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Good afternoon. Today I want to tell you about marketology.

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Everyone knows the word marketing, however, a lot of people don't understand what this activity is connected with. Let's figure it out.

If we talk about the profession of a marketer in simple words, then this is a specialist who connects the needs of the target audience with the capabilities of the company. It helps the business to maximize the interest of customers in the offer.

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For consumers, it is important that the benefit they receive is higher than the expenses associated with its acquisition. Therefore, the main goal of the position of a marketer is to increase the perceived value of the offer.

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How does this happen in practice? There are four main areas for influence:

1. Product; 2. Price; 3. Place; 4. Promotion.

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Modern product is more than functionality. Today, the consumer pays not only for dimensions, equipment, convenience and warranty. Emotional properties (design, brand, style and manner of service) make up an equally important part of the product. In short, all together - the rational and emotional properties of the offer make up a modern product.

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This is not just a figure with the number of monetary units required in exchange for an offer. The price also refers to the policy of discounts.

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This is all about the availability of a product or service to consumers. For example, the preferred type of points for sale, geography of distribution.

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This is the communication part of marketing, which is responsible for how the target audience of consumers learns about the products and services, special offers, promotions and other privileges for the consumer.

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The main functions of a marketer, which most often fall into the job description, are as follows:

- * Market research and competitive environment;
- * Formation of requirements for the product, its modifications and modernization, taking into account the life cycle;
- * Pricing across the entire distribution channel chain;
- * Formation of recommendations and coordination of the development of a network of partners for the distribution of the product;
- * Identification of promising consumer segments;
- * Planning and implementation of interaction with clients;
- * Analysis of the results of marketing impact on the target audience.

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The main mission of marketing is that the company can sell more to a wider range of consumers, more often and at higher prices. This principle was formulated by Sergio Zyman at the beginning of the century

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In the modern economy the ability to create attractive products, interesting brands, build an extensive sales network, successfully expand the geography of sales are the main asset of the company. That's what marketing is all about.

