



MASARYKOVA UNIVERZITA

Marketing management

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Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



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Název prezentace v zápatí

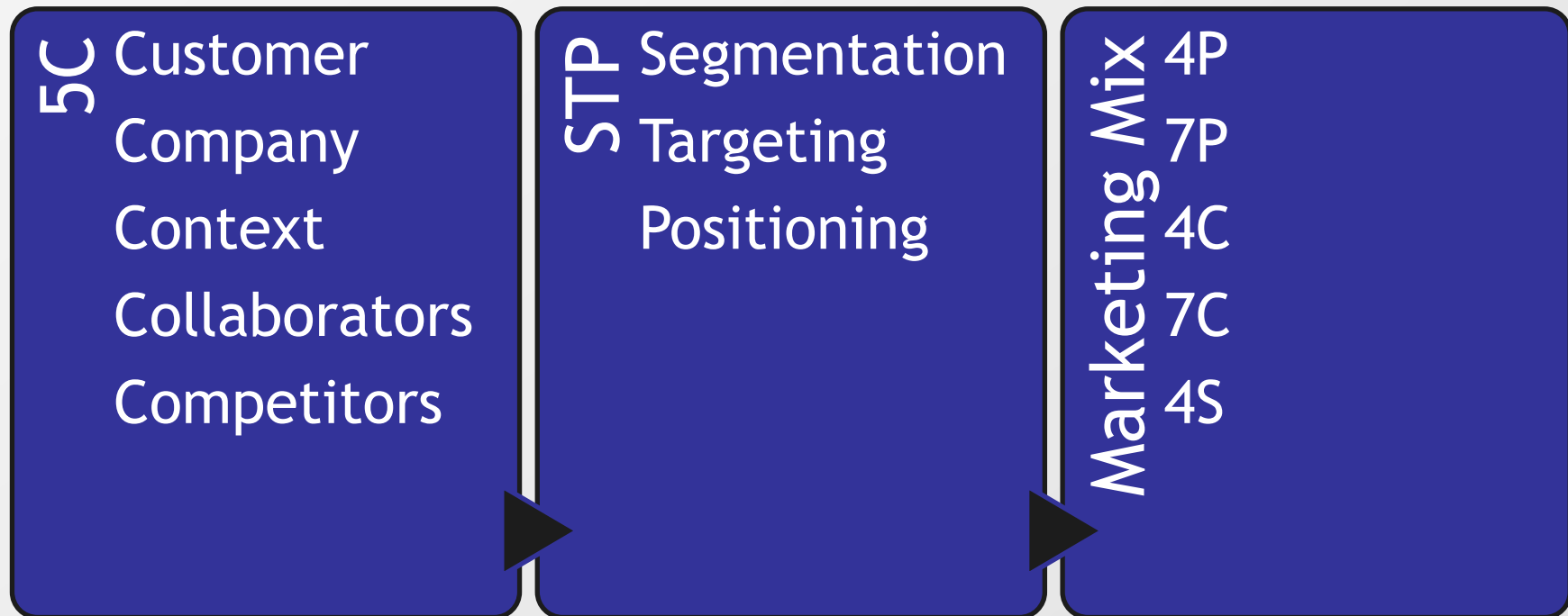
On previous presentation

- Motivation
 - Why do we need marketing?
 - Why IT should cooperate and understand marketing?
- Marketing of services basic
 - Diversity between goods and services
 - Why are services more important than goods (or are not?)
 - Tangibility spectrum

Marketing management

- Analysis
 - What we are going to sell?
 - Who are our customers?
- Planning
 - What information do we need?
 - How to schedule our actions?
- Implementation
 - Acting according the plan
- Control
 - *What can we do better next time?*

Marketing framework



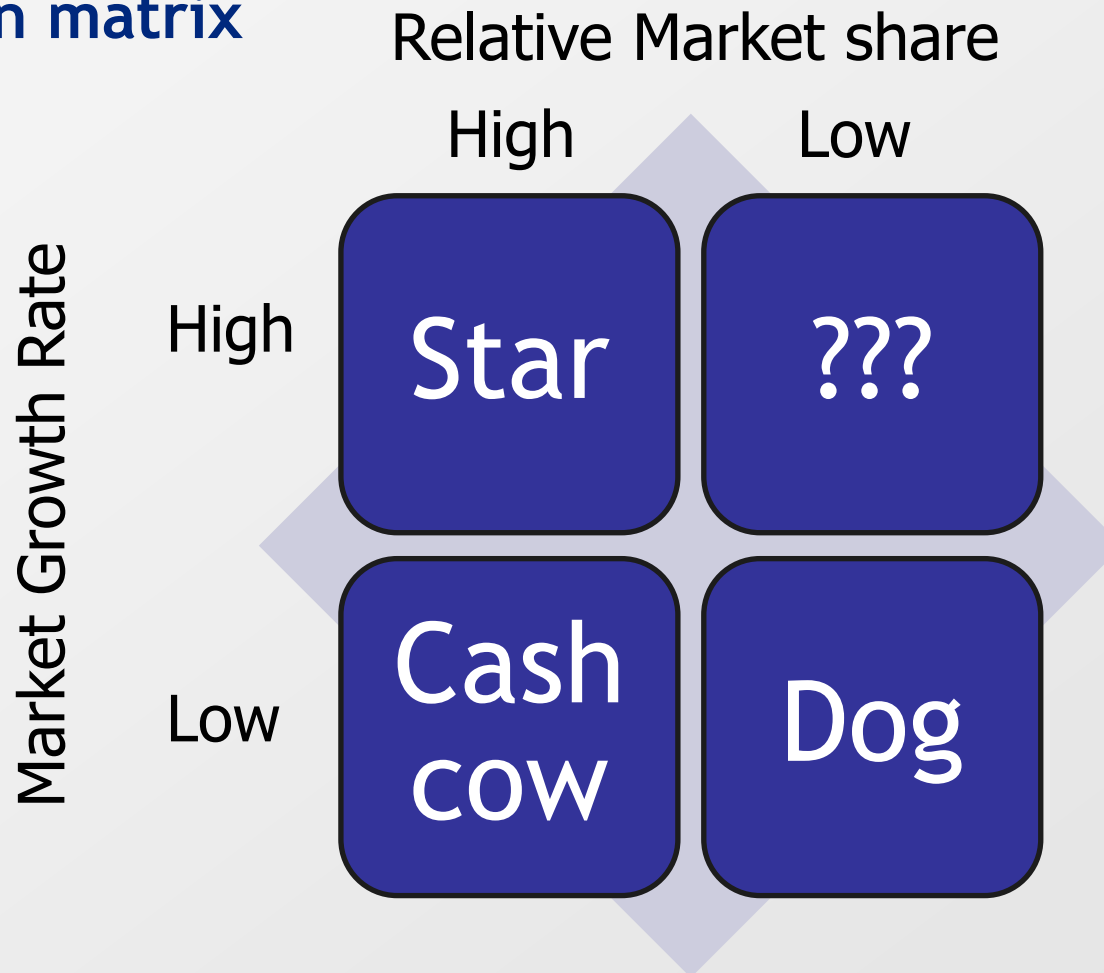
Marketing Strategy

- ❏ Marketing strategy is the link between corporate goals and operational tactics
- ❏ There are two primary considerations in marketing strategy—
 - ❏ Where are we?
 - ❏ Where do we want to go?
- ❏ To see
 - ❏ Mission
 - ❏ Vison

Portfolio Assessment Tool

- ❖ Boston Consulting Group matrix
 - ❖ Brands or products are classified according to whether each has a strong or weak market share and slow or growing market
 - ❖ Dog: low share, low growth
 - ❖ Star: high share, high growth
 - ❖ Cash cow: high share, low growth
 - ❖ Question mark: low share, high growth

Boston matrix



BCG Portfolio Analysis

- ❖ Stars: optimize or hold
- ❖ Dogs: minimize or divest
- ❖ Cash cows: milk
- ❖ Question marks: unknown
 - ❖ New technologies, uncertain markets, etc.
- ❖ If stars and cash cows are sufficiently profitable, companies can carry dogs and question marks

Corporate Identity

- ❏ What is the company's typical philosophy toward the marketplace
 - ❏ Offensive
 - ❏ Defensive
 - ❏ Leader
 - ❏ Follower

Corporate Identity

- ❖ Leader has several meanings...
 - ❖ Largest market share
 - ❖ 1st to market
 - ❖ First to market may or may not be beneficial because adoption can be slow
 - ❖ Quick to innovate and improve, etc.
 - ❖ Quick followers can learn from leader's mistakes

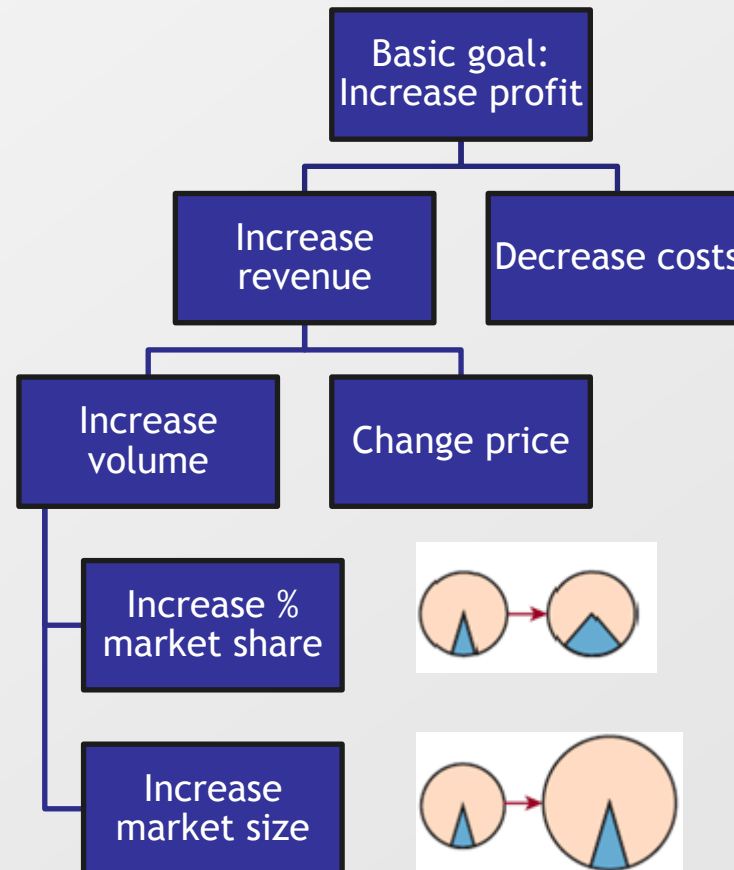
Corporate Identity

- ❑ A company may be a leader for some of its brands/products and not others
- ❑ A company may be offensive and defensive to vary its portfolio
- ❑ A company's products' life cycles may influence its identity

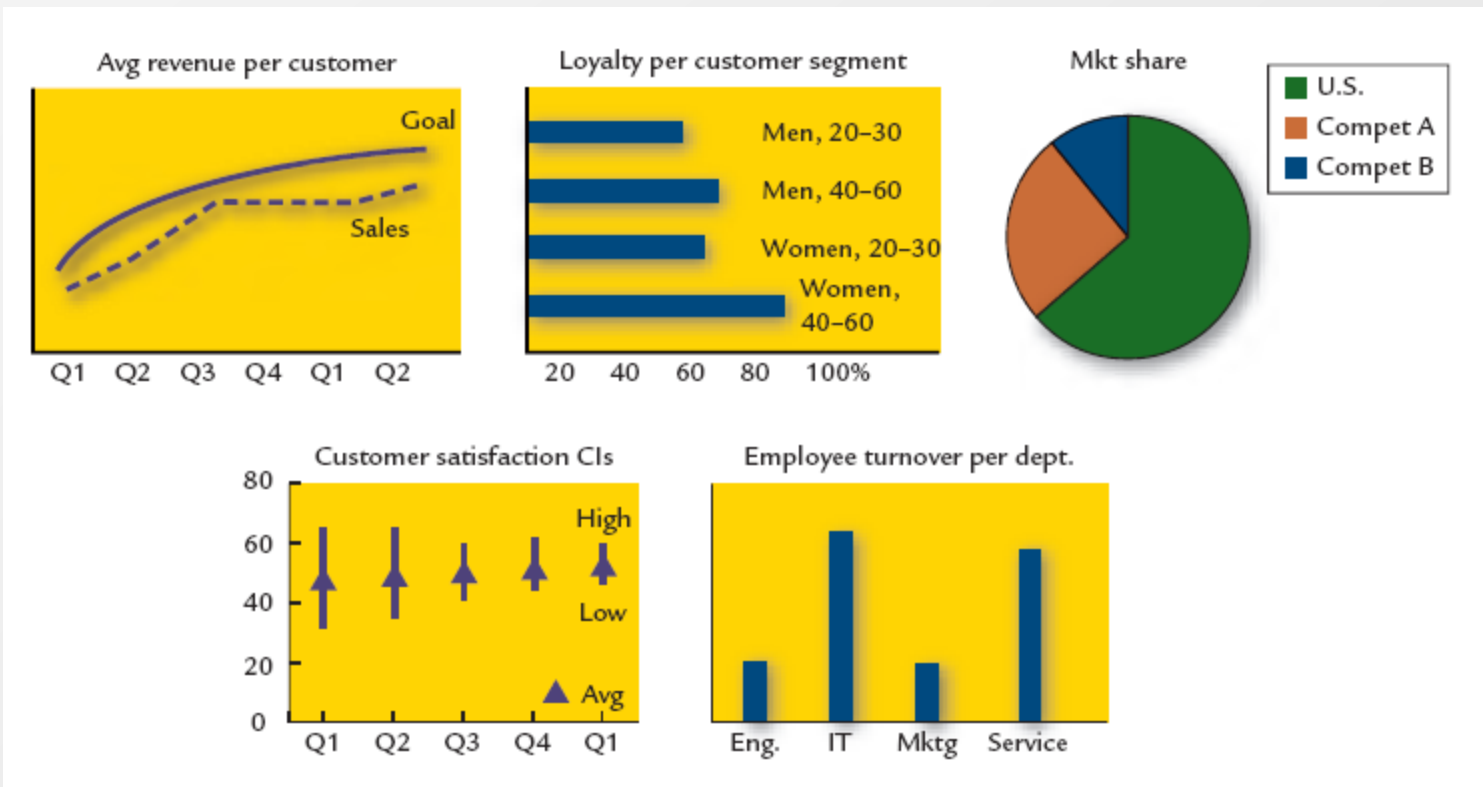
Marketing Metrics

- ❏ Profitability
- ❏ Sales
- ❏ Share
- ❏ Average prices
- ❏ Levels of awareness
- ❏ Penetration in trial
- ❏ Customer satisfaction
- ❏ Employee satisfaction, etc.

How to increase profitability



Example: Metrics



Goals

- ❖ Let's make more money
- ❖ Let's delight our customers
- ❖ Let's redefine our position
- ❖ Goals about broader concerns

Let's Make More Money

- ❏ State sales objectives in terms of
 - ❏ Currency
 - ❏ Market share
 - ❏ Units
 - ❏ Change from last year or quarter
 - ❏ Region
 - ❏ Investments made toward current sales
 - ❏ ROI, ROE, ROM (marketing), ROQ (quality)
 - ❏ Growth

Let's Delight Our Customers

- ❖ Enhance customer satisfaction
- ❖ Increase loyalty
- ❖ Reward influential customers
- ❖ Spread word of mouth
- ❖ Offer personalization
- ❖ Increase customer lifetime values

Let's Redefine Our Position

❖ Product

- ❖ Build new product sales
- ❖ Build product category
- ❖ Build brand equity
 - ❖ Awareness
 - ❖ Positive brand associations
 - ❖ Brand preference
 - ❖ Trial
 - ❖ Repeat
 - ❖ Brand loyalty
 - ❖ Brand love

Let's Redefine Our Position

- ❖ Promotion
 - ❖ Spend ad dollars more wisely
 - ❖ Determine most appropriate media
 - ❖ Determine most appropriate frequency
 - ❖ Determine most appropriate message, etc.

Let's Redefine Our Position

- ❏ Channels (Place)
 - ❏ Determine appropriate channels
 - ❏ Determine multichannels
 - ❏ Determine lower cost channel interactions
 - ❏ Determine whether to outsource functions to channel partners, etc.

- ❏ Price
 - ❏ Determine high price or low price

Goals about Broader Concerns

- ❖ Goals that go beyond marketing
 - ❖ Human resource, finance, production, etc.
 - ❖ Societal concerns
 - ❖ Charitable or community contributions
 - ❖ Boosting stability of local employment
 - ❖ Demonstrating leadership in environmentally friendly business practices, etc.

Goals

- ❏ Goals can be complex, numerous, interconnected and overwhelming
- ❏ Focus on most important goals first
- ❏ Consider the time frame and the financial support need to achieve the goals

Basic Strategies

- ❏ Do nothing
 - ❏ Let the brand sink or swim on its own

- ❏ Do nothing differently
 - ❏ Maintain business as usual

- ❏ Take action
 - ❏ Do something different
 - ❏ Marketers have control over STP and 4Ps

Thank you for the attention

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