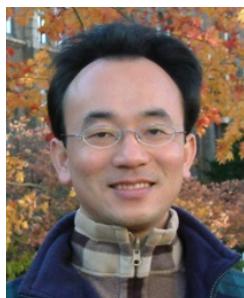


COVID-19後疫情時代 遠距行銷

(Social Distancing Marketing Beyond COVID-19 Pandemic)



Min-Yuh Day

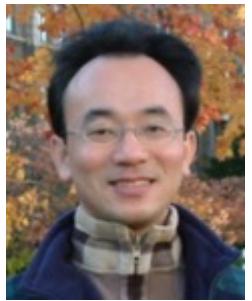
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Program Co-Chair, IEEE International Workshop on Empirical Methods for Recognizing Inference in TExt (IEEE EM-RITE 2012-)

Publications Chair, The IEEE International Conference on Information Reuse and Integration (IEEE IRI)



Outline

- Case Study on Marketing Beyond COVID-19 Pandemic
- Marketing Management
- IT Enabled Digital Transformation
- Business Model and Marketing Strategy

Case Study on Marketing Beyond COVID-19 Pandemic

- Background Introduction
- SWOT
 - Strengths, Weaknesses, Opportunities, Threats
 - PESTLE, Five Forces, Value Chain Analysis
 - TOWS
- STP
 - Segmentation, Targeting, Positioning
- 4P
 - Product, Price, Place, Promotion
- Business Model

Marketing Management

- 1 Understanding Marketing Management
- 2 Capturing Marketing Insights
- 3 Connecting with Customers
- 4 Building Strong Brands
- 5 Creating Value
- 6 Delivering Value
- 7 Communicating Value
- 8 Conducting Marketing Responsibly for Long-term Success

① Understanding Marketing Management

Part 1. Understanding Marketing Management

1. Defining Marketing for the New Realities
2. Developing Marketing Strategies and Plans

Part 2. Capturing Marketing Insights

3. Collecting Information and Forecasting Demand
4. Conducting Marketing Research

Part 3. Connecting with Customers

**5. Creating Long-term Loyalty
Relationships**

6. Analyzing Consumer Markets

7. Analyzing Business Markets

8. Tapping into Global Markets

Part 4. Building Strong Brands

**9. Identifying Market Segments
and Targets**

10. Crafting the Brand Positioning

11. Creating Brand Equity

**12. Addressing Competition and
Driving Growth**

Part 5. Shaping the Market Offerings

13. Setting Product Strategy

14. Designing and Managing Services

15. Introducing New Market Offerings

**16. Developing Pricing Strategies and
Programs**

Part 6. Delivering Value

**17. Designing and Managing
Integrated Marketing Channels**

**18. Managing Retailing, Wholesaling,
and Logistics**

Part 7. Communicating Value

19. Designing and Managing Integrated Marketing Communications

**20. Managing Mass Communications:
Advertising, Sales Promotions, Events and
Experiences, and Public Relations**

**21. Managing Digital Communications: Online,
Social Media, and Mobile**

**22. Managing Personal Communications: Direct
and Database Marketing and Personal Selling**

Part 8. Conducting Marketing Responsibly for Long-term Success

23. Managing a Holistic Marketing Organization for the Long Run

IT Enabled Digital Transformation

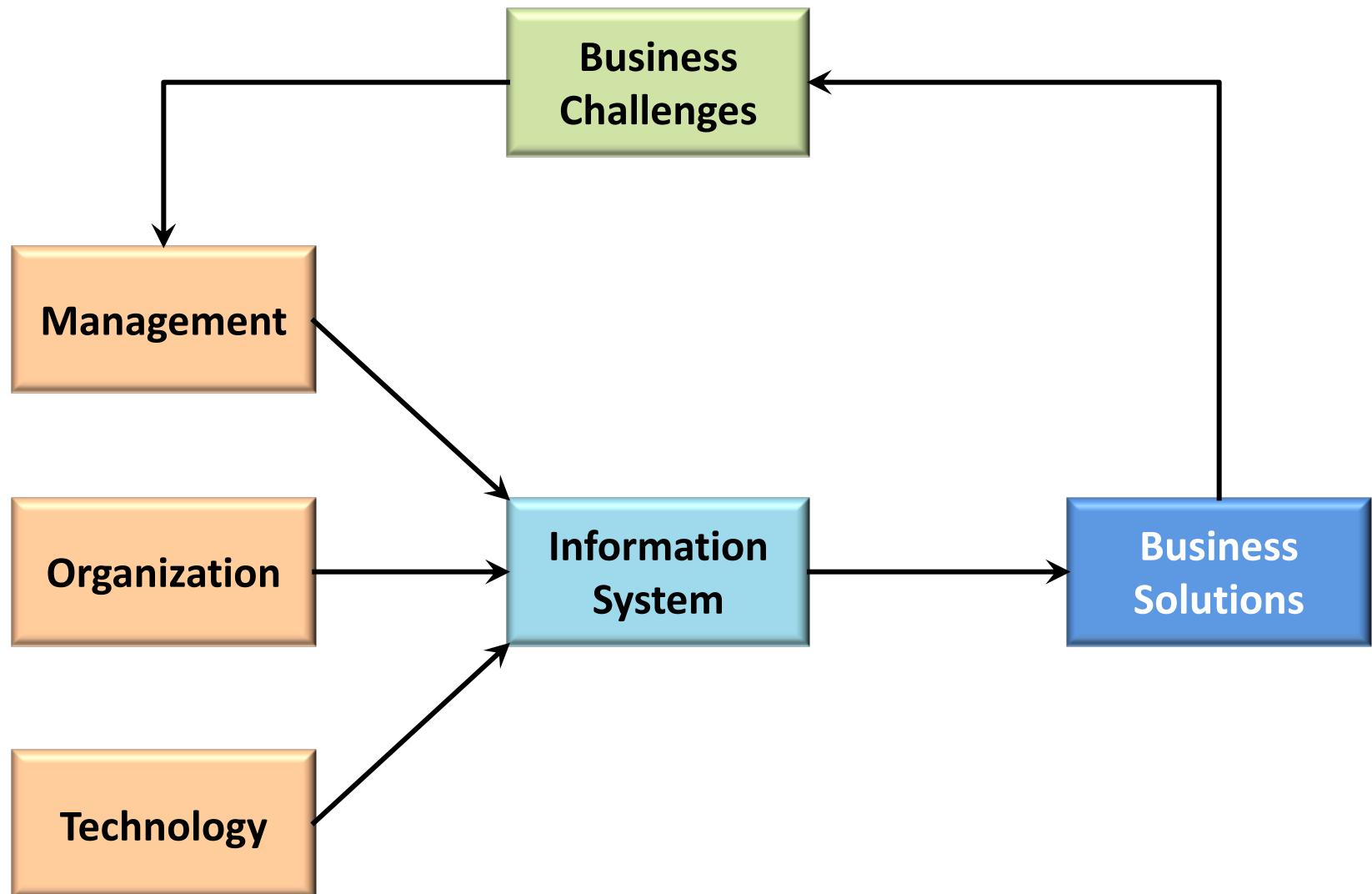
Marketing Management and Information Systems

Information Management (MIS)

Information Systems



Fundamental MIS Concepts



Marketing

Marketing

“Meeting

needs

profitably”

Marketing

“Marketing is an organizational function and a set of processes for creating, communicating, and delivering **value** to customers and for managing customer **relationships** in ways that benefit the organization and its stakeholders.”

Marketing Management

Marketing Management

“Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.”

Marketing Management Tasks

1. Developing market strategies and plans
2. Capturing marketing insights
3. Connecting with customers
4. Building strong brands
5. Creating value
6. Delivering value
7. Communicating value
8. Creating successful long-term growth

The Essence of **Strategic Marketing** **(STP)**

Segmentation

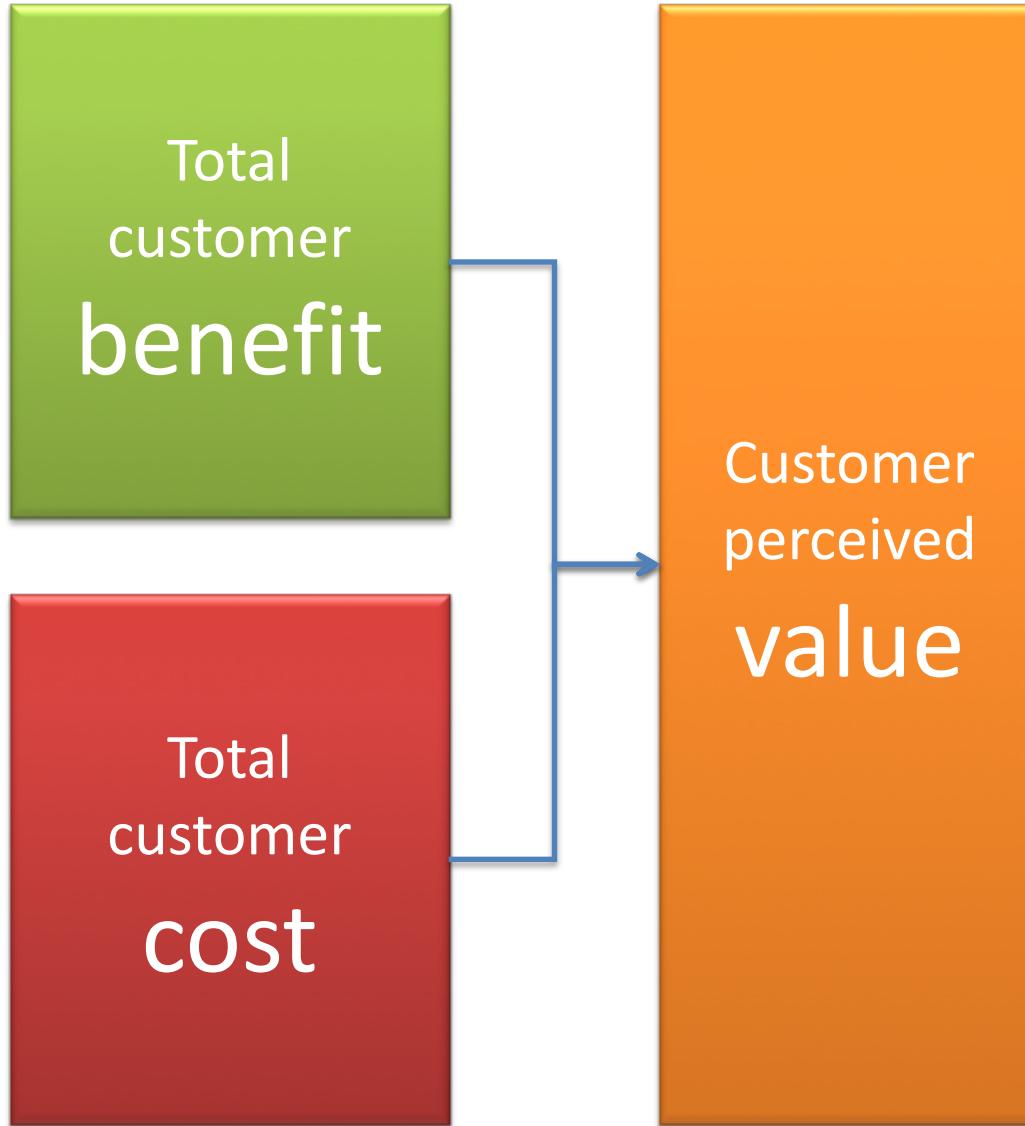
Targeting

Positioning

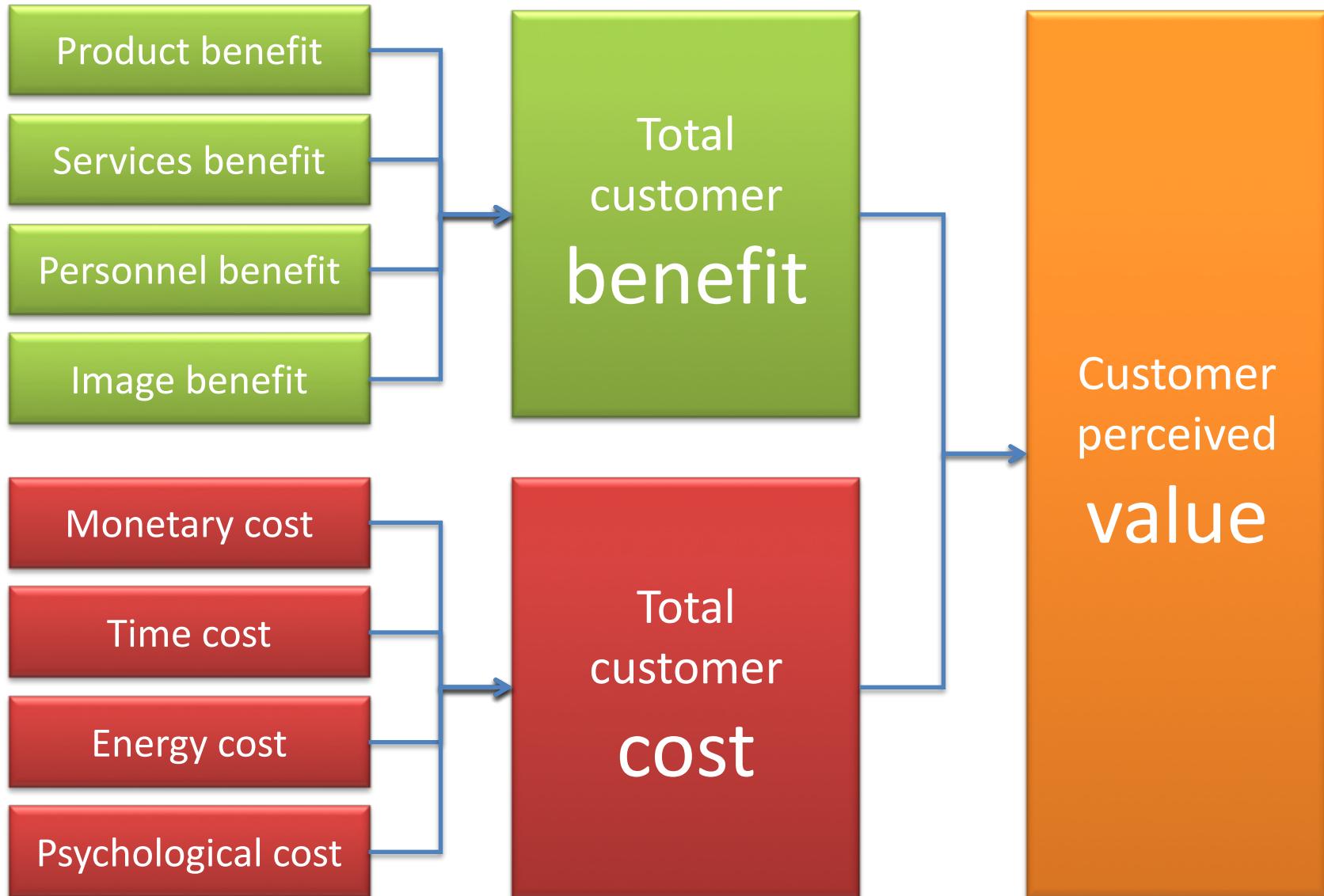
Customer value

value
the sum of the
tangible and
intangible
benefits and costs

Value

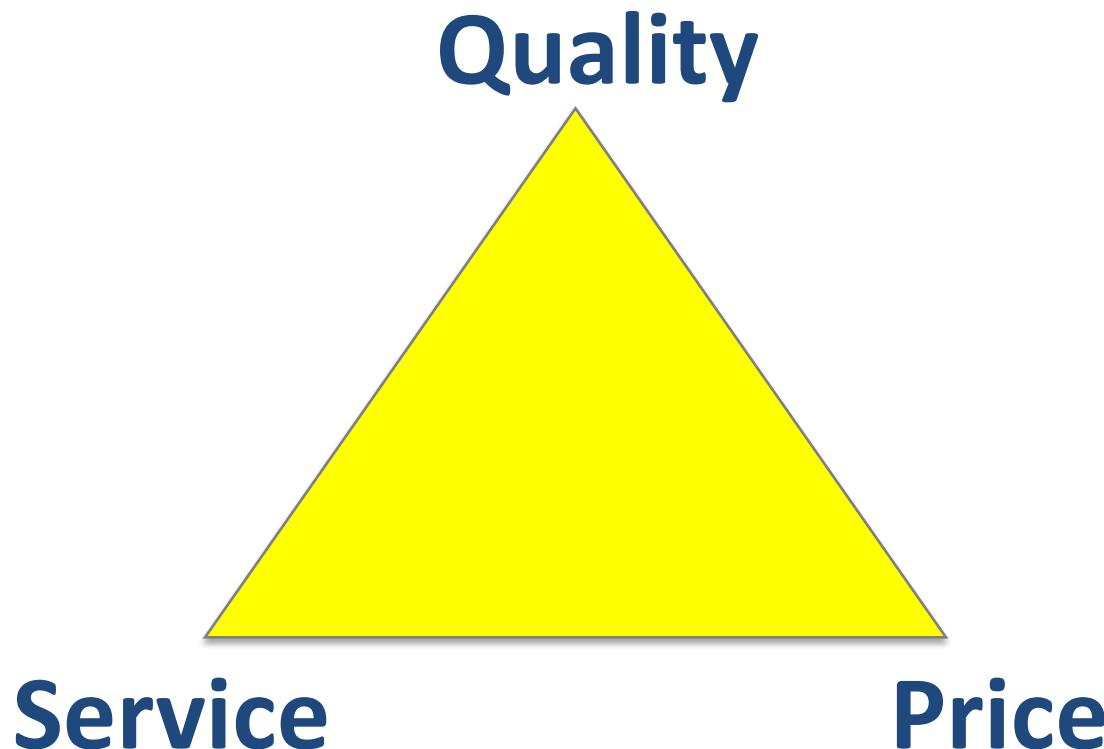


Customer Perceived Value



Customer Value Triad

**Quality, Service, and Price
(qsp)**



Value and Satisfaction

- **Marketing**
 - identification, creation, communication, delivery, and monitoring of **customer value**.
- **Satisfaction**
 - a person's judgment of a product's **perceived performance** in relationship to **expectations**

Building Customer Value, Satisfaction, and Loyalty

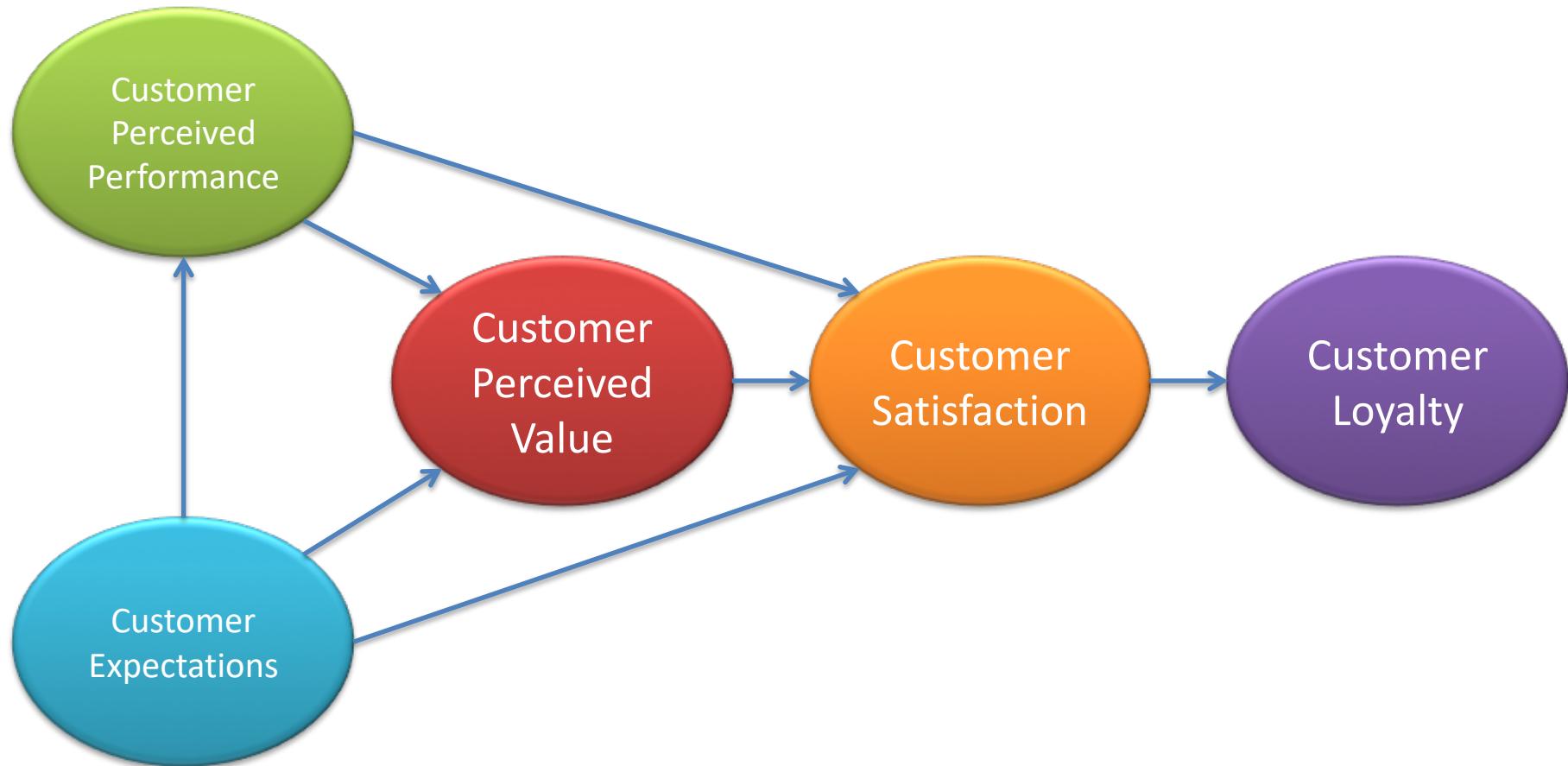
Satisfaction

“a person’s **feelings of pleasure or disappointment** that result from comparing a product’s **perceived performance** (or outcome) to **expectations**”

Loyalty

“**a deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior.**”

Customer Perceived Value, Customer Satisfaction, and Loyalty



CEO CIO CFO



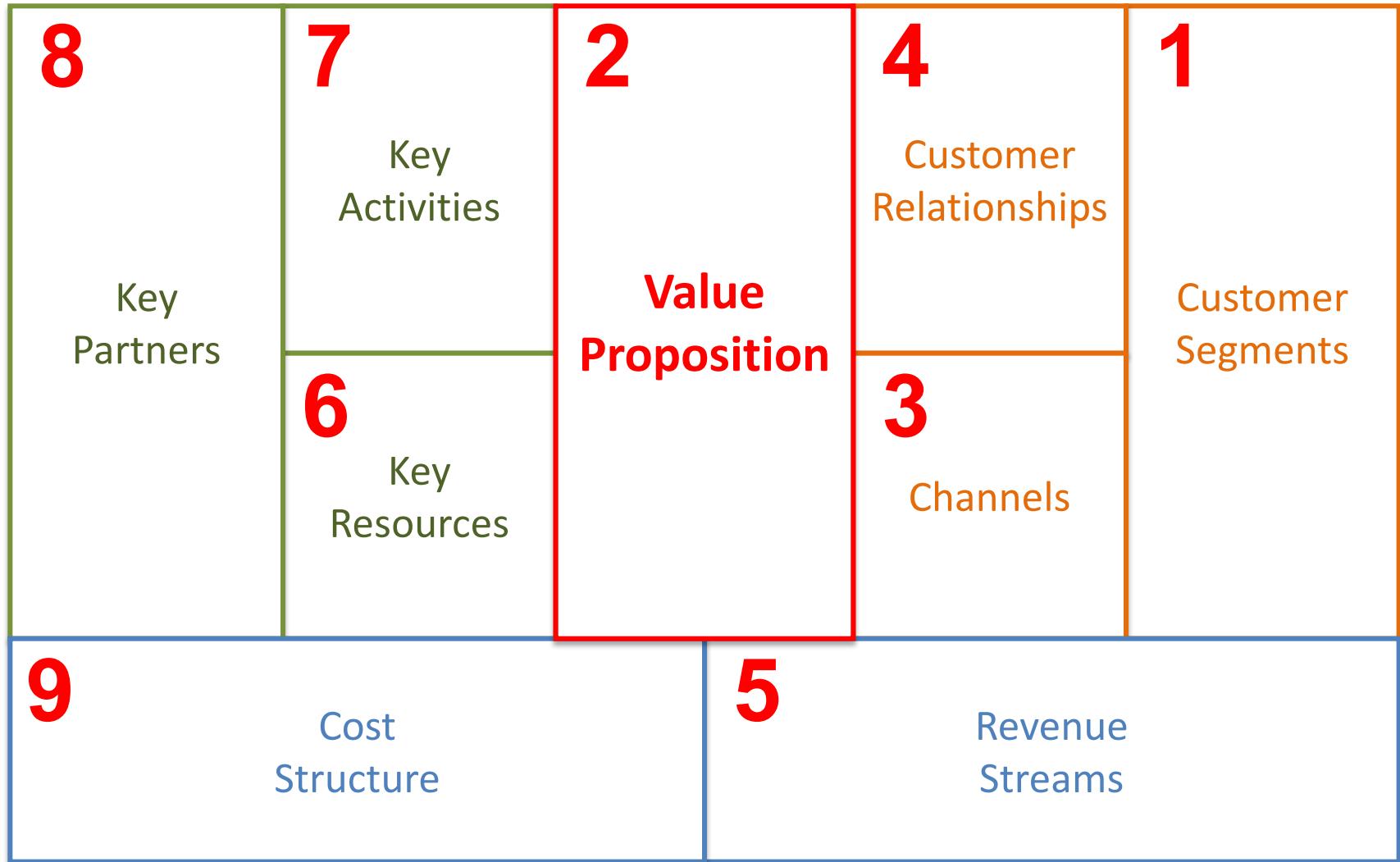
CEO CIO CMO



Business Model and Strategy

Business Model

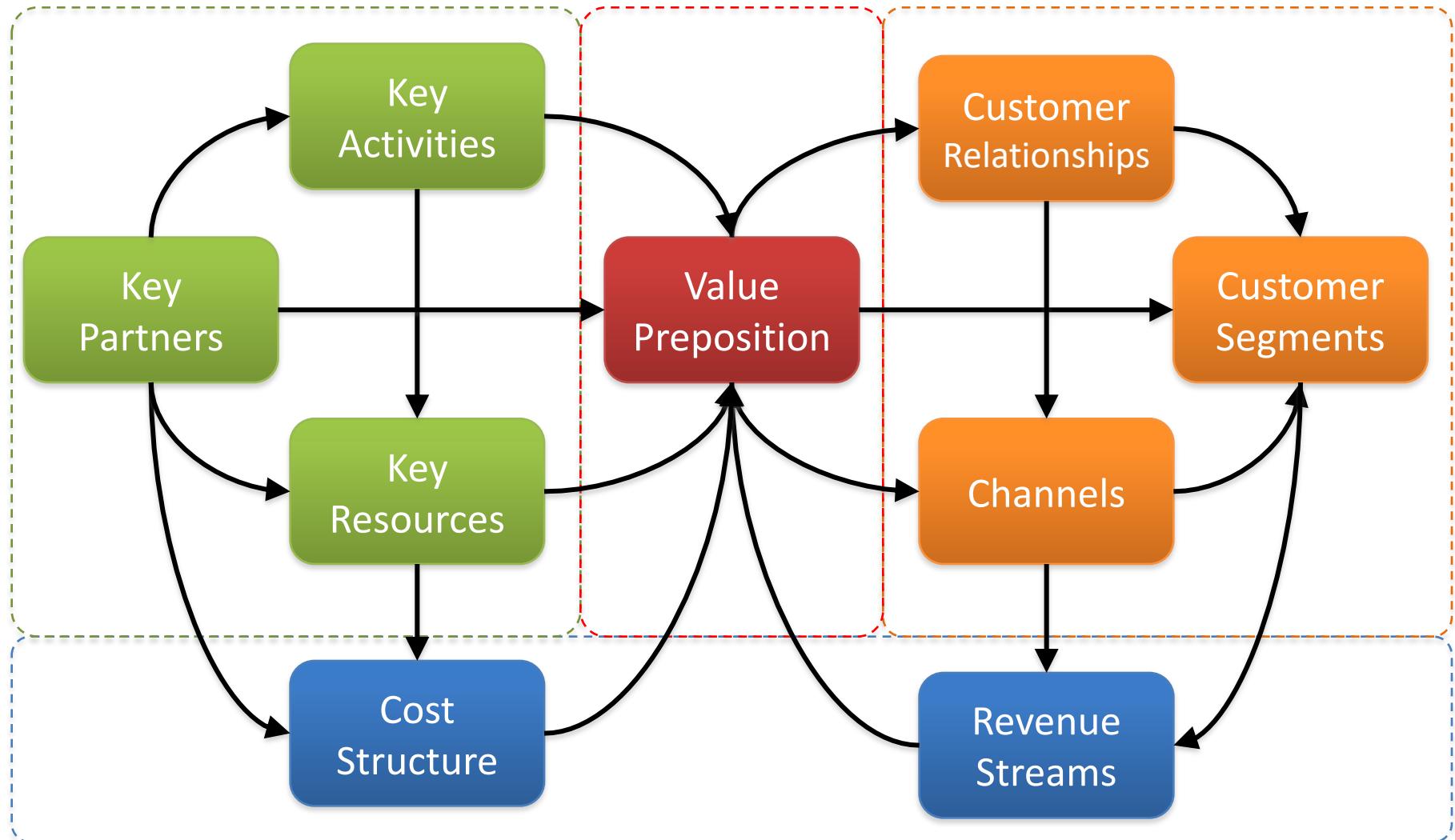
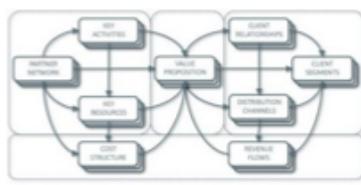
Business Model



Definition of Business Model

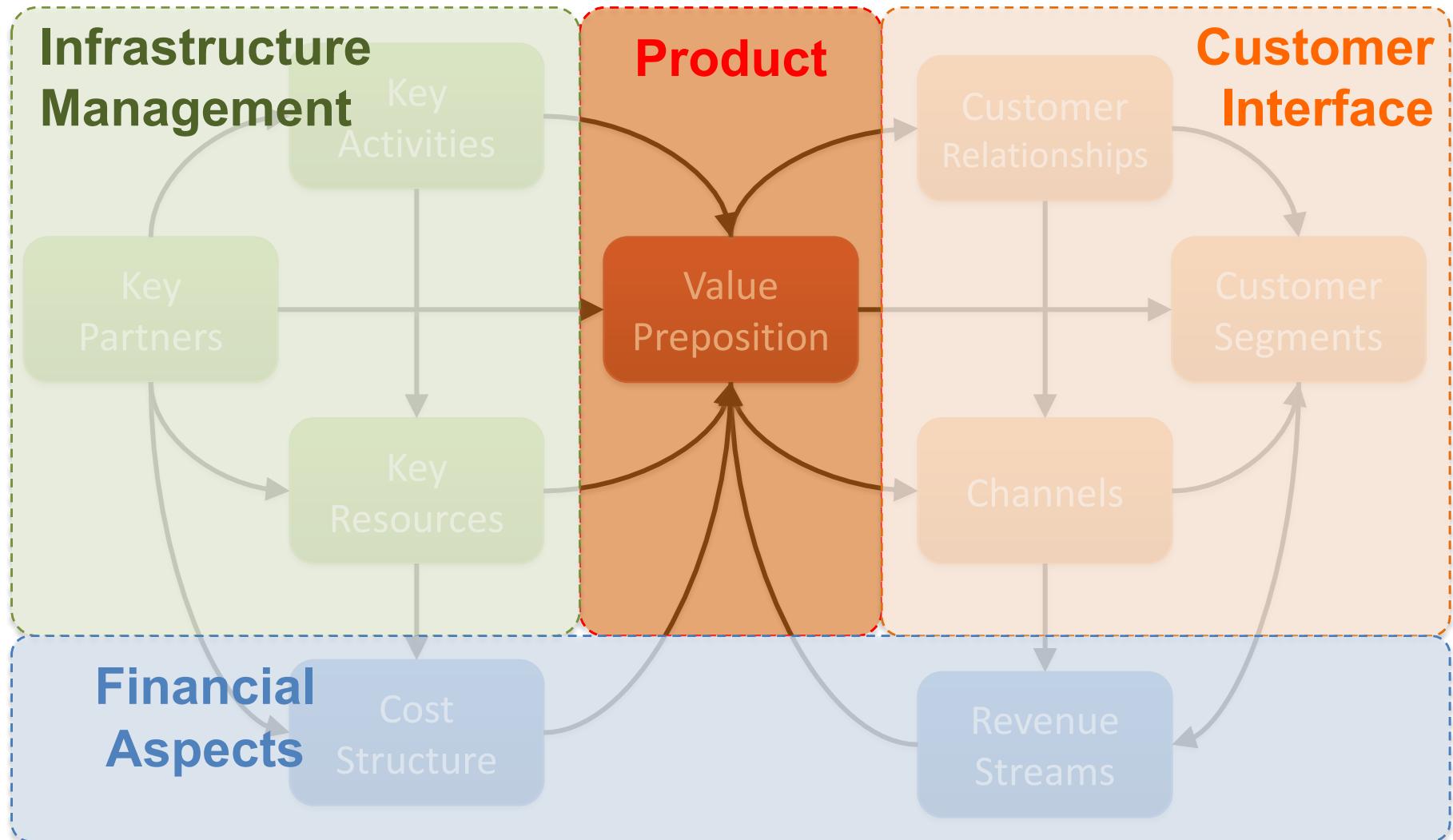
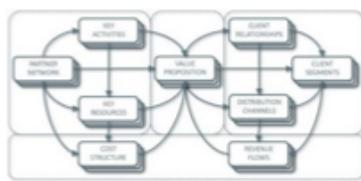
A **business model**
describes the **rationale** of
how an **organization**
creates, delivers, and captures
value.

Business Model Canvas



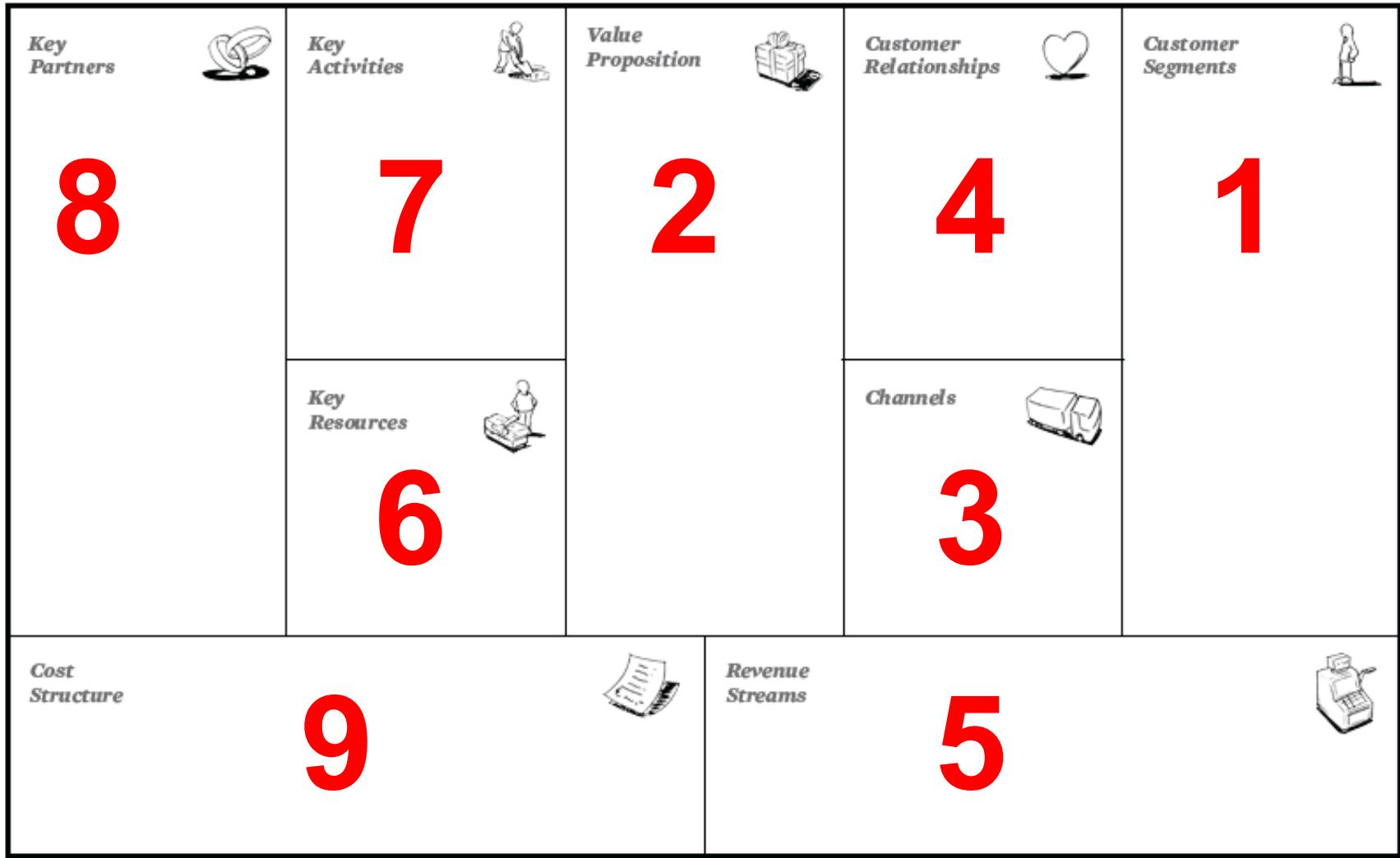
Source: http://nonlineartinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

Business Model Canvas

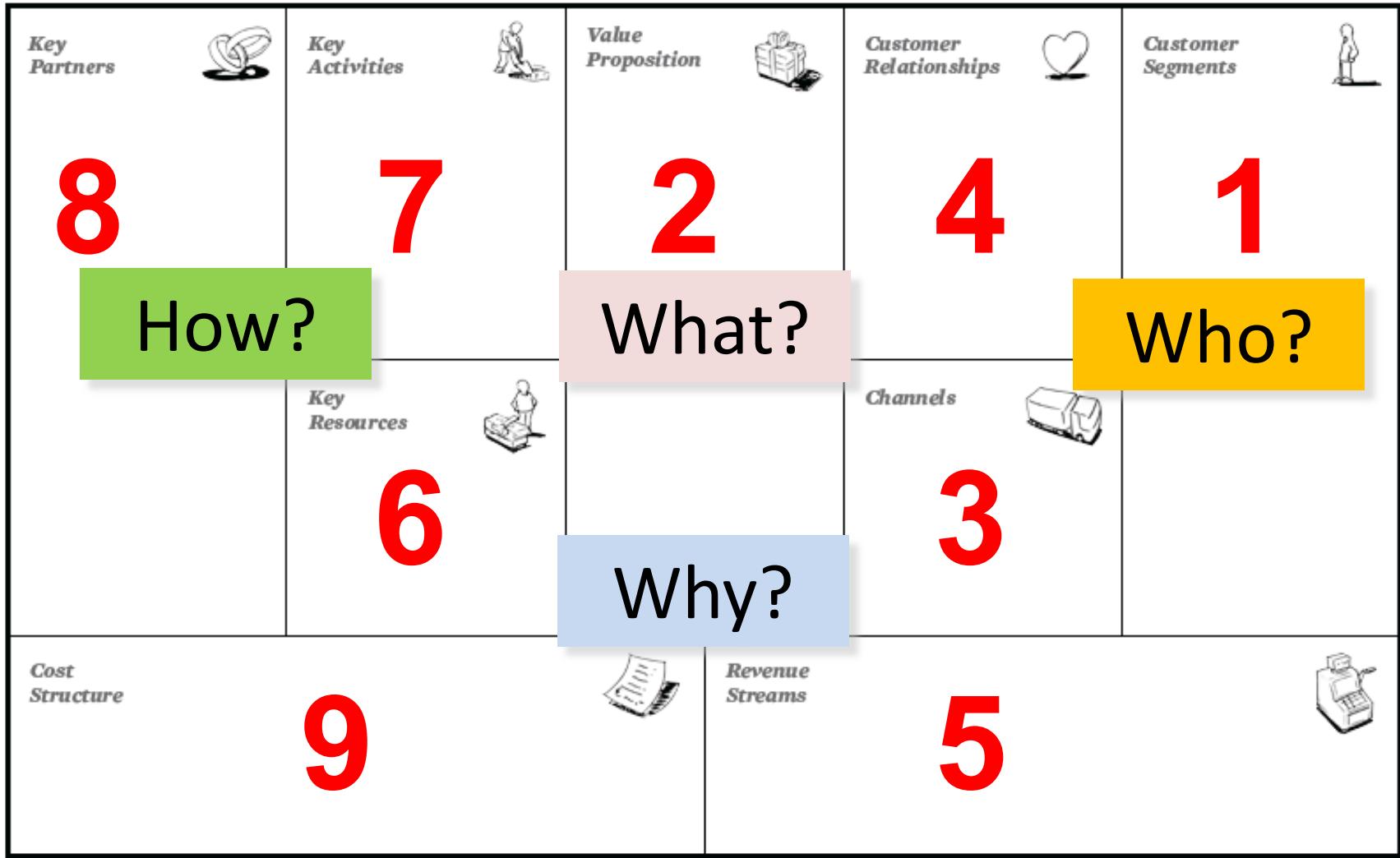


Source: http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

The 9 Building Blocks of Business Model



The 9 Building Blocks of Business Model



Marketing Strategy

Marketing Plan

Strategy

vs.

Tactics

Strategy vs. Tactics

Policy
Procedure
Execution



Strategy vs. Tactics

Strategy

Tactics

Planning

Doing

Large Scale

Smaller Scale

Why

How

Difficult to Copy

Easy to Copy

Long Time Frame

Short Time Frame



Strategy

Plans

Tactics

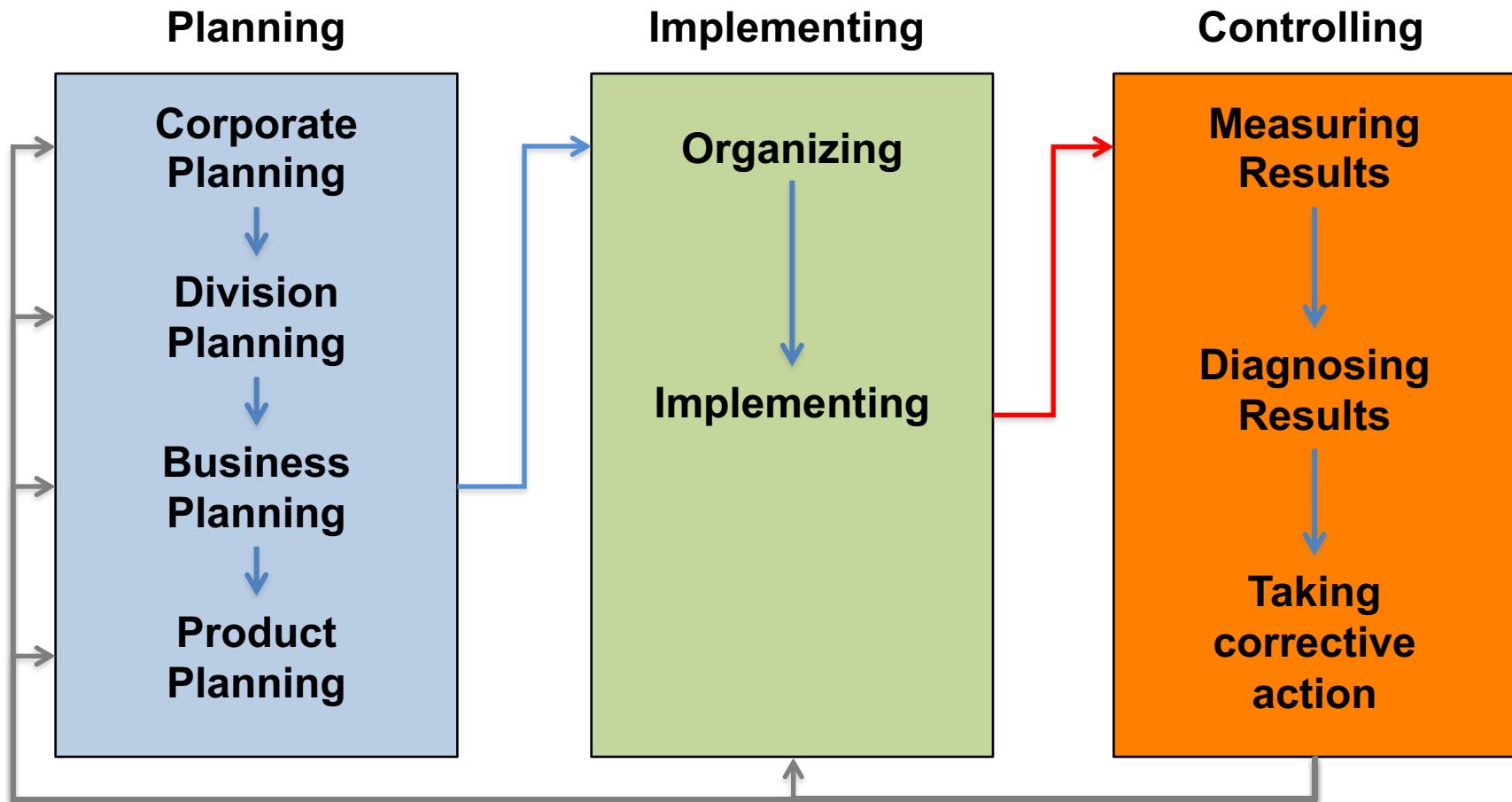
Strategy > Plans > Tactics

- Strategy involves a **blueprint** for gaining a **competitive advantage**.
- Plans are the second-level **goals** in the hierarchy.
 - A complex strategy may contain many plans.
- Tactics are the **step-by-step methods** you use to accomplish a plan.

Marketing Planning Process

1. Analyzing marketing opportunities
2. Selecting target markets
3. Designing marketing strategies
4. Developing marketing programs
5. Managing the marketing effort

The Strategic Planning, Implementation, and Control Processes



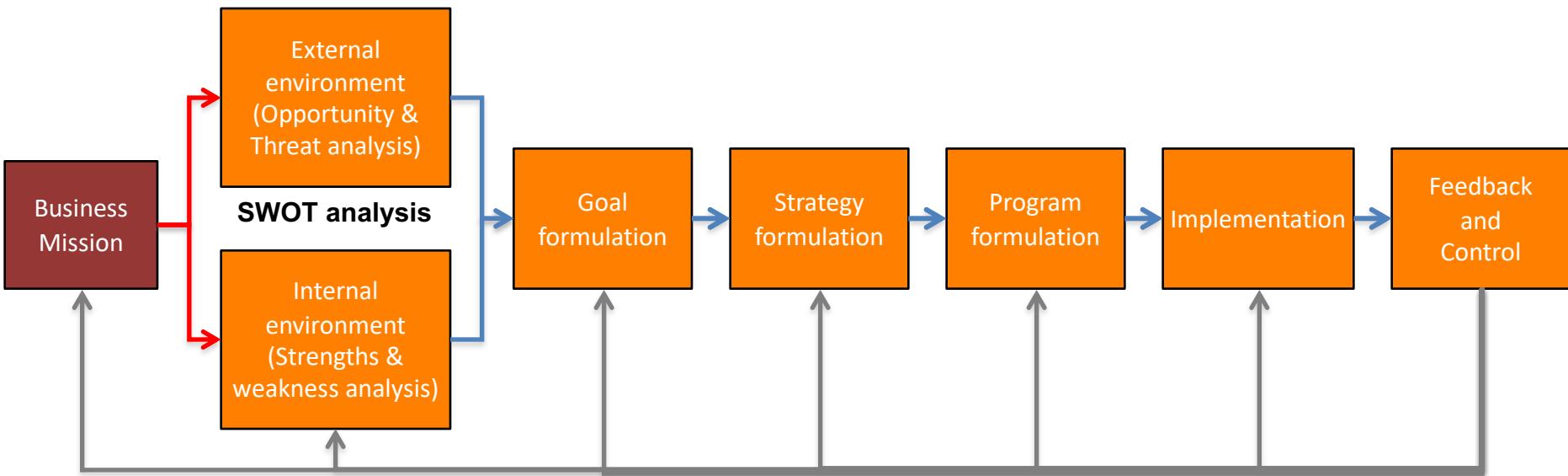
Marketing Plan

- The **strategic marketing plan** lays out the **target markets** and the firm's **value proposition**, based on an analysis of the best market opportunities.

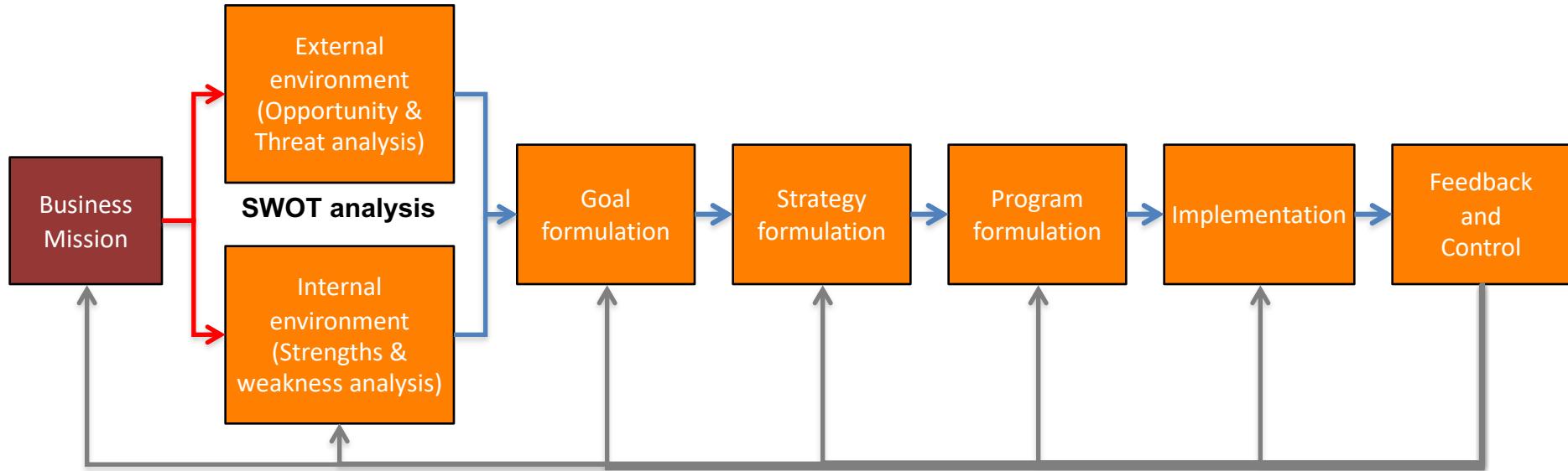
Marketing Plan

- The **tactical marketing plan** specifies the **marketing tactics**, including product features, promotion, merchandising, pricing, sales channels, and service.

Business Unit Strategic-Planning Process



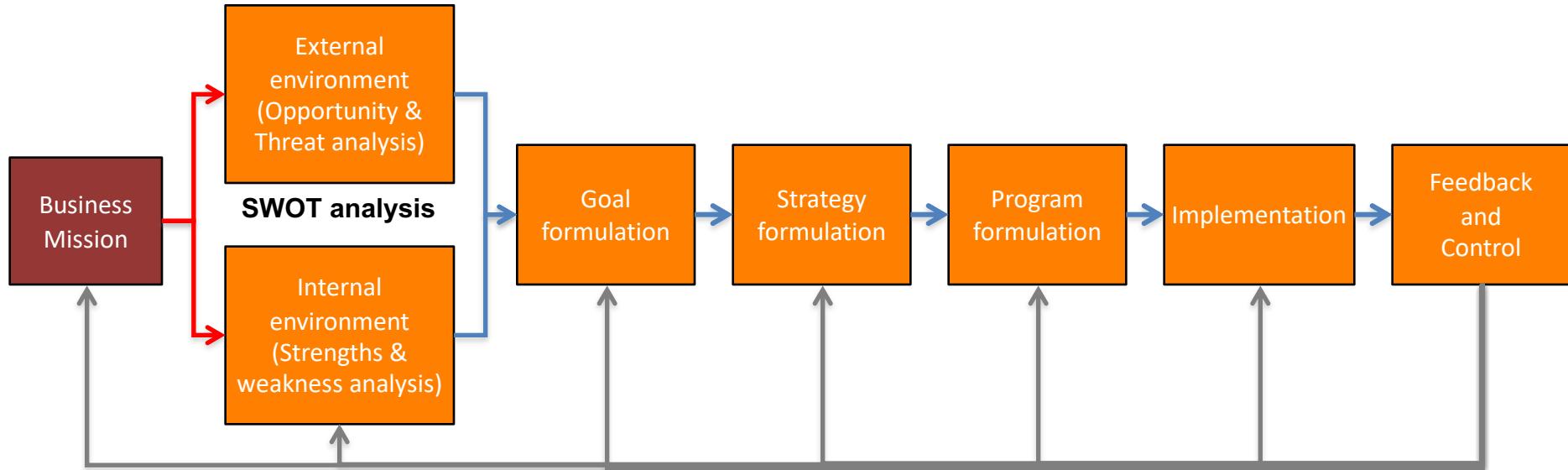
Business Unit Strategic-Planning Process



1

Business
Mission

Business Unit Strategic-Planning Process



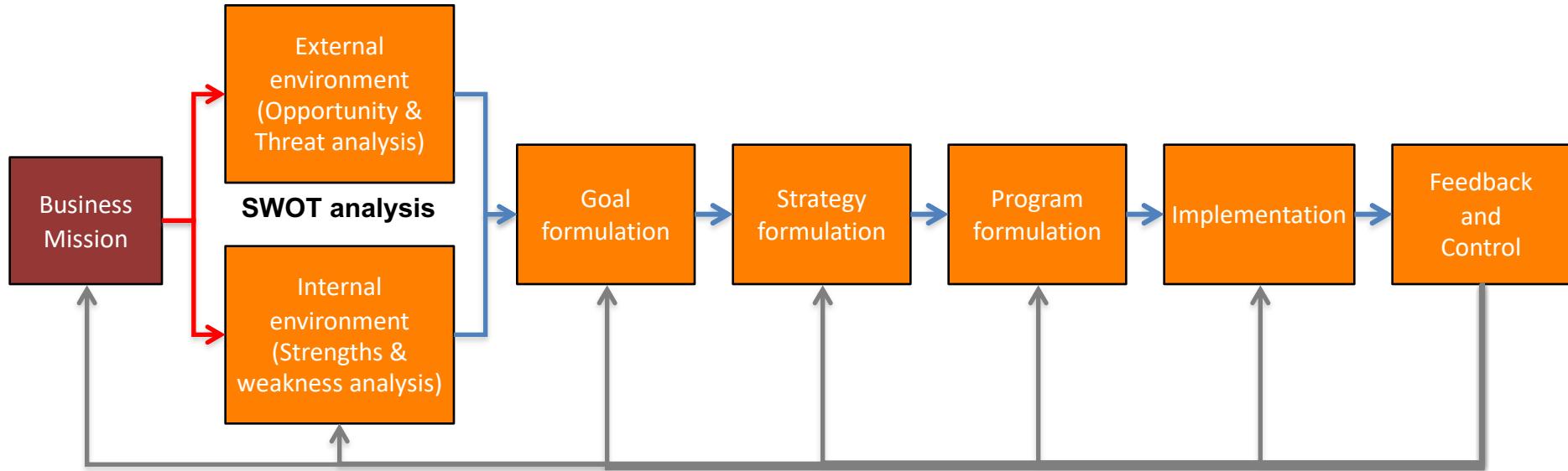
2

External environment
(Opportunity & Threat analysis)

SWOT analysis

Internal environment
(Strengths & weakness analysis)

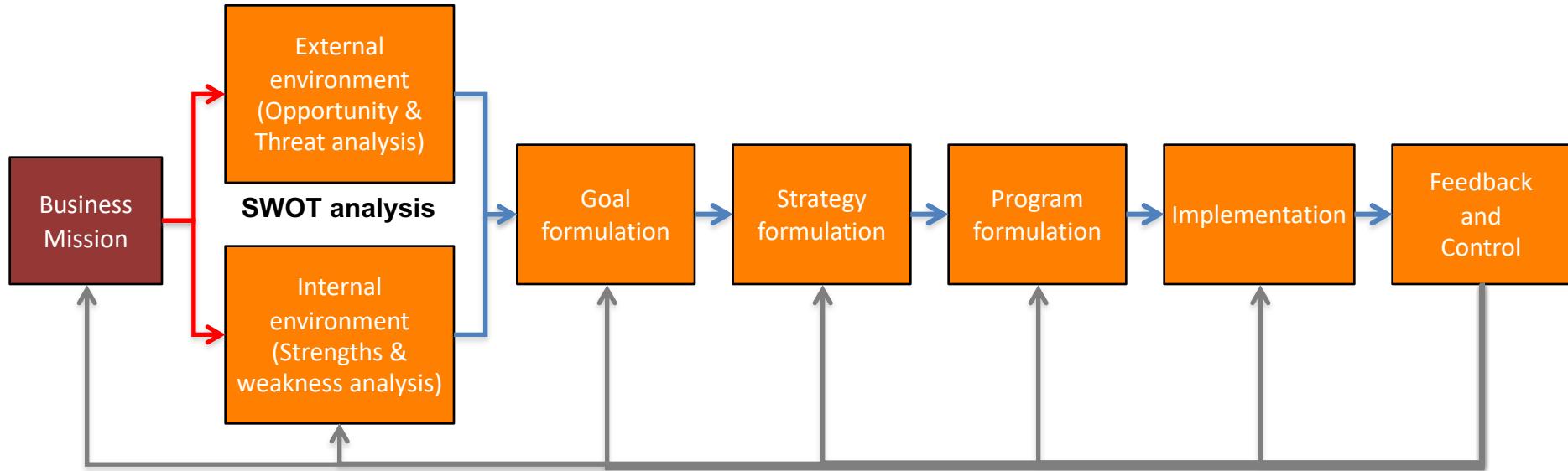
Business Unit Strategic-Planning Process



3

Goal
formulation

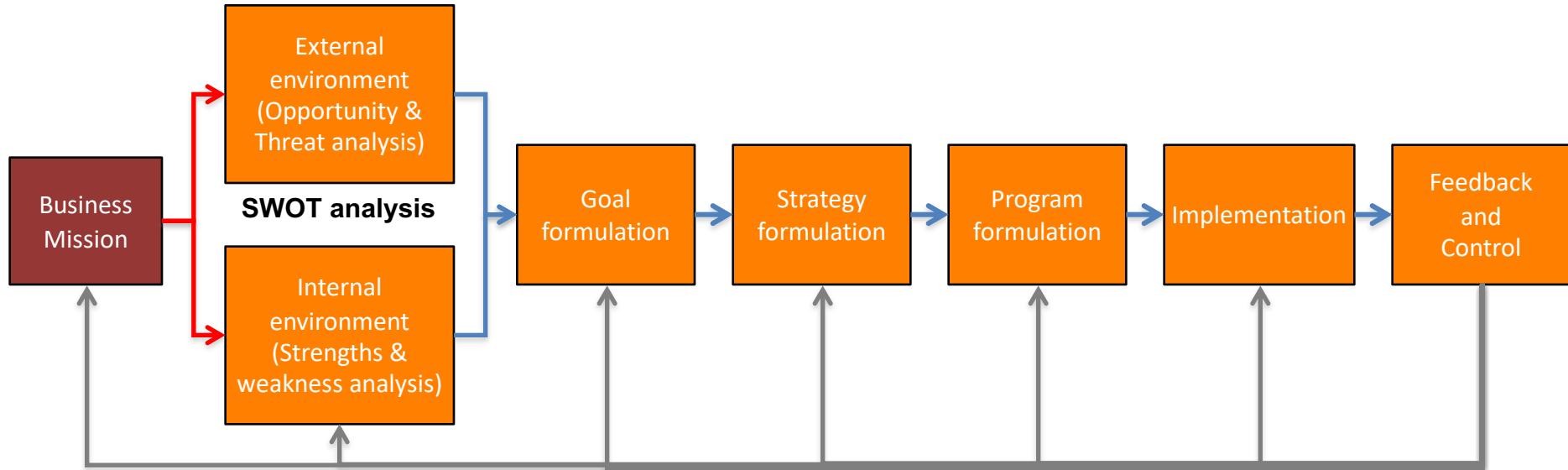
Business Unit Strategic-Planning Process



4

Strategy
formulation

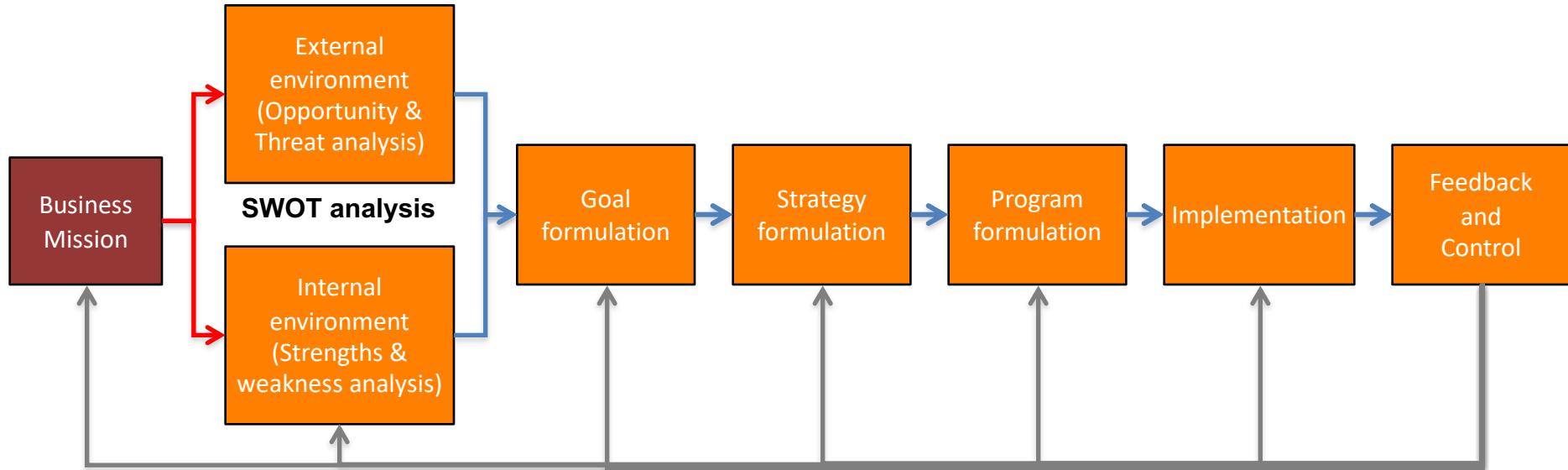
Business Unit Strategic-Planning Process



5

Program
formulation

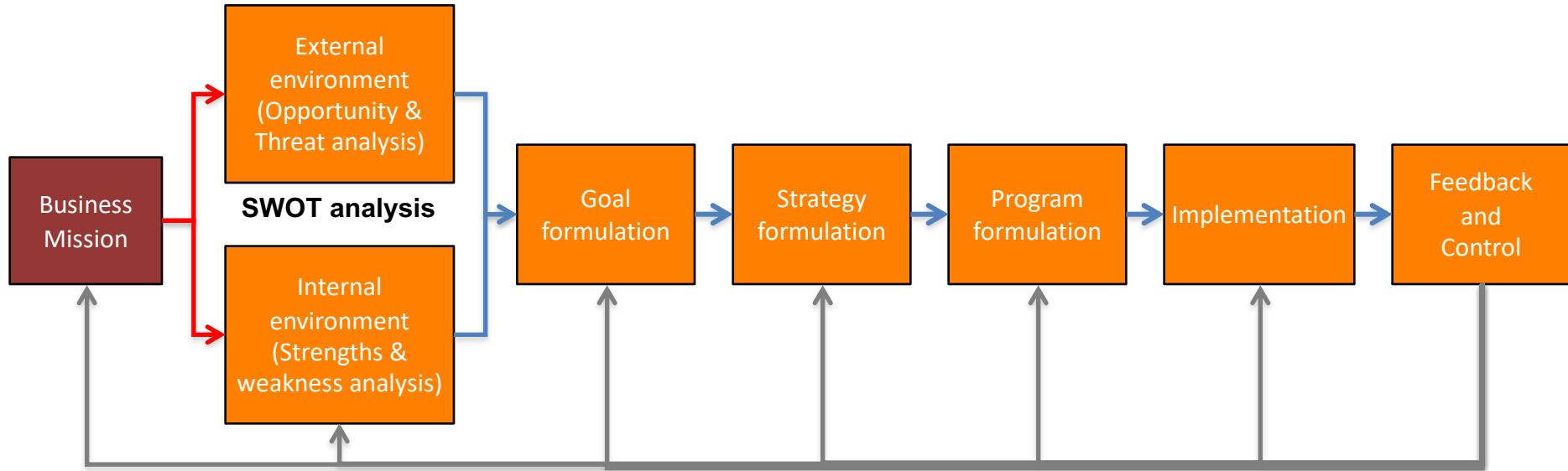
Business Unit Strategic-Planning Process



6



Business Unit Strategic-Planning Process



7

Feedback
and
Control

Marketing Plan Contents

1. Executive summary (1.0)
2. Table of contents
3. Situation analysis (2.0) (Ch1)
4. Marketing strategy (3.0) (Ch2)
5. Marketing tactics (4.0) (Ch3)
6. Financial projections (5.0) (Ch4)
7. Implementation controls (6.0) (Ch5)

Sample Marketing Plan

- 1.0 Executive Summary
- 2.0 Situation Analysis
- 3.0 Marketing Strategy
- 4.0 Marketing Tactics
- 5.0 Financials
- 6.0 Controls

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

2.0 Situation Analysis

- 2.1 Market Summary
- 2.2 SWOT Analysis
- 2.3 Competition
- 2.4 Product Offering
- 2.5 Keys to Success
- 2.6 Critical Issues

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

2.1 Market Summary

- 2.1.1 Market Demographics
 - Geographics
 - Demographics
 - Behavior Factors
- 2.1.2 Market Needs
- 2.1.3 Market Trends
- 2.1.4 Market Growth

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

3.0 Marketing Strategy

- 3.1 Mission
- 3.2 Marketing Objectives
- 3.3 Financial Objectives
- 3.4 Target Markets
- 3.5 Positioning

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

4.0 Marketing Tactics

- 4.1 Product
- 4.2 Pricing
- 4.3 Distribution (Place)
- 4.4 Communications (Promotion)
- 4.5 Marketing Research

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

5.0 Financials

- 5.1 Break-Even Analysis
- 5.2 Sales Forecast
- 5.3 Expense Forecast

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

6.0 Controls

- 6.1 Implementation
- 6.2 Marketing Organization
- 6.3 Contingency Planning

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Evaluating a Marketing Plan

- Is the plan **simple/succinct**?
- Is the plan **complete**?
- Is the plan **specific**?
- Is the plan **realistic**?

Summary

- Case Study on Marketing Beyond COVID-19 Pandemic
- Marketing Management
- IT Enabled Digital Transformation
- Business Model and Marketing Strategy

Q & A

COVID-19後疫情時代 遠距行銷 (Social Distancing Marketing Beyond COVID-19 Pandemic)



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