

A close-up photograph of a person's hands, wearing a white glove on the left, working with light-colored clay on a wooden surface. The hands are shown in profile, with fingers pressing and shaping the clay. The background is blurred.

Marketing

Marketing Process

Hsiao-Ting Tseng

**Department of Information Management
National Central University**

Marketing

profitable
relationship

Creating Customer Value and Engagement

goal of marketing: maximize long-term profitability by creating value for customers in order to capture value from customers in return

公司用來獲取和吸引顧客、建立牢固的顧客關係，以及創造卓越顧客價值的一系列策略和活動，目的是從顧客身上獲取價值回報

Emirates 阿聯酋航空



Iain Masterton/Alamy Stock Photo

Emirates is not just offering a way to connect people from Point A to Point B but aims to be the catalyst to connect with people's dreams, hopes, and aspirations.

Emirates has emphasized customer engagement and relationships, and customers are willing to pay a premium for “The Emirates Experience.”



Satisfying customer needs

What Is Marketing?

公司用來獲取和吸引顧客、建立牢固的顧客關係，以及創造卓越顧客價值的一系列策略和活動，目的是從顧客身上獲取價值回報

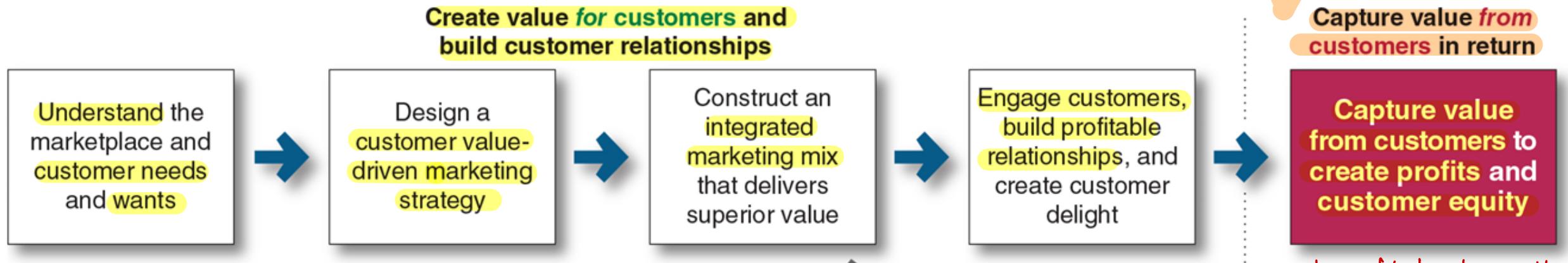


- The set of strategies and activities by which companies acquire and engage customers, build strong customer relationships, and create superior customer value in order to capture value from customers in return.
- Marketing is all around you, in good old traditional forms and in a host of newer forms, from websites and mobile apps to online videos and social media.



The Marketing Process:

Creating and Capturing Customer Value



- 了解市場和顧客需求與慾望。
- 設計以顧客價值為導向的行銷策略，目標是獲取、吸引和發展目標顧客。
- 建立有效的行銷組合，實際提供卓越價值。
- 與顧客互動，建立有利可圖的顧客關係，並創造顧客喜悅。
- 公司從牢固的顧客關係中獲益，從顧客身上獲取價值。

This important figure shows marketing in a nutshell. By creating value *for customers*, marketers capture value *from customers* in return. This five-step process forms the marketing framework for the rest of the chapter and the remainder of the text.

STEP 1: Understanding the Marketplace and Customer Needs

physical, social, individual

(1) **Needs** are states of felt deprivation.

Wants are the form human needs take as they are shaped by culture and individual personality. 除基本需求，還想要更多、更好

Demands are human wants that are backed by **buying power**. 有購買力

Staying close to customers: Starbucks CEO Kevin Johnson regularly spends time in local Starbucks stores, working the counter, brewing coffee, handing out orders, wiping tables, and chatting with customers. He wants to understand “what it means to be human in a digital age.”

- (2) market offerings (product, services, experience)
 - (3) value and satisfaction
 - (4) exchanges and relationship
 - (5) markets
- 五個核心市場概念: five marketplace concept
 需求
 市場供應品（產品、服務、解決方案和體驗）
 價值和滿意度
 交換和關係
 市場



AP Photo/Ted S. Warren

Understanding the Marketplace and Customer Needs

(2) 市場供應品

- **Market offerings** are some combination of products, services, information, or experiences offered to a market to satisfy a need or want.
- **Marketing myopia**—paying more attention to the specific products than to the benefits and experiences produced 行銷短視

Marketing ideas and causes: Singapore's Land Transport Authority launched the #SaferRoadsForAll campaign, which featured a video to increase public understanding of the rules and guidelines that motorists and cyclists should follow to maintain road safety.



Arterra Picture Library/Alamy Stock Photo

Understanding the Marketplace and Customer Needs

(3)

- Customers form expectations about the **value and satisfaction** of market offerings.

— Satisfied customers buy again *satisfied expectations*

— Dissatisfied customers switch to competitors

(4)

- Exchange is the act of obtaining a desired object from someone by offering something in return.
- Marketing actions try to create, maintain, and grow desirable **exchange relationships.**

Understanding the Marketplace and Customer Needs

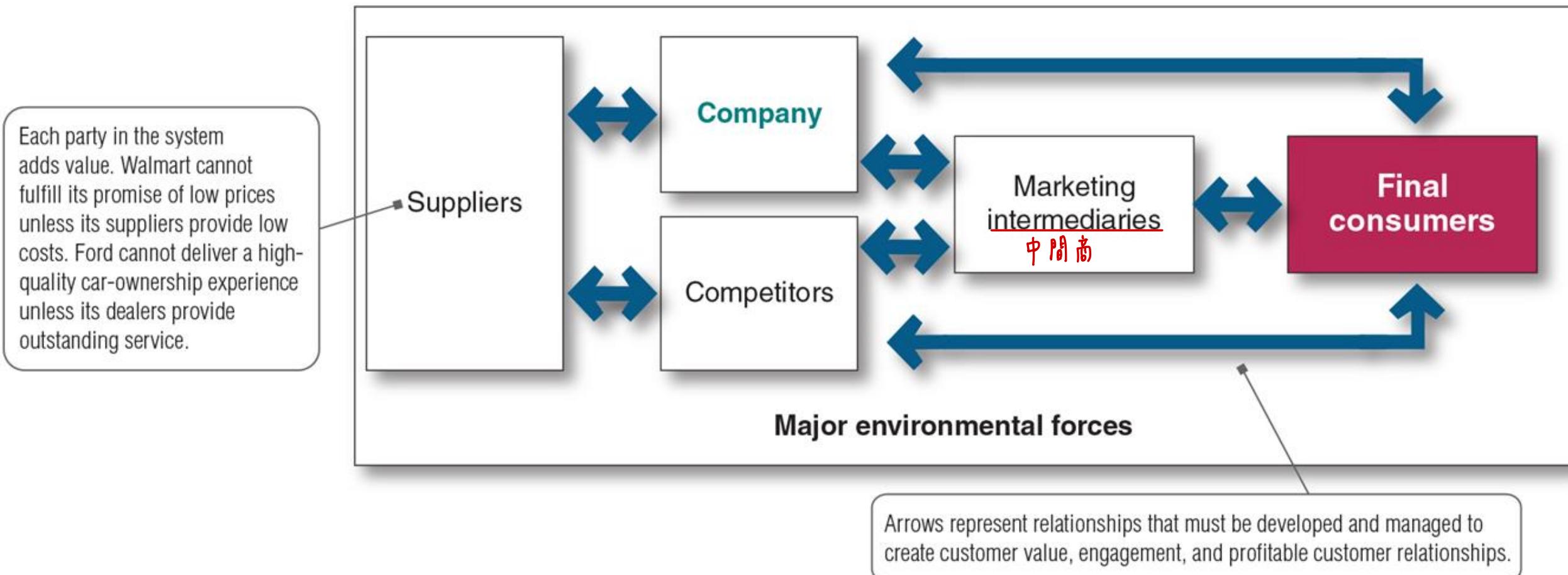
(5)

A **market** is the set of actual and potential buyers.

Consumers market when they:

- search for products
- interact with companies to obtain information
- make purchases

A Modern Marketing System



Real Marketing 1.1: Mahali Mzuri: An Immersive Experience at the World's Number-One Hotel

Marketing experiences: When it comes to delivering unforgettable experiences, few travel and hospitality businesses can match Kenya's Mahali Mzuri safari camp, recently named by Travel + Leisure magazine as the "#1 hotel in the world."



Adam Slama

STEP 2: Designing a Customer Value-Driven Marketing Strategy and Plan

Marketing management is the art and science of choosing target markets and building profitable relationships with them.

- What customers will we serve (**target market**)?
whom?
- How can we best serve these customers (**value proposition**)?
價值主張 feature

market segmentation 市場區隔
↓
target marketing



Designing a Customer Value-Driven Marketing Strategy and Plan

Value propositions:

difference 差異性

A brand's **value proposition** is the set of benefits or values it promises to deliver to customers to satisfy their needs.

價值主張: 公司透過提出價值主張來滿足需求、慾望和要求，價值主張是公司承諾提供給消費者的一系列利益，用以滿足他們的需求。

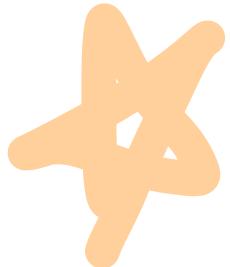
Value propositions: JetBlue promises “award-winning service from award-winningly nice humans.” “Just Alright Doesn't Fly Here.”



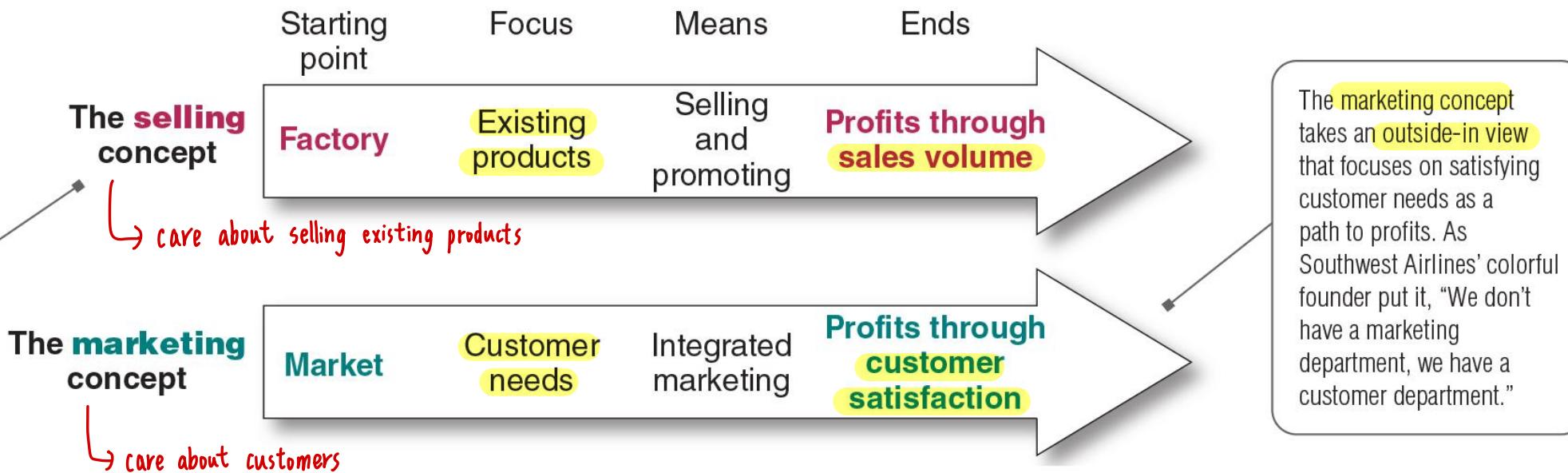
Courtesy of JetBlue

Designing a Customer Value-Driven Marketing Strategy and Plan

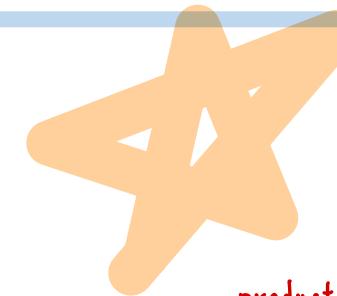
銷售 & 行銷 的 差異



Selling and Marketing Concepts Contrasted



The selling concept takes an inside-out view that focuses on existing products and heavy selling. The aim is to sell what the company makes rather than making what the customer wants.



Designing a Customer Value-Driven Marketing Strategy and Plan

products < available
high affordable

- Production concept *improving production & distribution efficiency*
- Product concept < *quality performance, innovative features*
product improvements

unsought goods
ex: insurance,
blood donation

Selling concept *good at tracking down prospects and selling them on product benefit*

- Marketing concept *competitors, customers' focus and value (customer-centered)*
path → sales profit
- Societal Marketing concept

The societal marketing concept: Jeni's Splendid Ice Creams does more than just make good ice cream.

It makes “ice creams created in fellowship with growers, makers, and producers from around the world all for the love of you.”

生產導向：認為管理者的任務是提高生產效率和降低價格。

產品導向：認為消費者偏好品質、性能和創新功能最佳的產品，因此幾乎不需要促銷。

銷售導向：認為除非公司進行大規模的銷售和促銷，否則消費者不會購買足夠的產品。

行銷導向：認為實現組織目標取決於確定目標市場的需求和慾望，並比競爭對手更有效、更有效率地提供所需的滿意度。

社會行銷導向：認為透過可持續的行銷策略產生顧客滿意度和長期社會福祉，是實現公司目標和履行社會責任的關鍵。

→ find right products for customers

ICE CREAMS CREATED
IN FELLOWSHIP
WITH GROWERS, MAKERS,
AND PRODUCERS
FROM AROUND THE WORLD—
ALL FOR THE LOVE OF YOU.



JENI'S IS A CERTIFIED B CORPORATION
ENCOURAGED BY THE INTERNATIONAL NONPROFIT B LAB
AS A COMPANY THAT MEETS RIGOROUS STANDARDS
OF SOCIAL AND ENVIRONMENTAL PERFORMANCE,
ACCOUNTABILITY, AND TRANSPARENCY.

jeni's
SPLENDID ICE CREAMS



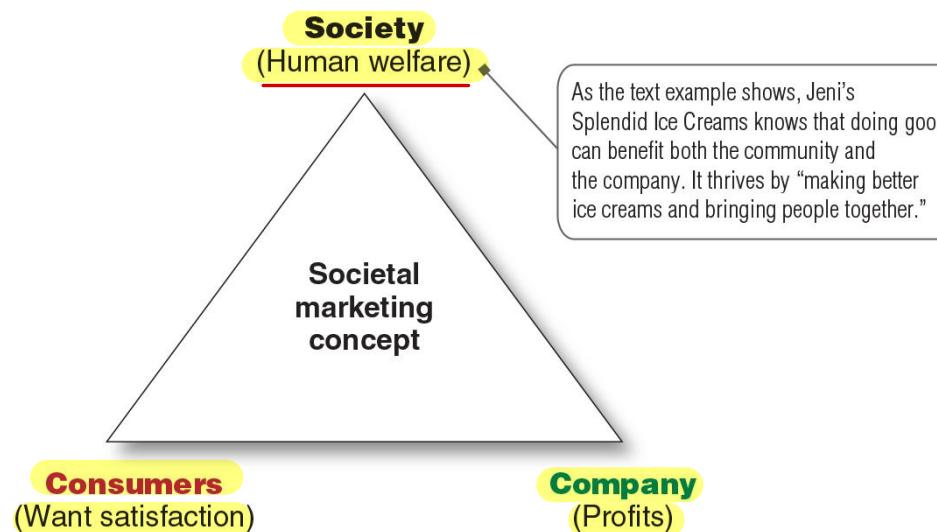
Jeni's Splendid Ice Creams, LLC

Designing a Customer Value-Driven Marketing Strategy and Plan

Societal marketing:

The company's marketing decisions should consider consumers' wants, the company's requirements, consumers' long-run interests, and society's long-run interests.

Three Considerations Underlying the Societal Marketing Concept



STEP 3: Prepare marketing mix strategy

The **marketing mix** is comprised of a set of tools known as the **four Ps**:

- **Product**
- **Price**
- **Promotion**
- **Place**

Product	Place	Price	Promotion
了解產品特性及定位	如何送到消費者手中	開始定價決策	強化品牌認知
消費者 產品/服務 產品特色 品質/包裝	購買平台 如何寄送 消費者如何收貨 競爭對手如何寄送	消費者可負擔多少 售價 成本 折扣	廣告方式 季節促銷 限時限量 媒體平台
...

完整的

Integrated marketing program—a comprehensive plan that communicates and delivers intended value

STEP 4: Managing Customer Relationships and Capturing Customer Value

acquiring, keeping, growing customers

Customer relationship management—the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction.

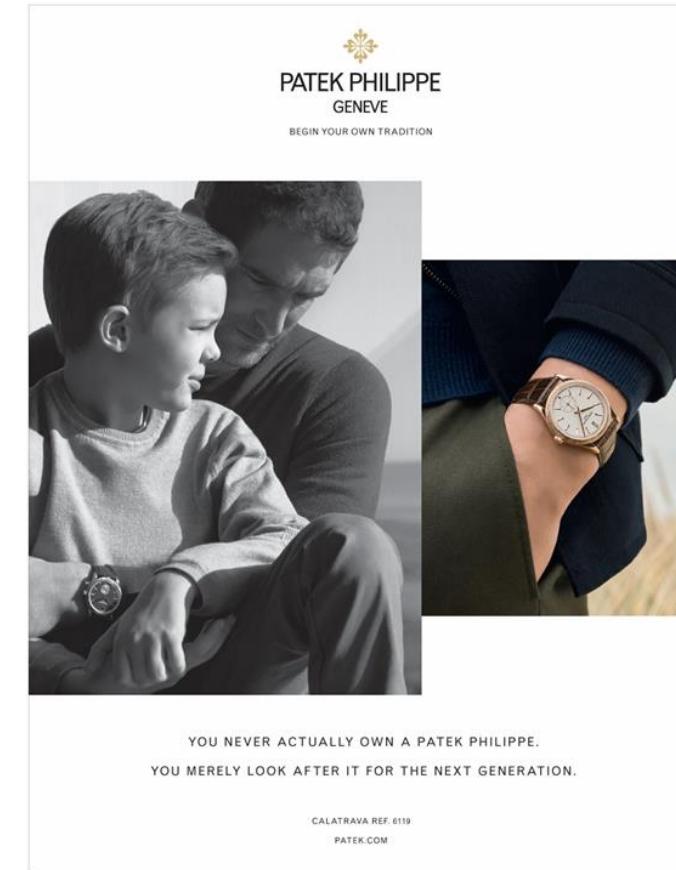
Relationship Building Blocks

- **Customer-perceived value** $\text{customer's benefit} - \text{customer's cost}$
 - The difference between total customer perceived benefits and customer cost
- **Customer satisfaction** $\text{performance} > \text{expectation} \rightarrow \text{highly satisfied}$ ($\text{P} < \text{E} \rightarrow \text{dissatisfied}$)
 - The extent to which perceived performance matches a buyer's expectations

not accurately (objective)

sometimes lower price, increase service may led to lower profits

Perceived value: Some owners consider a Patek Philippe watch a real bargain, even at prices ranging from \$20,000 to \$1,000,000 or more. "You never actually own a Patek Philippe. You merely look after it for the next generation."



Courtesy of Patek Philippe Geneva

Managing Customer Relationships and Capturing Customer Value

create attraction : customers' involvement, instead of interruption

Customer-Engagement Marketing

Fosters direct and continuous customer involvement in shaping brand conversations, experiences, and community. making brand meaningful

better informed, connected, empowered

Engaging customers: Rather than using intrusive, hard-sell product pitches, Innocent Drinks interacts with customers in humorous ways, inspiring conversations and fostering relationships. customer brand advocacy



Martin Lee/Alamy Stock Photo

Managing Customer Relationships and Capturing Customer Value

Consumer-Generated Marketing

Brand exchanges created by consumers themselves.

Consumers are playing an increasing role in shaping brand experiences.

Customer-generated content: Heinz invited people across five continents to “draw ketchup.” Most drew Heinz. Many of the sketchers and their sketches—both sophisticated and amateurish—were featured in an online video and on digital billboards.



The Kraft Heinz Company

Managing Customer Relationships and Capturing Customer Value

市場行銷渠道 : ex: supply chain

marketing channel , distributors , retailers , other (related to buyers)

Partner relationship management involves working closely with partners in other company departments and outside the company to jointly bring greater value to customers.

- Relationship marketing tools: The American Airlines AAdvantage program promotes customer loyalty through numerous membership benefits. At the same time, it allows American to profit from multiple revenue streams.



Ian Dagnall/Alamy Stock Photo

Managing Customer Relationships and Capturing Customer Value

create customers' loyalty and retention

Customer lifetime value is the value of the entire stream of purchases that the customer would make over a lifetime of patronage.

- Customer lifetime value: To keep customers coming back, Stew Leonard's has created the "Disneyland of dairy stores." Rule #1—The customer is always right. Rule #2—If the customer is ever wrong, reread Rule #1.



Courtesy of Stew Leonard's

Managing Customer Relationships and Capturing Customer Value

“Share of customer”是指公司在某一產品類別中所佔據的客戶購買比例。

“Customer equity”是指公司所有客戶的總體客戶終身價值的總和。

Share of customer is the portion of the customer's purchasing that a company gets in its product categories.

Customer equity is the total combined customer lifetime values of all of the company's customers. ↳ own customers for life-time past : sales, market share
future : customer equity 客戶資產

Managing customer equity: To increase customer equity, Cadillac is making the classic car cool again among younger buyers. For example, says G M, “Cadillac will lead the company to an all-electric future.”



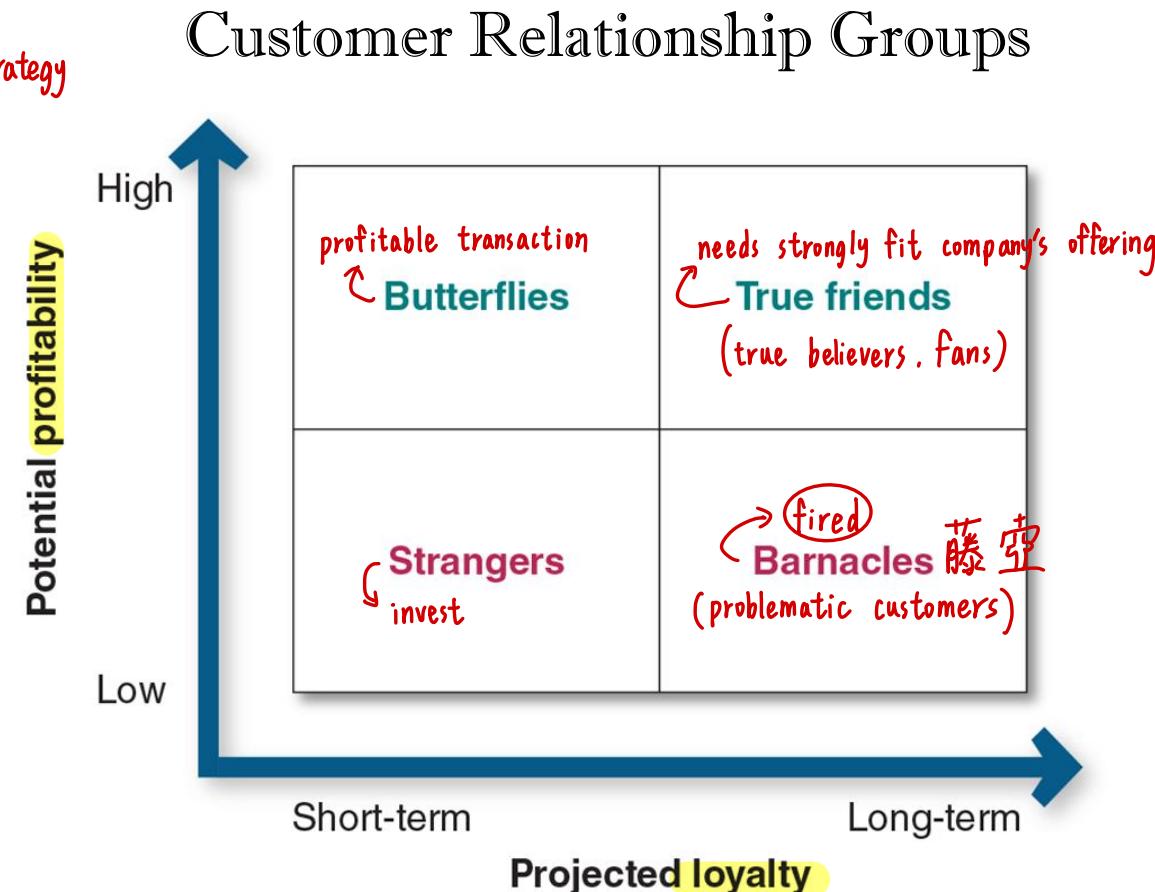
Mark Andrews/Alamy Stock Photo

Share of customer 的例子：假設你經常在同一家超市購買日用品。超市賣的日用品種類很多，例如牛奶、麵包、清潔用品等。如果你每次買牛奶時都在這家超市購買，但買麵包時有時候會選擇其他商店，那麼這家超市在「牛奶」這個品類中對你的 share of customer 就很高，但在「麵包」這個品類中就比較低。

Customer equity 的例子：假設一個電信公司擁有100萬個客戶，每個客戶的預估終身價值（即客戶在與公司的整個關係期間內將帶來的收入）是500元。那麼該公司的 customer equity 就是這100萬個客戶的終身價值總和，也就是5億元。



Managing Customer Relationships and Capturing Customer Value



The Changing Marketing Landscape

- Digital Age
- Changing Economic Environment
- Growth of Not-for-Profit Marketing
- Rapid Globalization
- Sustainable Marketing

We live in the age of Internet of Things, where everything is connected to everything else.

Digital and social media marketing involves using digital marketing tools such as websites, social media, mobile ads and apps, online videos, email, and blogs that engage consumers anywhere, at any time, via their digital devices.

The Changing Marketing Landscape

- **Social media** provide exciting opportunities to extend customer engagement and get people talking about a brand.
- **Mobile marketing:** Using mobile channels to stimulate immediate buying, make shopping easier, and enrich the brand experience.
- **Big Data and AI:** Brands can use big data to gain deep customer insights, personalize marketing offers, and improve customer engagements and service.
 - analytical capacity 分析能力
 - data-driven strategy

Digital and Social Media Marketing

Online brand communities: Sephora's Beauty Insider Community is a thriving online community where customers can ask questions, share ideas and reviews, post photos, and get beauty advice and inspiration from other enthusiasts.



Manuel Esteban/Shutterstock; Eyal Dayan Photography

Real Marketing 1.2: Zoom: A Winning Product and Agile Marketing in the Digital Age

Real-time marketing: Real-time marketing: Video conferencing app Zoom has made skillful use of real-time social media marketing to create a fresh, relevant brand personality and spark real-time engagement.



Seemanta Dutta/Alamy Stock Photo

The Changing Marketing Landscape

Not-for-profit marketing is growing, as sound marketing can help organizations attract membership, funds, and support.

Not-for-profit marketing: Make-A-Wish® skillfully markets its mission to “create life-changing wishes for children with critical illnesses.” Since its founding, Make-A-Wish has fulfilled more than 520,000 wishes to children at dark times in their lives, bringing them welcome rays of light and hope that can play an important part in their healing.



Make-A-Wish America

The Changing Marketing Landscape

- **Rapid Globalization:** Managers around the world are taking both local and global views of the company's
 - Industry
 - Competitors
 - Opportunities
- **Sustainable Marketing:** Corporate ethics and social responsibility have become important for every business.
SDGs

Sustainable Marketing: The Call for More Environmental and Social Responsibility

social values

Today's consumers expect marketers to be socially and environmentally responsible.

Sustainable marketing: Ben & Jerry's three-part "linked prosperity" mission drives it to make fantastic ice cream (product mission), manage the company for sustainable financial growth (economic mission), and use the company in "innovative ways to make the world a better place" (social mission). Both Ben & Jerry's and its products are "Made of Something Better."



Ben & Jerry's Homemade Inc.

So, What Is Marketing? Pulling It All Together

An Expanded Model of the Marketing Process

