

Digital Transformation Strategy & Leadership

Marketing Management

DEFINING



Social Process

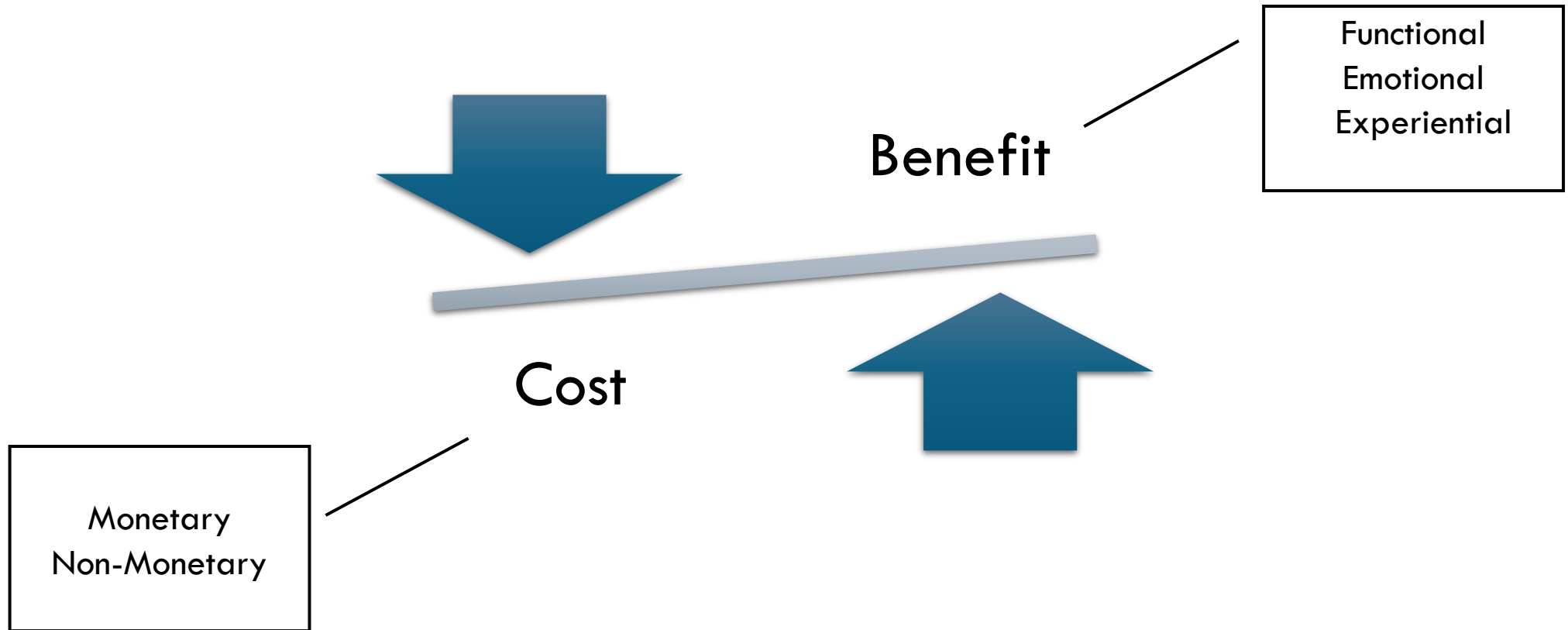
Organizational Function

Marketing – Social process

Marketing is a social process by which
individuals and groups
obtain *what they need and want*
through *creating offering(s)*, and
freely **exchanging** products and services of **value** with others

- Kotler et al. (2013)

Value



Marketing – Organizational Process

Marketing is the **activity, set of institutions, and processes** for **creating, communicating, delivering, and exchanging offerings**

that have

value

for **customers, clients, partners, and society at large**

- American Marketing Association (2017)

MARKETING PLANNING AND MANAGEMENT



Marketing Strategy

- Marketing strategy is a blueprint by which the firm plans to compete

Davis (1987)

- Company hopes to acquire, retain and develop customers into brand ambassadors by providing a differentiated product offering
- Marketing strategy is a process of selecting customers, deciding on the competitive point of differentiation to present to them and developing a plan for reaching those customers

Marketing Planning Process



1. Defining Mission and/or vision

- A broad description of a firm's objectives and scope of activities it plans to undertake
- To define corporate mission, the company must address the following questions (Peter Drucker)

What is our business?

Who is our customer?

What is of value to our customer?

What will our business be?

What should our business be?

Marketing Planning Process



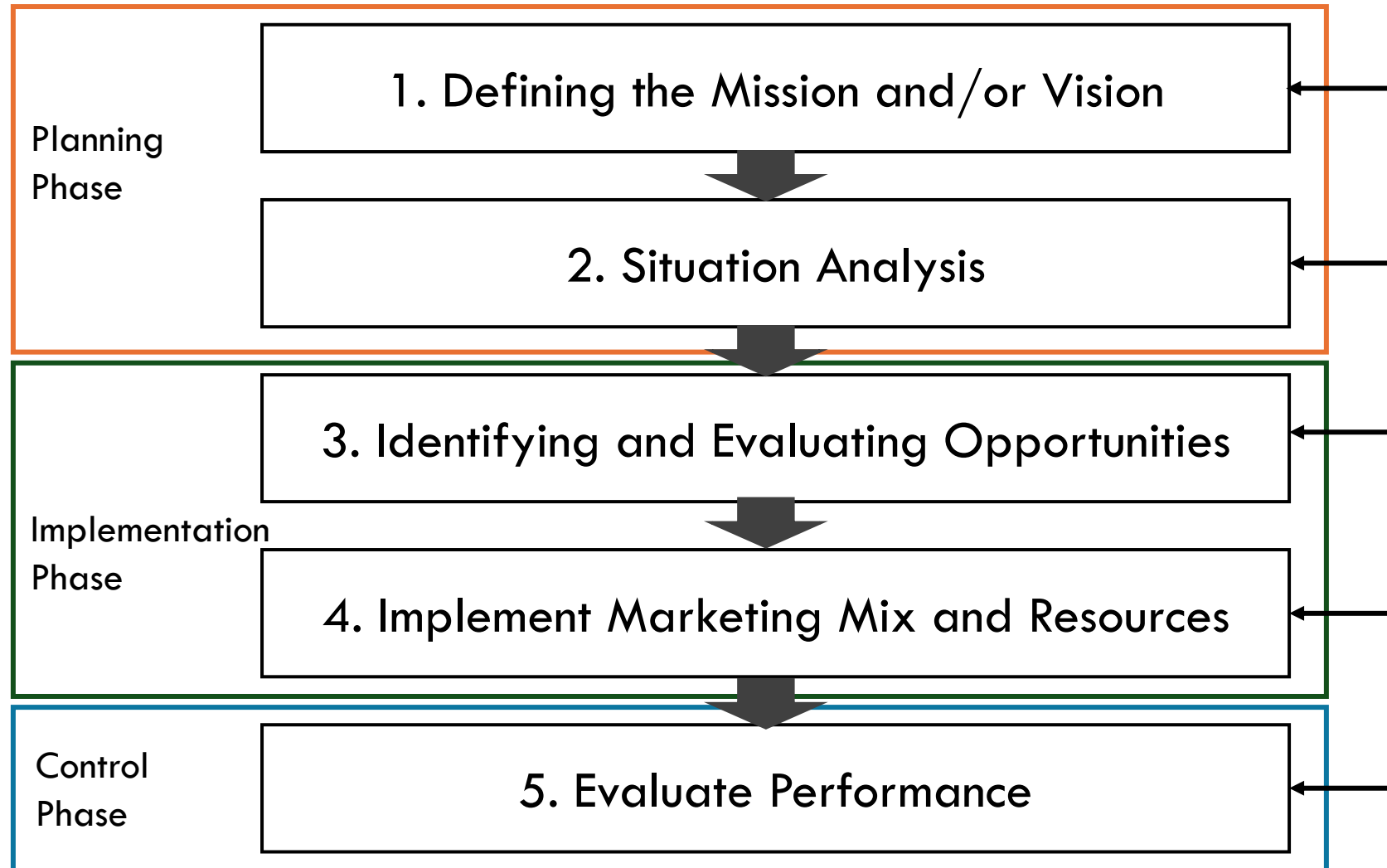
2. Situational Analysis – SWOT ANALYSIS

- Overall evaluation of company's strength, weaknesses, opportunities and threats

Strengths Weakness
(*Internal Environment*)

Opportunities Threats
(*External Environment*)

Marketing Planning Process



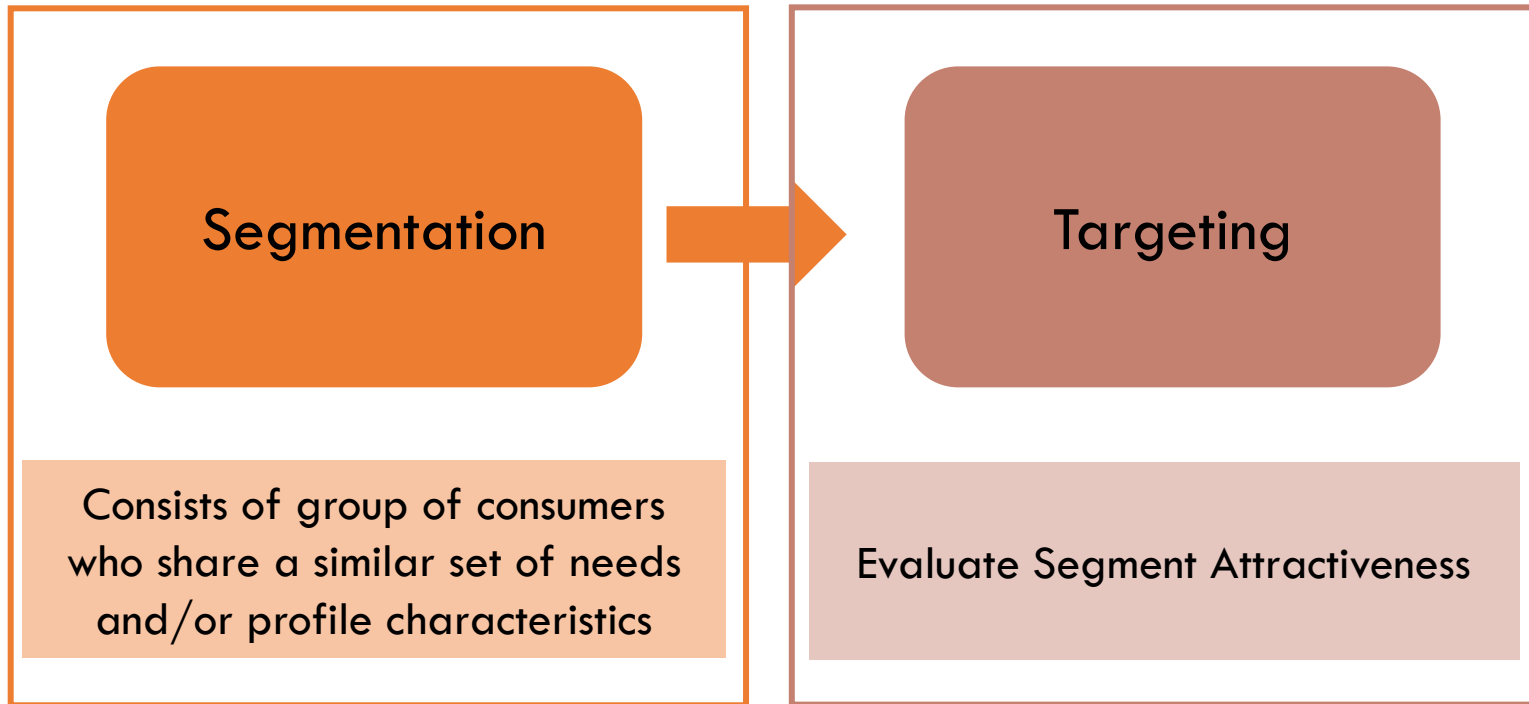
3. Identifying and Evaluating Opportunities

Segmentation

Consists of group of consumers who share a similar set of needs and/or profile characteristics

- A market segment consists of a group of consumers who share a similar set of needs and/or profile characteristics
- Segmentation – A separation of a heterogeneous group of customers with different needs into homogenous subgroups with similar needs and preferences
- Types of Segmentation:
 - Demographic Segmentation – Age, Gender, Income, Education, Occupation, Family Size
 - Geographic Segmentation – Region, Country, City, Urban vs. Rural
 - Psychographic Segmentation – Lifestyle, Personality Traits, Values and Beliefs, Social Status, Activities, Interests, and Opinions (AIO)
 - Behavioral Segmentation - Purchasing Behavior, Usage Rate, Brand Loyalty, User Status (first-time user, regular user), Occasion-based
 - Technographic Segmentation - Device Usage, Technology Adoption
 - Benefit Segmentation - Benefits Sought, Product Features, Customer Needs and Preferences
 - Generational Segmentation - Baby Boomers, Generation X , Millennials, Generation Z
 - Cultural Segmentation – Ethnicity, Religion, Cultural Background, Language

3. Identifying and Evaluating Opportunities



Identifiable

- Segments need to be distinct

Substantial

- Market should be big enough to generate profits

Accessible

- Through persuasive communication and distribution

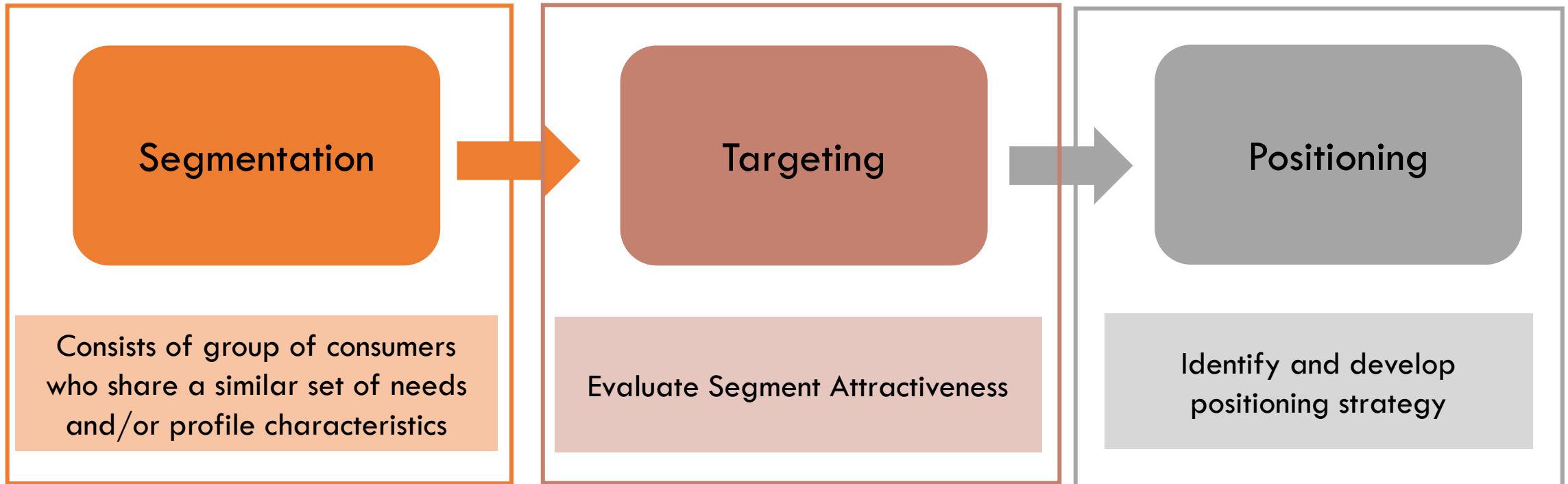
Actionable

- React positively to firm's offerings

Stable

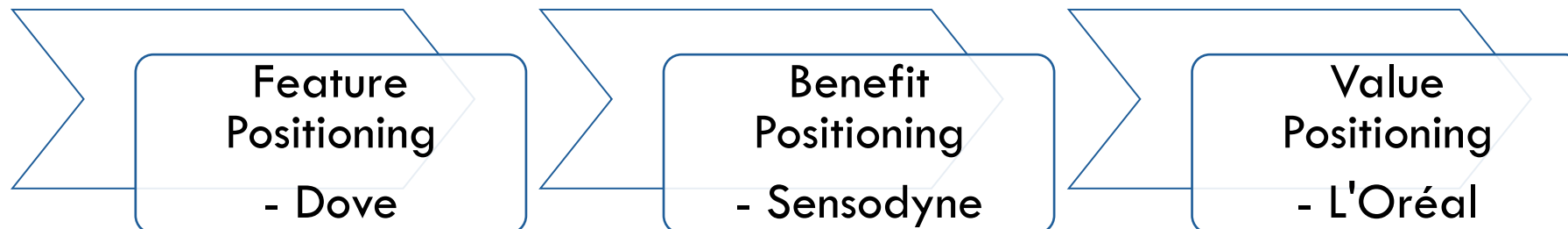
- Current and future profitability

3. Identifying and Evaluating Opportunities

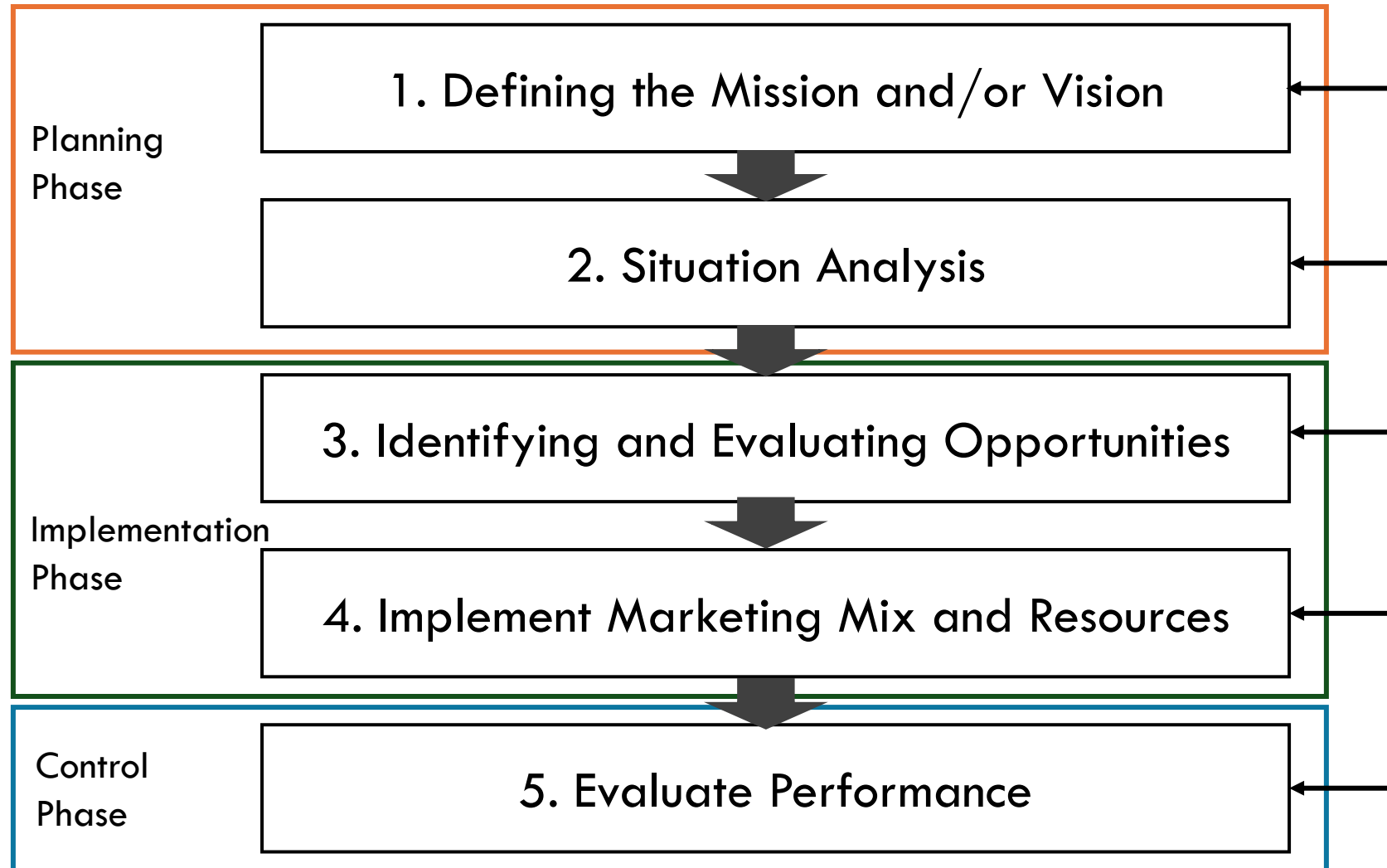


3. Identifying and Evaluating Opportunities

- Market Positioning is the process of defining the marketing mix variables so that the target customers have a clear, distinctive, desirable understanding of what the product does or represents in comparison with competing products
- Strong brand positions help consumers categorize brands by their similarities and, at the same time, distinguish and differentiate between brands based on their differences

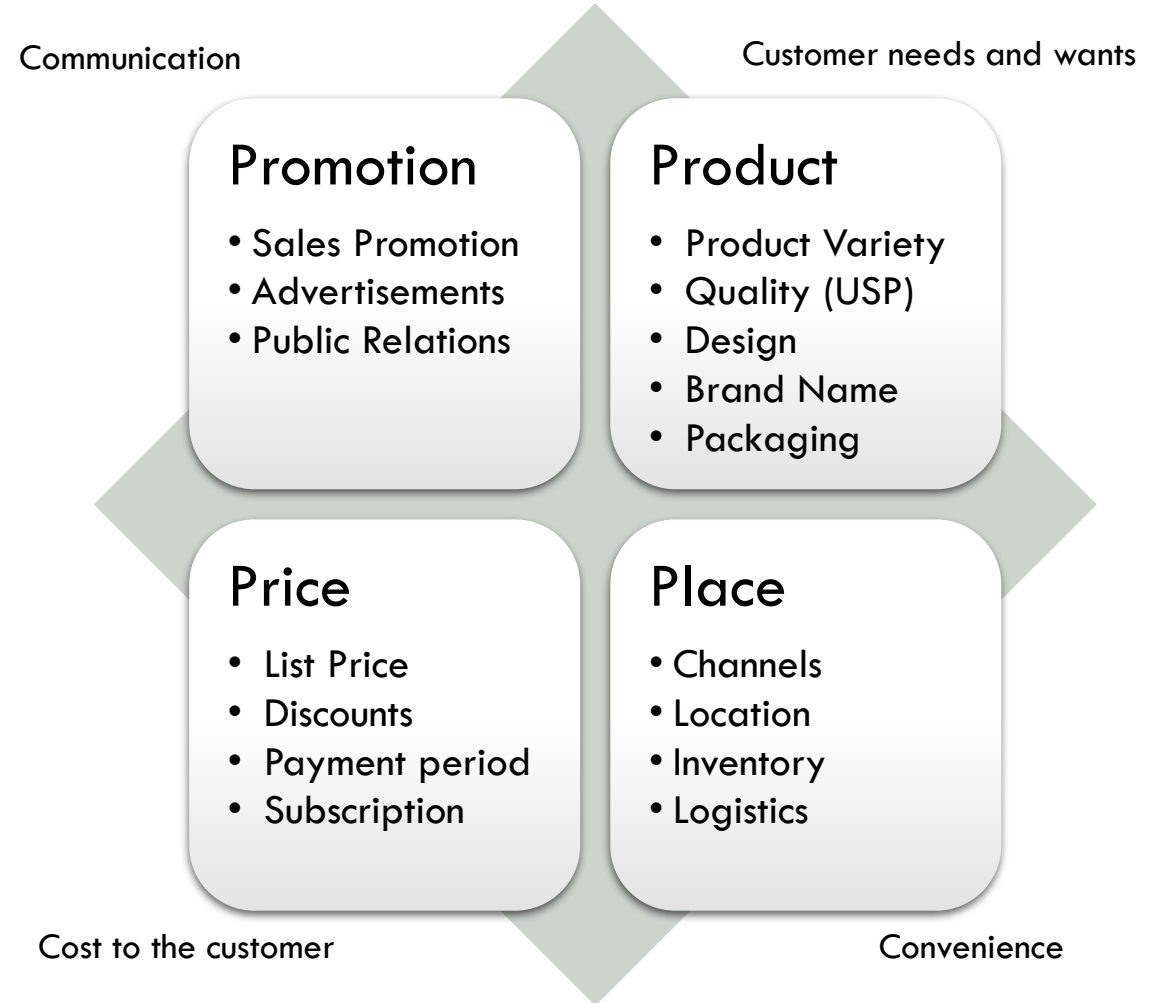


Marketing Planning Process



4. Implement Marketing Mix and Resources

- The marketing mix is the set of marketing tools the firm uses to pursue its marketing objectives in the target market
- McCarthy has classified these tools into four broad groups as 4Ps of marketing: **product, price, place, and promotion**
- It aims to create and execute a successful marketing strategy



- People (in service delivery)
- Process – Procedures, Mechanisms
- Physical evidence – Environment of the service

Marketing Planning Process



5. Evaluate Performance and Make Adjustments

- **Evaluate performance**
- Use benchmarks to track progress
- (e.g. – *measure brand awareness, brand recall, sales, repeat purchase etc.*)

- **Monitor the environment**
- Were the results due to economic or competitive factors?
- Take corrective actions as necessary