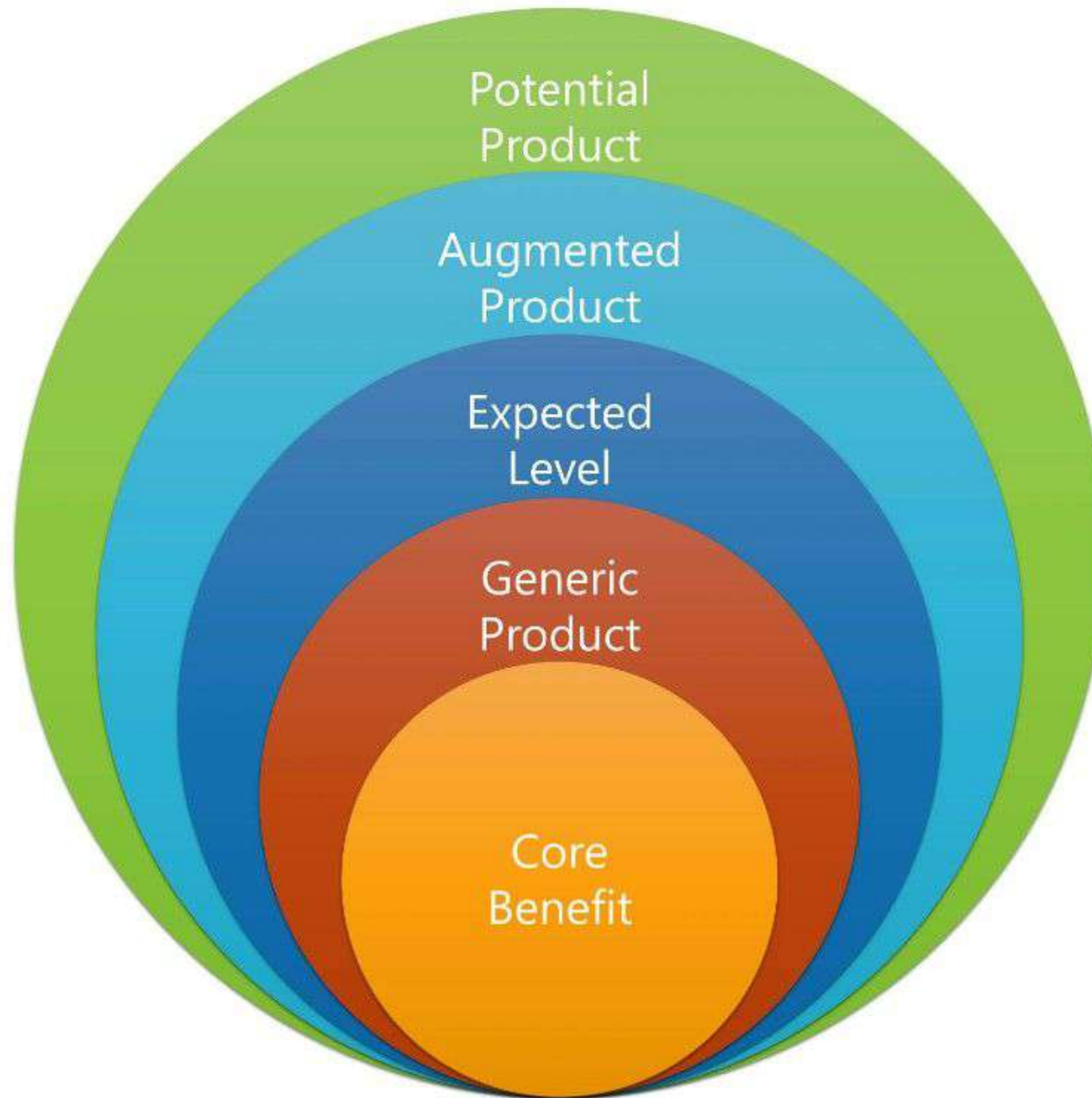
Pull Strategy



Sales Promotion Tools



5 Levels of Products



The Buying Center



Gatekeeper
Controls
Information
Flow



Initiator
Identifies Need



User
Uses Product



Influencer
Affects
Buying
Decision



Decider
Has Expertise or
Power to Make
or Approve
Selection



Buyer
Has
Responsibility to
Select Vendor
and Negotiate
Terms

What Is A BCG Matrix

Boston Consulting Group Matrix Explained

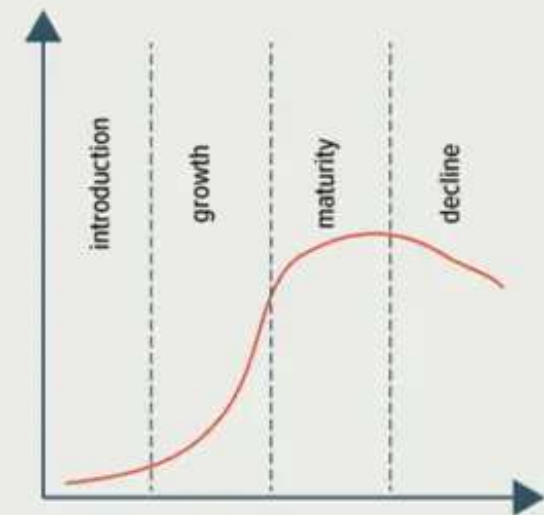
Created by the Boston Consulting Group, the BCG matrix – also known as the Boston or growth share matrix – provides a framework for analyzing products according to growth and market share. The matrix has been used since 1968 to help companies gain insights on what products best help them capitalize on market share growth opportunities.



Ansoff Matrix - Strategies for diversification



BCG Matrix - strategies for product portfolio



Product lifecycle

Market Level Analysis

Portfolio Level Analysis

Individual Product Level Analysis

DOGS

Dogs hold low market share compared to competitors and operate in a slowly growing market.

CASH COWS

Cash cows are the most profitable brands and should be "milked" to provide as much cash as possible.

QUESTION MARKS

Question marks are the brands that hold low market share in fast growing markets consuming large amount of cash.

STARS

Stars operate in high growth industries and maintain high market share. Stars are both cash generators and cash users.

Product Adoption Lifecycle

Sales



Time

THE BCG MATRIX



High Growth, High Share. A significant amount of investment should be made in "Star" products.



High Growth, Low Share. Investment should be made in "Question Mark" products depending on their chances of becoming stars.



Low Growth, High Share. "Cash Cows" should be milked so products can be reinvested in "Stars" and "Question Marks".



Low Growth, Low Share. Businesses should liquidate, divest, or reposition products in the "Dogs" category.

Marketing versus Sales

MARKETING

Trying to get the company to make what the consumer wants

It is a wide concept

Resolves around the needs and interests of the consumer

Has an outside-in perspective

Marketing creates a **PULL**

Interacts and gets feedback from sales

Aimed an increasing revenue

Tries to identify and define leads

Begins before the production process begins

Continues after the product is sold

Focuses on the long term



SALES

Trying to get consumers to want what the company makes

It is a narrow concept

Resolves around the needs and interests of the company

Has in inside-out perspective

Selling is a **PUSH**

Interacts and gives feedback to marketing

Aimed at increasing revenue

Tries to persuade leads to buy

Begins after the production process is over

Doesn't continue after the product is sold

Focuses on the short term



Marketing Definitions

www.learnmarketing.net



Chartered Institute of Marketing

'The management process responsible for identifying, anticipating and satisfying customer requirements profitably'

'Marketing is not about providing products or services it is essentially about providing changing benefits to the changing needs and demands of the customer'

LearnMarketing.net

American Marketing Association

'Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large'

'Satisfying needs and wants through an exchange process'

Philip Kotler

Common theme is meeting needs and providing benefits

WHAT MARKETING IS AND HOW IT'S USED

PRODUCT



Procedures
to ensure the
products are
ready for selling

PRICE



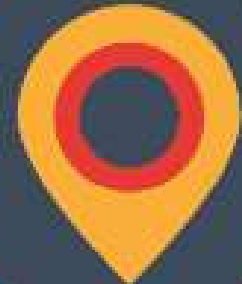
Set it at
a level
comparable to
competitors

PROMOTION



Brochures,
ads, and
information to
generate interest

PLACE



How and
where products
are distributed
to sell

What is Marketing?



Marketing covers many areas

What Is a Price?

Price is the amount of money charged for a product or service. It is the sum of all the values that consumers give up in order to gain the benefits of having or using a product or service.

Price is that which is given up in an exchange to acquire a product and service

Price is the only element in the marketing mix that produces revenue; all other elements represent costs

What is a Product?

- Goods
- Services
- Experiences
- Events
- Persons
- Places
- Properties
- Organizations
- Information
- Ideas

What is Price?

Price Has Many Names

- Rent
- Fee
- Rate
- Commission
- Assessment
- Tuition
- Fare
- Toll
- Premium
- Retainer
- Bribe
- Salary
- Wage
- Interest
- Tax

Types of Product

```
graph TD; A[Types of Product] --> B[Consumer Goods/ Product]; A --> C[Industrial Goods/ Product]; B --> D[- Convenience goods]; B --> E[- Shopping goods]; B --> F[- Speciality goods]; B --> G[- Unsought goods]; C --> H[- Raw Materials]; C --> I[- Fabricating parts and materials]; C --> J[- Installation]; C --> K[- Accessory equipment]; C --> L[- Operating supplies];
```

Consumer Goods/ Product

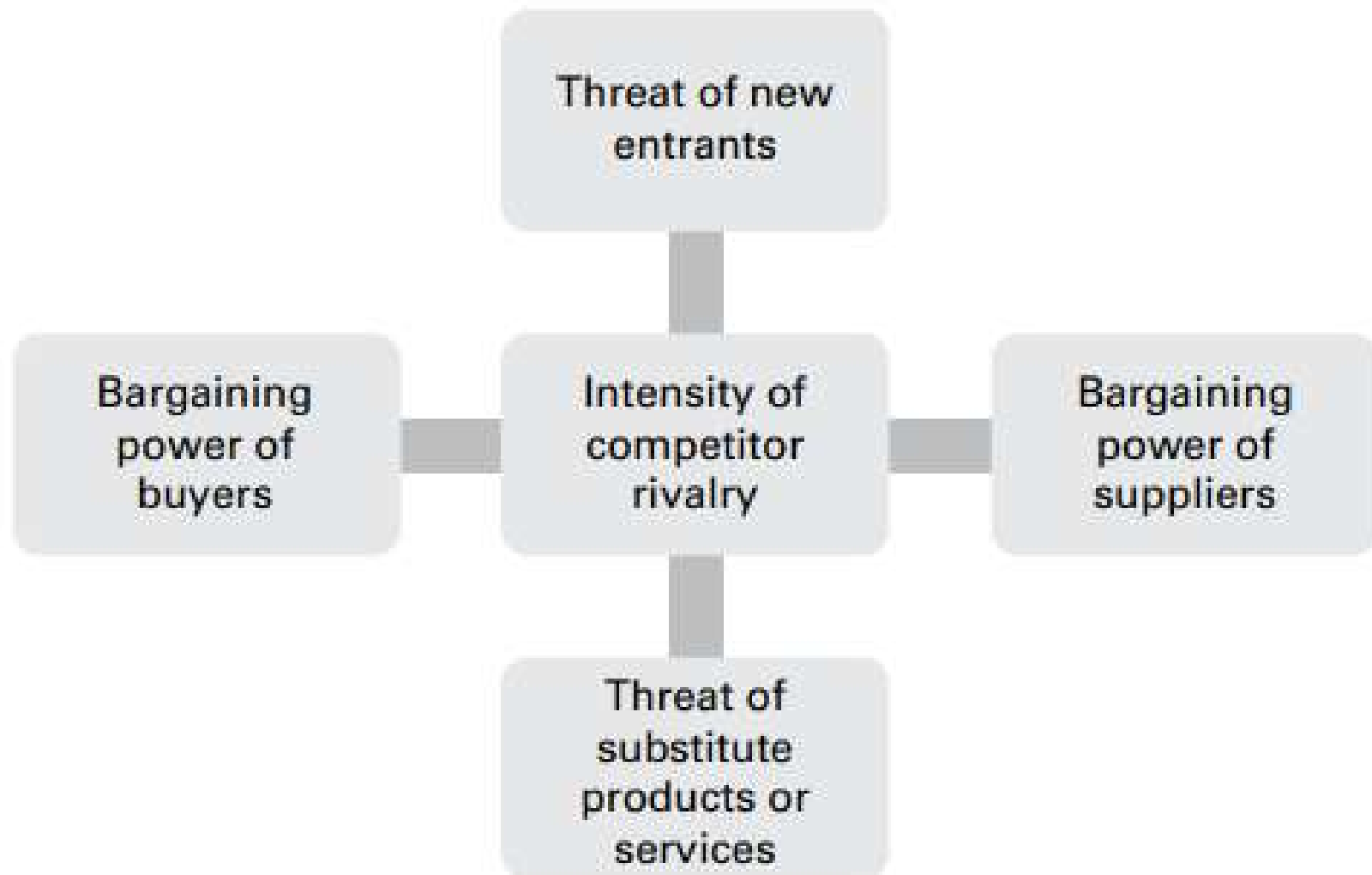
- Convenience goods
- Shopping goods
- Speciality goods
- Unsought goods

Industrial Goods/ Product

- Raw Materials
- Fabricating parts and materials
- Installation
- Accessory equipment
- Operating supplies

Porter's five forces

FIGURE 1.1 Porter's five forces



CUSTOMER PERCEIVED VALUE

Total Customer Benefit

Total Customer Cost

Personnel Benefit

Monetary Cost

Product Benefit

Psychic Cost

Service Benefit

Energy Cost

Image Benefit

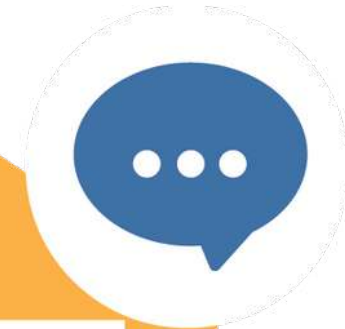
Time Cost





Loyalty

1. Increased sales per customer
2. The reduced onboarding cost for future sales



Satisfaction

1. Increased Net Promoter Score
2. Increased positive feedback

Customer Value KPIs



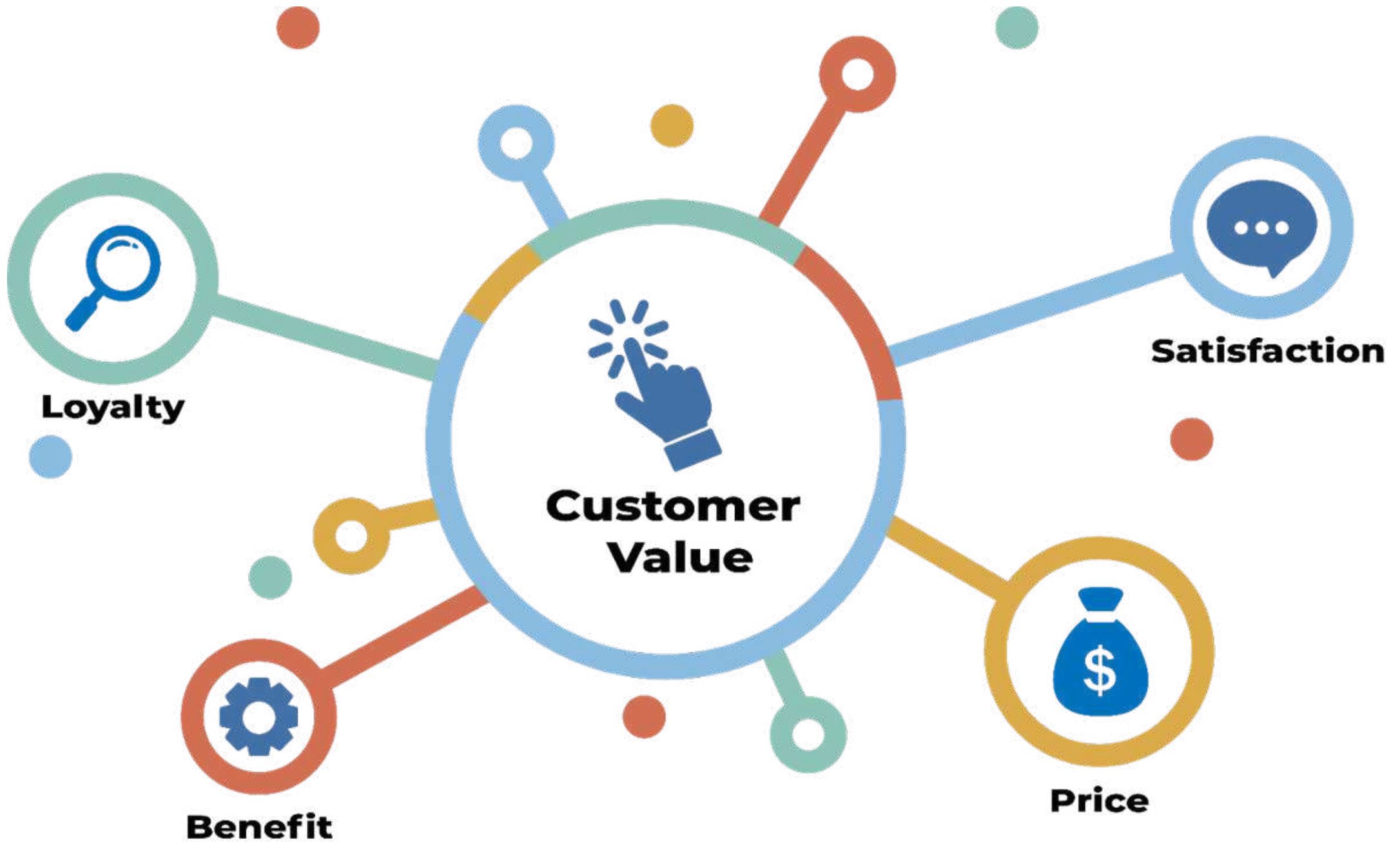
Benefit

1. Reduced waste in features/products
2. Higher gross margin



Price

1. Increase sales
2. The increased price against industry inflation



Esplanade House, Bombay

I trust you remember me as a fellow-traveller on your voyage from Japan to Chicago. I very much recall at this moment your views on the growth of the ascetic spirit in India, and the duty, not of destroying, but of diverting it into useful channels.

I recall these ideas in connection with my scheme of a Research Institute of Science for India, of which you have doubtless heard or read. It seems to me that no better use can be made of the ascetic spirit than the establishment of monasteries or residential halls for men dominated by this spirit, where they should live with ordinary decency, and devote their lives to the cultivation of sciences—natural and humanistic. I am of [the] opinion that if such a crusade in favour of an asceticism of this kind were undertaken by a competent leader, it would greatly help asceticism, science, and the good name of our common country; and I know not who would make a more fitting general of such a campaign than Vivekananda.

Do you think you would care to apply yourself to the mission of galvanising into life our ancient traditions in this respect? Perhaps, you had better begin with a fiery pamphlet rousing our people in this matter. I should cheerfully defray all the expenses of publication.

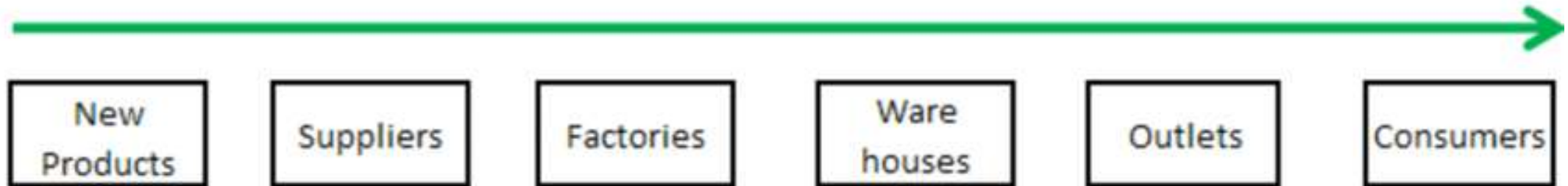
With kind regards,

I am dear Swami

Yours faithfully

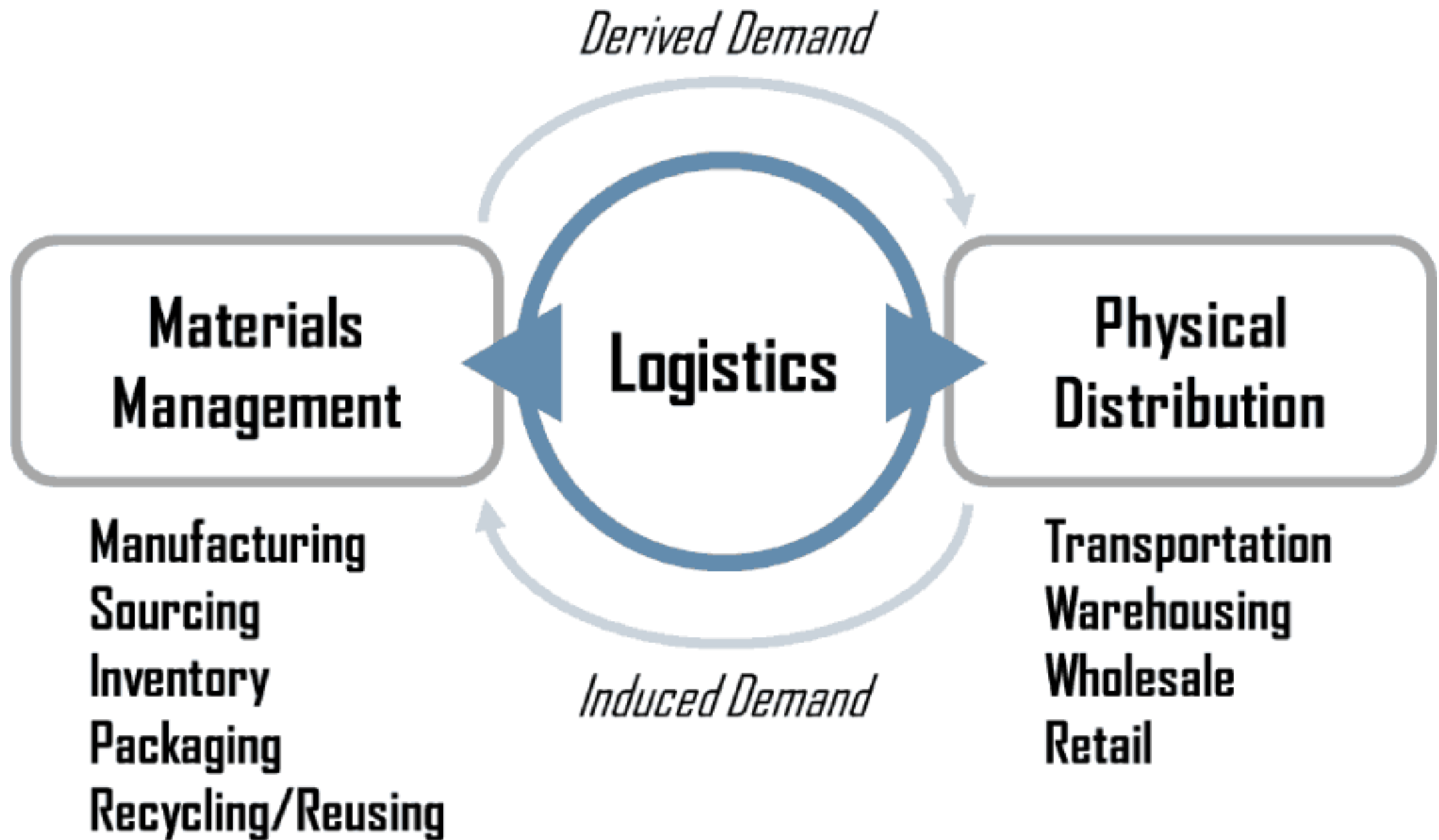
Jamsetji N. Tata

Physical Product Flow



Information Flow












What is Logistics Management?

- The objective is to plan and coordinate all the activities necessary to achieve desired level of delivered service and quality at lowest possible cost.
- The scope of logistics include the entire gamut of activities starting from the procurement and management of raw materials through to delivery of final product to the customer.
- The ultimate purpose of any logistics system is to satisfy the customer by establishing linkages of people at all levels in the organization directly or indirectly to the market place.

7 R's of logistics in flux

	WHERE WE'VE BEEN	WHERE WE'RE HEADED
 Right time	Days	Within hours
 Right place	DCs	Consumers (stores becoming DCs)
 Right price	Important	Greater willingness to pay for convenience/speed
 Right product	Make to transport; narrow margin for damage	Wider scope of products being shipped/produced in transport
 Right quantity	Pallets	Eaches
 Right customer	B2B focus	D2C
 Right condition	Important	Perfect; no tolerance

Source: 29th Annual Study of Logistics and Transportation Trends



Distributor profiles

DISTRIBUTORS



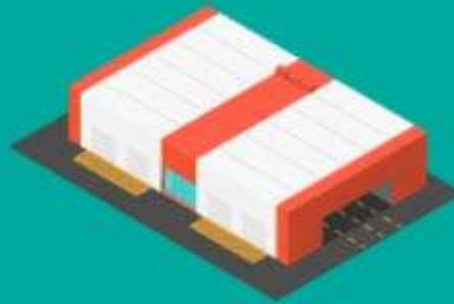
Involved in sales and marketing

Build relationships with manufacturers

Go beyond fulfilling and delivering orders

Study the market actively

WHOLESALESAERS



Fulfill retail orders

Resell goods in bulk

Focus only on storage and delivery goods

Buy from distributors or manufacturers

RETAILERS



Outlets to purchase products

Sell in stores or online

Buy from distributors or wholesalers

AGENTS



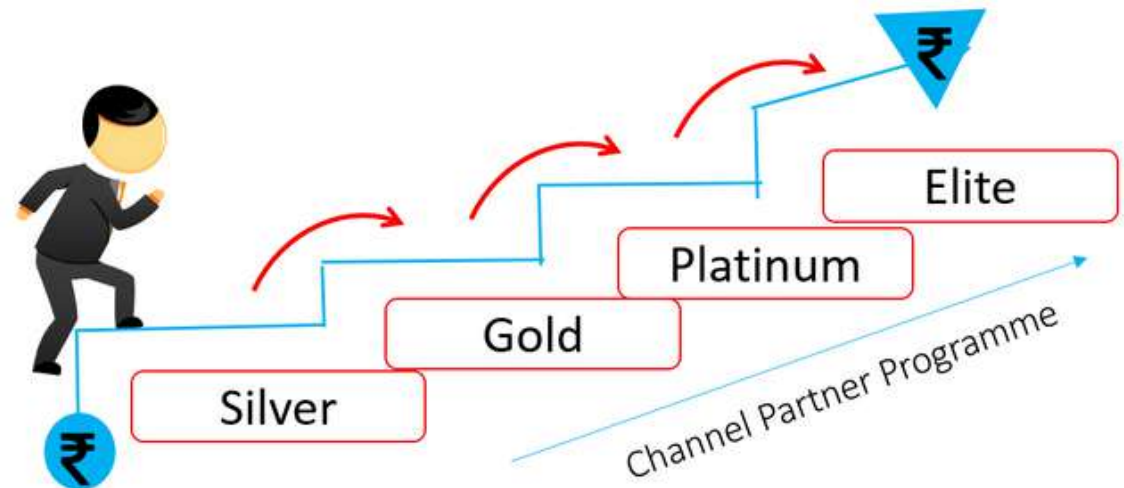
Handle special shipments and contracts

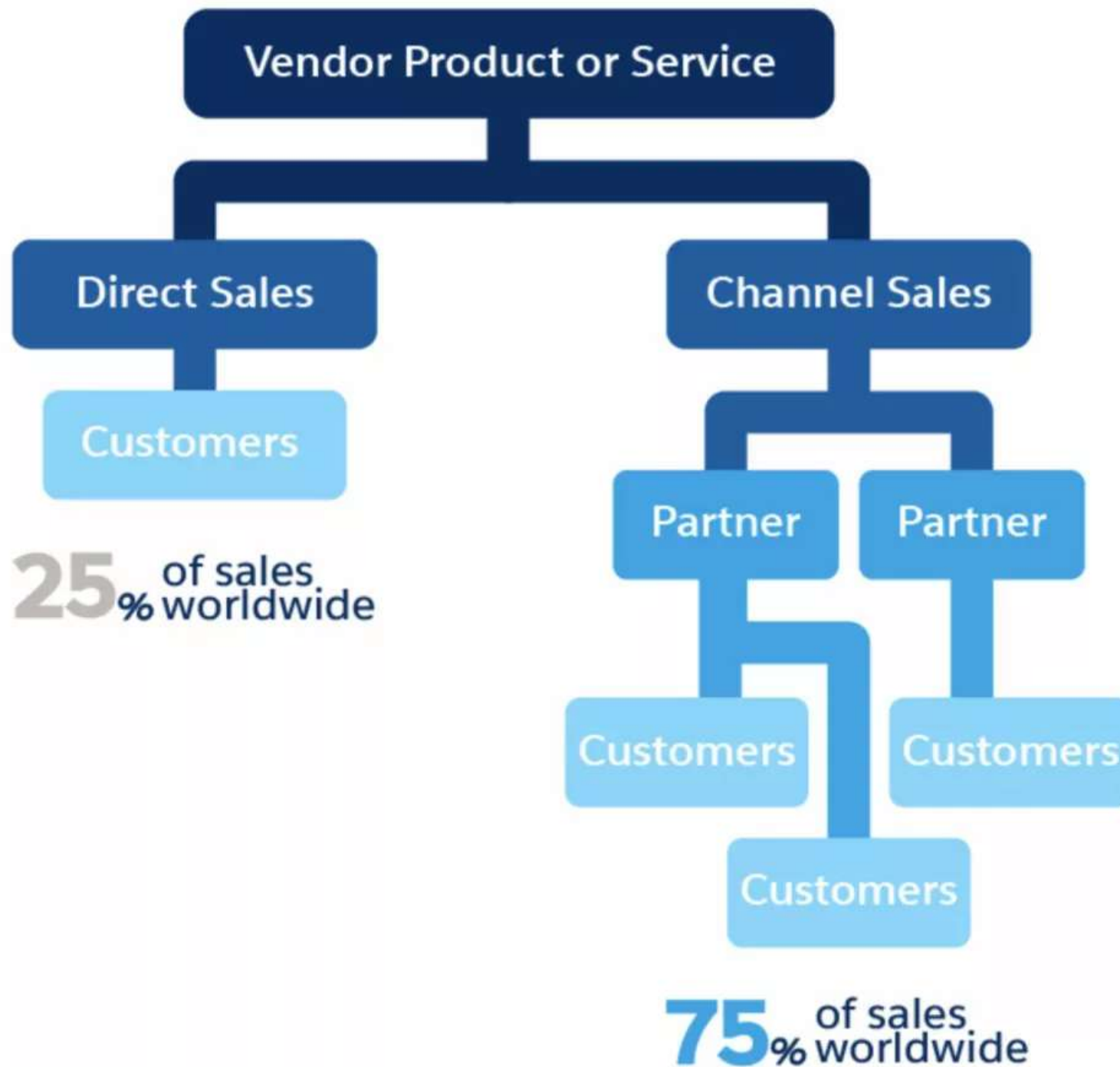
Work on marketing

Specialize in customer relationship management

"Own" products by representing producers

Channel Partner Management & Development







TYPES OF CHANNELS FOR A CHANNEL SALES STRATEGY

Sellers that promote your product on commission.

**Partners/
Affiliates**

They run a small independent outfit that sells particular types of products.

**Individual
Retailers**

Companies that buy your product and package it with their own to sell it to the end consumer

**Value
Added
Reseller**

Distributors

Handles products of a specific kind and offers yours - among others - to his/her customers.

Wholesalers

Typically used by larger volume producers, who need to move a huge amount of stock regularly.

**Selling
Agent**

Acts as an outsourced sales representative, who works independently as a consultant for themselves

IMC “is the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost” (Clow & Baack, 2007, p. 8).

Integrated Marketing Communication.....
*is a process for planning, executing &
monitoring the brand messages that
create customer relationships*

Duncan, Principles of Advertising & IMC, 2005:17

ADVERTISING
(Traditional &
Digital)

Great for Brand
Building

Large reach

Targeting limited

Expensive

**PUBLIC
RELATIONS**

Helps brand
awareness, credibility

Large reach

Targeting limited

Free or Inexpensive

**DIRECT
MARKETING**
(Traditional &
Digital)

Branding, Awareness,
Immediate purchase

Reach limited

Customer level
Personalization

Expensive

**SALES
PROMOTIONS**
(In store &
Online)

Encourages immediate
action

Short term tactic, not
sustainable long term

Results easily
measurable

Very Expensive

**PERSONAL
SELLING**
(Face to Face)

Strong relationship
built with customers

Reach limited

Precise targeting
possible

Expensive

ADVERTISING
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Precise targeting
possible

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DIGITAL MARKETING

**WEBSITE
CONTENT MARKETING
VIDEO MARKETING
SEO
PAID SEARCH
DISPLAY ADVERTISING
GEOFENCING
RETARGETING
VIDEO ADS
SOCIAL MEDIA
EMAIL MARKETING
FACEBOOK ADS**

INTEGRATED MARKETING

INCREASE AND IMPROVE

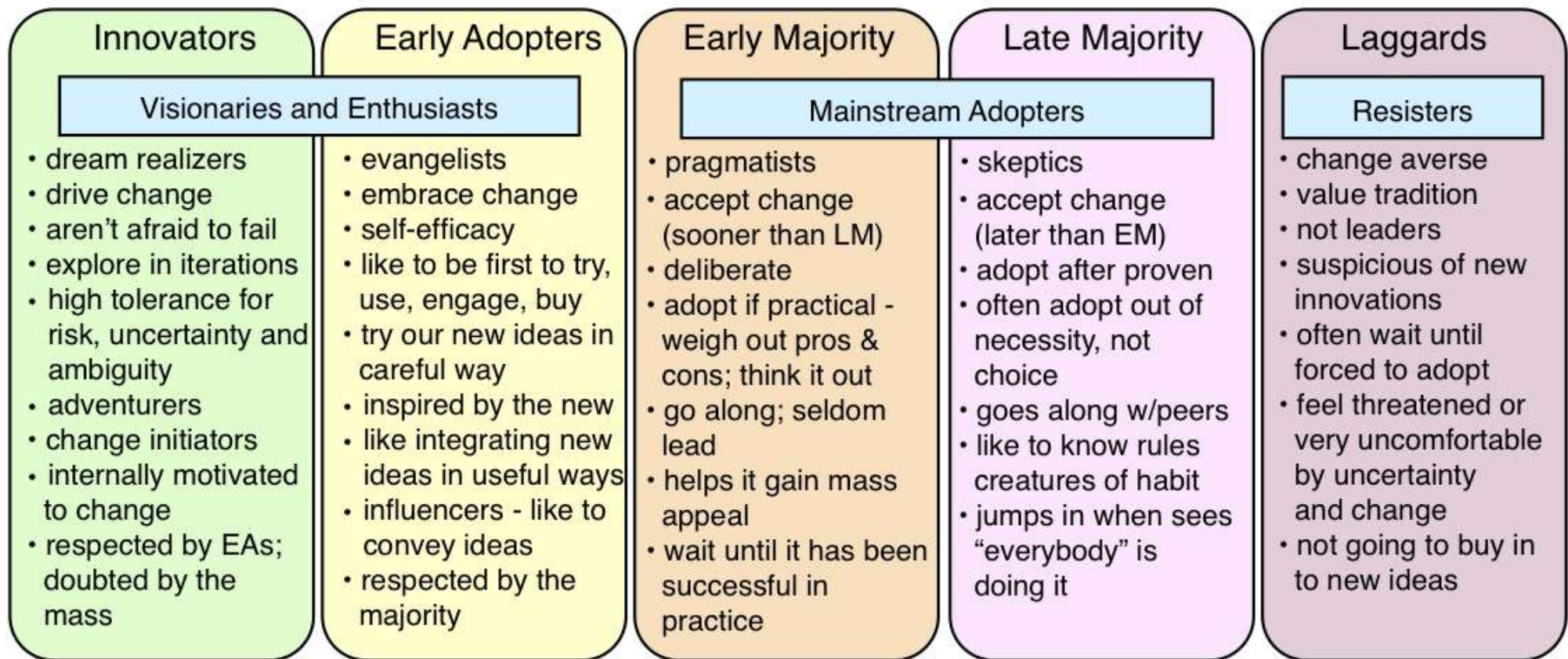
**QUALIFIED LEADS
NURTURING OPPORTUNITIES
WEBSITE AND STORE TRAFFIC
RV SALES
DEALERSHIP LOYALTY
ADVOCACY**

TRADITIONAL MARKETING

**LOGO/BRAND
BUSINESS CARDS
FLYERS/HANDOUTS
BROCHURES
BANNERS
SIGNS
PRINT PUBLICATIONS
PUBLIC RELATIONS
OUTDOOR ADVERTISING
DIRECT MAIL
TELEVISION
RADIO**



Characteristics: Innovators to Laggards



Characteristics Image by The Center for Creative Emergence 2011

Main Sources: Diffusion of Innovation by Everett Rogers

Crossing the Chasm by Geoffrey Moore

CHASM

Early Market



Technology Enthusiasts (Innovators)

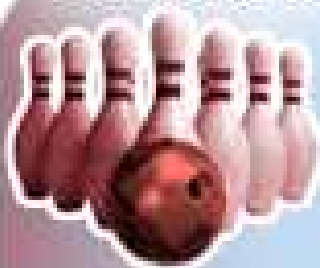


Visionaries (Early Adopters)

Tornado



Bowling Alley



Early and Late Pragmatists (Early Majority)



Main Street



Conservatives (Late Majority)

Total Assimilation

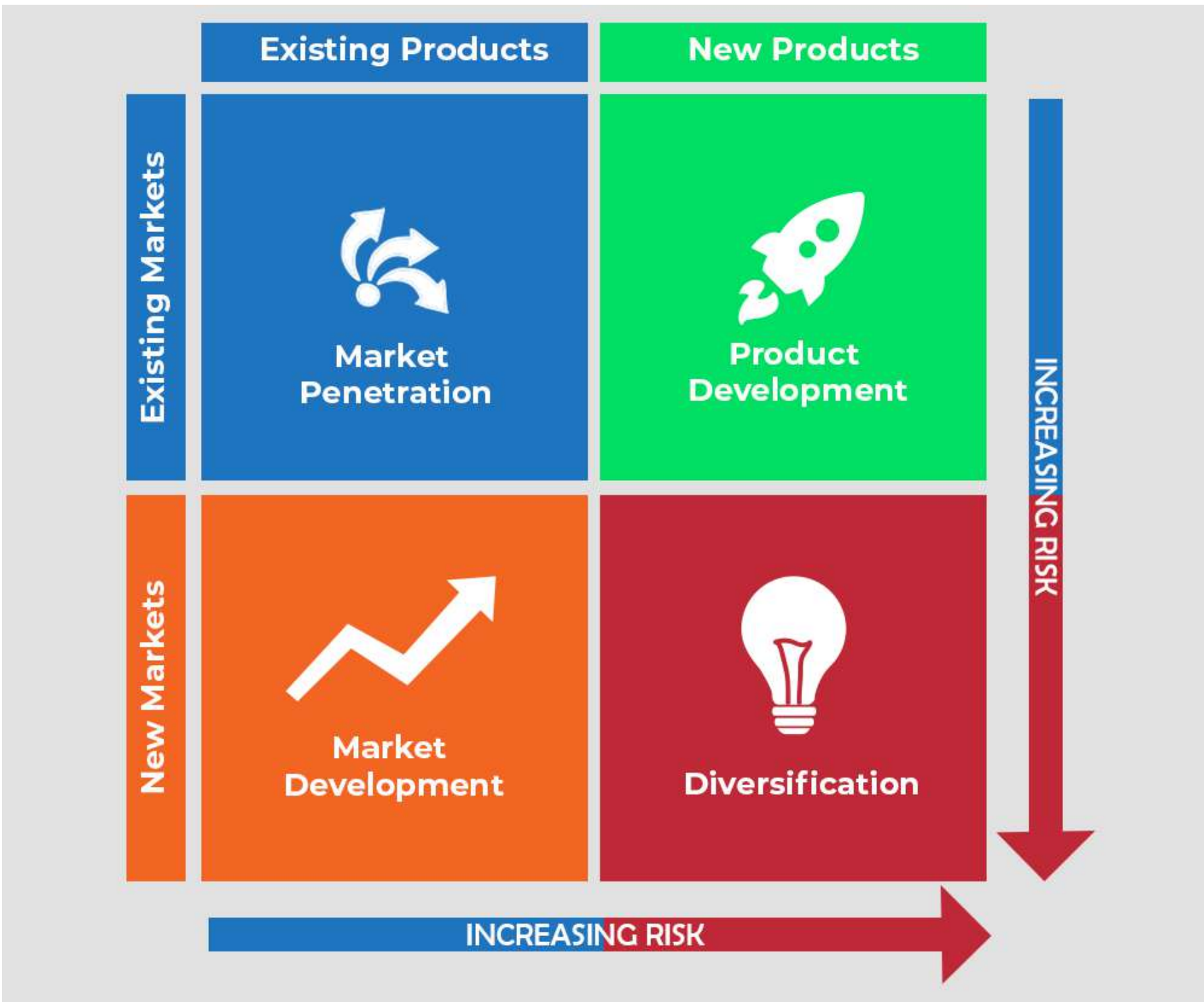


Skeptics (Laggards)

	Business	Consumer	Government
Business	B2B <ul style="list-style-type: none"> • Wholesalers, software and service providers • Alibaba, Nop-Templates, Spectrum Audio 	B2C <ul style="list-style-type: none"> • Retailers (most common category) • Amazon, Walmart 	B2G <ul style="list-style-type: none"> • Private-sector suppliers of services • Web-based applications, databases
Consumer	C2B <ul style="list-style-type: none"> • An individual who has something to offer • Bloggers, hiring websites 	C2C <ul style="list-style-type: none"> • Auction websites • eBay 	C2G <ul style="list-style-type: none"> • Public Government auctions
Government	G2B <ul style="list-style-type: none"> • Online collection of taxes and fees 	G2C <ul style="list-style-type: none"> • Online collection of taxes and fees 	G2G <ul style="list-style-type: none"> • Document exchange, sharing public administration registers

The e-commerce matrix

	Business	Consumer	Government
Business	B2B Supply Chain, Wholesalers	<u>B2C</u> Retailers (Goods or Services)	B2G Contract bidding, Privatization
Consumer	C2B Public Bidding marketplaces, Auctioneers	C2C Public flea markets	C2G Public Government auctions
Government	G2B Tax and fee collection	G2C Tax and fees collection	G2G Budget allocation

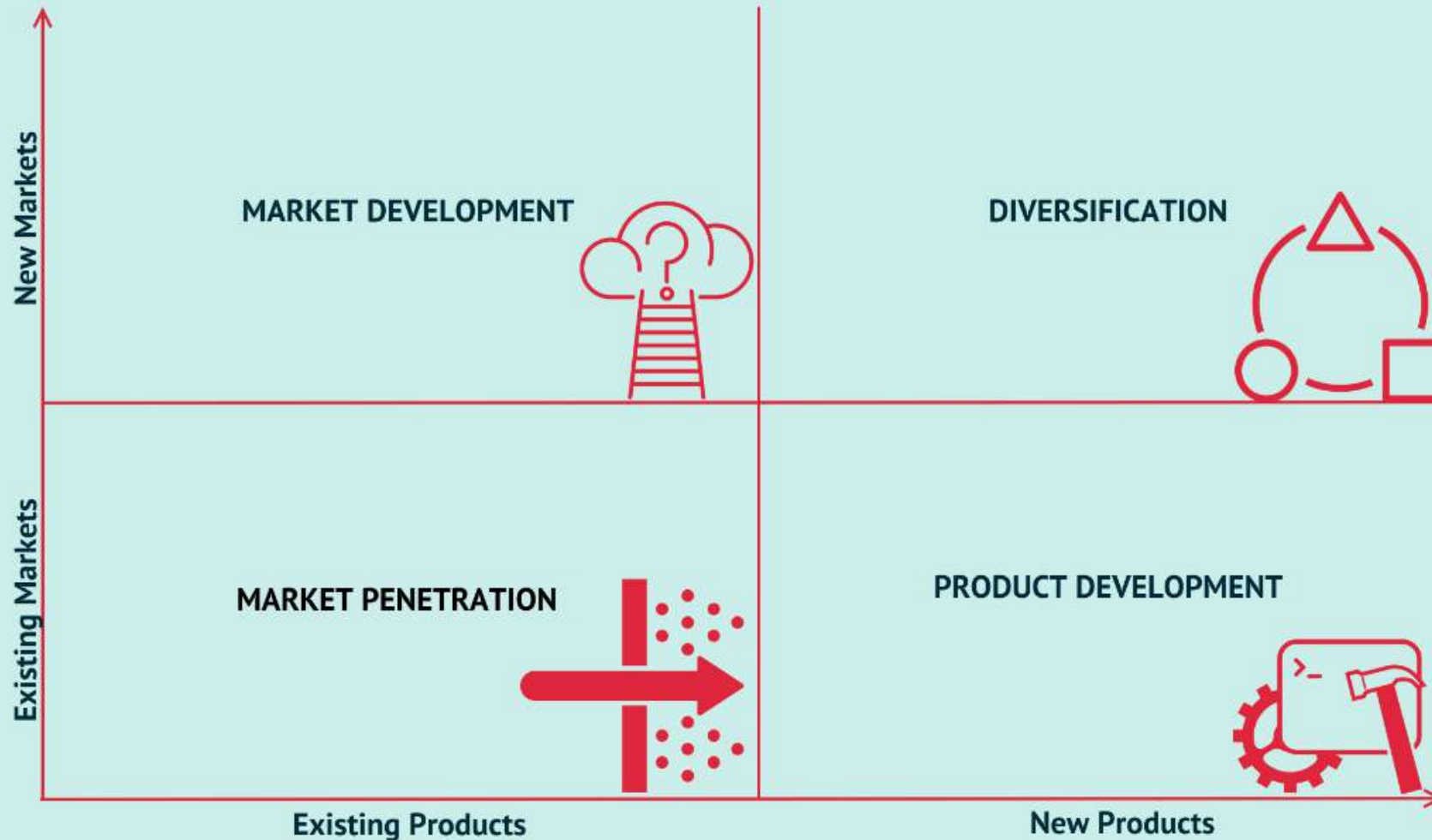


Ansoff Matrix - Growth Strategy



Ansoff Matrix In A Nutshell

You can use the Ansoff Matrix as a strategic framework to understand what growth strategy is more suited based on the market context. Developed by mathematician and business manager Igor Ansoff, it assumes a growth strategy can be derived by whether the market is new or existing, and the product is new or existing.



Apple BCG Matirx



THE BCG MATRIX



High Growth, High Share. A significant amount of investment should be made in "Star" products.



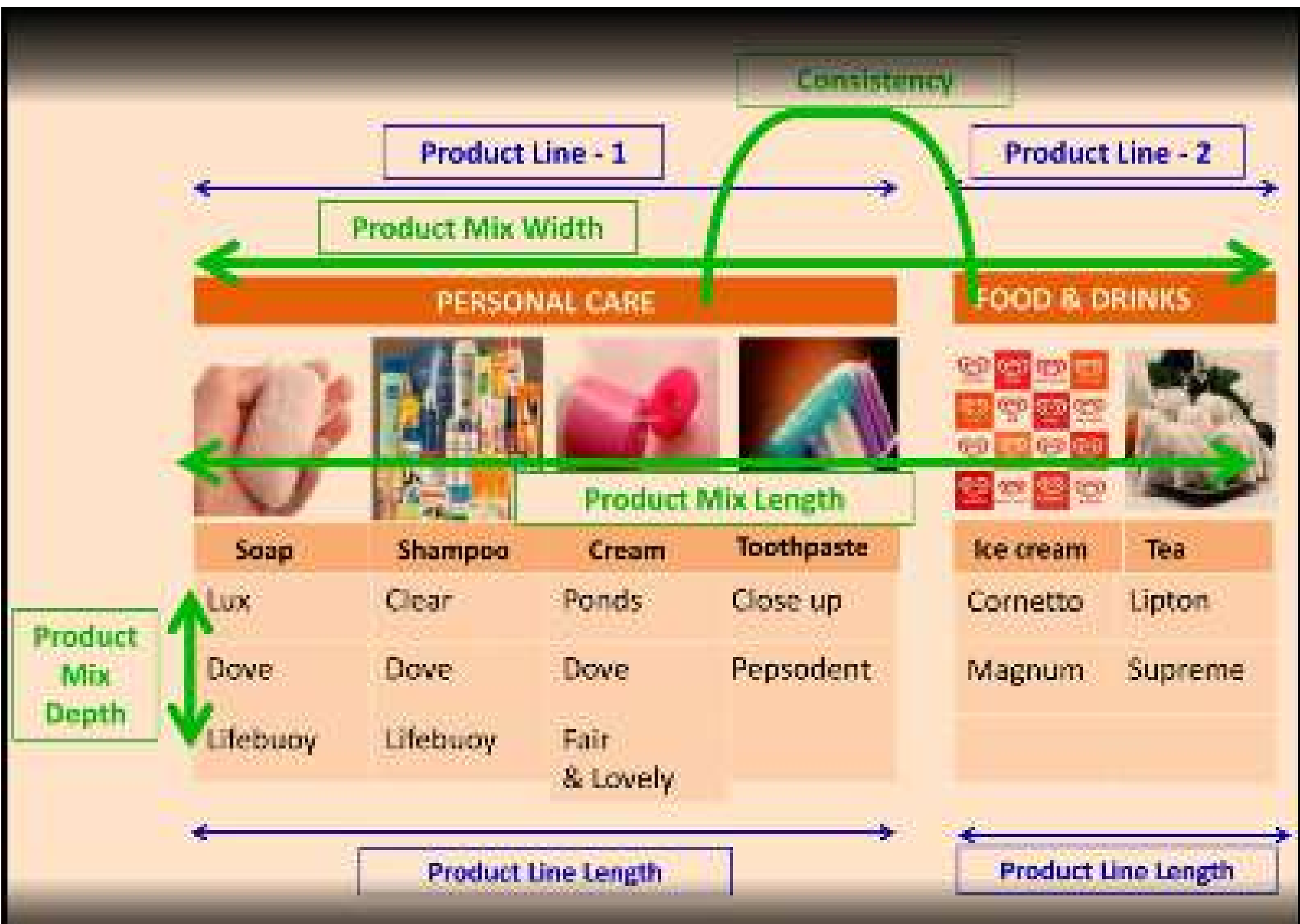
High Growth, Low Share. Investment should be made in "Question Mark" products depending on their chances of becoming stars.

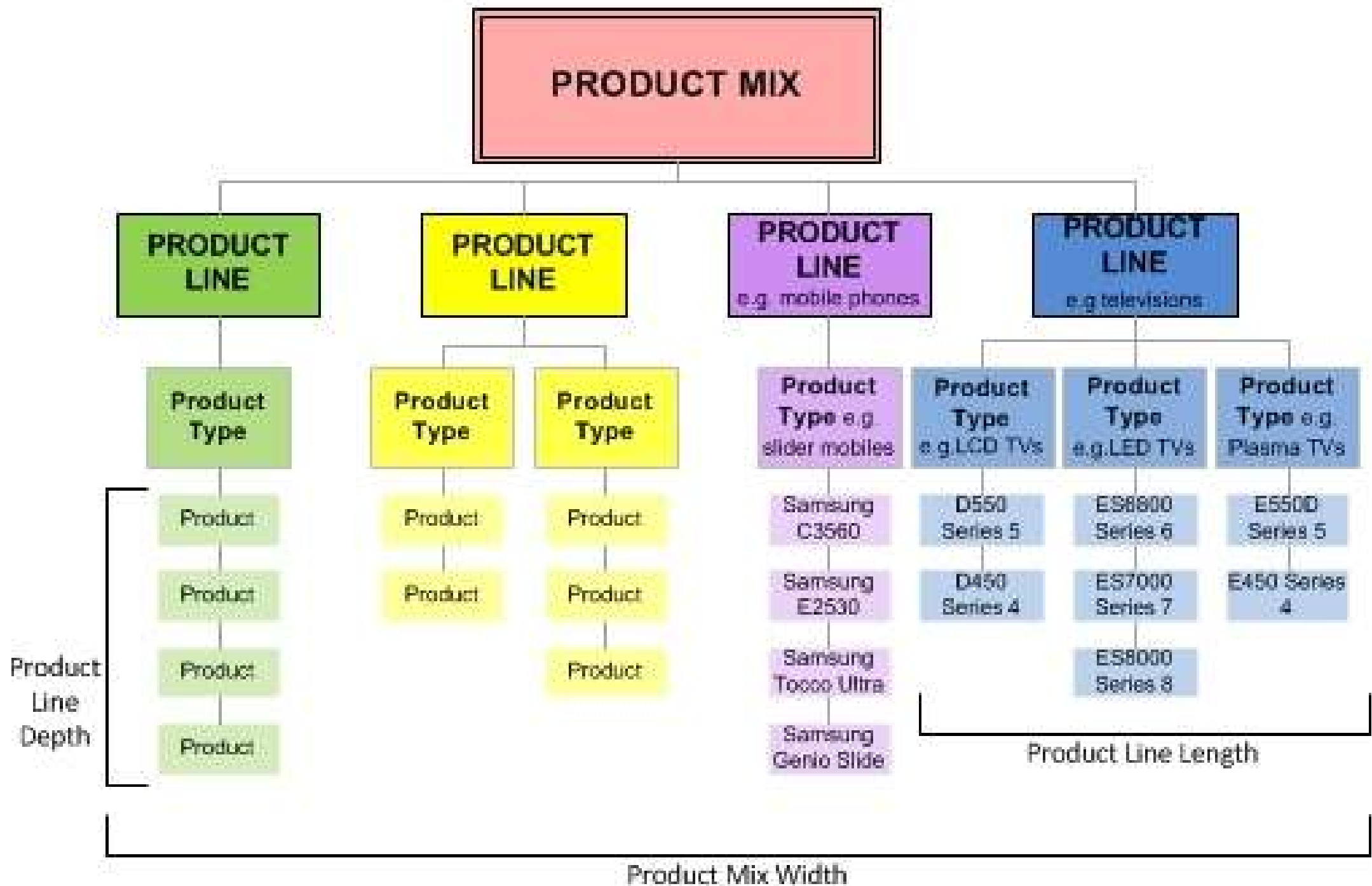


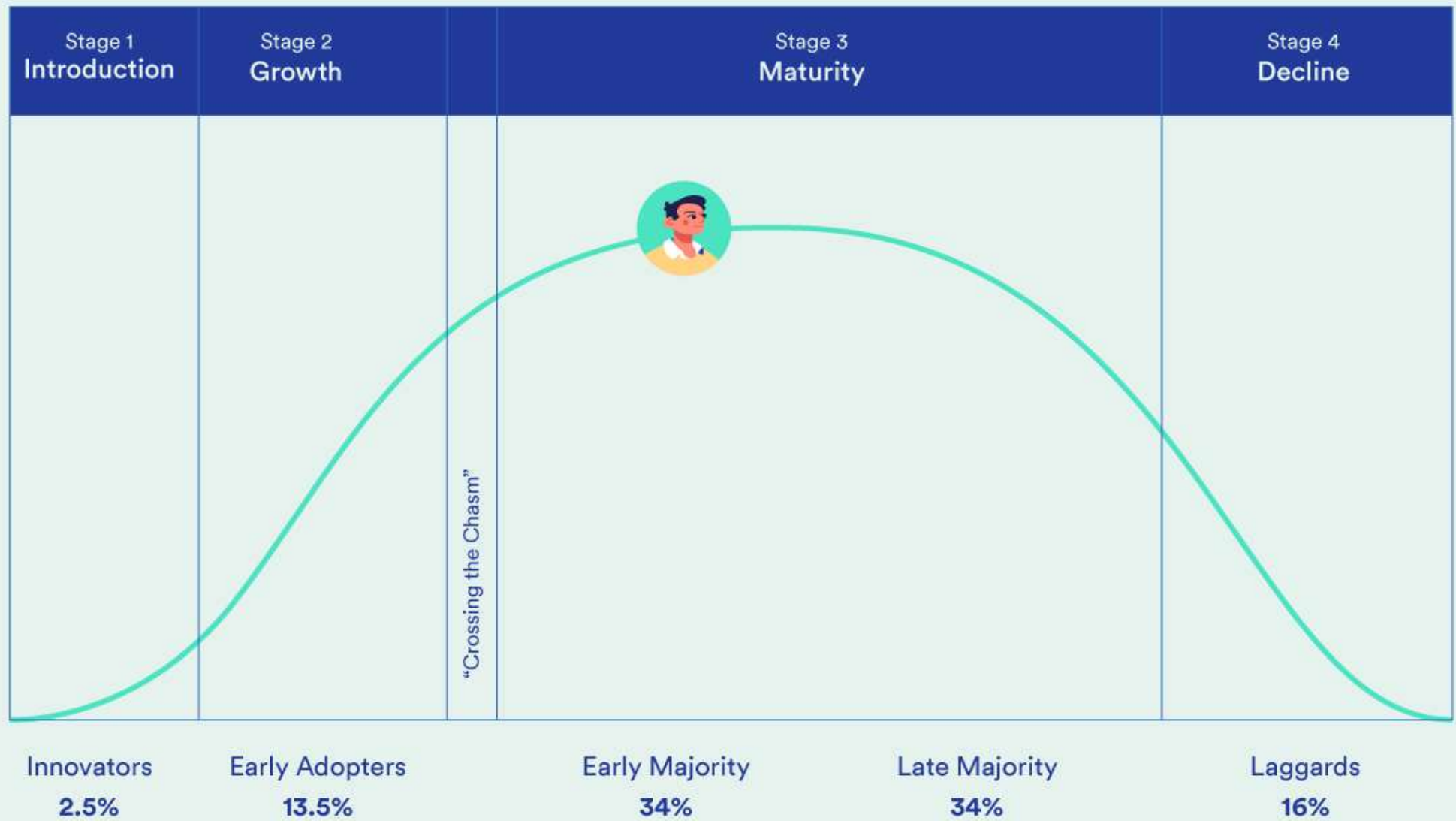
Low Growth, High Share. "Cash Cows" should be milked so products can be reinvested in "Stars" and "Question Marks".

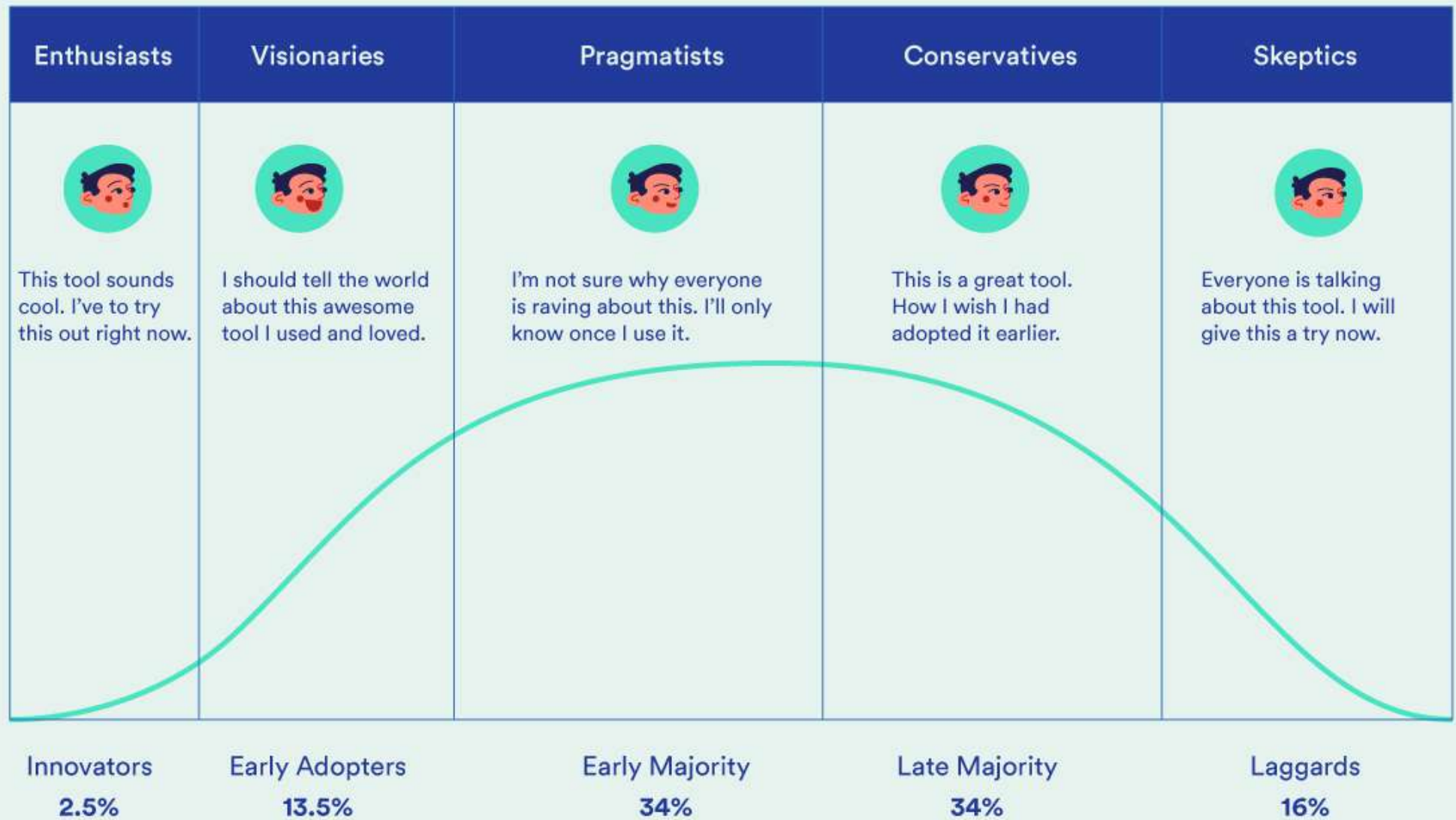


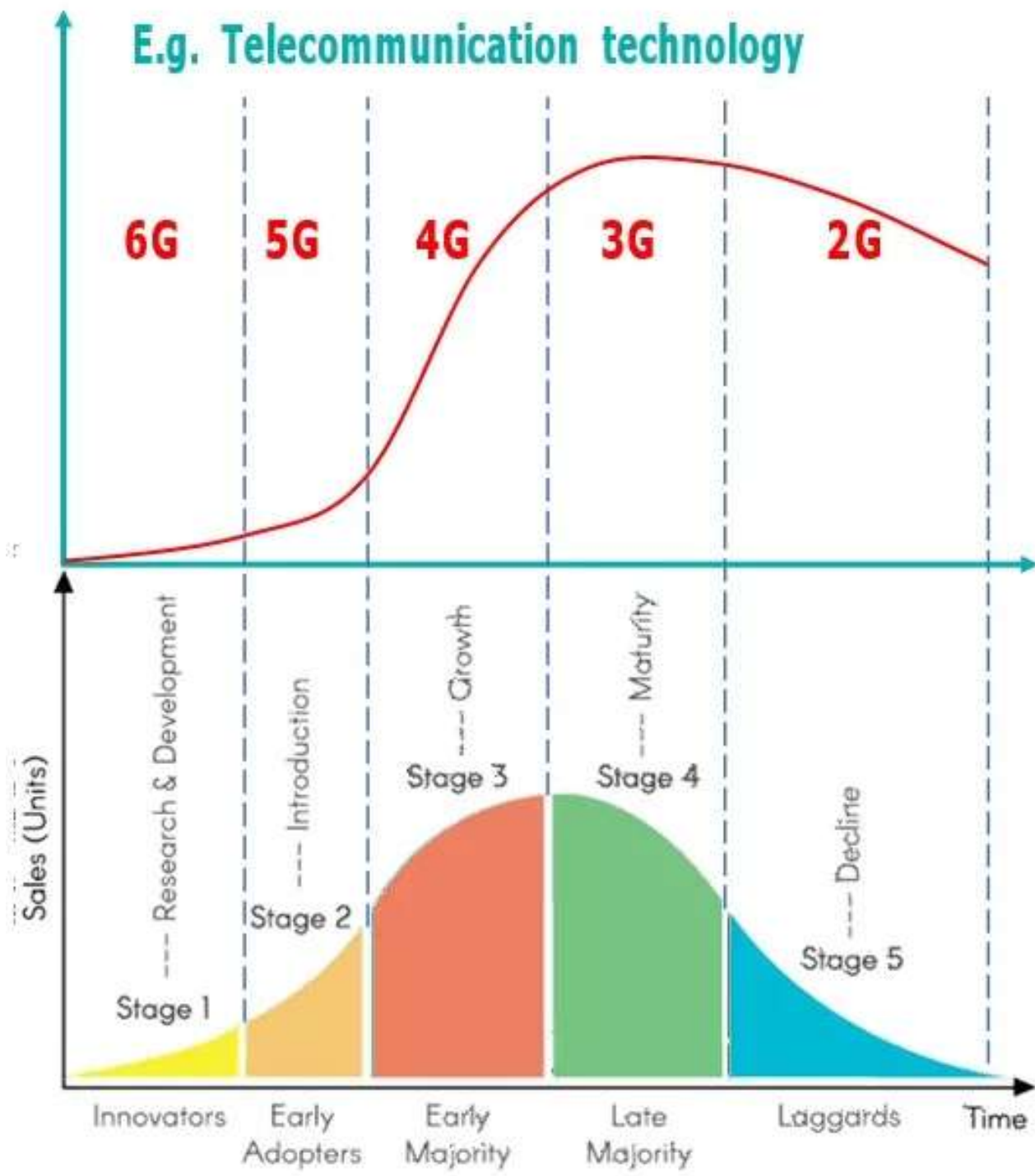
Low Growth, Low Share. Businesses should liquidate, divest, or reposition products in the "Dogs" category.











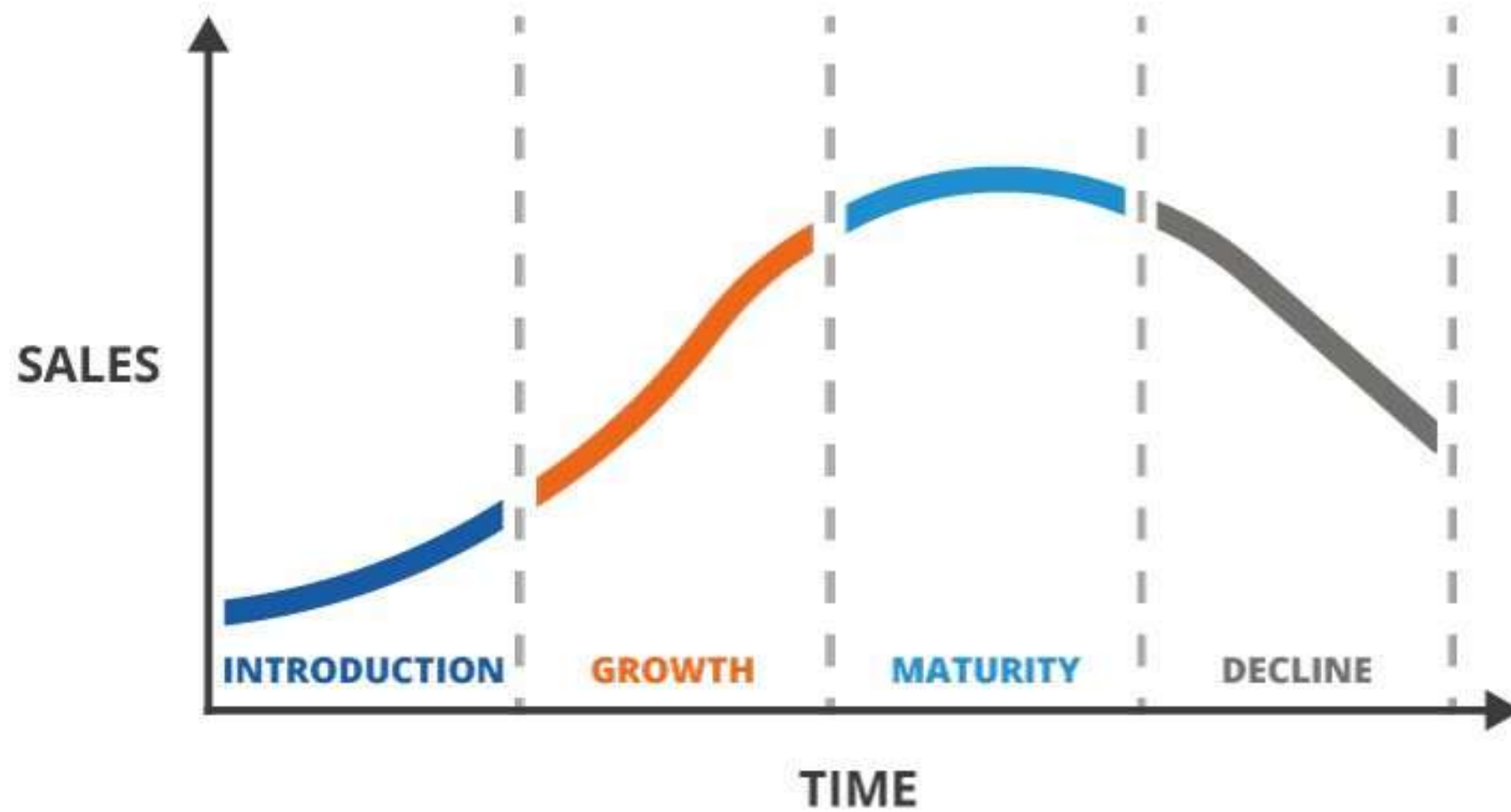
How stages of the product life cycle relate to firm's marketing objectives & marketing mix actions

	INTRODUCTION	GROWTH	MATURITY	DECLINE
Product Strategy	Limited models Frequent changes	More models Frequent changes.	Large number of models.	Eliminate unprofitable models
Distribution Strategy	Limited Wholesale/ retail distributors	Expanded dealers. Long-term relations	Extensive. Margins drop. Shelf space	Phase out unprofitable outlets
Promotion Strategy	Awareness. Stimulate demand.Sampling	Aggressive ads. Stimulate demand	Advertise. Promote heavily	Phase out promotion
Pricing Strategy	Higher/recoup development costs	Fall as result of competition & efficient production.	Prices fall (usually).	Prices stabilize at low level.

Product Management's Role At Every Phase of the Product Lifecycle



PRODUCT LIFE CYCLE



What Is Customer Value?

Customer value measures a product or service's worth and compares it to its possible alternatives. This determines whether the customer feels like they received enough value for the price they paid for the product/service.

We can look at customer value as insight into **buyer's remorse**. If customers feel like the total cost of an item outweighs its benefits, they're going to regret their purchase. Especially if there's a competitor who's making a better offer than yours for a similar product or service.

Understanding customer value and how to calculate it can help your business price products fairly and reduce friction within the **customer experience**.

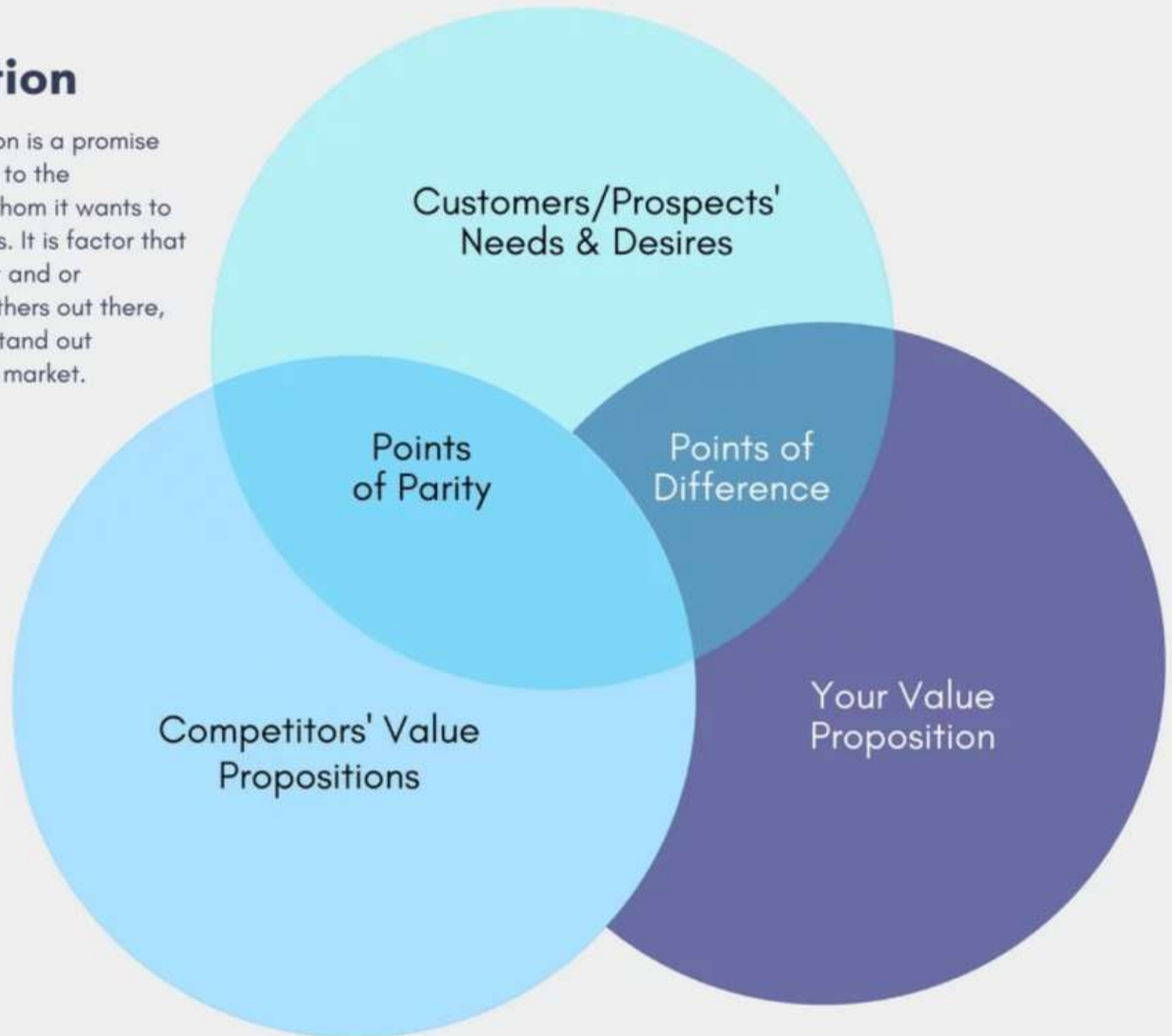
Customer Value Added

For some businesses, customer value boils down to dollars and cents. However, it's important to remember that customers give more to your company than just what's listed on the price tag. There are also time costs, energy costs, and emotional costs that customers weigh when making a buying decision.

Similarly, there are different types of benefits that influence customer decisions. Some examples include tangible benefits — like how the product will help them achieve goals —

Value Proposition

A value proposition is a promise made by a brand to the audiences with whom it wants to build relationships. It is factor that makes it different and or better than the others out there, making a brand stand out from the rest in a market.



Customer Value

```
graph TD; CV[Customer Value] --> B[Benefits]; CV --> S[Sacrifices];
```

Benefits

Direct:

- Revenue
- Operational
- Reduced risk

Indirect:

- Reputation effects
- Social/
relationships
- Environmental

Sacrifices

Direct:

- Price
- Financing costs
- Search costs
- Learning costs
- Switching costs

Indirect:

- Relationship effects
- Psychological
- Loss of power