Marketing: An Introduction
What is Marketing?
Marketing Thought Processes

Product Focused Marketing

- We have a Product.
- Where is the Product in its Life Cycle?
- Who are our Target Market?
- How am I going to interest my customers?
- How will I implement my plans?
Marketing Thought Processes

Customer Focused Marketing

- Who are our customers?
- What are their needs?
- What products do we have that meet these needs / what products do we need to develop?
- How do we tailor our offering (incl. brand, systems, and communications) with customers in mind?
Next Steps:

• Who are our customers?
• Understanding the product lifecycle
• 4 P’s in planning a campaign
• Achieving your goals
• 7 Steps to success
Who are our customers?
What Stage is my Product at?

Product Life Cycle

Dollars

Introduction  Growth  Maturity  Decline

Sales  Profits

0
Define your Marketing Mix
4 P’s

PRODUCT

PRICE

PLACE

PROMOTION

MARMITE

TESCO

Every little helps

ASDA

Vegemite

@Bovril

This is our moment.

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Define your Marketing Mix
or … 4 C’s

4Ps
- Product
- Price
- Place
- Promotion

4Cs
- Customer needs and wants
- Cost to the customer
- Convenience
- Communication
Achieving your Goal(s)

SMART Objective(s) - Goal
Strategy - Plan
Tactics - Action
7 Steps to Success

1. Understand Customer
2. Analyze Market
3. Analyze Competition
4. Research Distribution
5. Define Marketing Mix
6. Financial Analysis
7. Review & Revise

Marketing Strategy Process
Time for a cunning Plan