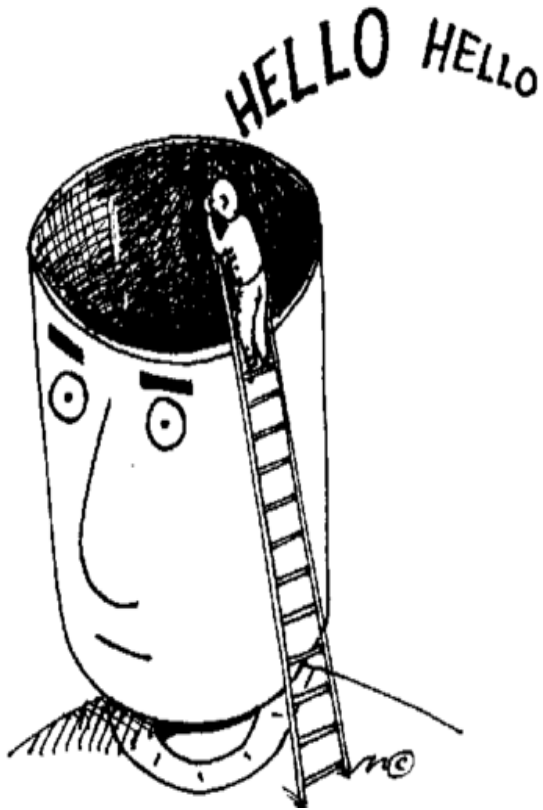


STRATEGIC MARKETING MANAGEMENT



WHO AM I?



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INTRODUCTION TO STRATEGIC MARKETING

Marketing & Our Everyday Life

YOUR DAY IN BRANDS	
7:00	CASIO
7:00 - 7:30	Colgate Oral-B Gillette <i>Old Spice</i>
7:30 - 7:50	NESCAFÉ Hochland Orbit WRIGLEY'S
8:00 - 8:30	 TOYOTA  <small>Sheer Driving Pleasure</small>
8:30 - 13:00	 EPSON NOKIA CONNECTING PEOPLE
13:00 - 14:00	 <i>Coca-Cola</i> Orbit WRIGLEY'S
14:00 - 17:00	 EPSON NOKIA CONNECTING PEOPLE
17:00 - 17:30	 TOYOTA
17:30 - 20:00	TUBORG BEER  TUBORG BEER  TUBORG BEER
22:00 - 22:05	Colgate Oral-B
22:10 - 23:00	durex durex durex

WHAT IS MARKETING?

- ✓ Is an organisational function and a set of processes for creating, communication and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders (AMA, 2004)

WHAT IS MARKETING MANAGEMENT?

- ✓ “...is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communication superior customer value” (Kotler and Keller , 2009:45)
- ✓ Marketing is no accident, but a result of careful planning and execution-use of data to understand customer needs and translate this understanding into properly designed products and services.

IMPLICATIONS OF MARKETING

- ✓ Who are our existing / potential customers?
- ✓ What are their current / future needs?
- ✓ How can we satisfy these needs?
 - Can we offer a product/ service that the customer would value?
 - Can we communicate with our customers?
 - Can we deliver a competitive product of service?
- ✓ Why should customers buy from us?

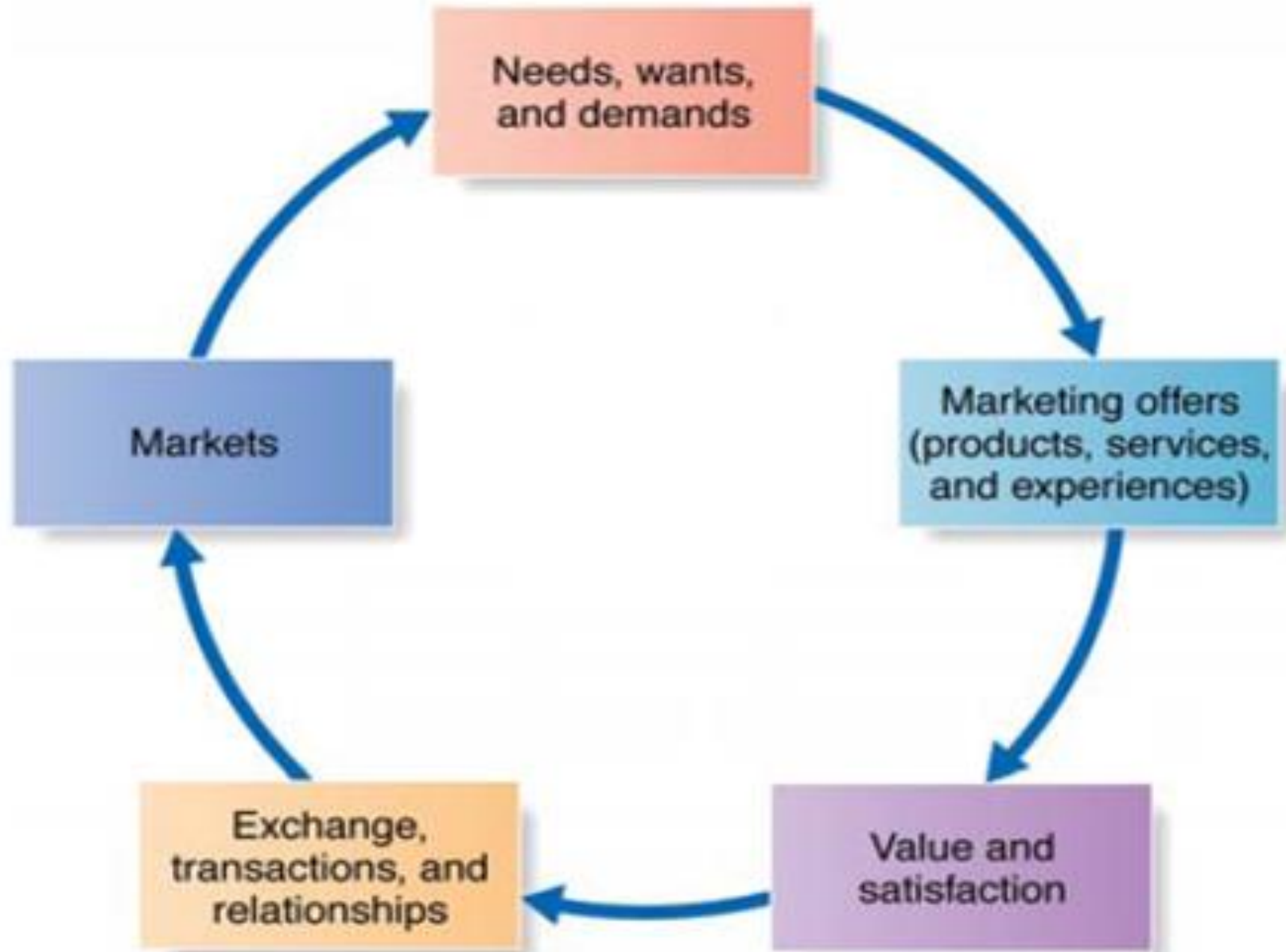
MARKETING MANAGEMENT



WHAT IS MARKETED

- Goods
- Services
- events
- Persons
- Places
- Properties
- Organization
- Information
- Ideas

MARKETING CONCEPTS



MARKETING CONCEPTS

- Needs -State of deprivation Physical, social
- Wants-Form that human needs take as they are shaped by culture and individual personality
- Markets-Markets are the set of actual and potential buyers of a product or service -Consumer markets, Business markets, Global markets, Government markets
- Market offerings-combination of products, services, information, or experiences offered to a market to satisfy a need or want
- Customer Value and Satisfaction

WHO MARKETS

- ✓ A marketer is someone seeking a response (attention, purchase, vote, donation, etc.) from another party - the prospect
- ✓ Marketers are responsible for stimulating demand for a company's products

DEMAND STATES

- ✓ Negative demand-consumers dislike the product and can even pay more to avoid it.
- ✓ Non-existent demand-consumers may be unaware or uninterested in the product.
- ✓ Latent demand-consumers may share a strong need that cannot be satisfied by an existing product.
- ✓ Declining demand-consumers begin to buy the product less frequently or not at all.
- ✓ Irregular demand-consumer purchases vary on a seasonal , monthly, weekly, daily or hourly basis
- ✓ Full demand-consumers are adequately buying all products put into the market place.
- ✓ Overfull demand-more consumers would like to buy the product than can be satisfied.
- ✓ Unwholesome demand-consumers may be attracted to products that have undesirable social consequences

Exchange Process

- ✓ is the act of obtaining a desired object from someone by offering something in return
- ✓ Conditions for exchange;
 - There are at least two parties.
 - Each party has something that might be of value to the other party
 - Each party is capable of communication and delivery
 - Each party is free to accept or reject the exchange offer
 - Each party believes it is appropriate or desirable to deal with the other party
 - Exchange is a value-creating process because as it leaves both parties better off

Exchange Process



HOLISTIC MARKETING CONCEPT

- Holistic marketing can be seen as the development, design, and implementation of marketing programs, processes, and activities that recognizes the breadth and interdependencies of their effects.
- The concept recognises the scope and complexities of marketing activities and acknowledges that a broad integrated perspective is necessary.
- Holistic marketing recognises that everything matters with marketing the consumer, employees, other companies, competition, as well as society as a whole

HOLISTIC MARKETING CONCEPT



INTERNAL MARKETING

- ✓ Internal marketing is the task of hiring, training, and motivating able employees who want to serve customers well
- ✓ According to Kotler and Keller (2014:667) it requires that everyone in the organisation buy into the concepts and goals of marketing and engage in choosing, providing, and communicating customer value

INTEGRATED MARKETING

- ✓ Is when the marketer devises marketing activities and assembles marketing programs to create, communicate, and deliver value for consumers such that “the whole is greater than the sum of its parts.”
- ✓ Two key themes
 - (1) many different marketing activities can create, communicate, and deliver value
 - (2) marketers should design and implement any one marketing activity with all other activities in mind.

PERFORMANCE MARKETING

- Performance marketing requires understanding the financial and nonfinancial returns to business and society from marketing activities and programs.
- Marketers increasingly going beyond sales revenue to examine the marketing scorecard and interpret what is happening to market share, customer loss rate, customer satisfaction, product quality, and other measures.
- Also considering the legal, ethical, social, and environmental effects of marketing activities and programs.

RELATIONSHIP MARKETING

- ✓ Relationship marketing aims to build mutually satisfying long-term relationships with key constituents in order to earn and retain their business.
- ✓ Four key constituents for relationship marketing are customers, employees, marketing partners (channels, suppliers, distributors, dealers, agencies), and members of the financial community (shareholders, investors, analysts).
- ✓ To develop strong relationships with them requires understanding their capabilities and resources, needs, goals, and desires.
- ✓ Outcome of relationship marketing is a unique company asset called a marketing network, consisting of the company and its supporting stakeholders—with whom it has built mutually profitable business relationships.
- ✓ The operating principle is simple: build an effective network of

MARKETING MIX

- ✓ is the set of tools (4/7/8 Ps) the firm uses to implement its marketing strategy.

MARKETING MIX

Traditional Marketing Mix (4Ps) vs Modern Marketing Management (4Ps)

Marketing Mix: 4 Ps

- Variety
- Quality
- Design
- Features
- Brand Name
- Packaging

Product

- Channels
- Coverage
- Assortments
- Locations

Place

Price

- List Price
- Discounts
- Allowances
- Payment Period
- Credit Terms

Promotion

- Sales Promotion
- Advertising
- Sales Force
- Public Relations
- Direct Marketing

Modern Marketing Management: 4 Ps

- Marketing is only as good as the people inside the organisation

People

- Creativity
- Discipline
- Structure

Processes

Programs

- All the firm's consumer driven activities

Performance

- Possible outcome measures that have financial & non-financial implications

MARKETING STRATEGIC PLANNING

MARKETING STRATEGIC PLANNING

- ✓ "strategy" derives from the Greek "strategos",
- ✓ Literally means, "general of the army."

MARKETING STRATEGIES AND PLANS

- A marketing strategy details the means by which an organisation's marketing objectives will be achieved.
- Marketing strategies and their supporting implementation plans need to be developed so that they support the organisation's overall strategy
- Components of a marketing strategy include a situation analysis, the actual marketing strategy, financials and controls

STRATEGIC PLANNING

...is the managerial process of developing and maintaining a strategic fit between the organization's objectives and resources and its changing market opportunities.



LEVELS OF STRATEGY





Internet 

Allegro
Avito
Buscapé Company
Dubizzle
FixeAds
Flipkart
ibiboGroup
kalahari.com
Korbitec
LevelUp!



Pay-TV 

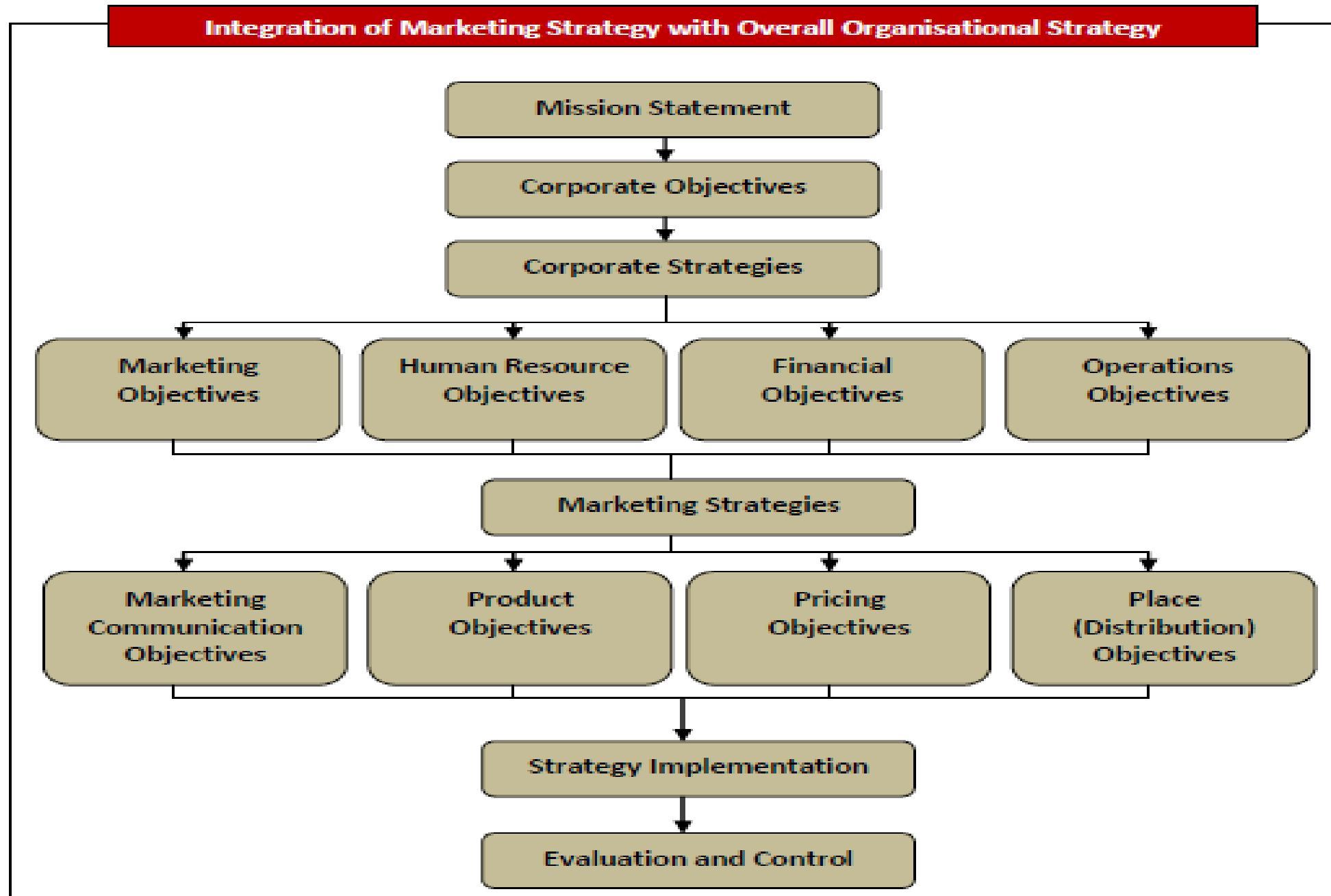
DStv Media Sales
DStv Mobile
DStv Online
Irdeto
M-Net
MultiChoice
MultiChoice Africa/GOtv
MWEB
SuperSport



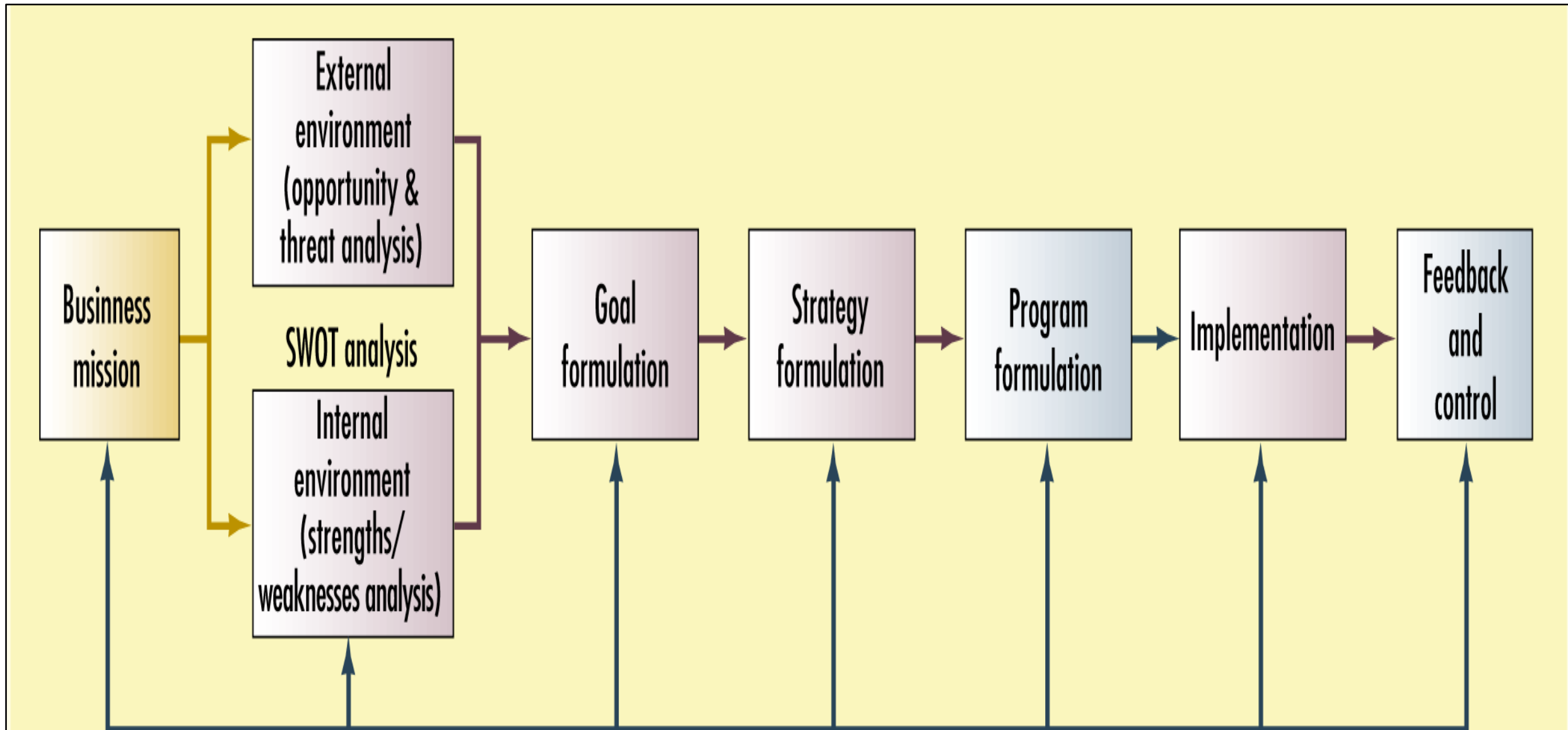
Print Media 

24.com
Abril
Jonathan Ball Publishers
Media24
Paarl Media

MARKETING STRATEGIES AND PLANS



THE STRATEGIC PLANNING, IMPLEMENTATION, AND CONTROL PROCESSES



COMPONENTS OF STRATEGY

- ✓ Scope- purpose of business
- ✓ Goals and objectives
- ✓ Resource deployment
- ✓ Identification of a sustainable competitive advantage
- ✓ Synergy

DEFINING THE CORPORATE MISSION

- ✓ Spell out the reason for the existence of a firm
 - What is our business?
 - Who is the customer?
 - What is of value to the customer?
 - What will our business be?
 - What should our business be?

DEFINING THE CORPORATE MISSION

- ✓ Broad purposes of the organization
- ✓ General criteria for assessing the long-term organizational effectiveness
- ✓ Driven by heritage & environment
- ✓ Mission statements are increasingly being developed at the SBU level as well
- ✓ More attention should be paid to meeting the needs of the stakeholders.
- ✓ Mission is not necessary what differentiates one organization from another but what matters most to stakeholders.

NESTLE MISSION STATEMENT

- ✓ ...the world's leading nutrition, health and wellness company. Our mission of "Good Food, Good Life" is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night.

SINGAPORE AIRLINES MISSION STATEMENT

- ✓ ... SINGAPORE AIRLINES is engaged in air transportation and related businesses. It operates world-wide as the flag carrier of the Republic of Singapore, aiming to provide services of the highest quality at reasonable prices for customers and a profit for the company.

P&G MISSION STATEMENT

✓“We will provide branded products and services of superior quality and value that improve the lives of the world’s consumers, now and for generations to come. As a result, consumers will reward us with leadership sales, profit and value creation, allowing our people, our shareholders and the communities in which we live and work to prosper.”

Product Orientation VS Market Orientation

Company	Product	Market
Missouri-Pacific Railroad	We run a railroad	We are a people-and-goods mover
Xerox	We make copying equipment	We improve office productivity
Standard Oil	We sell gasoline	We supply energy
Columbia Pictures	We make movies	We entertain people