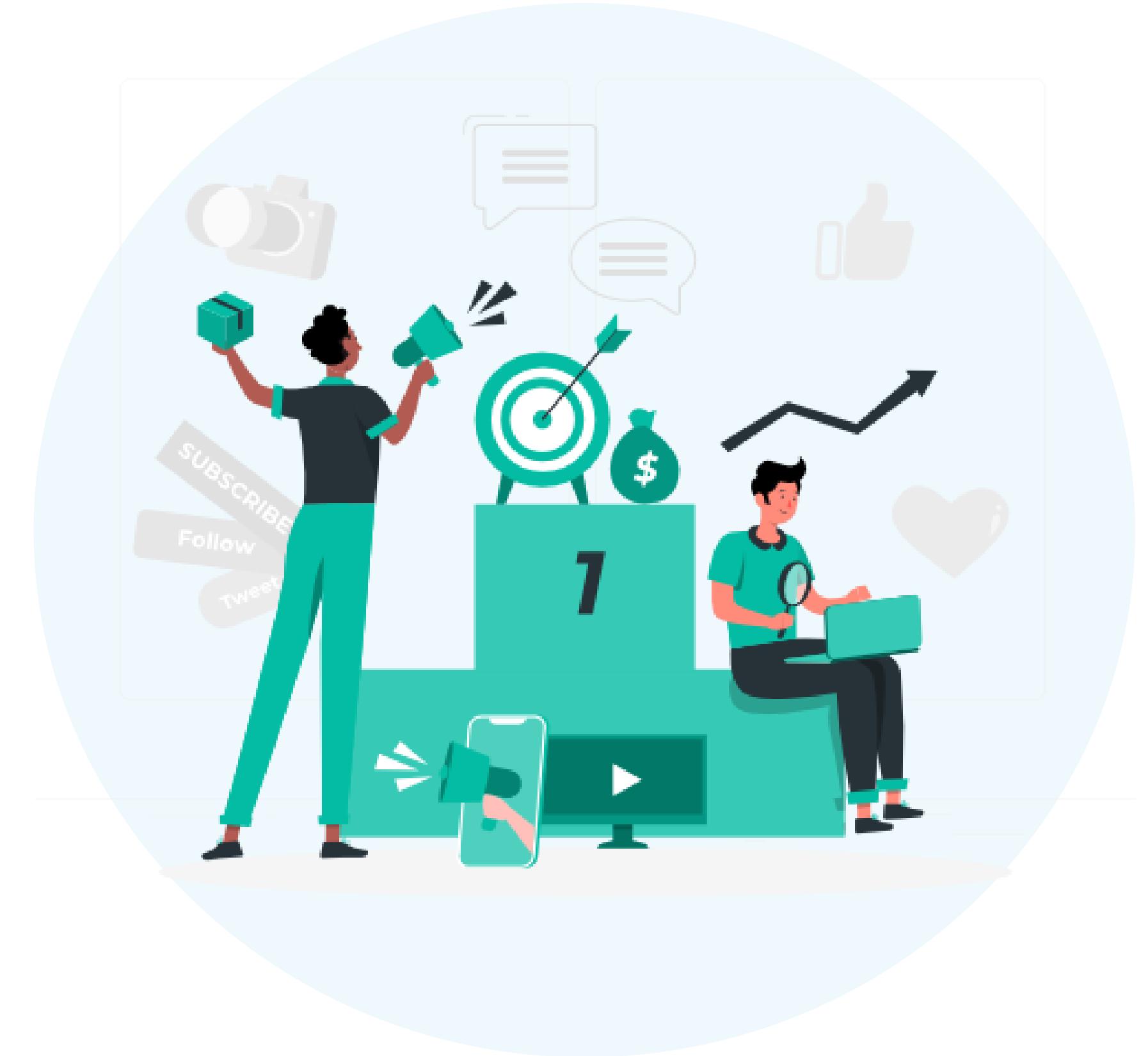


# Marketing and Brand



Workshop Delivered  
5 February, 2022  
Ken Streutker



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Points for discussion



Marketing – what is it, where did it come from, where are we at?

4Ps, SWOT analysis, Red Ocean, Blue Ocean, more buzzwords

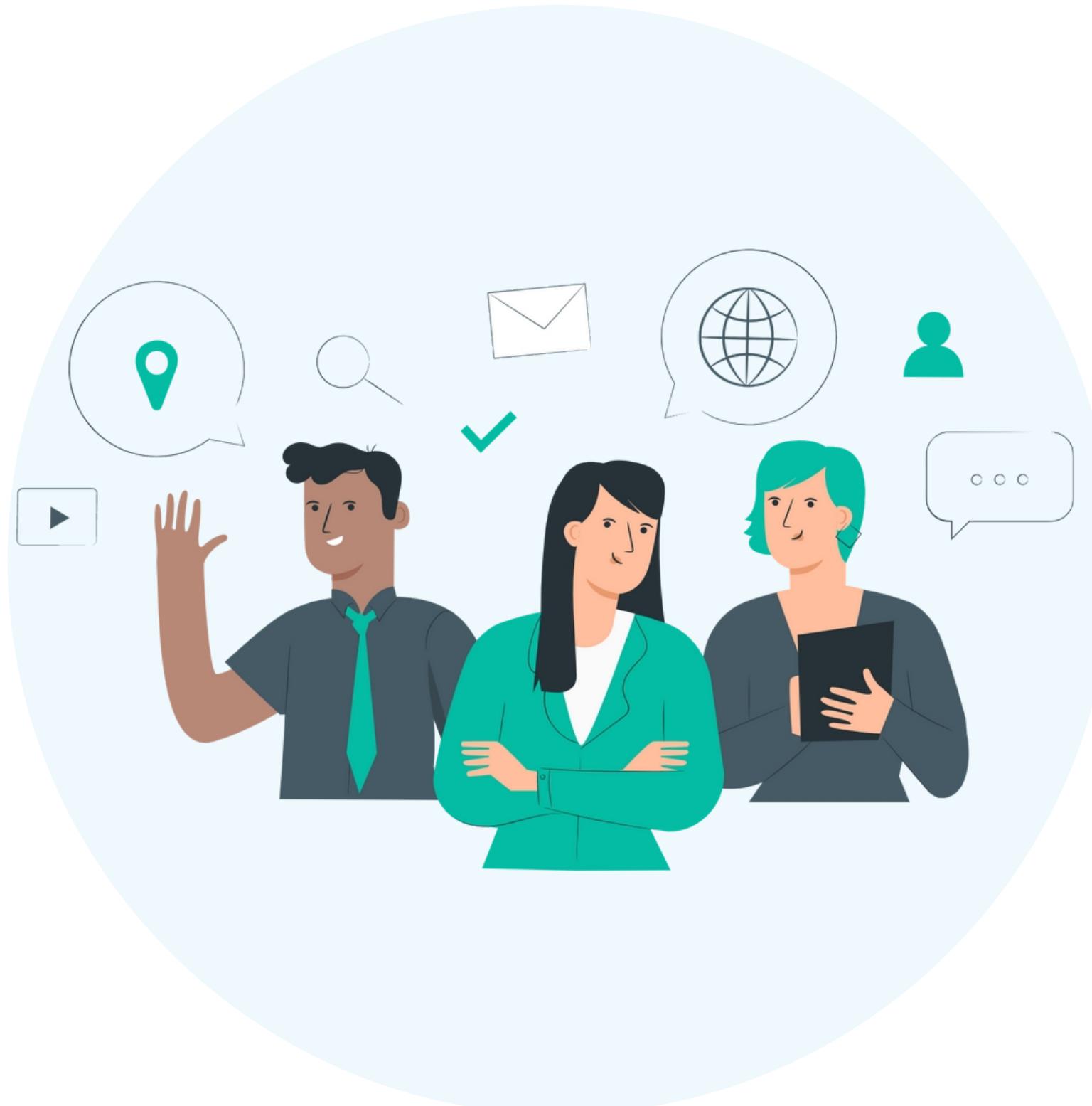
Customer Journey and Marketing Tools

Digital Marketing

Brand Creation and Corporate Identity

Brand Purpose

# MARKETING



*When you hear the term 'Marketing' what do you think?*

*Write down one word that comes to mind, and keep it.*

# M A R K E T I N G





# MARKETING

*Marketing shapes our perceptions and persuades us to change our behaviour.*

*“the action or business of promoting and selling products or services, including market research and advertising.”*

*Marketing sells products  
Marketing changes how you think about things  
Marketing changes behaviour (campaigns – i.e. anti-littering)  
Marketing creates memorable experiences (events)  
Marketing alters history (ad campaigns for politics)*



words, images, design, experiences, emotions, stories, relationships, humor, sex appeal, etc. - those are the elements marketing uses to shape thought and perceptions

Those elements are employed in the tactics we see everyday, from advertising and events to social media influencing, search engine optimization and more.



... "the purpose of all business is to find and keep customers."

Marketing is instrumental to helping businesses achieve this purpose.

Professor Theodore Levitt

...Marketing is an 'exchange'  
It requires a buyer, a product, a seller, and a price.

It is the tool used to identify a customer's needs, propose the solution (product) to satisfy that need, presents the manufacturer of the solution, and creates an equitable exchange for the transaction – willingness to pay



# THE ROLE OF MARKETING

## IDENTIFY CUSTOMERS

- Understand customer wants and needs
- Identify whom to target and how to reach them

## SATISFY CUSTOMERS

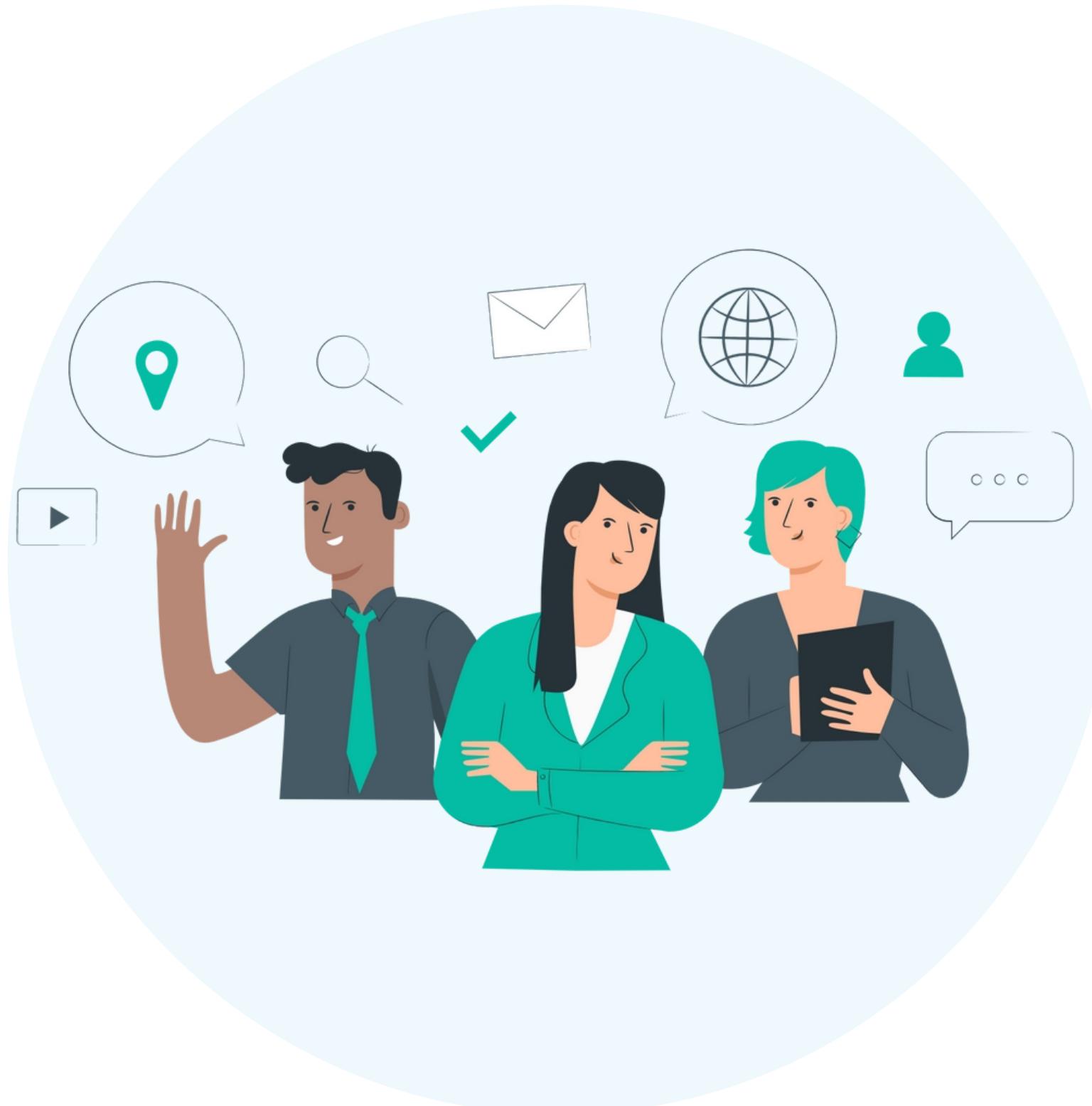
- Make the right product or service available to the right people at the right time
- Make everyone feel better off from the exchange

## RETAIN CUSTOMERS

- Give customers a reason to keep coming back
- Find new opportunities to win their business



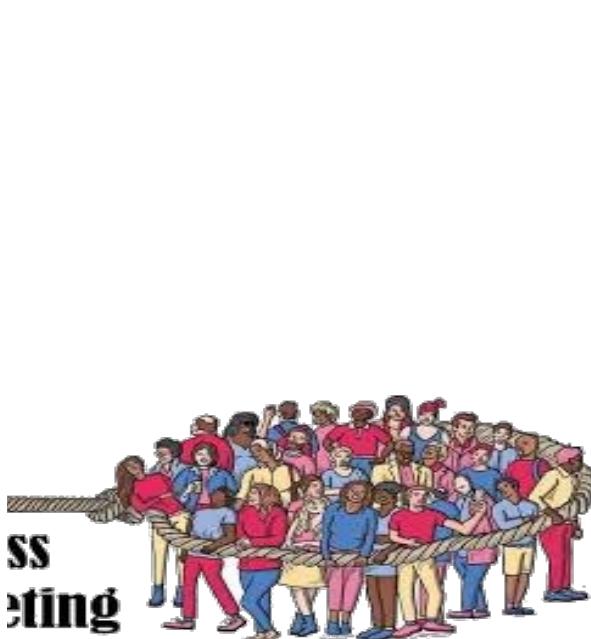
# MARKETING



*Taking a step back to see where we were  
And where we are*



# Marketing past, present, **FUTURE**



1960s – 1970s  
Mass Market  
Mass Appeal

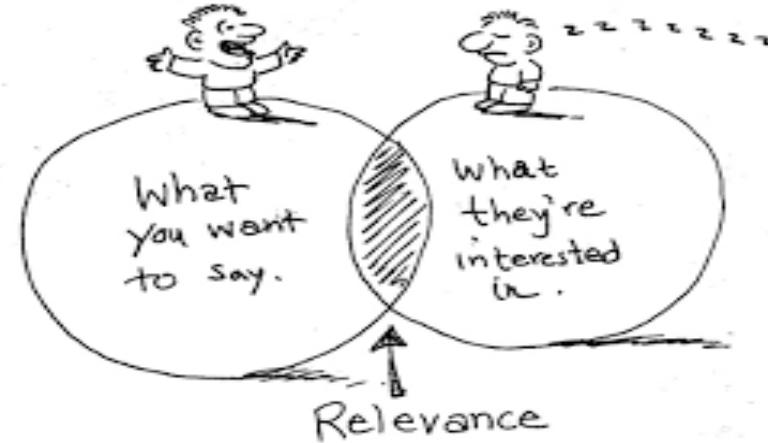


1980s  
Segments  
Segmentation

1990s  
Customer  
Proposition Innovation



2010s  
Loyalty Tailored  
incentives



2020s  
Relevance  
Personalization

From Mass Marketing  
to **RELEVANCE**



# Think about your last visit to a store – what marketing **elements** can you identify/remember?

## The Obvious

Signage

Posters, displays, sale notices,  
brand names, products displays

## The less obvious

The environment

Colours, aromas, interior design,  
music, shop staff

What about **Online**, what can you identify / remember?





# But Don't Confuse Marketing with: Advertising, Sales, or Branding

## Advertising

Paid notices

Draw attention and provide info

## Branding

A Unique name

Tool to create image or perception about company or product

## Sales

The exchange

Marketing leads to the exchange, but the actual 'product for money' is a sales transaction



# Marketing in Action

Step 1:

Identify a product or service likely to be wanted by customers or already demanded by customers (research and analysis – market research)

Step 1-5:

Collect data from customers, their behaviour, likes, dislikes, purchasing patterns, lifestyle choices, etc. This “Big Data” allows for the creation of customer Personas

Step 5:

Collect customer feedback – comments, suggestions, complaints, etc.

Step 2:

Develop a strategy to sell the product & service – 4Ps, how to influence / entice customers

Step 4:

Create sales tools, i.e. flyers, posters, samples, etc.,

Step 3:

Develop Marcom elements, identify channels to reach customers, etc.



# Marketing in Action

Take a moment to jot down what benefits marketing provides to:

Individuals  
Companies  
Society

How does Marketing affect you?

Marketing is responsible for the creation of products that delight people, improve their productivity, and alter their quality of life.

Effective marketing helps create the conditions for healthy competition and market efficiency, where companies and consumers communicate and exchange mutual value

Marketing helps businesses know which problems to solve and which products, services, and experiences to offer.



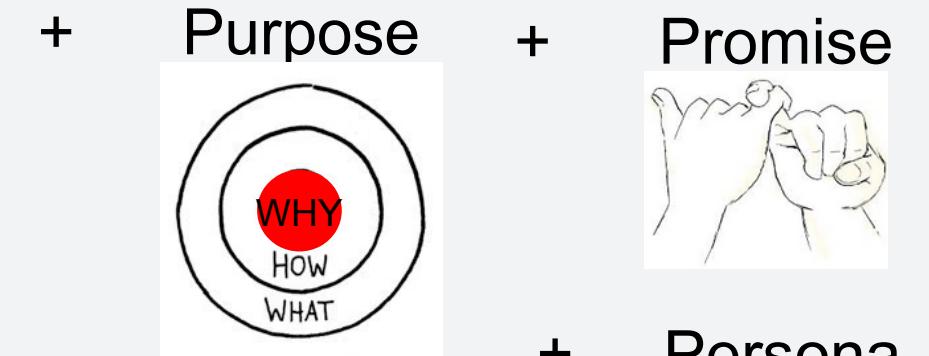


# Some Buzzwords of Technology and what they mean





# What's the Buzz...



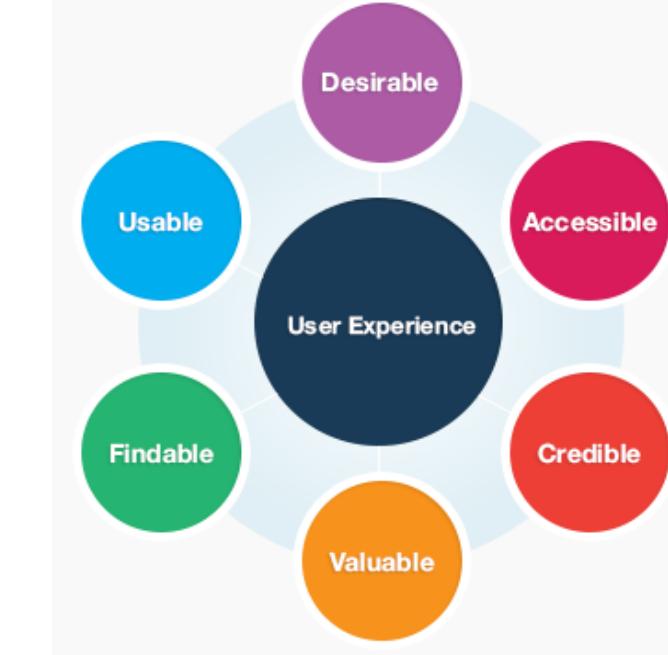
## Value Proposition

The perceived value a service or product has for a customer – each customer is different, and each will value something differently – what benefit do they perceive they will get from the products/service?



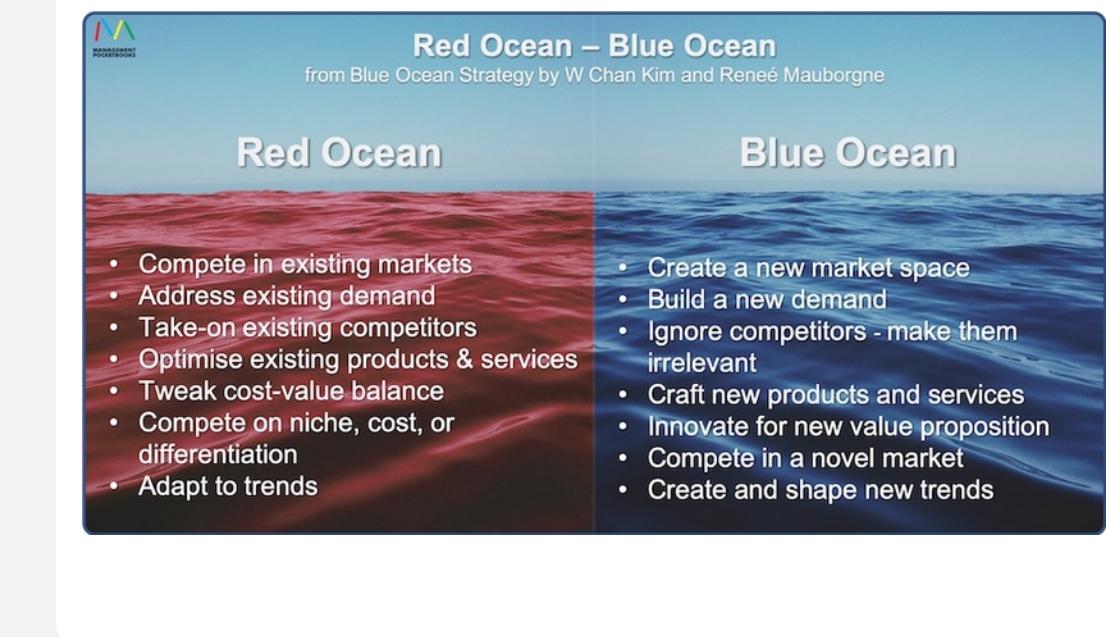
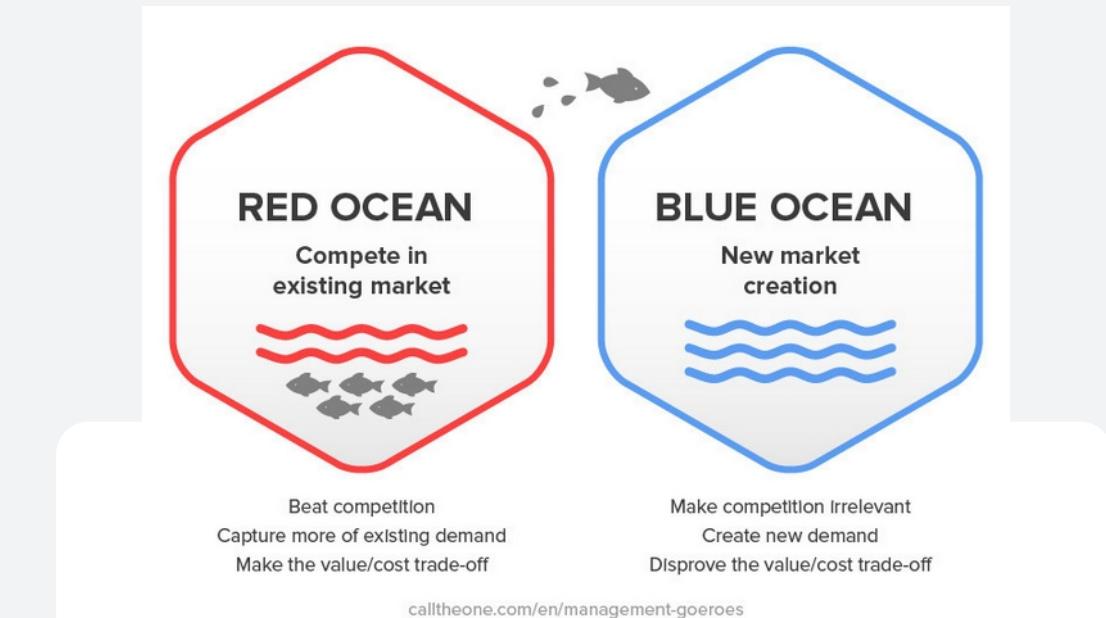
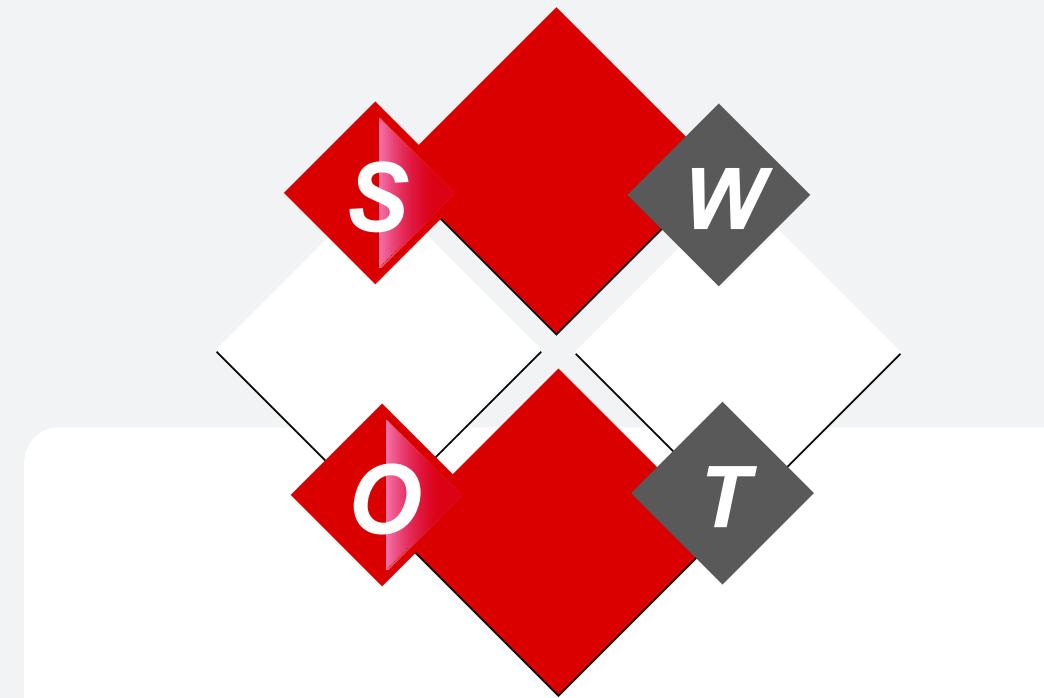
## Marketing Mix

Place  
Product  
Price  
Promotion



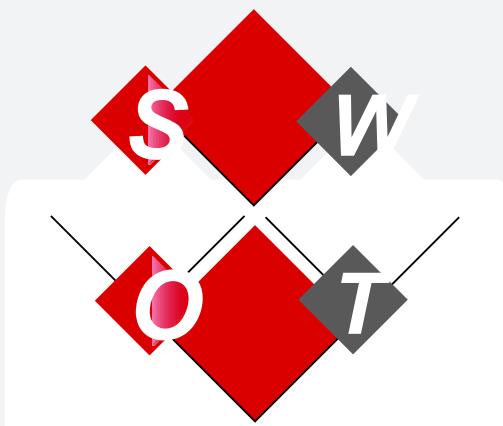
## Relevant Personalized User Experience

# What's the Buzz...



# You're the Product

Use the tools below to create a marketing plan for yourself



## SWOT

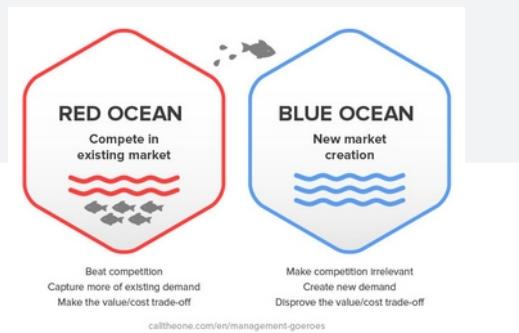
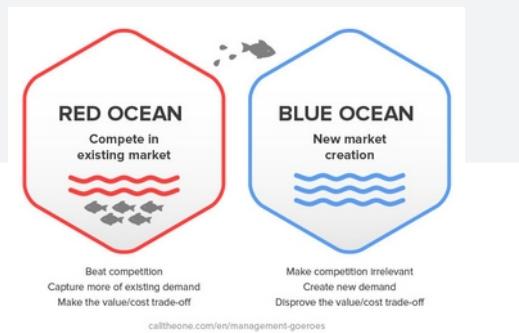
Internal:  
Strengths  
Weaknesses

External:  
Opportunities  
Threats



## PEST Analysis

Political  
Economic  
Social  
Technological



## Value Proposition

The perceived value a service or product has for a customer



## Marketing Mix

Place  
Product  
Price  
Promotion



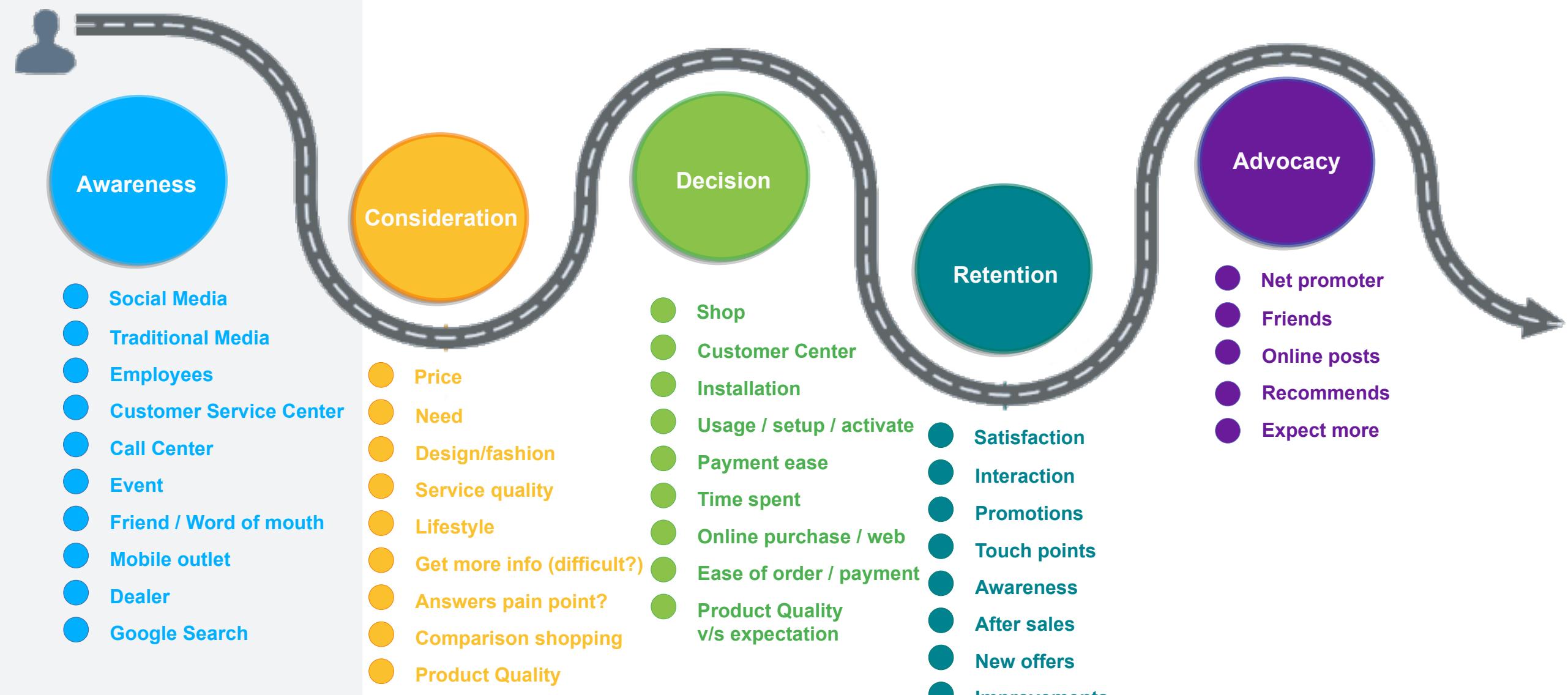
## Relevant Personalized User Experience



# Customer Journey

How Customers become customers

People don't just arrive on your doorstep, you have to push them there, and then get them to come in and stay.





# Customer Journey

## What Goes Wrong?

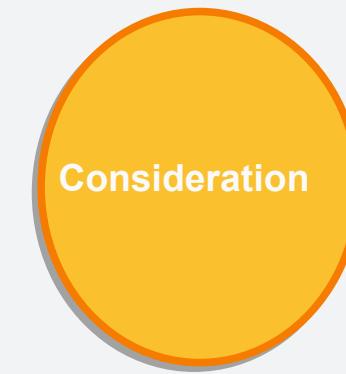
- Product's not the right fit
- Better offer from similar product
- Not easy / not sufficient information / assistance
- Aloof / disinterested staff
- Time spent (wasted) in steps to get and activate
- Atmosphere
- Price
- Timing
- Group/Persona fit

## Acquisition The MOST Expensive



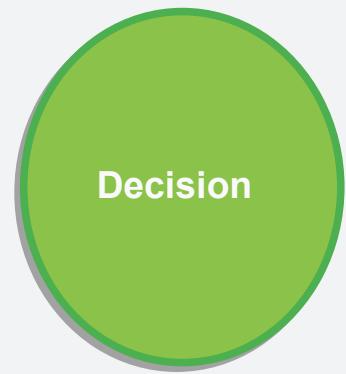
Awareness

- Social Media
- Traditional Media
- Employees
- Customer Service Center
- Call Center
- Event
- Friend / Word of mouth
- Mobile outlet
- Dealer
- Google Search



Consideration

- Price
- Need
- Design/fashion
- Service quality
- Lifestyle
- Get more info (difficult?)
- Answers pain point?
- Comparison shopping
- Product Quality



Decision

- Shop
- Customer Center
- Installation
- Usage / setup / activate
- Payment ease
- Time spent
- Online purchase / web
- Ease of order / payment
- Product Quality v/s expectation

## Resolution?

- Understanding Customer Persona
- Pricing with benefits or not
- Ensure staff and info is available and accessible
- Friendly, knowledgeable staff
- Shorten journey time, remove roadblocks
- Friendly, helpful, resourceful, can-do attitude
- Learn customer's wants / timeline for purchase
- Contact customer (get email, social media) but not bombard
- Propose alternative solutions / services



# Customer Journey

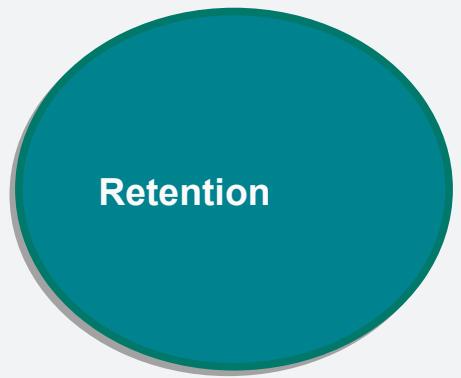
## What Goes Wrong?

- Service Quality
- Product quality
- Staff / touch point interaction
- After sales service
- No follow-up
- No specials / promotions (no loyalty program)
- Customer doesn't feel special
- Customer doesn't feel product/service is any better than similar from other providers

## Retention The EASIEST Part

### Resolution?

- Understanding Customer Persona
- Customer interaction
- Staff availability
- Friendly, knowledgeable staff
- Updates with promotions
- Friendly, helpful, resourceful, can-do attitude
- Learn customer's wants and make new offers
- Loyalty rewards
- Reward for usage / online posts
- After sales service excellence
- Installation / upgrades excellence



- Satisfaction
- Interaction
- Promotions
- Touch points
- Awareness
- After sales
- New offers
- Improvements



- Net promoter
- Friends
- Online posts
- Recommends
- Expect more



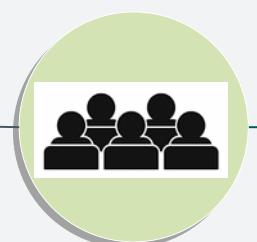
# Customer Journey

## Marketing – Some Modern Ways to Look At Customer Interaction



### Online Events

FB Live events  
Content creation  
FB and Social Media postings



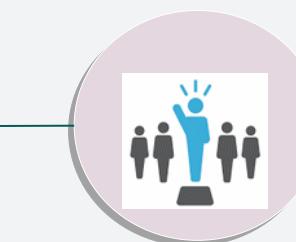
### Advertising

Online and Offline  
Traditional and  
Digital Media



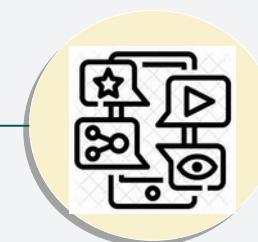
### Brand Image

Brand visibility  
- advertising  
- signs  
- CSR activities



### Thought Leadership

Content creation  
i.e. blog and other contents



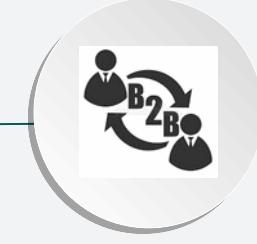
### Clean, Clear Content - long-form

Content that explains but is clean and clear i.e. info-mercial or info-graphic already exists on YouTube as well as FB and Website



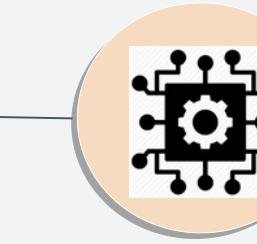
### Personalization

Utilize customer data for personalization and targeted messaging  
Building customer Personas with Big Data



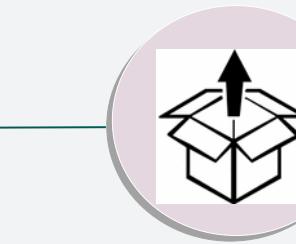
### B2B Content

Creating solutions for business,  
Direct advertising for business users



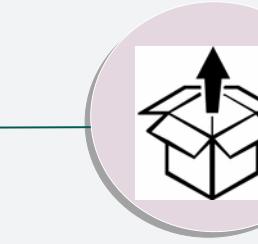
### Automation – chat bots, etc.

continue working on providing greater convenience for customers and also internal efficiency



### Promotions

Create promotions as per the Marketing Mix



### Out - of - the-box

Develop new approaches, try new things, look at the company from the outside in, not inside navel-gazing



# Digital Marketing

From Traditional to Digital – What's changed?



## EASIER WAYS OF WORKING

Several platforms offer different tools and features, making each task more convenient and effective.

## FASTER MEANS OF COMMUNICATION

Interacting with customers and sending out a message to anyone in and out of the country takes no time at all.



# AIMING FOR INTEGRATED LIFECYCLE MARKETING

## #DIGITALBENCHMARKING

Take your digital marketing to the next level with our capability assessment. Use our visual checklist to audit how well your business or clients are exploiting their digital channels to identify and prioritise techniques to improve.



Digital Lifecycle Marketing Maturity Model									
	Plan Creating a strategic roadmap	1. Initial	2. Managed	3. Defined	4. Quantified	5. Optimised			
<b>Reach</b> <i>Build awareness Drive visits</i>	Limited ad hoc use of paid media. SEO not proactive.	No strategy. Unclear goals or prioritisation.	Prioritised activities. Goals not modelled or aligned. Martech adoption ad-hoc.	Multichannel marketing plan in place. Revenue-based funnel acquisition model.	Retention and LTV model. 90 day planning. Martech roadmap and structured evaluation.	Digital transformation implemented. Structured testing and optimisation programme.			
<b>InterAct</b> <i>Experience, flow and content</i>	No insight on personas and customer journeys. Limited insight on sections	Limited ad hoc use of paid media. SEO not proactive.	Search target keywords defined. Simple use of AdWords/online media.	Structured approach to paid, owned and earned media to agreed targets.	Programmatic. Regular improvements to media. New media review ad hoc.	Media fully optimised based on attribution and evaluation of new options.			
<b>Convert</b> <i>Build multichannel sales</i>	No paid remarketing. Simple broadcast newsletter.	No insight on personas and customer journeys. Limited insight on sections	Footfall to different site sections and CTAs for lead generation and profiling	Content marketing and personalised journeys to encourage purchase.	Personalisation optimised. AB testing of different site sections.	Multivariate testing. High quality content marketing.			
<b>Engage</b> <i>Customer loyalty and retention</i>	Limited experience research Customer newsletter	No paid remarketing. Simple broadcast newsletter.	Initial media retargeting. Targeted newsletter. Simple welcome emails.	Re-targeting optimised Welcome and abandon emails. Personalisation.	Segmented lifecycle emails, personalisation & paid media retargeting .	Retargeting and personalisation optimised across touchpoints.			
<b>Brand</b> <i>Building emotional connection</i>	Basic brand identity, but brand benefits not communicated.	Limited experience research Customer newsletter	No loyalty programme Targeted newsletter. No personalisation	Customer research informs site improvement. E-mail re-engagement	Loyalty programme. NPS. RFM-based email and personalisation	Retargeting and personalisation optimised. Machine Learning applied.			
<b>Governance</b> <i>Managing growth approach</i>	Analytics in place, not reviewed. Ad hoc performance reviews	Basic brand identity, but brand benefits not communicated.	Brand values defined, but not clear on-site. Customer reviews.	Online value prop defined Blog and social media develop brand.	Brand personality and defects researched and acted on promptly.	Fully integrated brand reputation management including PR.			
"Basic Lifecycle Marketing"		"Improving Lifecycle marketing"		"Planned Lifecycle marketing"		"Managed Lifecycle marketing"		"Optimised Lifecycle marketing"	

The Customer Journey and how they are influenced



- advertising delivered through digital channels. Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel.



► The Customer Journey and how they are influenced



## offline marketing

# 2 main pillars of marketing communications

## online marketing



The Customer Journey and how they are influenced



# It's Your BRAND



What is your favorite brand of clothing?

Why is it your favorite?

List a word or phrase that describes how this brand makes you feel:

What is your favorite brand of car?

Why is it your favorite?

List a word or phrase that describes how this brand makes you feel:

What is your favorite place to stop for coffee, donuts, or some other snack?

Why is it your favorite?

List a word or phrase that describes how this place (which is also a brand) makes you feel:

# Brands Are...

Strong brands are powerful because they also tap into emotions. They make you feel a certain way, and that feeling is hard for any other brand to replicate—let alone replace.

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Brands can cause people to spend more money on a product than they would otherwise.

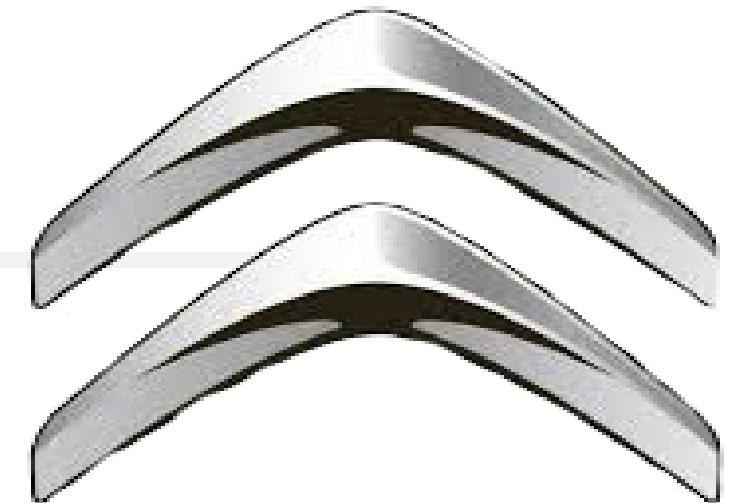
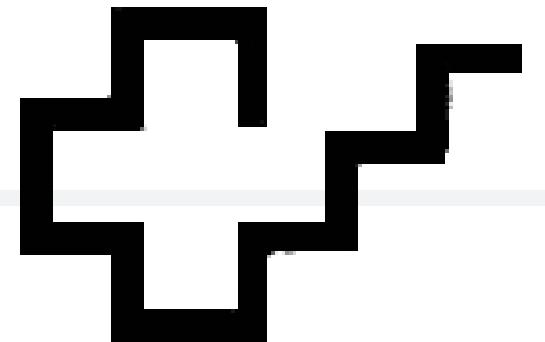
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Brands can create a sense of loyalty and even lock-in

---

Brands Are...

(BRAND) ីម្រោចមែនហាយ៉ា ?



dr



ធន្ឋាឃ LOGO បំ?

Brands Are...



មិនគ្រេដីបានកន្លែងទៅរួមទេ?

ហើយមិនសំបាត់សិះបាត់យ៉ា?

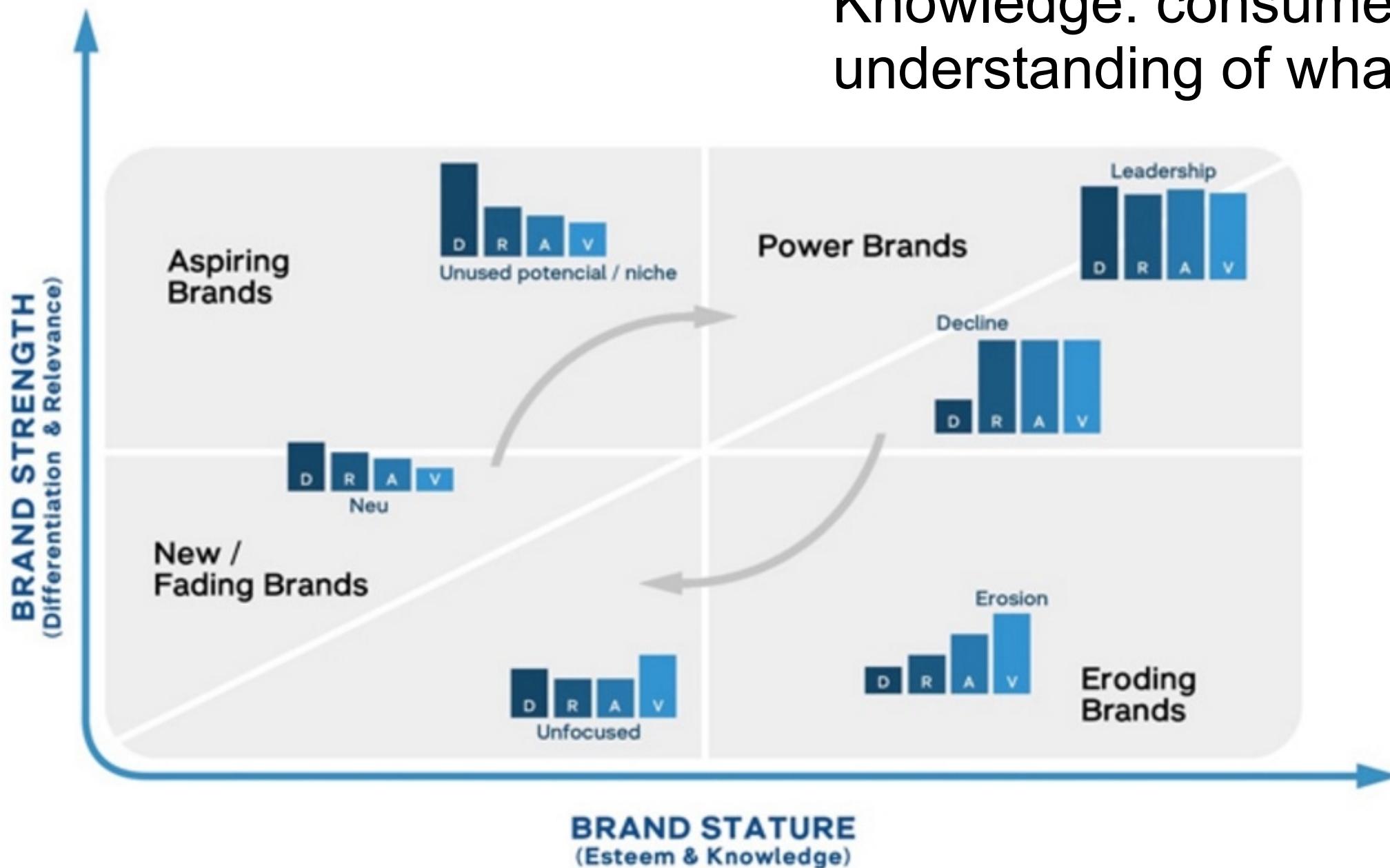
# Brands Are...

Differentiation: the defining characteristics of the brand and its distinctiveness relative to competitors

Relevance: the appropriateness and connection of the brand to a given consumer

Esteem: consumers' respect for and attraction to the brand

Knowledge: consumers' awareness of the brand and understanding of what it represents



Brands Are...

ហេតុនរូបនឹកបែងវិទ្យាមិនមែនសីរីណី?



មិនសម្រាប់ខ្លួនទៅដើរទៀតទៅមិនមែនសីរីណី?

Brands Are...

Relevant....



ធនការនៅក្នុងការរំលែកបែងចាយ តាមរយៈការបង្កើតផ្តល់នូវ  
សម្រាប់អ្នកបង្កើតដែលមានការងារបំផុត និងការងារបំផុត

# Relevance and Customer Persona



បុរាណភេទ លូកតា និងទំនាក់ទំនង

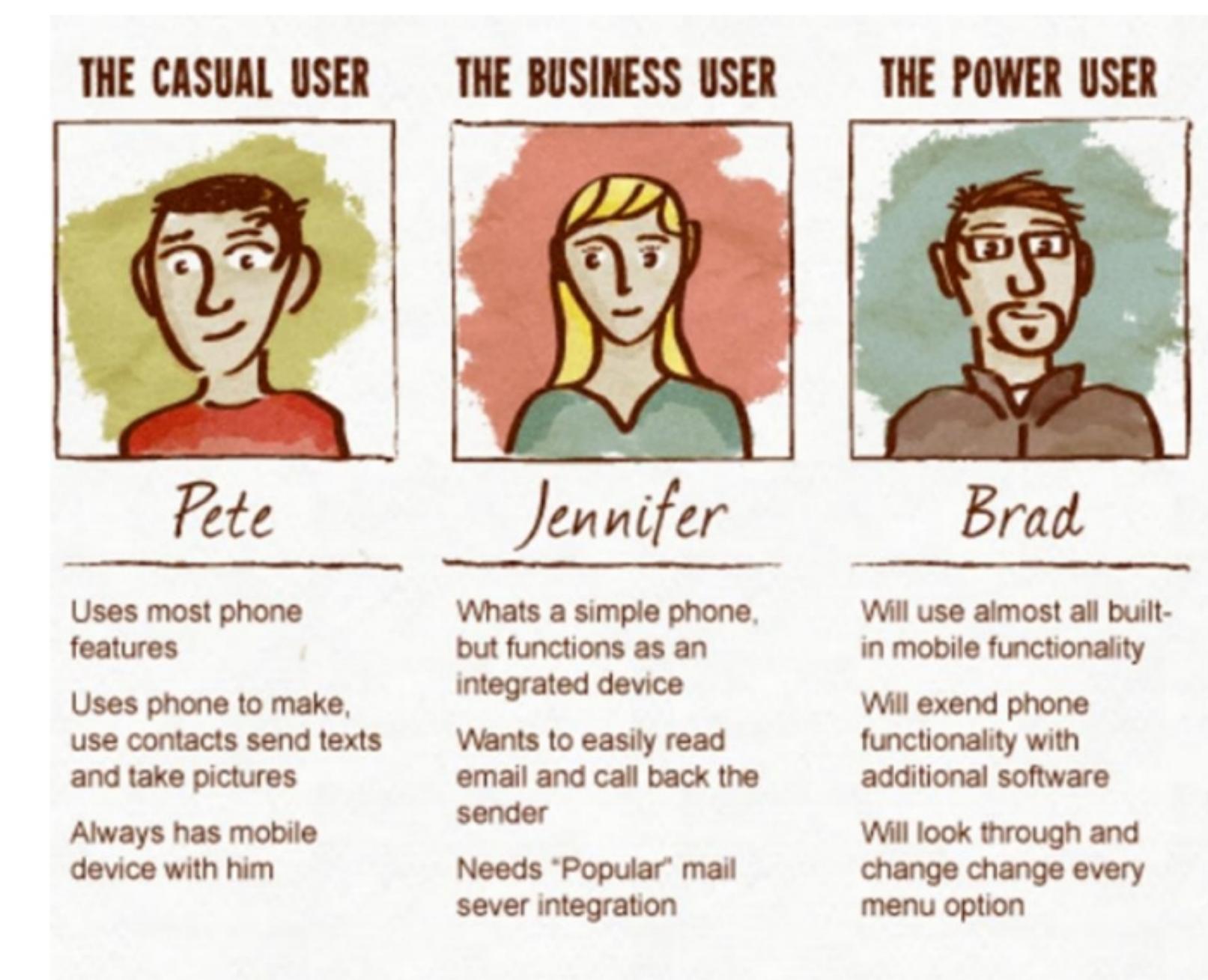
What are the  
personas in your  
group?

# Customer Persona

1. CUSTOMER PERSONA คืออะไร มีความสำคัญต่อการทำธุรกิจหรือไม่?
2. Customer Personas : ทำความรู้จักตัวตนของลูกค้าคุณ
3. Customer Persona ใช้อย่างไร ให้ได้ผลลัพธ์ทางธุรกิจจากการทำ Digital Marketing
4. อะไรคือ Persona และสำคัญยังไงกับการทำ Marketing

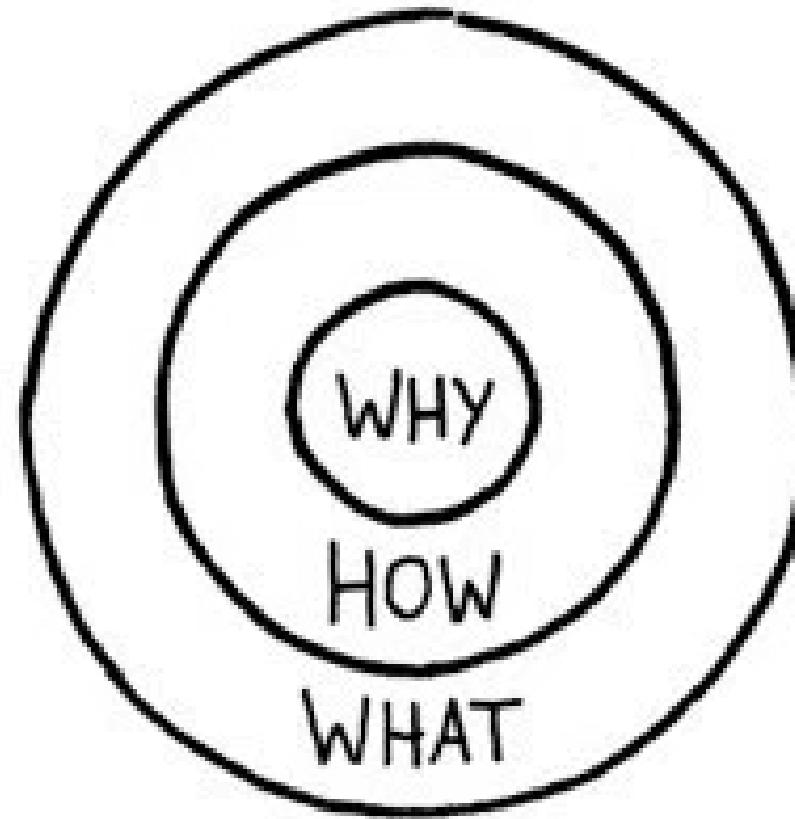


## Creating Customer Personas



# Brand Purpose

## The Golden Circle



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### What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

### How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

### Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

# Purpose answers the Question WHY?

# **Brand Promise**

**Promise is a contract with customers**

# **Brand Delivery**

**Delivery is fulfilling the promise**