

## UNIT III

**Entrepreneurial Marketing and Sales:***Basics of Marketing: Product, Price, Place, Promotion (4Ps), Market Segmentation, Targeting, and Positioning (STP), Branding and Product Development Strategies, Creating a Unique Value Proposition (UVP) Digital Marketing: Social Media Marketing, Content Marketing, SEO, SEM, Sales Techniques and Customer Relationship Management (CRM).*

*Entrepreneurial Finance and Resource Management: Sources of Financing: Equity Financing, Debt Financing, Venture Capital, Angel Investors, Crowdfunding, Financial Management: Budgeting, Cash Flow Management, Financial Statements Analysis, Risk Management and Insurance, Human Resource Management: Recruitment, Training, Performance Evaluation, Legal and Ethical Issues in Entrepreneurship: Intellectual Property Rights, Contracts, Corporate GovernanceActivities:Case Studies and Practical Applications*

### ENTREPRENEURIAL MARKETING AND SALES

#### Overview

**Entrepreneurial Marketing and Sales** combines traditional marketing and sales principles with the agility, creativity, and risk-taking typically seen in entrepreneurial ventures. This approach is particularly relevant for start-ups and small businesses, where resources are often limited, but the need for innovative strategies to capture market share and drive growth is critical.

1. **Entrepreneurial Marketing:** This is characterized by a focus on non-traditional marketing methods and a customer-centric approach. Unlike large corporations with big budgets, entrepreneurial marketing emphasizes guerrilla tactics, social media, word-of-mouth, and creating strong brand identities with limited resources. It often involves rapid testing, flexible planning, and adapting quickly to market feedback.
2. **Sales in an Entrepreneurial Context:** Entrepreneurial sales involve building relationships and directly engaging with customers. Sales strategies here tend to be personal and often founder-led in early stages, with an emphasis on direct customer feedback. Sales processes are typically iterative and evolve as the company learns more about customer needs, market demand, and competitive positioning.
3. **Core Principles:**
  - **Innovation and Agility:** Entrepreneurs often need to pivot their marketing and sales strategies based on customer insights and industry trends.
  - **Customer-Centric Focus:** Prioritizing a deep understanding of customer needs and tailoring offerings accordingly.
  - **Resourcefulness:** Leveraging limited resources creatively, often focusing on low-cost, high-impact strategies.
  - **Growth Orientation:** Strategies are always aimed at rapid customer acquisition, retention, and market expansion.
  - **Experimentation and Learning:** Marketing and sales activities involve a lot of trial and error, with a focus on measuring outcomes and optimizing approaches based on real-world data.

Overall, entrepreneurial marketing and sales are dynamic and highly adaptable, often giving start-ups and small businesses a competitive edge by allowing them to be closer to the customer and more responsive than larger, more established competitors.

## How the 4Ps Work Together

**Product, Price, Place, and Promotion.** These elements form the **marketing mix**, a concept that helps businesses strategize how to introduce and promote a product or service to their target audience effectively. The 4Ps must be aligned and integrated to create a coherent marketing strategy. Each P influences and is influenced by the others. For instance, a premium-priced product (Price) requires high-quality advertising (Promotion) and likely a more selective distribution network (Place). Balancing these elements helps deliver a unified message, cater to customer expectations, and establish a competitive advantage.

### 1. Product

The product is anything offered to meet a customer's need or want. It can be a physical item, service, or intangible asset like software.

#### Product Lifecycle (PLC)

The **Product Lifecycle (PLC)** is a concept that describes the stages a product goes through from its initial launch to its eventual decline and removal from the market. Each stage presents unique challenges and opportunities for marketers, who must adapt their strategies accordingly to maximize the product's lifespan and profitability. Here's an in-depth look at each stage and the recommended marketing strategies.

##### a. Introduction Stage

- **New to Market:** The product is newly launched and relatively unknown.
- **High Costs and Low Sales:** Costs are often high due to research, development, and marketing expenses, while sales may be slow as awareness builds.
- **Limited Distribution:** The product may only be available in select locations or channels as the business tests the waters.
- **Focus on Early Adopters:** Initial customers tend to be early adopters who are more willing to try new products.

##### b. Growth Stage

- **Increasing Sales and Profitability:** As awareness grows, so do sales and profitability. The customer base expands beyond early adopters to the broader market.
- **Enhanced Distribution:** As demand increases, businesses expand distribution to more channels and regions.
- **Emerging Competition:** Competitors may enter the market with similar products, driving businesses to focus on brand differentiation.

##### c. Maturity Stage