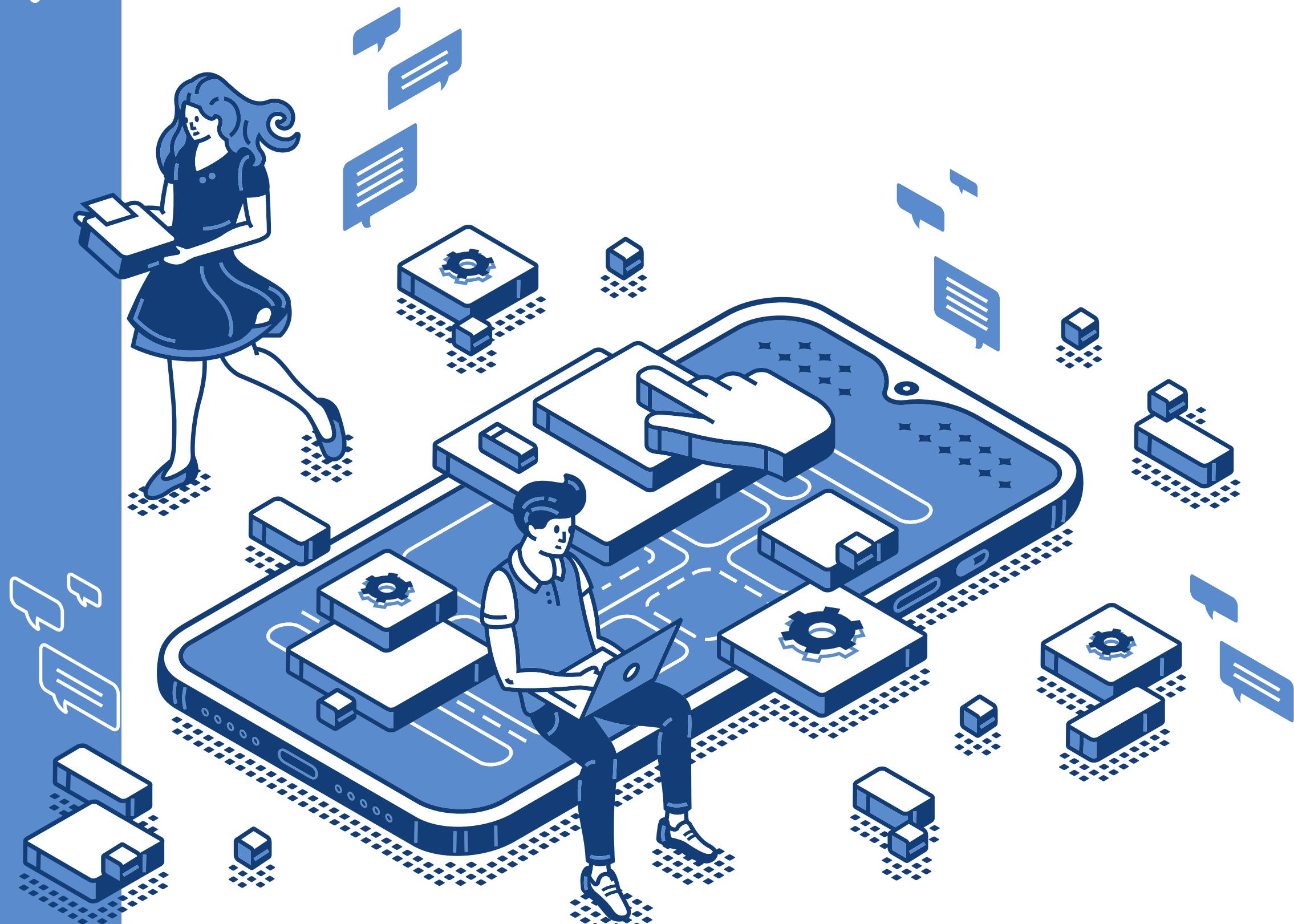


# ENT101

## Marketing and Selling a Brand

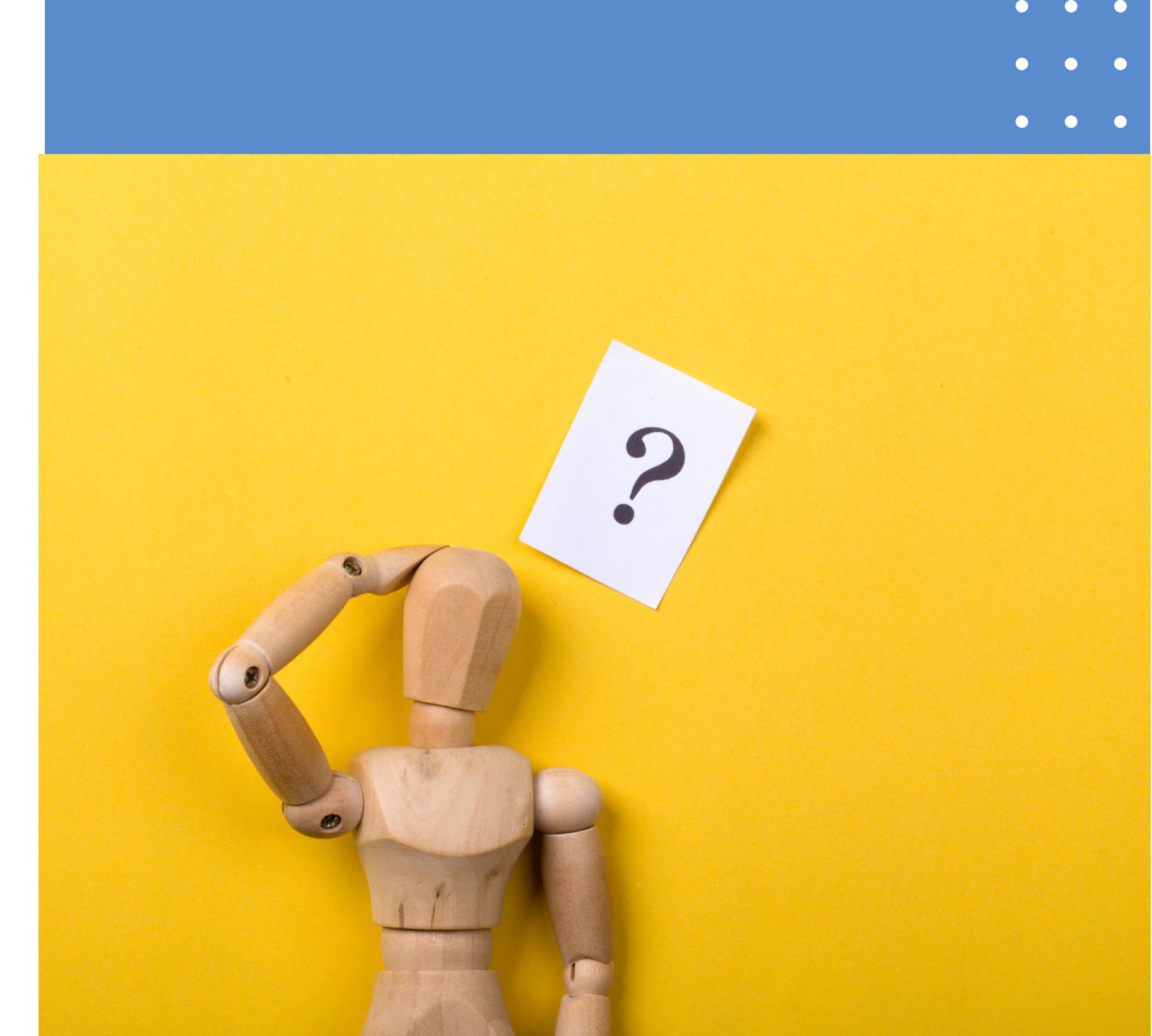
**SY 2022-2023**



# OBJECTIVES

1. Articulate the importance of aligning Marketing and Sales strategies within a business
2. Communicate the value of brand offering and services through each stage of the sales process
3. Select appropriate marketing methods for a business

If you are in  
business, but no  
one knows you sell  
a product or  
service, are you  
really in business?



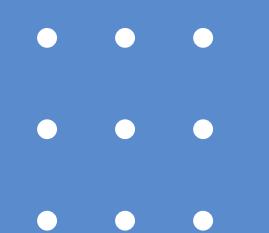
# S A L E S

- Identifies prospective, existing or past customers and guides them through the purchase process.
- Drives revenue and business growth



- Communicates value (in the form of unique features and benefits) to existing, potential, or past customers
- Organizes and executes brand recognition campaigns and advertising

*In order for a business to prosper, both Sales and Marketing should work in unison.*



• • • •

# Fundamentals of Marketing

Target Audiences  
The Buying Process  
Communicating Voice

• • •  
• • •  
• • •

# TARGET AUDIENCE

- Is the ideal group or type of person that the business exists to serve
- Often influences the creation of a business and the development of the product or service being sold

Determining who needs your solution is just as important as developing the solution itself, because you have to consider who will ultimately buy your product or service. -

## **Primary target audiences**

**The secondary target audience** is a second-layer ideal person type or group that would purchase your solution.

If time and budget allows, the brand could position itself to be available for that secondary audience or even make additional options with them in mind.

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# BUYING PROCESS

## THE BUYING PROCESS



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# BUYING PROCESS

## THE BUYING PROCESS

- Something is broken or needs to be replaced or changed
- The customer becomes aware of an opportunity to improve or update an existing solution

### Need/Want Recognition

- The customer identifies the specific features included in a purchase
- The customer narrows down purchase options using specific decision-making criteria

### Determining Decision Criteria

- Customers evaluate alternatives and gather as much information as they can about the different available solutions

### Conducting Research and Assessing Alternatives

- The buyer commits to and finalizes the purchase

### Making a Purchase

- The buyer determines whether the purchase satisfactorily resolved the perceived need or desire that initiated the Buying Process

### Evaluating Purchase Satisfaction

- The buyer decides to either
  - Make a repeat purchase, cross sale, or upsale

OR

- Terminate relationship with the brand

### Brand Loyalty OR Relationship Termination

- 
- 
-

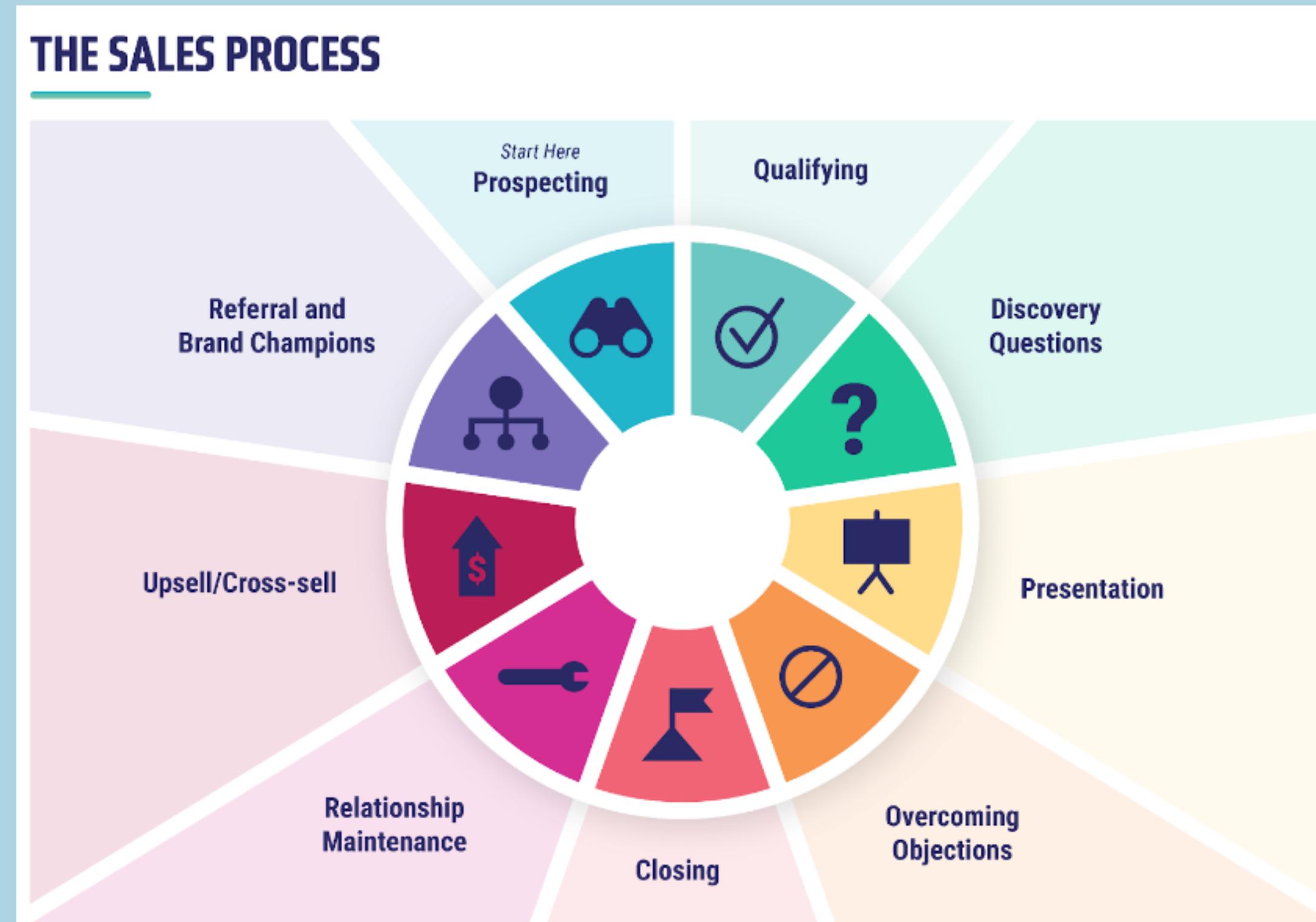
# COMMUNICATING VALUE

## FEATURES

The main reason a customer purchases a solution

## BENEFITS

User-focused attributes of a product or service that drive usage



## Prospecting

The process of finding or generating potential customers

## Closing the Deal

All parties involved agree to either complete the purchase or terminate further discussions.

## Qualifying Prospects

Measuring the prospects' interest, willingness, and ability to purchase

## Discovery, Presentation and Overcoming Objections

Allows you to learn more about what the customer actually needs/desires and overcome objections.

Requires appropriate presentation skills, mindfully selected language, and keen listening skills

**Cross-selling:** The purchase of additional solutions from the company

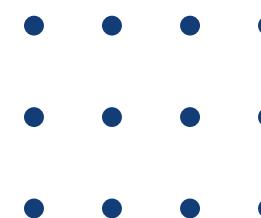
**Upselling:** Increases to a previous purchase in order to obtain benefits not included in the initial purchase

**Brand**

**Championship:** The customer becomes an advocate for the brand to other potential customers

## Maintaining Relationships

continues in perpetuity and includes the continued exchange of two or more parties after the initial purchase is made. This can be in the form of repeat purchases in the form of:



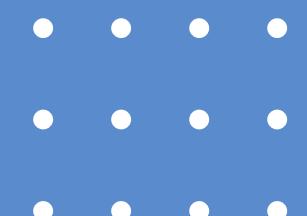
# MARKETING AND ADVERTISING

## Integrated Marketing Communications (IMC)

- “tools” and “tactics” — tools are the category of communications and tactics are the manifestation of the tool
- advertising is the “tool” but the tactics could be ads for TV, radio, digital, etc.

## ADVERTISING

The art of communicating targeted brand messages through specific channels to ensure that your audience is exposed to your marketing message.



## **COMMON IMC TOOLS AND TACTICS**

<b>TOOLS</b>	<b>TACTICS</b>
Advertising	TV, radio, print ads
Public relations	Press releases, featured stories pitched to media
Digital marketing	Websites, SEO, paid search, social media, etc.
Direct marketing	Direct mail, email, text.
Events and experiences	Festivals, concerts, sporting events, theme parks, temporary art installations, etc.
Sales promotion	Coupons, trials, samples, table tents, free consultations, etc.
Personal selling	Direct selling, retail store sales, etc.

# Sales Promotions



are activities or a series of activities that are intended to boost the sales of a product or service, usually short term. These are actions a company can take to stimulate customers to buy immediately than later.

**Sales promotion decisions** are significantly affected by whether the company decides to do to pull or push strategies to accomplish its objectives. Such a decision may require a little or a lot of cooperation from resellers.

#### PULL AND PUSH

Pull promotions (Manufacturer to consumer)	Push promotions (Offered to trade)	Push promotions (Offered by retailer)
Sampling	Discounts	Price cut
Coupons	Display allowance	Free goods
Price packs	Advertising allowance	Premiums
Rebates	Free goods	Displays
Continuity programs	Contests	Feature advertising
Contests	Trade coupons	Quantity discount
Sweepstakes	Quantity discounts	Clearance sale
Tie-in promotion		
Financing incentives		
Special events		
Premiums		
Bonus packs		
Exchange offers		

# Personal Selling

occurs when an individual salesperson sells a product, service, or solution to a client.



# Public Relations

is creating and maintaining goodwill of an organization's various publics (customers, employees, investors, suppliers, etc.)

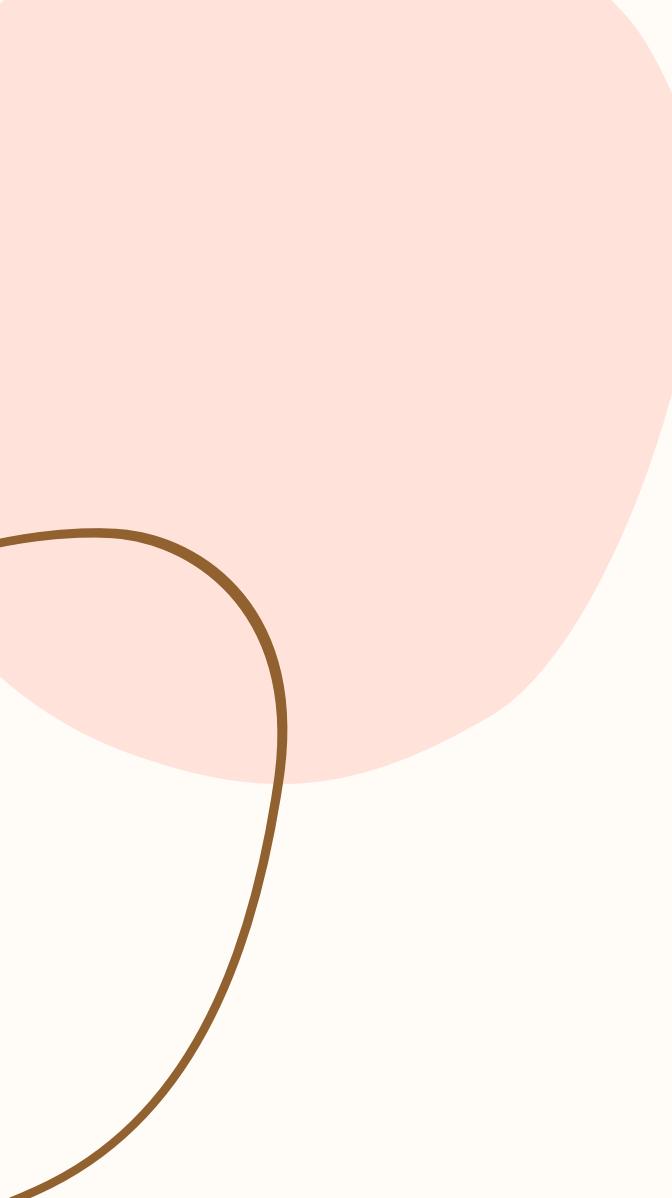
These efforts may also include the support of the arts, charitable causes, education, sporting events, and other civic engagements.



# Public Relations

- considered “not paid” (like advertising) but many PR efforts are paid like stories written by companies that appear in the media as editorial-type coverage
- Less control over messaging, placement, frequency, and consistency than with advertising
- Consumers regard PR as more credible and trustworthy because they often appear as new stories
- Social media plays a big role in PR

# Advertisements



are messages paid intended to inform or influence people who receive them

- Print
- Radio
- Television
- Online

- Much of the content you consume — broadcast or internet — is paid for by advertising
- Social platforms are free because the companies earn revenue through advertising to pay for software development

# Advertising TODAY

*Advertising allows companies to control their message as well as the placement, consistency, and frequency of those messages.*

- **Impressions:** the potential number of times an advertisement is seen by an audience
- **Reach:** the number of unique people who are exposed to a specific advertisement
- **Call to Action (CTA):** a prompt designed to elicit a response from the person exposed to the ad
- Difficult to measure the effectiveness of broadcast advertising **(TV, radio, billboards)**
- **Digital advertising** is easier to measure as views and clicks can be tracked and reported on
- **Data-driven advertising** enables more precise targeting of target audiences and even individuals

# Publicity

is a communication written and produced by public relations professionals intended to create a favorable public image for a client.



# Direct Marketing

- entails direct mail, email, text, apps messaging, etc.
- can be very effective as companies communicate directly with prospects and customers
- Results and ROI is often easier to track in direct marketing based on actions taken by the recipient



## Subscribed Audience

- A subscribed audience comprises people who want to hear from a brand (company, celebrity, etc.)
- Subscribed audiences give permission through email sign-up, following on social media, subscribing to YouTube channel, etc.



Join Our Newsletter

Join over 5,000 people who get free and fresh content delivered automatically each time we publish.

Enter Your Email

SIGN UP

[www.egytricks.com](http://www.egytricks.com)

# Digital Marketing

- continues to grow because most people are online (internet, social, etc.)
- Millennials and Gen Z are digital natives but Gen X and Boomers are fast growing segments online and on social media
- technical, leverages technology, and typically involves data and analytics

# Search Engine Optimization

The screenshot shows a search results page with the following details:

- Search Query:** DIGITAL MARKETING TOOLS
- Results Count:** About 2,360,000,000 results (0.47 seconds)
- First Result (Ad):** Ad · [https://getstarted.tiktok.com/ad\\_account](https://getstarted.tiktok.com/ad_account) ▾  
**Title:** How to Make Engaging Content - Simple Creative Tool Kit  
**Description:** Easily create and personalize ads without the manual work to grow your business on TikTok. Create ad campaigns and reach your ideal audience by advertising on TikTok. Sign up now! Effective online ads. Create ads in minutes. Grow customer base. Track performance easily.
- Second Result (Article):** https://sproutsocial.com › ... › Beginner ▾  
**Title:** 20 Must-Have Digital Marketing Tools to Help You Grow  
**Published:** 3 Jun 2021 — Share · **Keywords:** Digital marketing tools by strategy · Social media marketing tools · Email marketing tools · SEO (search engine optimization) tools.
- People also ask:**
  - What are the main tools of digital marketing?
  - What are some examples of digital marketing tools?
  - What are the tools of online marketing?
  - What are the 7 types of digital marketing?

entails on-page and off-page techniques to enable websites to rank higher in an organic search

Content is optimized around specific keywords (search terms) and backlinks from other websites are important to Google's algorithms

# PAID SEARCH

DIGITAL MARKETING

All Images News Videos Books More Tools

About 3,320,000,000 results (0.67 seconds)

**Ad** · <https://www.getcraft.com/> ▾

**Best Digital Marketing Specialists | GetCraft**

Connect & Work with Curated Social Media Specialist Only at GetCraft! Get Started Now.  
Trusted by 1,500+ Brands & Agencies. Find Talented Media Specialists for Your Business.  
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**How to Make Engaging Content - Creative Ad Campaigns**

Easily create and personalize ads without the manual work to grow your business on TikTok.  
Create ad campaigns and reach your ideal audience by advertising on TikTok. Sign up now!  
Create ads in minutes. Track performance easily. Effective online ads. Grow customer base.  
Connect with customers · Boost your app downloads · Maximize your online ROI

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enables customers are wider range of options than organic listing; provides the ability for companies to appear on first page of search where they might not otherwise

- Gives consumers more options to see relevant results on the first SERP
- Gives companies the ability to appear on first SERP if they can't rank high organically
- Paid search is contingent on budgets; positive ROI is necessary to continue advertising



# 3 TYPES OF MEDIA

01

## EARNED MEDIA

public relations, social media, and organic traffic to a company website through SEO characterize media that is earned versus bought through ads or promotion

02

## OWNED MEDIA

includes the company website, the website domain name, and all of the content it has created for its website and social media channels.

03

## PAID MEDIA

any advertisement including broadcast, streaming, or digital as well as paid sales promotions, etc.

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Christopher Neck and Emma Murray

