

Assignment 2

1.Targeting external customers: The external customer is someone who signs a check, pays our employer, and ultimately makes our paycheck possible. External customers have choice, and if they don't like your product or service can take their business elsewhere. An internal customer or internal service provider can be anyone in the organization.



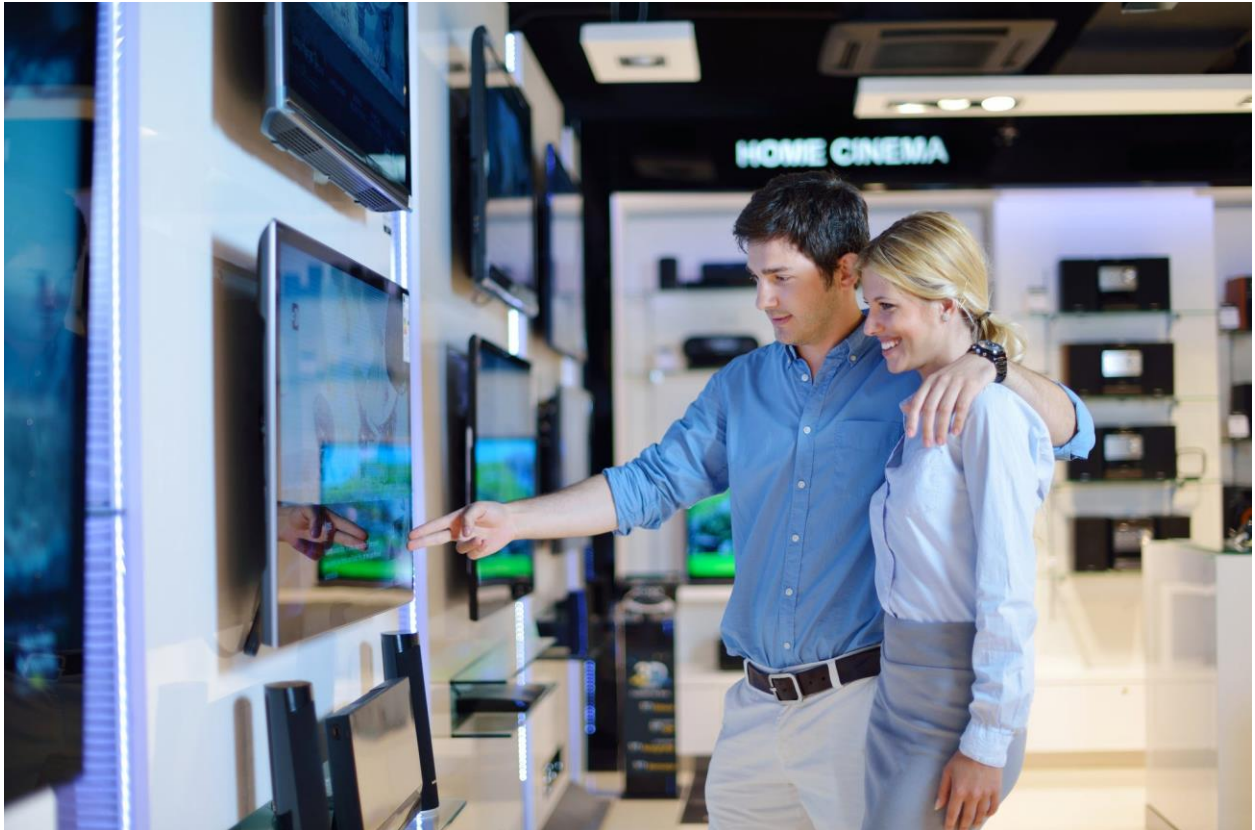
2.Targeting discount customers: Discount pricing is one type of pricing strategy where you mark down the prices of your merchandise. The goal of a discount pricing strategy is to increase customer traffic, clear

old inventory from your business, and increase sales.



Targeting discretionary customers: A leader in athletic apparel, Nike earns money by producing and marketing footwear and clothing to athletes around the world. The company routinely outgrows smaller industry peers, in part because its global scale allows it to spend billions on advertising and marketing, or what management calls "demand creation" expenses. These include sponsoring events like the World Cup and the Olympic Games and signing up world-class professional athletes as brand ambassadors. Nike spent \$3.7 billion on marketing support in fiscal 2018 alone. The company relies on innovative product releases across its dozens of sub-brands (including Air Jordan, Converse, and React) to drive sales growth. Increasingly, those products are being marketed directly to consumers through Nike's app and websites rather than through its retailing partnerships with companies like Foot Locker. This shift promises to lift profit margins over time because direct sales are about twice as profitable as wholesale sales.

Many companies, including lululemon athletica and Under Armour, have targeted the same consumer niches as Nike. However, as long as the company maintains its innovative lead, its competitive advantages make it difficult to take away any of its market share.



Targeting need-based customers: Unfortunately, many business-to-business (B2B) companies fail to develop a robust method to clearly identify their target customer. ... Effective strategy begins with needs-based segmentation, which classifies customer segments based on a

common set of needs (met or unmet) and/or purchase behaviors.



Targeting seasonal customers: Seasonal marketing: Seasonal marketing is marketing products or services at certain points of the year. That could be Christmas, Easter or Thanksgiving, but seasonal marketing doesn't have to coincide with an 'official' event.

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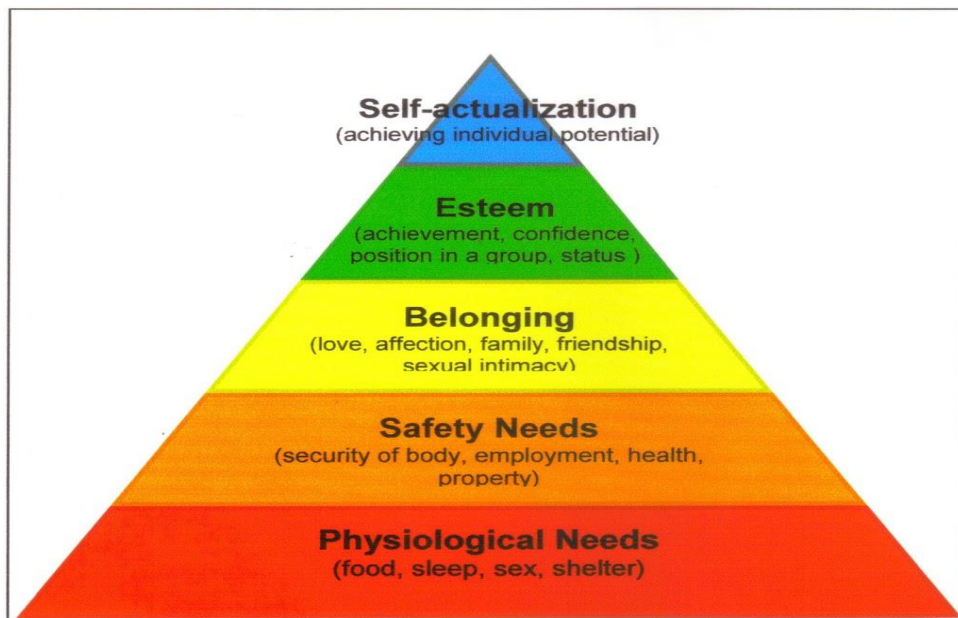
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KID'S COLLECTION FALL '09

GIFT ideas

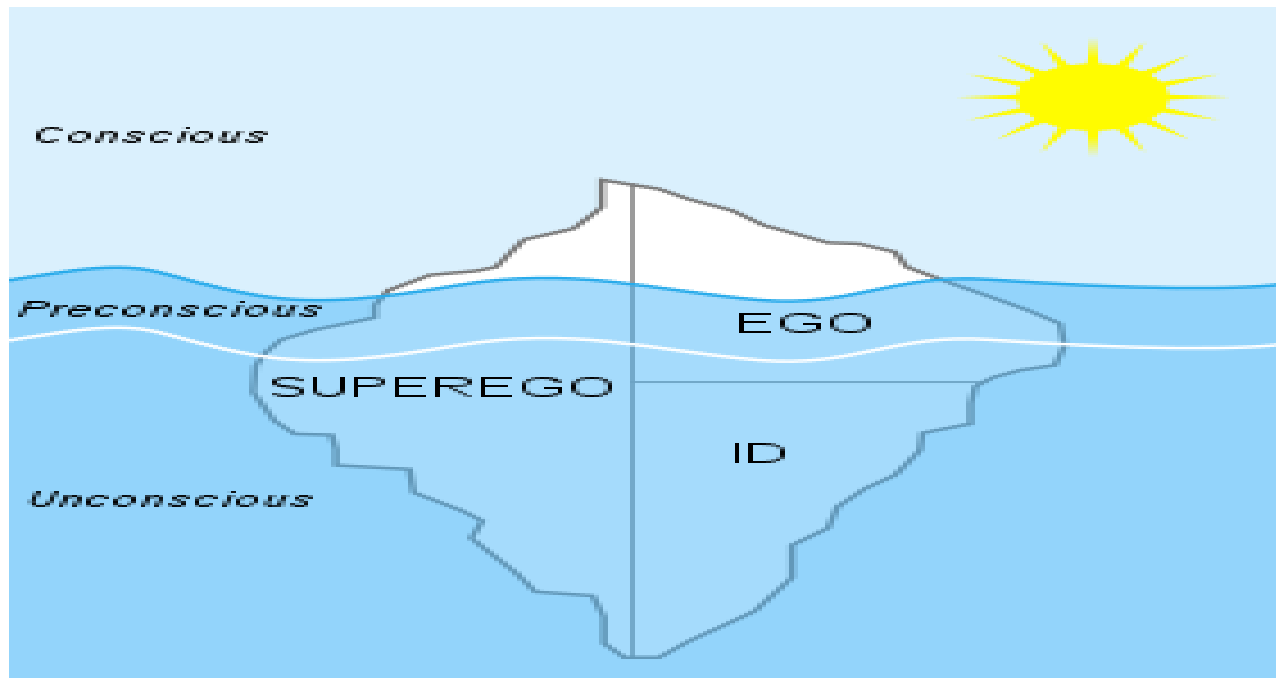
Facebook Contest **Weekly Prizes**

Using safety as level of need: Safety needs in Maslow's hierarchy refer to the need for security and protection. When we have our physiological needs for food and water met, our safety needs dominate our behavior. These needs have to do with our natural desire for a predictable, orderly world that is somewhat within our control.



Using belongingness as level of need: Belongingness is the human emotional need to be an accepted member of a group. ... The need to belong is the need to give and receive attention to and from others. Belonging is a strong and inevitable feeling that exists in human nature. for example: image no.5.

Using ego as level of need: The ego develops to mediate between the unrealistic id and the external real world. ... The ego operates according to the reality principle, working out realistic ways of satisfying the id's demands, often compromising or postponing satisfaction to avoid negative consequences of society.



Using the cool factor: The cool factor:

Somewhere in the world, a boy will ogle at a pair of Adidas sneakers, a grown man at an iPhone, a girl at an Armani dress, and they will all weish they had it.

Navigation: Beware the Cool Factor

- Save your **creative juices** for areas of site users care about
 - Example: [Burger King Career Site](#)
 - Used to have the **moving menus**
- **Minesweeping**
 - Definition: Moving mouse in **search** of something clickable
 - Some **young children** enjoy minesweeping
 - Most users **hate** it
- Reduce **clutter** and avoid **redundancy**
 - Example: [US Postal Service](#) (2003) vs [US Postal Service](#) (now)
 - Note: Options in middle **identical** to links at top

Just the facts,
nothing but
the facts

Making reference to a reference group: A reference group includes individuals or groups that influence our opinions, beliefs, attitudes and behaviors. They often serve as our role models and inspiration. Marketers view reference groups as important because they influence how consumers interpret information and make purchasing decisions. Reference groups influence what types of products you will purchase and which brand of product you choose.

- A normative reference group influences your norms, attitudes, and values through direct interaction. Examples of your normative reference groups include your parents, siblings, teachers, peers, associates and friends.
- A comparative reference group is a group of individuals whom you compare yourself against and may strive to be like. Examples include celebrities and heroes.

Topics To Cover



