

# Da ideia ao negócio...

## Quem é o meu cliente?

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Rogério Puga Leal

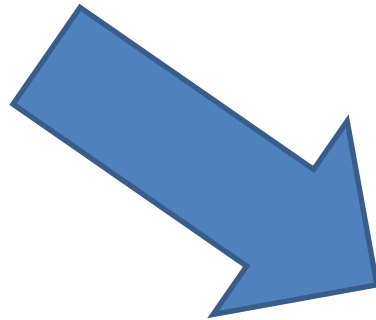
# What is Marketing?

Among other definitions...

**Marketing** is the set of methods and means that an organization has to promote behaviors that are favorable to the realization of its own objectives.

Mercator

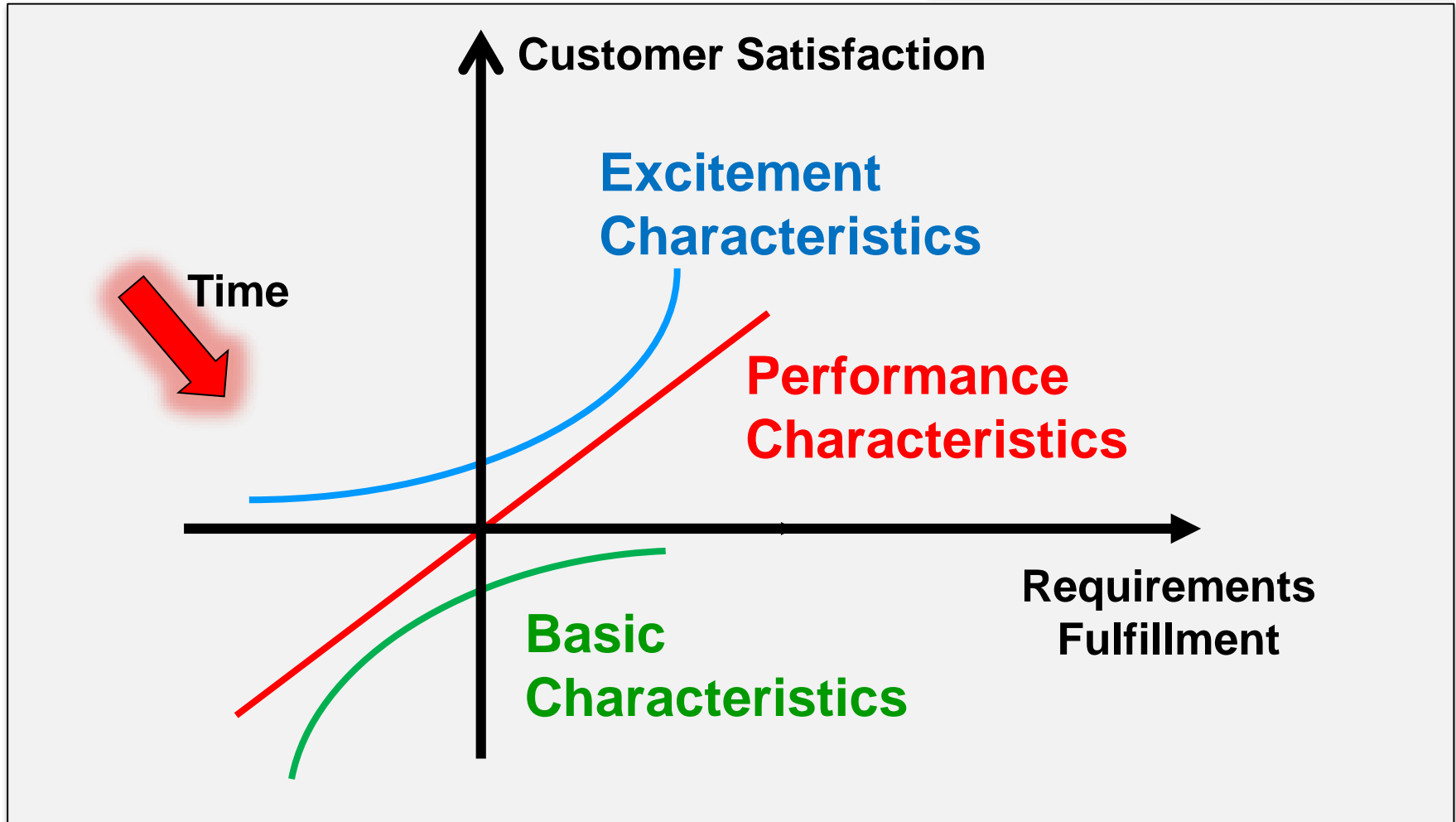
# Problema



# Solução

Sempre uma resposta a um problema!

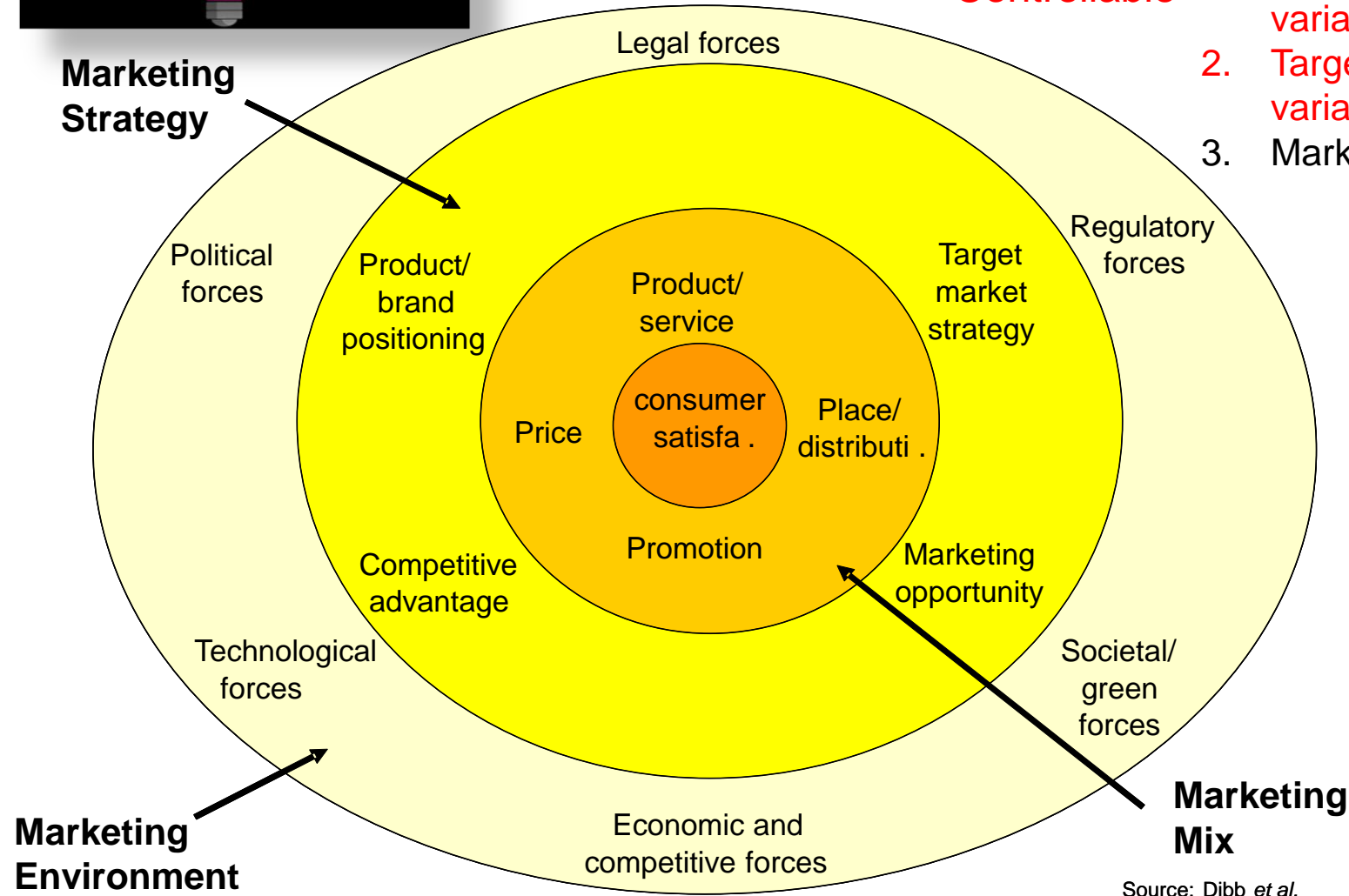
## Kano's Model



**Marketing?  
Easy...**

Three levels:

1. Marketing mix variables
2. Target market strategy variables
3. Marketing environment



Source: Dibb et al.

Marketing environment affects consumers and businesses. Strategy is implemented through the marketing mix. The aim is to satisfy targeted customers.

# Marketing Mix

Marketing strategy has to be converted into reality. To achieve this, a set of marketing mix ingredients must be specified.

Collectively, they constitute the marketing program to implement the marketing strategy.

Traditionally, the marketing mix was constituted by the four P's:

**Product, Place, Price and Promotion**

Increasingly a fifth P is being considered: **People**



# Product

## Produto

- Qualidade
- Características
- Embalagem
- Garantias
- Marca
- ...

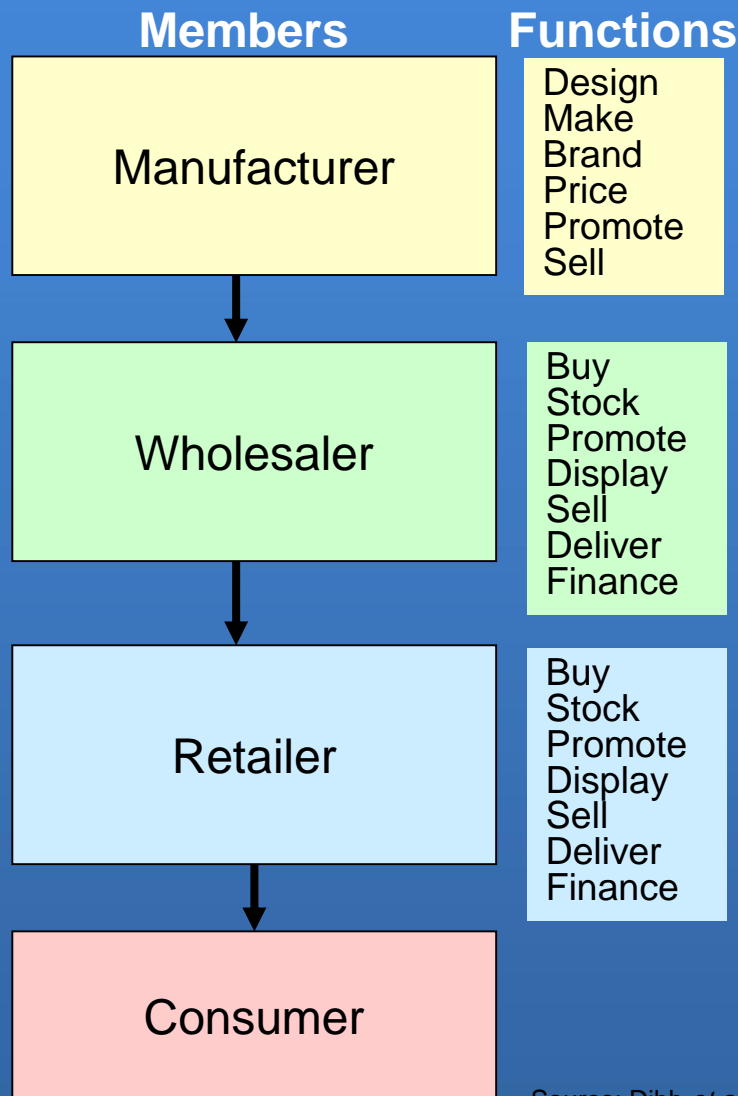
In the context of its management, several questions arise:

- Decisions concerning brands;
- Portfolio management;
- Modifications, eliminations or development of intrinsic characteristics;
- Positioning
- Packaging

One must distinguish **consumer products** and **industrial products**

# Place / Distribution

## Traditional Marketing Channel



Source: Dibb *et al.*

## Place

- Canais
- Cobertura
- Localização
- Stocks
- Transporte
- ...

The **control over a marketing channel** is very important !

The **sources of power** may be of economic or non-economic nature.

**Several changes** are occurring in Marketing Channels!

# Price

## Price

- Penetração no mercado
- Skimming
- Consistente com Marketing Mix
- Orientado pela competição
- Cobertura de custos
- Dependente da procura
- ...

Take into account...

- **Cost oriented price**, price is established to provide some profit after costs;
- **Price driven by competition**, the prices are established by comparison to those charged by competitors;
- **Price driven by demand**, widely used in markets where demand is variable in time. Peak periods generate more revenue (hotel industry).

# Promotion

## Promotion

- Venda pessoal
- Publicidade
- Sponsorship
- Referências nos media
- ...

Activities that are used to inform one or more groups of people about an organization and its products.

“Marketing communications” is increasingly adopted instead of “promotion”.

When **launching new products**, advertising is often oriented towards the establishment of the necessity of product (ex. GPS). When the **market is mature** there is a greater orientation towards the brand.

# People

Beyond the traditional four P's, the **people variable** is assuming importance, namely within the framework of services marketing

Very often, in products and services, **personnel interface is perceived as being part of the product offering.**

People variable reflects the customer service, after-sales support, training, motivation, etc.

Marketing strategy indicates the opportunities to pursue. Target markets to address and the types of competitive advantages to be developed

## Marketing Strategy

- Selecting opportunities
- Analyzing target market
- Maintaining an appropriate marketing mix

Some authors distinguish domain strategy and market strategy

**Domain strategy** regards the domains (products and services) chosen by the organization.

**Market strategy** regards the customers that the organization intend to address.

However, decisions are based on the pair product/market and are not independent.

# Decisões fundamentais na estratégia de Marketing

**Segmentação**



**Targeting**



**Posicionamento**



# Segmentation

There are two extreme ways to act on target markets

**Mass Marketing** – ignores differences between consumers, offering all the same product, at the same price on the same points of sale and with the same arguments (sugar, flour, Henry Ford ...);

**Tailored Marketing** – deemed the particularities of the individuals who make up the market. (industrial markets, companies with few customers; sometimes in consumer goods such as cars);

And also

**Segmented Marketing** – middle way. Segmentation divides the market in a number of subsets (segments). Segments should be uniform within each one and different among each other (to justify distinct policies).



# Mercado

- Ser realista
- Evitar tentações (não, não é certamente para toda a gente)
- Utilizar bases de dados credíveis



# Segmentation

There are three main categories of segmentation criteria

1. **Demographic, geographic, social and economic;**
2. **Psychographic** (e.g. lifestyles, personality);
3. **Behavioristic** (e.g. volume usage);

## Criteria

## Examples

### Demographic

Gender	Watches, clothing
Age	Tourism, magazines
Height and weight	Food, clothing
Family structure	Washing machines, apartments

### Geographic

Region (climate, etc)	Heating devices, fertilizers
City dimension	Pet food, shows

### Social and Economic

Income	Automobiles, trips
Educational level	Books
Religion	Food, contraceptives

# Mercado e Segmentação

## Qual a dimensão do meu mercado potencial?

Para responder às questões...

Precisamos de **dados secundários** (os que “já existem”) e **primários** (obtidos especificamente para o nosso estudo)

Algumas fontes de dados já existentes:

- [www.ine.pt](http://www.ine.pt)
- [pt.nielsen.com](http://pt.nielsen.com)
- [www.pordata.pt](http://www.pordata.pt)
- Associações empresariais ou profissionais, etc.

Algumas formas de obter informação específica de potenciais clientes (questionários on-line gratuitos...)

- **Surveymonkey**
- **Googledocs**
- **Kwiksurveys**

## Quais os segmentos que pretendo atingir?

Podem considerar-se três estratégias genéricas

### 1. Estratégia indiferenciada

A organização não distingue os diferentes segmentos, assumindo que não há oposição entre eles e oferecendo um único produto a todos os clientes.

### 2. Estratégia concentrada

A organização reconhece a existência de diferentes segmentos, mas concentra-se apenas num deles. O marketing mix deverá ser ajustado ao segmento em que se opera.

### 3. Estratégia diversificada

A organização procura actuar em vários segmentos, escolhendo os produtos mais ajustados a cada um deles. Embora se alcance uma melhor cobertura do mercado, é financeiramente muito exigente.

It is the process of creating an image for a product in the minds of target customers

It is not what is done in the product, but what is created in customer's minds

Positioning involves two additional aspects: **identification** (category to which the product is associated with) and **differentiation** (what distinguishes it from other products of the same category).

## Differentiation

- Objective characteristics (e.g. battery life)
- Adjustment to a specific type of customers
- Symbolic characteristics, when objective characteristics are not easy to perceive (e.g. perfumes and sensuality)

Tries to visually depict consumer perceptions of brands and their perceived attributes.

**It is important to find a relevant “empty space”.**

