

# Marketing Basics for Data Scientist *Summary*

## Marketing principles

Business : Activity commerciale – which brings me a profit whether it is money, reputation, manpower, assets, quality service /product ...

business  $\Rightarrow$  one has the power and the skills and resources to make a value and the other want the value

Using Business Model Canvas (BMC)

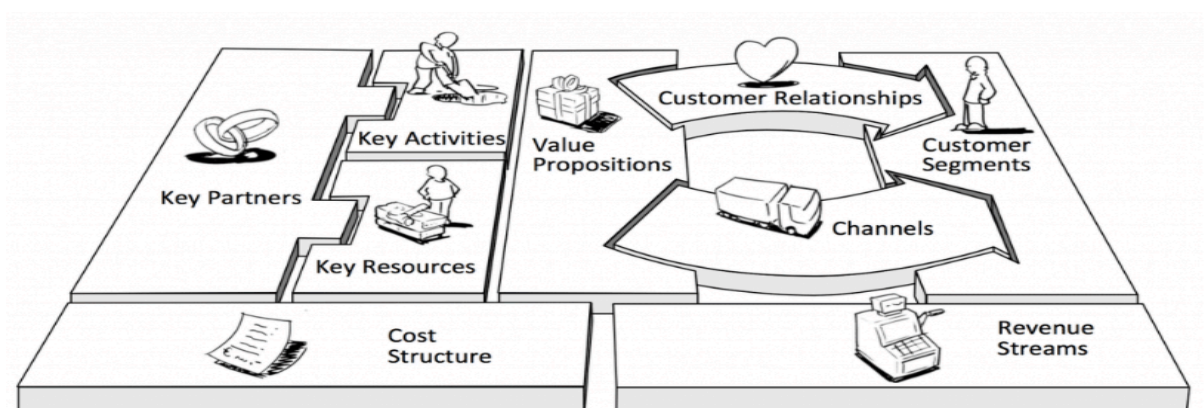
les 3 importantes questions pour bien présenter votre business ou bien pour bien définir votre business:

- Quelle est votre valeur ?
- Comment en bénéficiez-vous?
- Quels sont les coûts de votre service OR product = value ?

Je dois bien étudier mon consumer :

- ❖ Comment je dois arriver à mon consumer : les channels utilisés
  - Online
  - Offline
  - Les réseaux sociaux
  - Websites ( company - E-commerce)
  - Email marketing
  - Online Ads
  - Search Engine (google - yahoo - Bing - ...)
- ❖ Customer Relations with us with the market
  - Comment je dois lui proposer la valeur
  - Sous quelle image ?
  - branding
  - Quelle est la meilleure image dans laquelle le produit va être proposé ?

➤ Le role de marketing vient ici !! dans la partie de Customer Relationship & channels



## Business departments

- Marketing
- Sales
- Operations
- Logistics
- Human Resources
- finance accounting
- Information and It

Marketing Analyst est plus générale que Marketing data analyst ou Marketing data science

## Value

- Product : watch - car ...
- Service : coaching - IT consulting
- Idea : daawa - charity work

## Marketing Mix (4Ps)

- Product

Physically: packaging - ease of use - quality

quality service : user experience

- Price ( we need to respect my audience)

Value Price : the price based on the value in general ( brand name + the view +the music )

Cost Price

- Placement (distribution)

Makan Ikhidma filmakan mounassib selon mon audience selon mon prix selon l'entourage que je veux be in

- Promotion (dernière phase de plan de Marketing)

online : Social Media - websites

offline: les affiches - les magazines - les journaux - events - télévisions ...

## STP (SEGMENTATION TARGETING POSITION)

In business we can not target all people

Diviser my customer large segment en small segmentations and we need to choose the segment we need

Targeting my Customer segment

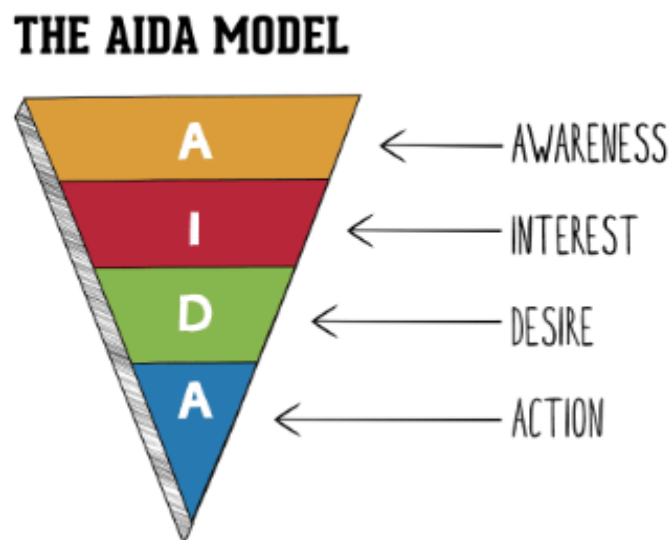
- Je ne travaille pas avec un business ou sur un business si seulement si ce business présente ou propose une bonne valeur à son client ( HALAL )
- La personne qui parle d'une façon de "tourner autour du pot" الف و الدوران, ça reputation ne dure pas trop ⇒ Pas de Confiance de Clients

## Buyer Persona

Defining different profiles for my customer segmentation, and I need to analyze each one based on:

- Demographics
- Comprendre leurs Motivations
- Comprendre leurs Intérêts

## Buyer Journey Funnel (Funnel Divergent)



Si l' AIDA MODÈLE est validé / appliqué ... La partie de word of mouse model vient c' est la version divergente de funnel c' est la suite de tunnel précédent où le client c'est lui qui te fait de marketing

Market est divisée en deux parties : Macro environment - Micro environment

- Macro environment: Business owner - Resellers - Competitors - Supplies
- Micro environment: Political - Economics - Social - Technological

**SO** we need to use those techniques : SWOT - PEST. Ces deux techniques m'aident à faire des researchs sur le marché sur l'environnement où je suis et leurs effets sur ma valeur, mes services/ mes produits, mon audience, ma réputation ...

# SWOT ANALYSIS TEMPLATE

## STRENGTHS

- ☐ What do we do well?
- ☐ What do our customers say we do well?
- ☐ What is our unique selling proposition?
- ☐ Do we have strong brand awareness? Customer loyalty?
- ☐ Supplier, distributor, influencer relationships?
- ☐ What proprietary or unique assets do we have?
- ☐ What skills do we have that our competitors don't?
- ☐ Strong capital?
- ☐ Do our profit margins compare to industry benchmarks?

## WEAKNESSES

- ☐ Where can we improve?
- ☐ What do our customers frequently complain about?
- ☐ Which objections are hard to address?
- ☐ Are we new or not well known?
- ☐ Do we have any limitations in distribution?
- ☐ Are our resources and equipment outdated or old?
- ☐ Are we lacking in staff, skills, or training?
- ☐ Do we suffer from cash flow problems? Debt?
- ☐ Are our profit margins smaller than industry benchmarks?

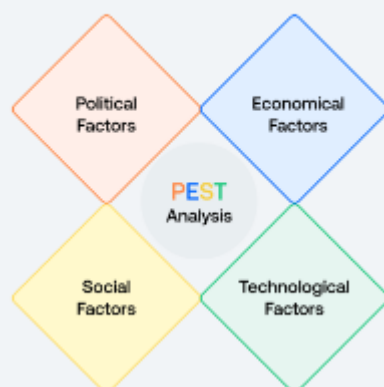
## OPPORTUNITIES

- ☐ Do our competitors have any weaknesses we could benefit from?
- ☐ Target market growing or shifting in our favor?
- ☐ Is there an untapped pain point or niche market?
- ☐ Are there upcoming events we could benefit from?
- ☐ Are there geographic expansion opportunities?
- ☐ Are there potential new sources of financing?
- ☐ Industry or economic trends that could benefit us?
- ☐ Social or political trends that could benefit us?
- ☐ Any new technology that could benefit us?

## THREATS

- ☐ New competitors or expansion in existing competitors?
- ☐ Is our target market shrinking or shifting?
- ☐ Could any indirect competitors become direct competitors?
- ☐ Industry or economic trends that could work against us?
- ☐ Social or political trends that could work against us?
- ☐ Any new technology that could work against us?

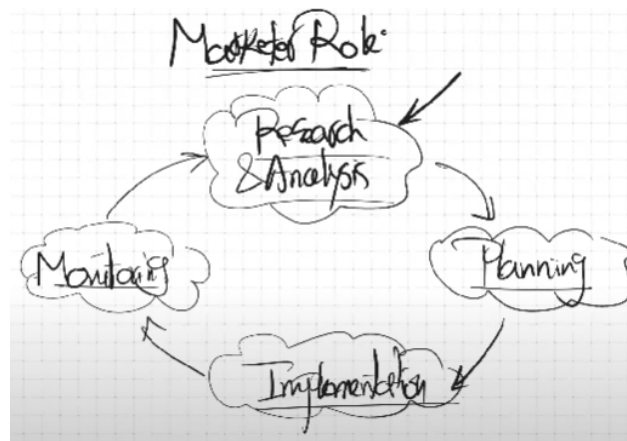
## The PEST Analysis



## Marketer Role

### Marketer path:

1. Research & Analysis : Receiving Data + knowing where is the problem + Giving some recommendations by giving reports ← (My role is there as a marketing data scientist)
2. Planning : preparing the solution
3. Implementation : Solution application
4. Monitoring : KPI of solution application results by collecting data



## Digital Marketing ( Data-Driven Marketing )

Les avantages de digital Marketing :

- **Measurability** : → easily
- **Targeting** : → easily
- **Availability** : My customers or audience are tech-savvy and comfortably use digital tools like phones, laptops, and other devices. So I can reach my audience at the time and place I want.
- **Communication channels** :  
Example : With digital marketing I can collect feedback easily to make quick adjustments before incurring high costs.
- **Scalability** : The scalability of my digital marketing strategy across both offline and online based on my audience's preferences.

**Warning: If you are a Marketing Data Analyst or aspire to be one, both for you and for me, you hold a critical position because the entire business relies on your work, as well as your confidence in the insights you extract from the data and the recommendations you provide.**

