



Marketing Strategy

How to attract, engage, retain and build customer loyalty

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Objectives

At the end of this theme:

1. You will know what marketing is.
2. You will be able to design the 4 Ps of the marketing mix for your business.
3. You will learn about the elements that make up a marketing plan.

Topics to be addressed

1. Marketing - What is it?
2. Market basic concepts
3. Marketing mix
4. Marketing plan formulation and control

Let's get started!



Marketing

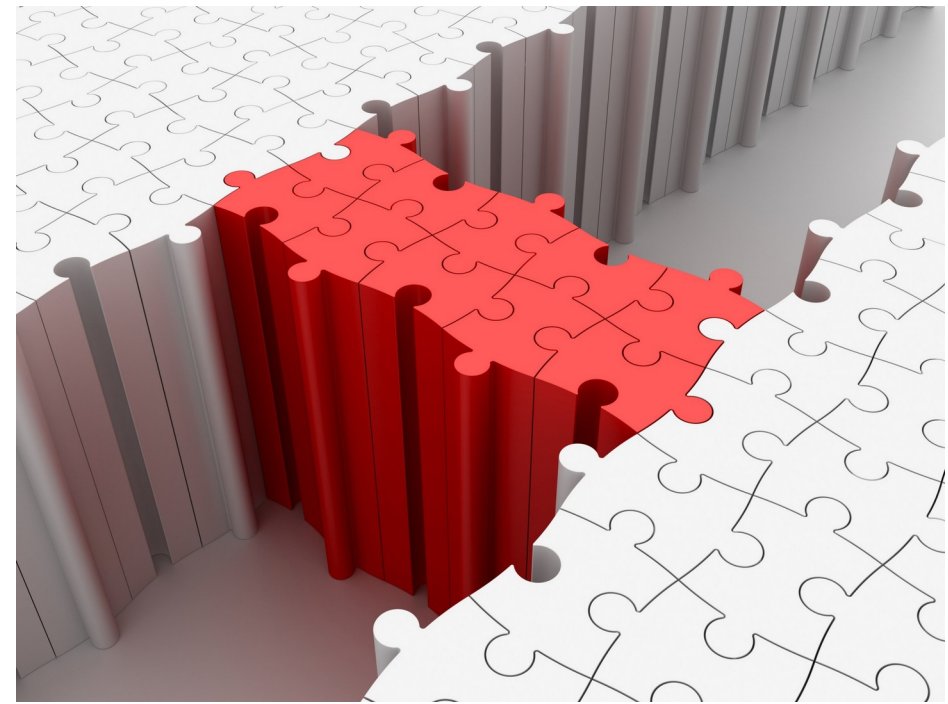
What is it?

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What is Marketing?

The goal of marketing is to know and understand the customer so well that the product or service fits him and sells itself.



"Not knowing where we are going is the same as not going or being late".



Why is marketing important?

It allows us to know the market response to these questions before launching the offer:

- * What problem are we going to solve?
- * Who?
- * Which product would be the most suitable?
- * How to get the market to adopt it?
- * What are customers willing to pay?

A large teal circle on the left side of the slide, partially cut off by the edge.

Marketing functions

Discover and
understand the market

Develop offer and
business model

Scale business
processes

PIPELINE

Attract

Retain

Convert

- Loyalty



We continue ...

Market basics

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What is a market?

Set of buyers or demanders and sellers or offerors of a product or service



Market Players

**Manufacturers
of goods and
service providers**



**Distribution
channels**



Prescriptors



Buyers



Market share

Company Market
(current market)

Market of the sector
(total market)

Market share
(comparison of current
market with total)

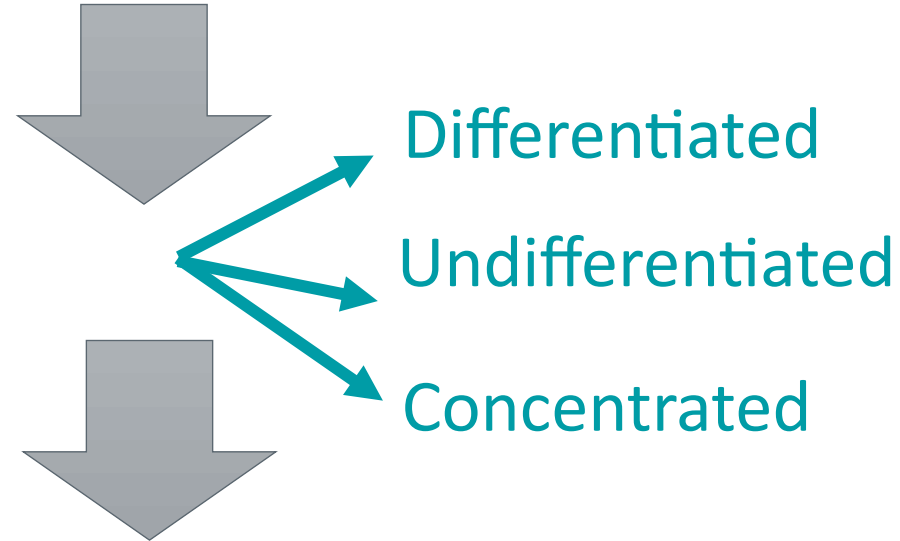
$$\frac{\text{Company Market}}{\text{Market of the sector}} * 100$$

Leads

Market segmentation

Divide the market into groups of potential customers with similar characteristics

Segmentation strategies



Target market

Group of potential buyers that the company tries to convert into customers

Leads. What should we know about them?

Who decides?	Who buys?
Who pays?	Who consumes?

What is purchased and why?

When is it purchased and how often?

Where do you buy?

How much is bought?

Competence

Analyze and describe
their services and
products

Highlight their
strengths and
weaknesses

Know number of
companies and sales
figure



Find a "place in the market" for your product
POSITIONING STATEMENT

Video

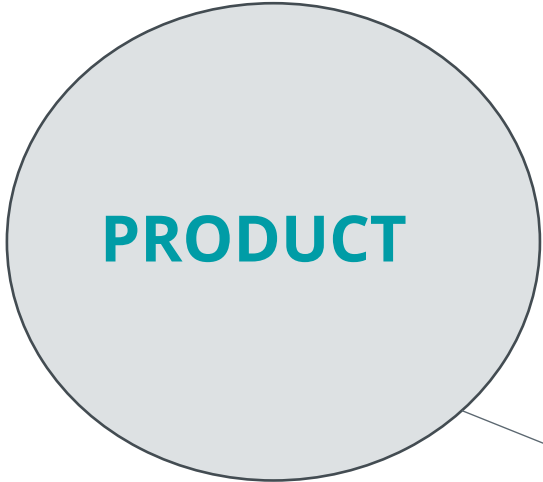
<https://peepstrategy.com/what-is-entrepreneurial-marketing/>

Marketing Mix

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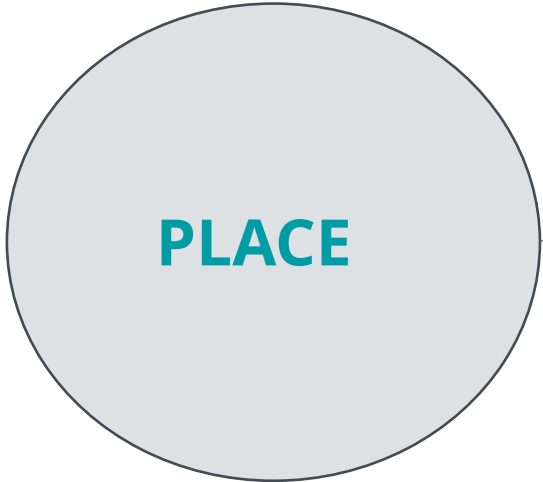
MARKETING MIX



What do we sell?



What do we say?



Where do we sell?



How much to charge?

PRODUCT

Everything (goods, services, ideas, experiences) capable of solving problems or satisfying needs and desires



PRODUCT

Products are not bought for what they are, but for the solutions they provide

Different products can meet the same need

The same product can respond to different needs

"People don't want a quarter-inch drill, but quarter-inch holes."

Theodore Levitt



PRODUCT



PRODUCT

Classification

According to its nature

- Goods
- Services
- Ideas
- Experiences

According to its useful life

- Durable
- Don't last

According to your market

- Consumer
- Industrial

PRODUCT DECISIONS



PRODUCT: Attributes



Technical quality
Product features

- Style and design

PRODUCT: Brand



It is a name, term, symbol or design, or a combination thereof, that attempts to identify the goods or services of a seller or group of sellers and differentiate them from their competitors.

PRODUCT: Packaging

Composed of the packaging (primary/secondary) and the label

Its basic purpose: transport, storage and conservation

Promotes differentiation

- Increases commercial attractiveness



PRODUCT: Additional services



Support services that increase the value of the offer:

Home delivery

After-sales service

Financing

- Guarantees

PROMOTION

Any form of communication aimed at promoting the products or image of a company

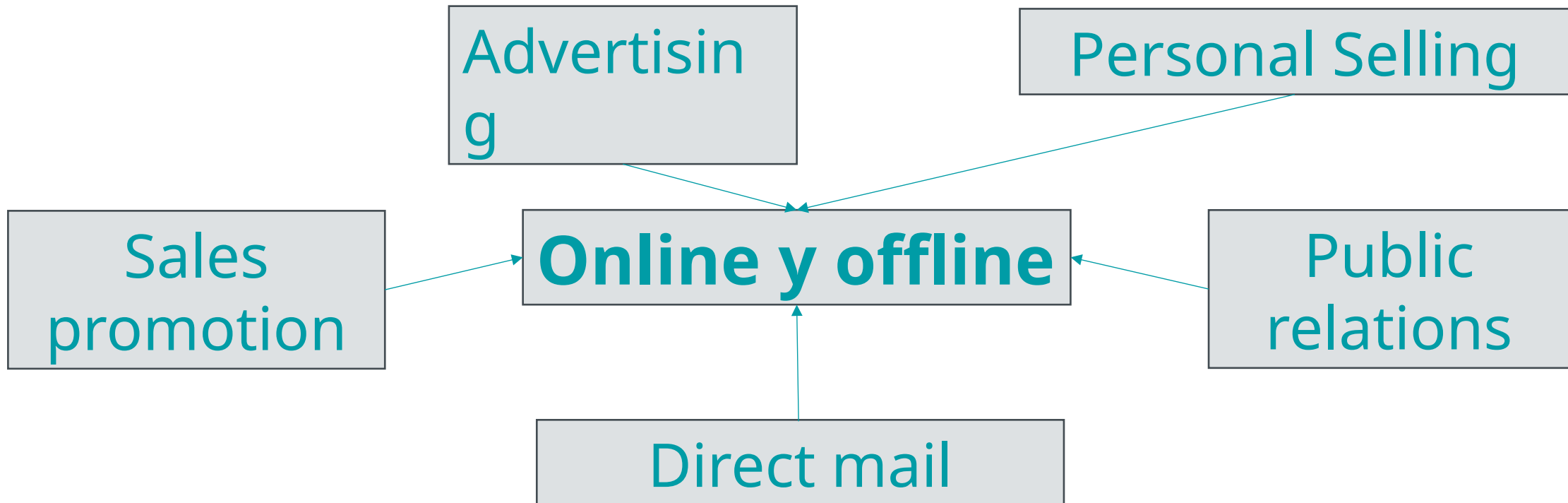


PROMOTION: Decisions



Objectives
Message
Target Audience
Creative strategy
Communication tools
• Measuring results

PROMOTION: Tools



PRICE



Monetary
value a
customer
pays to get a
product

Foto de [Artem Beliaikin](#) en [Unsplash](#)



Legislation

Competitor price

Company Objectives

PRICE

Influencing factors

Production and marketing costs

Customers

PRICE: Pricing methods

Cost-based

Demand-driven

Competence-based

PRICE: Pricing methods

COST-BASED

It consists of adding to the cost of the product an amount of profit that you want to achieve with its sale.

The profit will be a percentage of the cost or price of the product.

PRICE: Pricing methods

DEMAND-DRIVEN

It takes as a reference the perception that the customer has about the value of the product

Customer sensitivity to prices is considered

PRICE: Pricing methods

COMPETENCE-BASED

It consists of analyzing the prices of the competition and setting an equal, less or higher price

The equal, higher or lower price will depend on the differentiation with competitors

PLACE



Commercial function consisting of making products available to the customer

PLACE: The role of intermediaries



Intermediaries buy and sell products, facilitating distribution tasks

PLACE: Functions

Information
Communication
Contact
Adaptation
Negotiation
Transport
• Storage



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PLACE



The success of an individual company depends on its entire distribution channel compared to the channels of its competitors.

Marketing Mix

Interesting, isn't it?

Well, now, let's work on your Marketing mix!

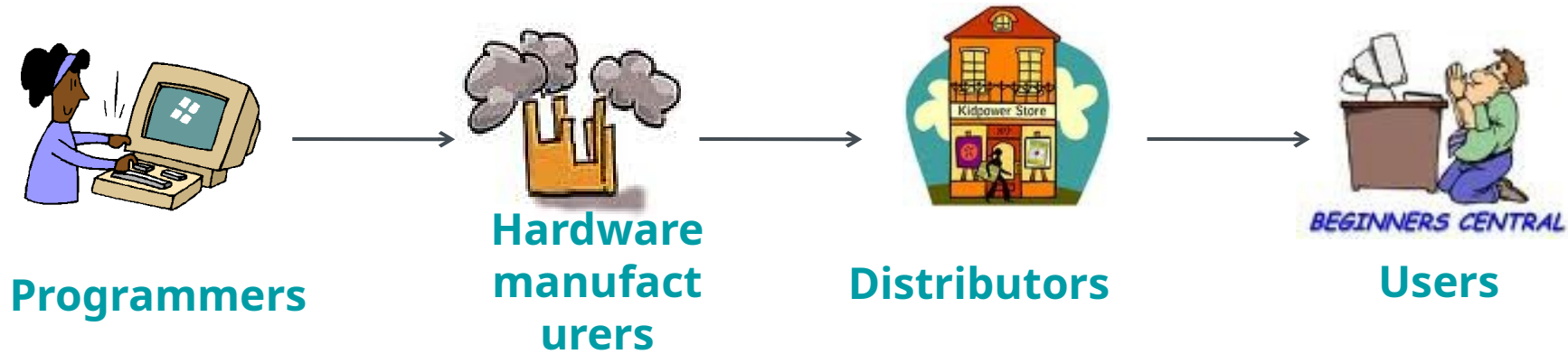
The marketing plan

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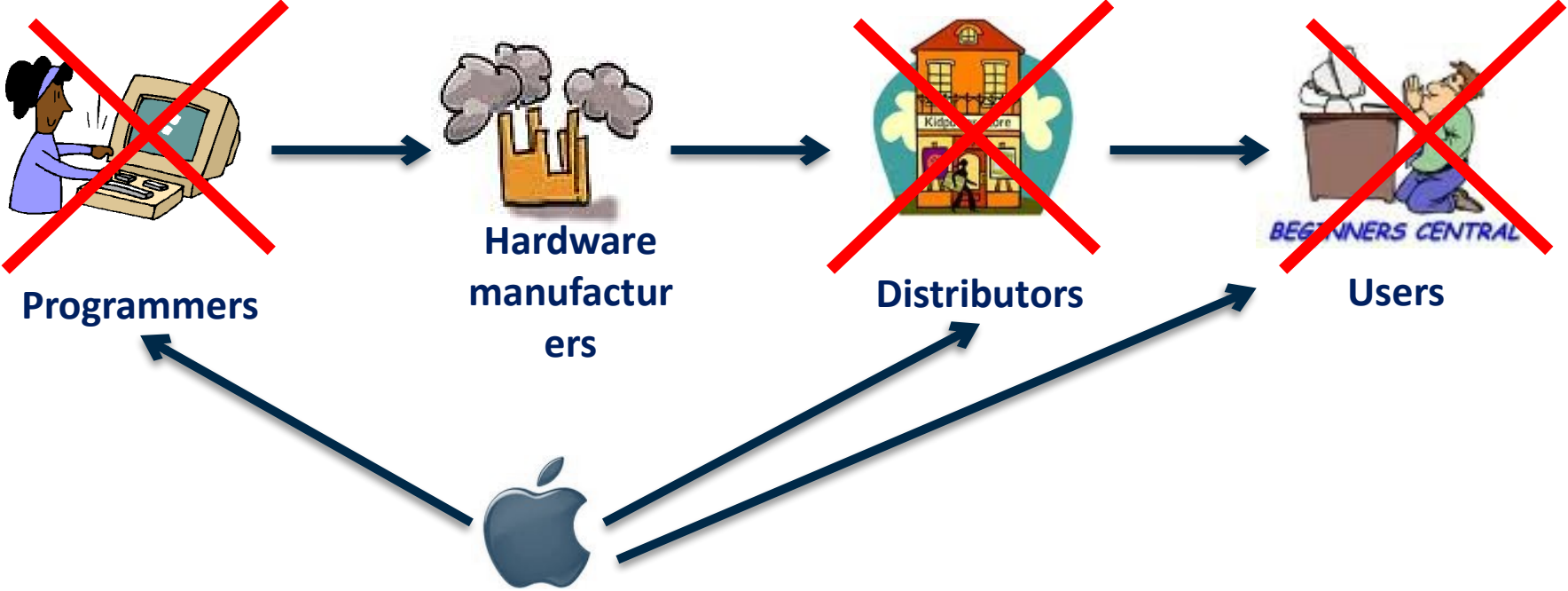


Have you seen Apple's 1984 video?

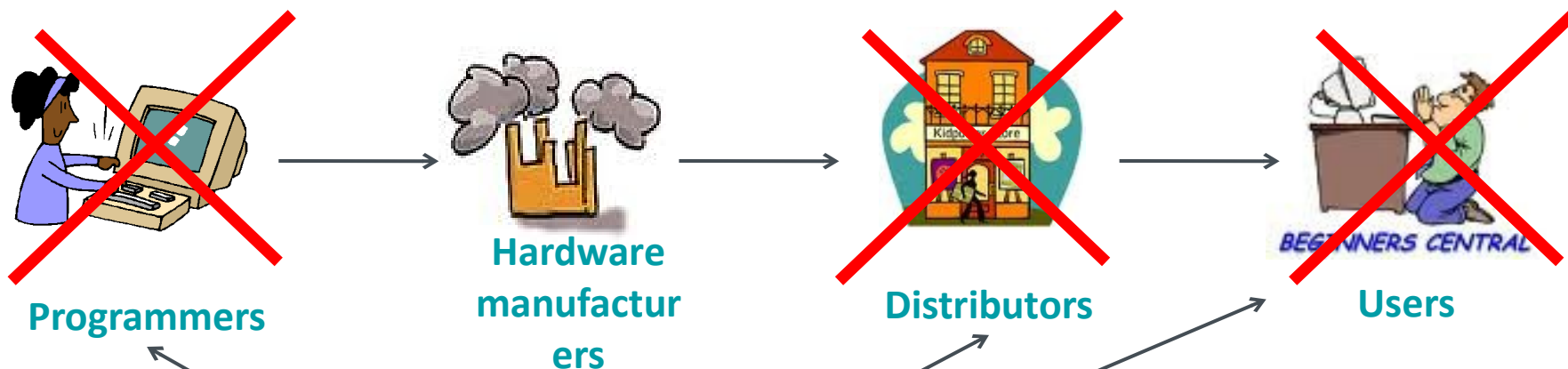
Spain 1987



Spain 1987



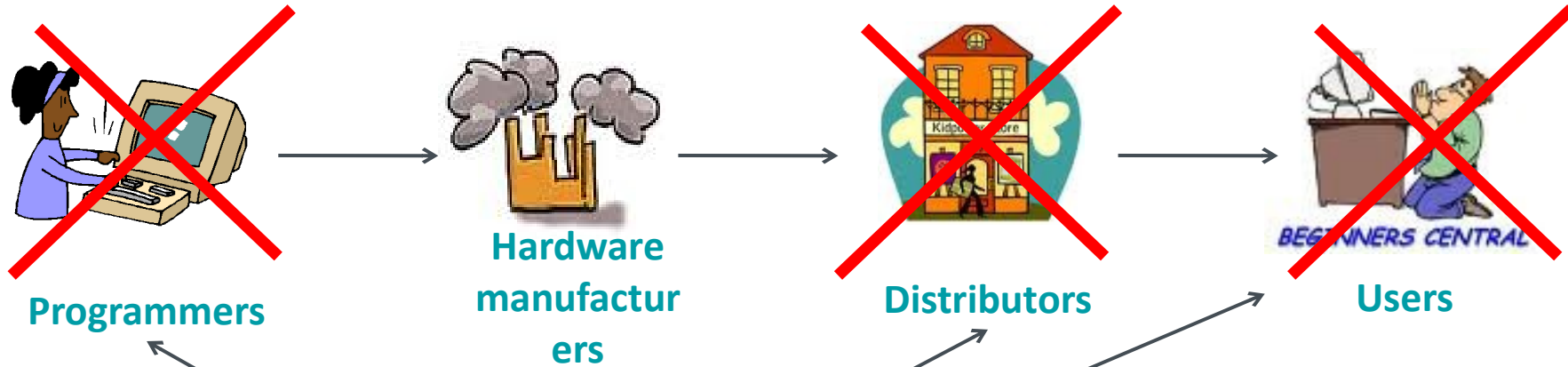
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- Management-oriented
- Difficult to use
- Growing market



Spain 1987



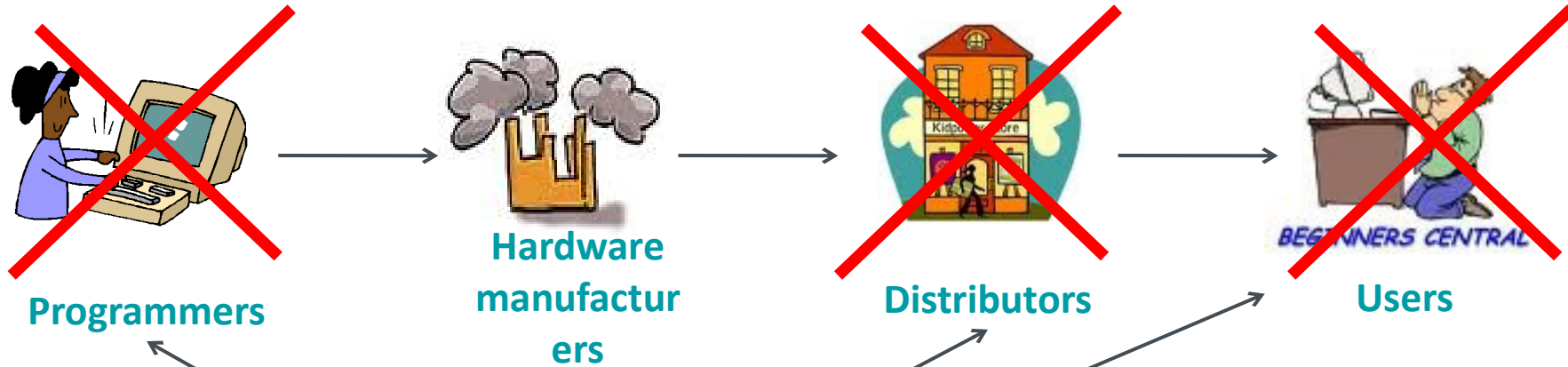
- Opportunities**
- Management-oriented
 - Difficult to use
 - Growing market



- Standard
- Experts reluctant to change
- No space on the distribution line
- No programmers
- Falling prices



Spain 1987



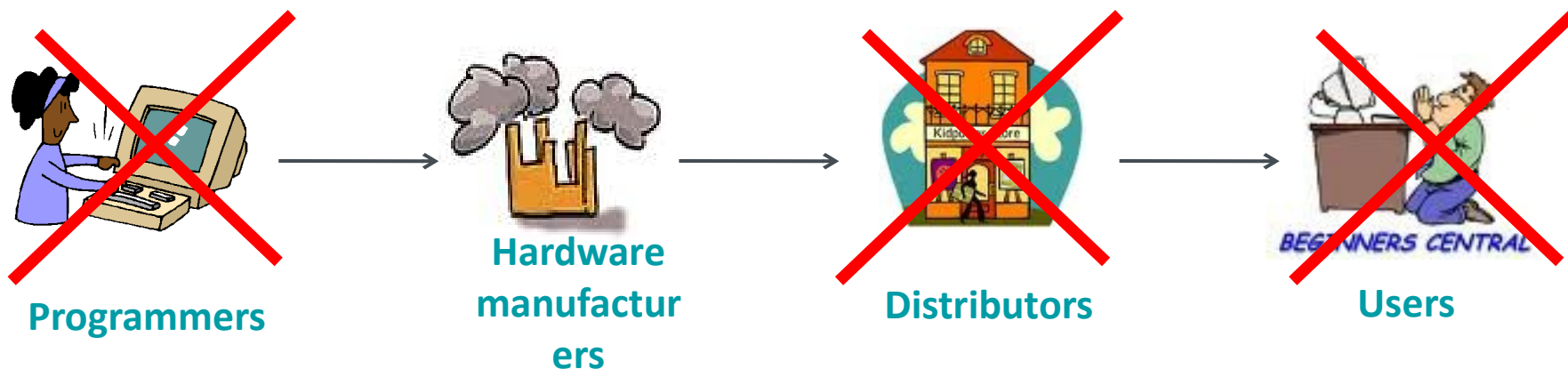
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- Threats**
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Spain 1987

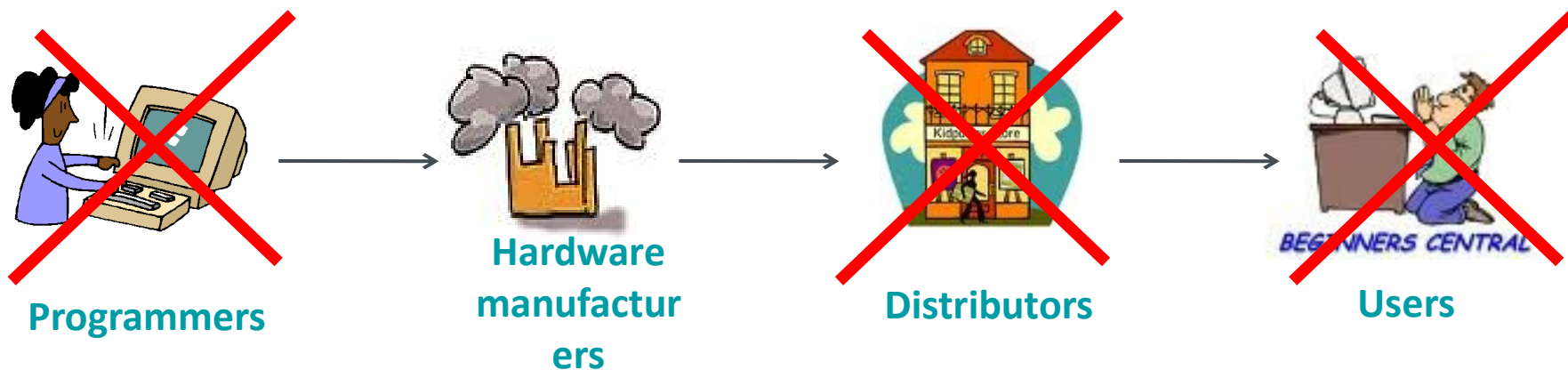


- Opportunities**
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 - Falling prices

Spain 1987



What can Apple do for the consumer?

Apple

- New technology
- Ease of use
- Design
- For non-expert users
experts
- Innovation



Apple

- New technology
 - Ease of use
 - Design
 - For non-expert users
 - Innovation
- Strengths**

- ❑ High price
- ❑ Unknown
- ❑ Software in English
- ❑ No distributors
- ❑ Limited marketing budget



Apple

- New technology
 - Ease of use
 - Design
 - For non-expert users
 - Innovation
- Strengths**

- ❑ High price
 - ❑ Unknown
 - ❑ Software in English
 - ❑ No distributors
 - ❑ Limited marketing budget
- Weaknesses**



Conclusion: SWOT

Opportunities	Threats
Strengths	Weaknesses



the new 5100 Portab Computer

A compact problem-solving aid for engineers, statisticians, scientists and financial and business ar

Now you can have a computer right on your desk. Exactly where you need it. When you need it. The new IBM 5100 Portable Computer incorporates the latest in semi-conductor technology. It features a typewriter-like keyboard and numeric key-pad for simplified data entry, a 1024 character display screen, an integrated magnetic tape drive, and 16K characters of memory.

Options available with the 5100 include a bi-directional 80 characters per second printer, a second magnetic tape drive, and additional memory up to a maximum of 64K characters. Also available is a communications feature which allows the 5100 to be used as a terminal.

The IBM 5100 comes with either APL or BASIC language or both.

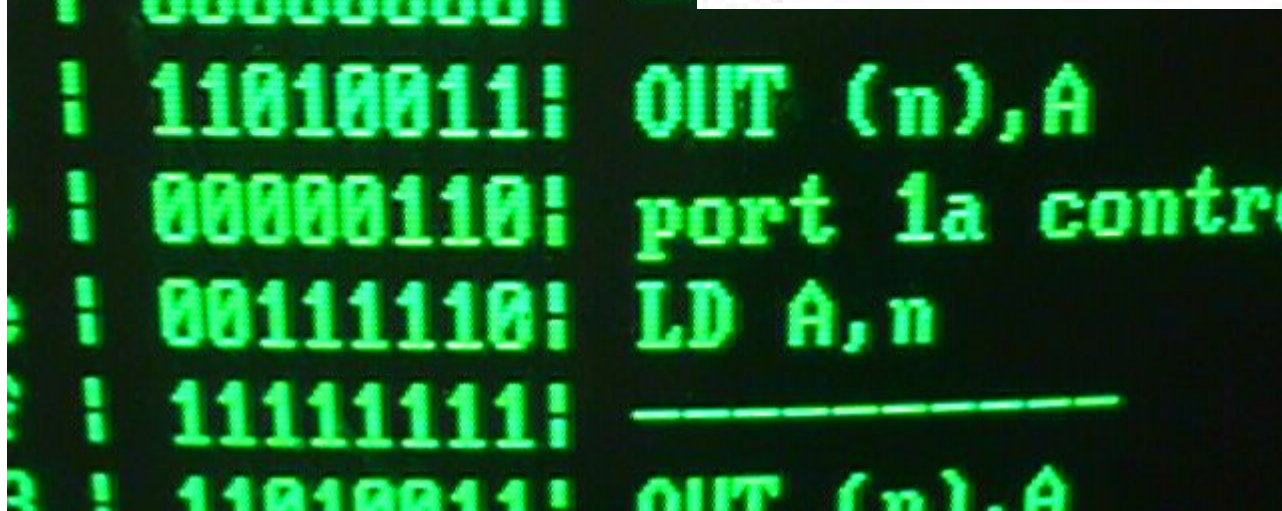
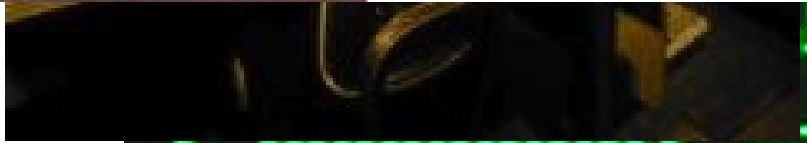
Over 100 often-used analytical routines in mathematical, statistical and financial calculations are available for such functions as forecasting, modeling, matrix arithmetic, engineering and design calculations, regression and correlation analysis, return on investment and cash flow analysis.

In addition, the 5100 has a carrying package that makes it easy to use without taking any time from busy, busy, busy experts.

If you'd like to find out more about the 5100 Portable Computer and station right at your desk, call Systems Division office or IBM

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Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____
 Phone _____



Apple

High price high value? ?

Segments

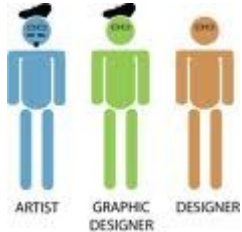


Cities with high growth



Apple

Target market



Designers

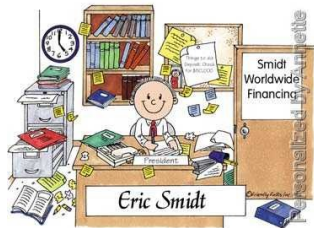
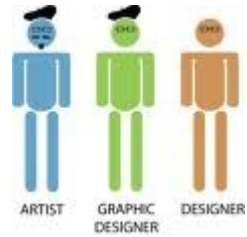
Architects

WYSWYG
Photography

3D
Calculations

Apple

Target market



Niches



Architects

Offices

University

WYSWYG
Photography

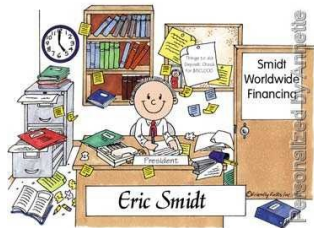
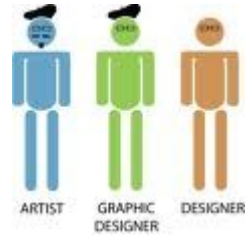
3D
Calculations

Connectivity
Free software

Ease of use
Innovative
Funded by
the European Union

Apple

Target market



Niches

Architects

Mass markets

University

WYSWYG
Photography

3D
Calculations

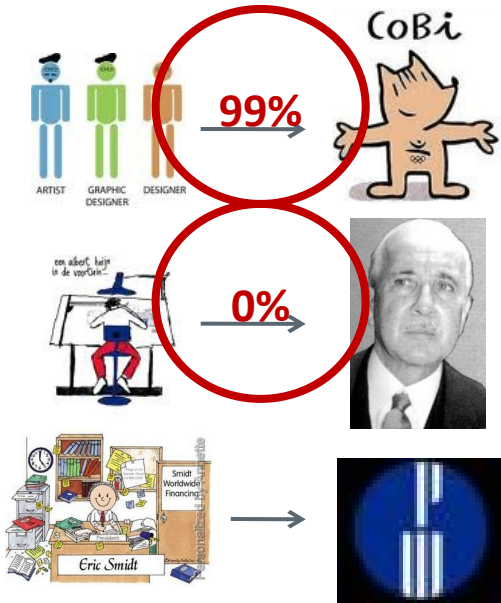
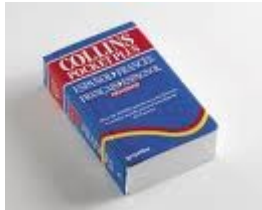
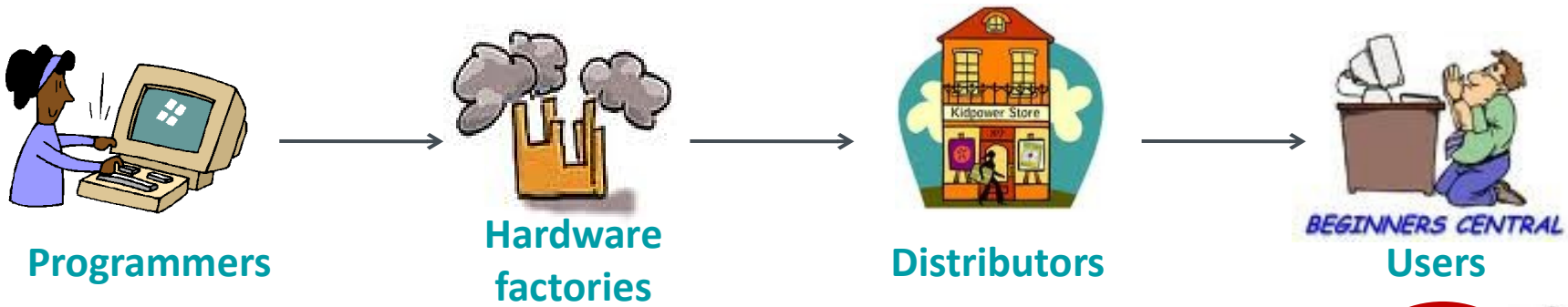
Connectivity
Free software

Apple

We don't buy on **price**, we buy on **value**.

What value does the idea add to the target market?

Apple



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Marketing plan

- Situation analysis.
- Definition and setting of objectives.
- Commercial strategies approach.
- Design of short-term projects or action plans.

Why?

- Knowing market share
- Competitors
- Communication
- Planning
- Evaluation

Objectives

- **S** Specific
- **M** Measurable
- **A** Achievable
- **R** Relevant
- **T** Defined in Time

We continue...

This is hard, but you're going to make it