



# MARKETING

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Marketing

# Program Objectives

( 1 of 2 )



Define the elements of Marketing.



Explore tips to market and brand your business.



Develop key positioning statements and messages for your products and services.

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# Program Objectives

( 2 of 2 )



Use a three-step process for market research.



Understand the benefits of Internet Marketing.



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# Marketing Basics

(1 of 10)

Utility: Customer satisfaction and consumer needs.

Form Utility: The form in which the product is available.

Place Utility: Where the product is available and the convenience of the location.

Time Utility: When the product is available.

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# Marketing Basics

(2 of 10)

## The Four P's

**P**roduct

**P**rice

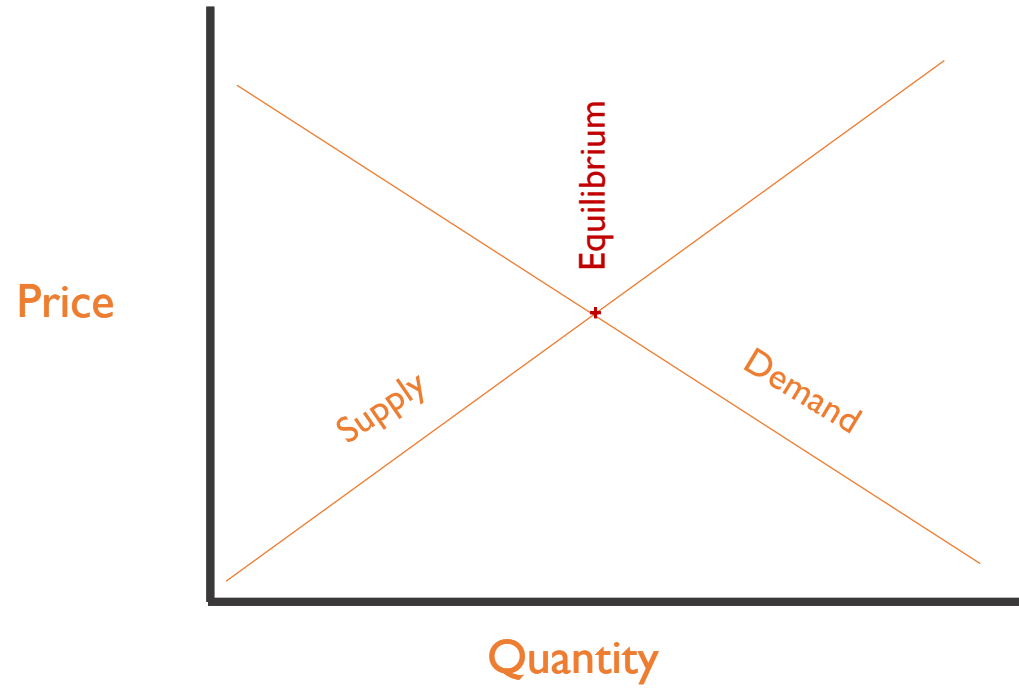
**P**lace

**P**romotion

Marketing

# Marketing Basics

(10 of 10)



Equilibrium is where supply and demand meet and are equal.



# THE BENEFITS OF MARKETING



# The Benefits of Marketing

(1 of 3)

Describe your product or service to potential buyers using a variety of techniques.

Establish your brand and any philosophy or values associated with it.

Explain what needs are being met with your product.



# A MARKETING MODEL



# A Marketing Model

(4 of 5)

Define your company's strategy and how your products or services support the strategy.

- Outline the goals of your product/strategy in terms of market share, profitability, customer adoption, timing and milestones.

Develop programs that support the strategy.

- Promotions
- Lead generation
- Partnership

Develop programs that support the strategy.

- Advertising
- Events
- Product/service launch

# MARKETING STRATEGY





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# Marketing Strategy

(1 of 5)

Develop a marketing plan that documents your overall strategy:  
Who are your key audiences?

How will you reach them?  
What value does your product or service deliver to them?

# Marketing Plan

(6 of 12)

## Strategic Marketing:

Know your marketing mix

Know the Four P's:

**P**roduct

**P**lace

**P**romotion

**P**ricing

Develop a strategy for each.

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# BRANDING





How do you want your customers to “feel” or define your products/services?

Think about different adjectives that could describe your company, your products or your services.

IDEAS



# Marketing

## 3-Steps To Market Research

(1 of 10)

Determine which ideas and concepts you want to test:

- ✓ Are you adding new features or functionality to an existing product?
- ✓ Are you developing a new product?
- ✓ Are you expanding your product portfolio by adding new services?

Step  
I



# YOUR ROLE AS A MARKETER



# Marketing & Branding a Business

(3 of 4)

Match your pricing to the value that your clients get from your offerings.

7

8

Establish solid business processes.



# DEVELOP BRAND POSITIONING






# Create a Marketing Plan

(3 of 12)

Summarize the key points of your plan with an executive summary.



Include the purpose of the company, what group of customers you serve (your “niche”), an overview of your product or service and a description of your audience.

# Create a Marketing Plan

(6 of 12)



Target your market niche by describing the audience for your product or service, including where they are located and how you will reach them to let them know about (and purchase) your products and services.

A photograph of two men in business suits standing at a desk. The man on the left, wearing a dark navy suit, is leaning forward with his hands on the desk, gesturing towards a laptop and some papers. The man on the right, wearing a blue suit, is also leaning forward, looking at the same area. On the desk, there is a silver laptop, a pen, and some papers. In the background, there is a large window with a view of a city and a green plant. A semi-transparent orange banner is overlaid across the top of the image, containing the text "GET CUSTOMER FEEDBACK" in white, uppercase letters.


GET CUSTOMER FEEDBACK



# Get Customer Feedback

(2 of 4)

Get customer feedback and input:



Conduct online research  
with surveys (like  
surveymonkey.com)

Use live testing.

Work with a local  
university on a custom  
research project.

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# Marketing Materials

(3 of 10)

Intended Audiences may include:

Industry experts and analysts.

Distributors/OEMs.

Business partners.

Journalists and press.

Technical and non-technical decision makers.

Government or local community.

Business partners.

# FREQUENTLY ASKED QUESTIONS





# SEARCH ENGINE OPTIMIZATION

The image is a vibrant collage centered around the theme of Search Engine Optimization (SEO). At the top, a semi-transparent orange banner contains the text 'SEARCH ENGINE OPTIMIZATION' in white, uppercase letters. Below this banner, the background is a complex arrangement of various icons and graphics. A large, light gray circular graphic with a segmented border is positioned in the center, featuring the letters 'SEO' in a bold, black, sans-serif font. Surrounding this central element are numerous smaller icons: a magnifying glass, a smartphone, a laptop, a tablet, a bar chart, a line graph, a globe, a network diagram, a hand holding a device, a Wi-Fi symbol, a calendar, and various geometric shapes like cubes and triangles. The overall color palette is dominated by light gray, white, and blue, with accents of orange and green. The composition suggests a holistic approach to digital marketing and online visibility.

**SEO**

**WWW**

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