

# How to understand the domain of Operative and Tactical Marketing

... an example instead of  
**INTRODUCTION**

PA116 DUM Introduction



INVESTMENTS IN EDUCATION DEVELOPMENT

# What is Operational and Tactical Marketing (OTM)?

- Please, answer the question !
- Hints:
  - First: it is not a strategic marketing !
  - Second: the main question of OTM is: how to convert a possibility to sell into a real business?

# What we need to know to understand this domain?

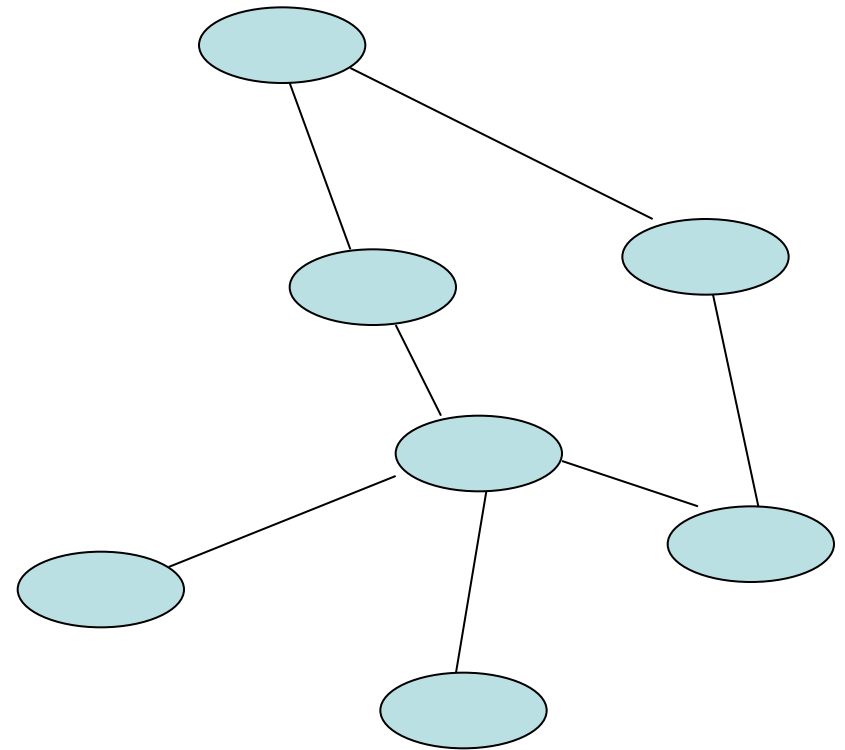
- Please, answer the question !
- Hints:
  - First: typical Objects of the domain
  - Second: their mutual Relationships (typical again)
  - Third: typical behavior of objects that can have a behavior (agents)

# What are the typical objects?

- Please, answer the question !
- **Hints:**
  - Customer, including a potential one
  - Customer's need/pain/problem
  - Our Solution (Product or Service)
  - Functionality of a solution
  - Our Partner or Competitor
  - Categorizations of the above mentioned
  - Action to make the possibility2business conversion

# What are the important relationships?

- Customer, including a potential one
- Customer's need/pain/problem
- Our Solution (Product or Service)
- Our Partner or Competitor
- Categorizations of the above mentioned
- Functionality of a solution
- Action to make the possibility2business conversion





# What is the Mind Model?

- Remember/imagine the situation when computers didn't exist:
- A Company had a collection of books
  - Book of Customers, Book of Suppliers, Book of Invoices, Book of Orders, Book of Products, Book of Dealers, ...
  - Ledger
- Items in rows in one book referred to row(s) in other books or in the same book (1:1, 1:M, M:1)
- If we want now to think about the whole situation, if we want to improve it or to implement it on computers, we need ...  
**schema of books + mutual references**
- **Mind Model** is a mental order of all tangible or intangible items we have **to keep in evidence** (what books and what references between them)
- It is a tool for minimizing of chaos in thinking and in negotiations connected to what we want or what we need to do

# Mind Model

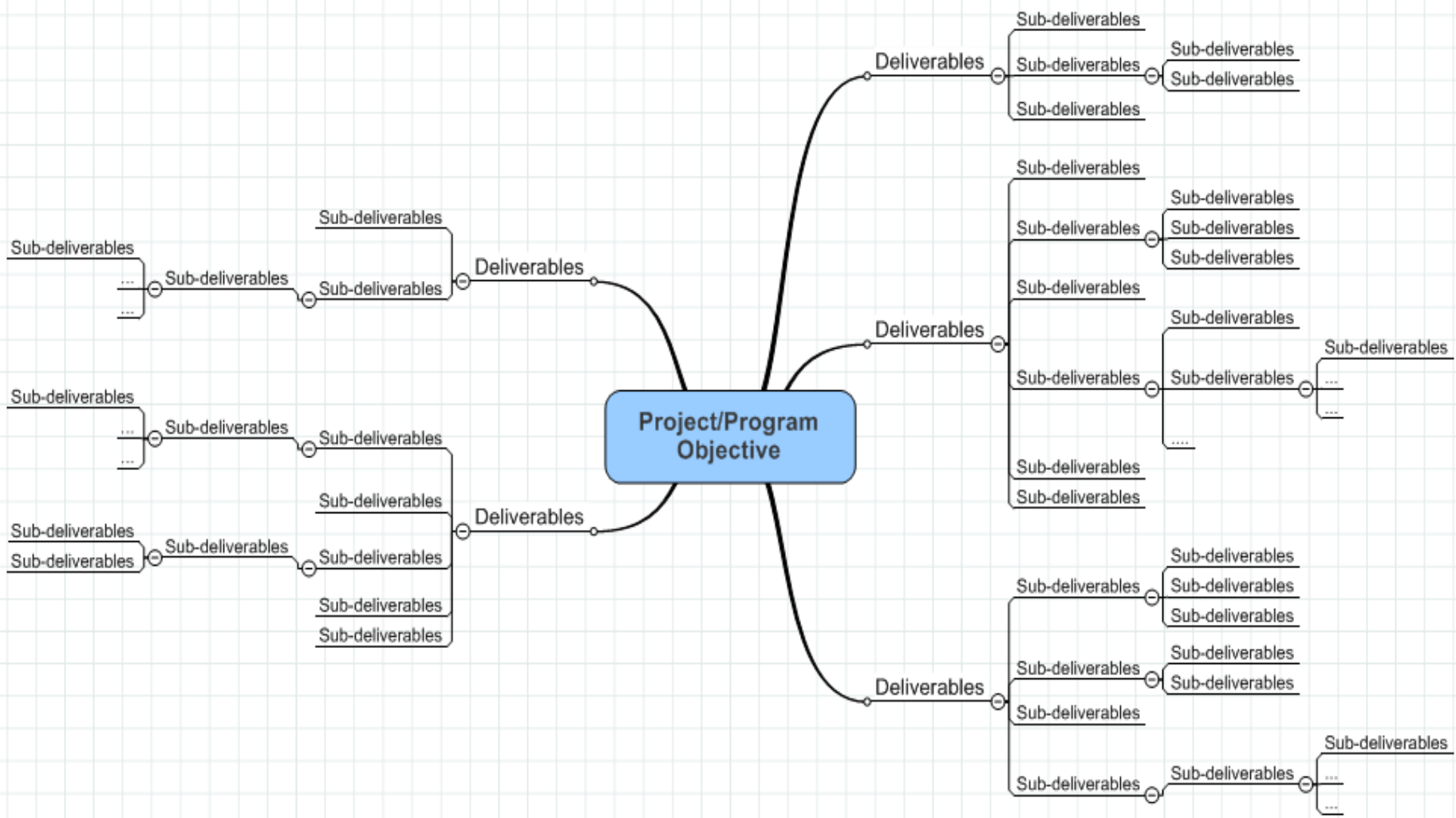
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# Conceptual Model



What the purpose of  
something like this can be:

# Let's start with "Mind Map":





# Leverage of Mind Model

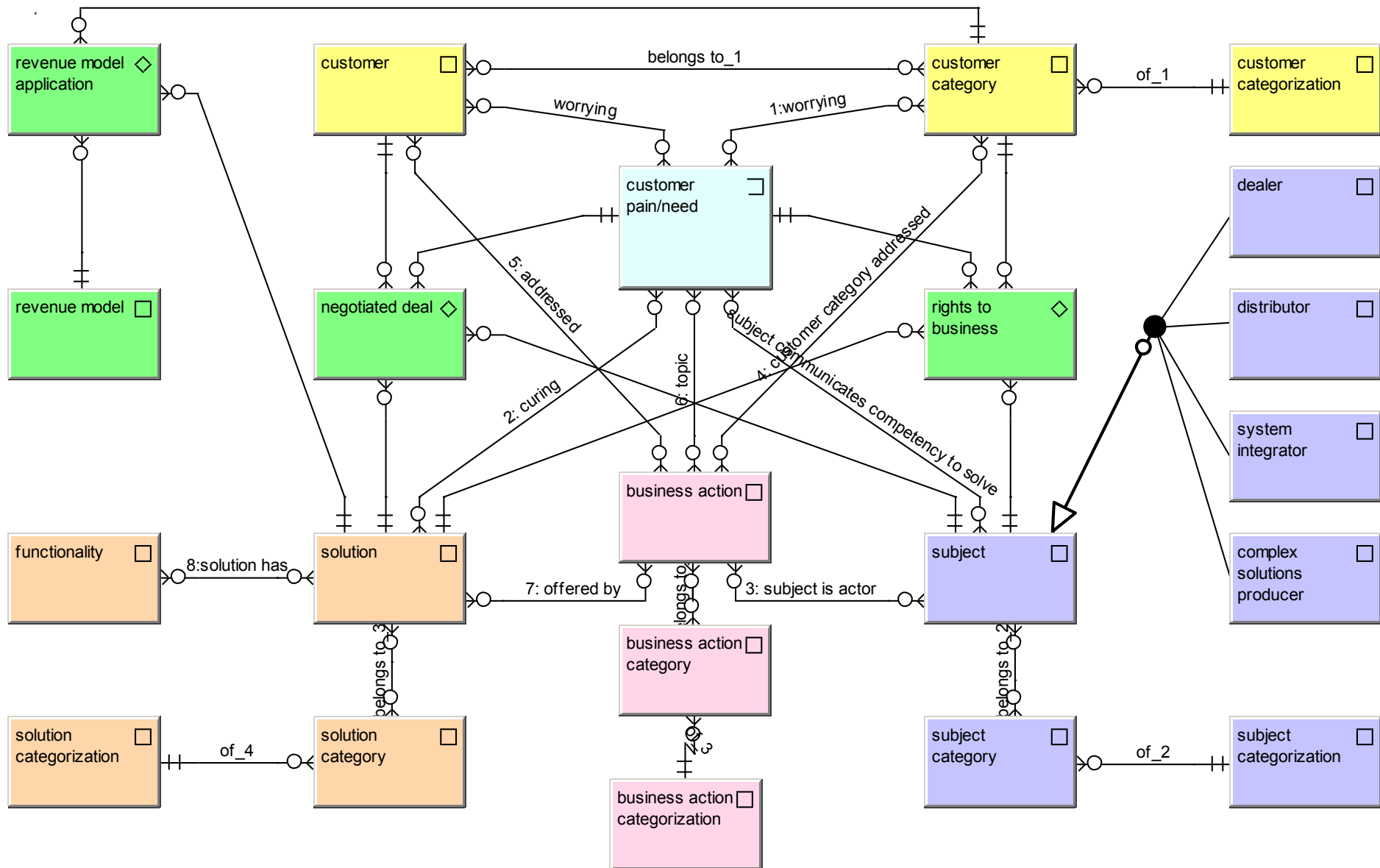
- Whenever we do something we do it following some mind model—we have an idea what to do, a private one or a shared one
- Misunderstanding and incorrect thinking during negotiation **WHAT** to do (in the phase **MENTION**) multiplies costs in realization (in the phase **USE**)
- Investments into a good and shared Mind Model are small in comparison with investments into realization by “any” not shared Mind Model
- The matter is: „**for a little obtain a lot and do not thief** “



# How we can use such a Mind Model

- To fill up the books by particular instances
  - #Customer, #Customer category
  - #Solution, product, service (our own / competitor's one)
  - #Subject, #Subject category (our partners, competitors)
  - #Action heading for income flow
- To fill up references between books
- To revise our thinking by the model now and in the future
- To implement an extension of the company's ERP system in alignment with this Mind Model

# Mind Model: books, references, sections in a bookcase



# Let's start with sections in a bookcase

- Subject & co
- Customer & co
- Solution & co
- Business action & co
  
- The Use
  
- The “central entity”

Subject & co

Customer & co

Solution & co

Business action & co

The Use

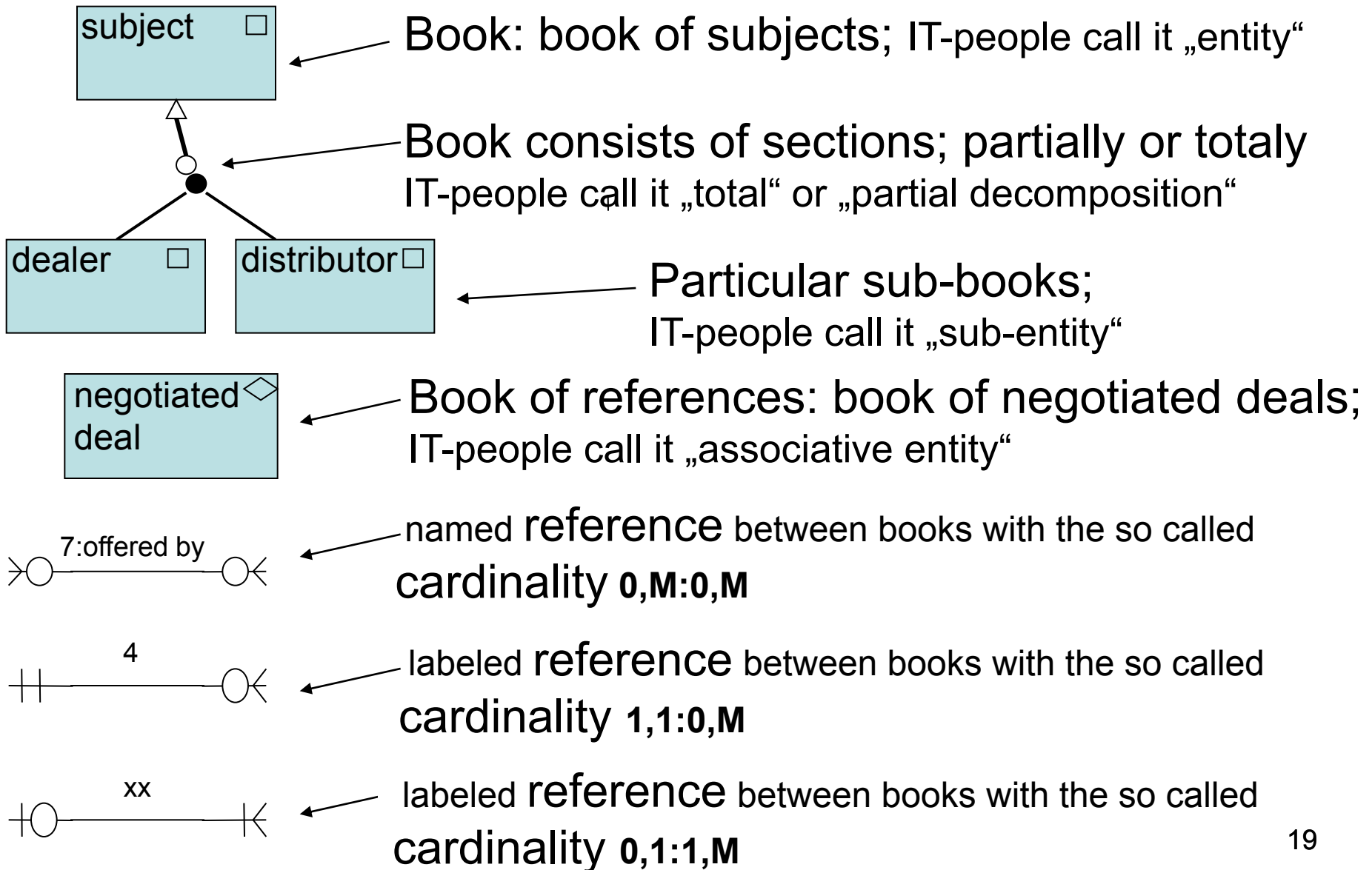
Customer  
pain / need





... and what the notation  
means

# Notation





Let's look into “live model”

... dwelling in a CASE tool

# What are the model constituents

- Schema
- Books definition: what to write to a given book
- Semantics of references: what is the meaning of (what expresses) a reference connecting rows in particular books (or book)
- Reference names of books: (#name of book)
- Unambiguous semantics of references: “what is assigned to what by using references of books and cardinality of references

# What is the content of the model or what the model expresses

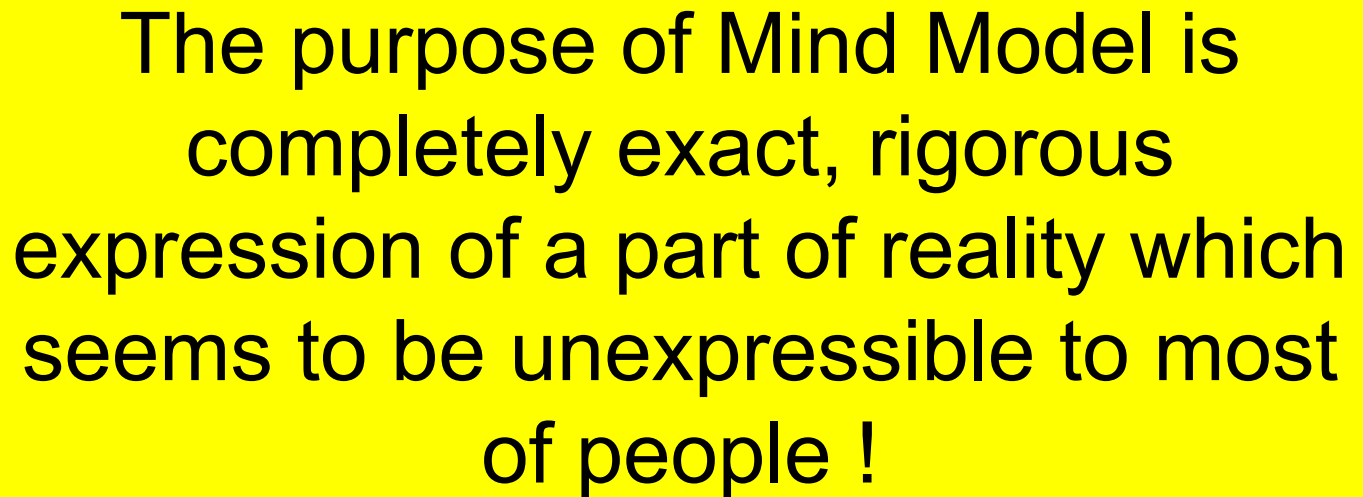
## *Reading of the model*

- How to read the schema
- How to read definitions and what importance they have
- How to read semantics of references

# Again the “live model”



What is the content of the model  
or  
what the model expresses



The purpose of Mind Model is  
completely exact, rigorous  
expression of a part of reality which  
seems to be unexpressible to most  
of people !

# And now:

Are you a little bit more familiar with the **Domain of Operative and Tactical Marketing?**

- Did you understand the Domain of Operative and Tactical Marketing?
- Are you able to identify satisfying events and alarming events?
- Are you able to identify them to be successful in marketing?
- Are you able to act in the operative and tactical marketing domain.