

Fundamentals of Marketing

Terms & Tactics:

Marketing Mix, Value Proposition, Product
Dimensions, Targeting & Positioning,
Segmentation, Branding

The Marketing Mix

The Four P's of Marketing

- Product
- Price
- Place
- Promotion
(Market, Message, Media)



Consumer-side Marketing

- Customer value
(Product)
- Cost to the customer
(Price)
- Convenience for the
buyer (Place)
- Communication
(Promotion)



Targeting & Positioning

Targeting is:

- Your Demographic Segmentation
- Who are you positioning your product for?



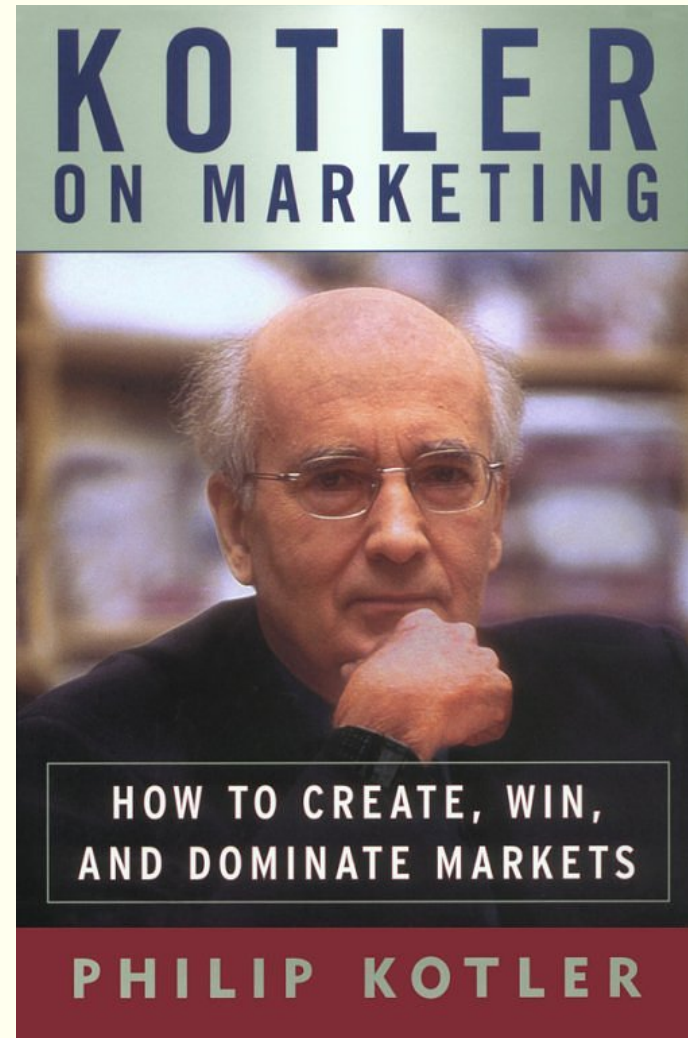
Position is:

- Differentiation from Competitors
- Value Proposition: What do you offer?
- Product Dimensions: What do you do?



Know Your People

"If you nail positioning and targeting, the rest falls into place." – Philip Kotler



Value Proposition

- So what's so good about you?



Product Dimensions



- So what else is so great about you?



100+ uses for Arm & Hammer Baking Soda

Demographics and Target Audience



LET'S ALL MEET
AT THE ESCADRILLE.

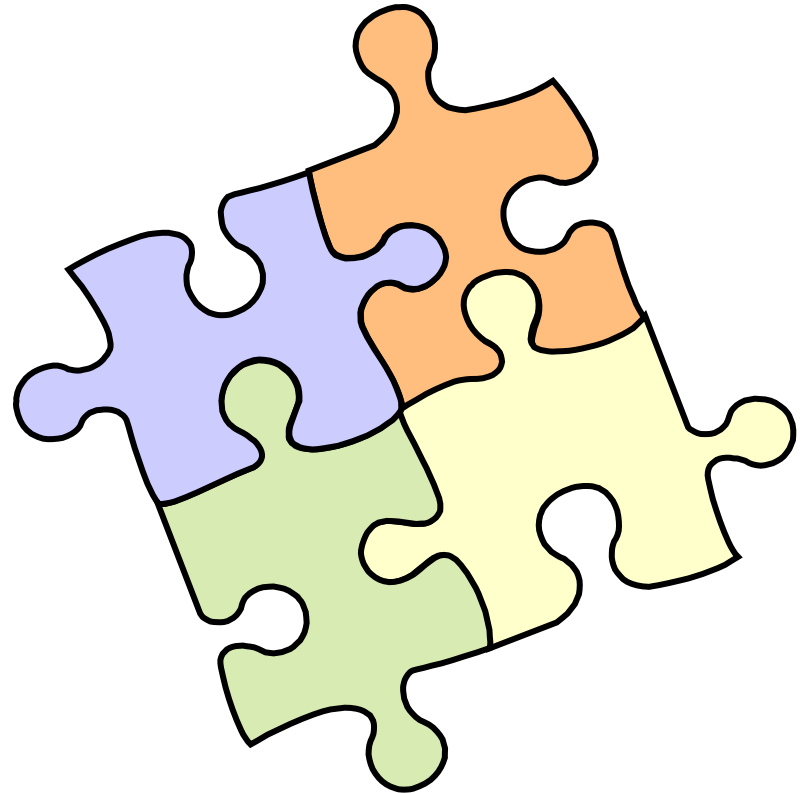
For over 25 years people who appreciate exceptionally fine food, attentive service and a choice of three dining experiences...tableside preparation in our gourmet room, casual dining in the Greenhouse Cafe or lighter fare until midnight... all meet at the Cafe Escadrille. Famous for our Chateaubriand, 3-lb. lobsters, Black Angus steak, and award-winning Caesar salad.

Cafe
ESCADRILLE, Inc.
Exit 33A off I-95 (Rt. 128) 26 Cambridge Street
Burlington, MA 01803 • 781-273-1916
Free doorside parking • Closed Sundays, except holidays and for private functions.

- Gender
- Age
- Income
- Education
- Location
- Marital Status
- Culture

Significant Segments

- Benefit Segment
- Demographic Segment
- Occasion Segment
- Usage Level Segment
- Lifestyle Segment
- Segmentation Labels



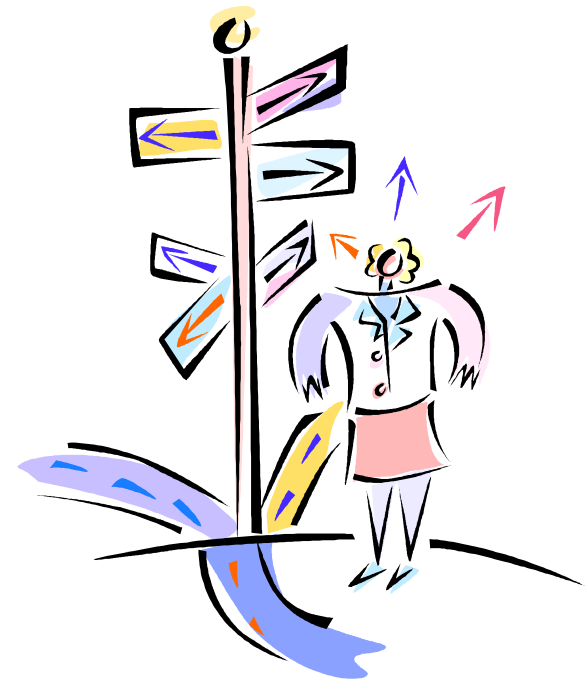
Three Key Segments

- Demographic divisions (age, gender, etc.)
- High, mid, and low-users
- Hard support, soft support, undecided, soft opposition, hard opposition



Benefits of Segmentation

- Easier to get a handle on segment targets.
- Fewer competitors in a well-defined segmented market.
- Good chance to become a “supplier of choice” to a segment and earn largest market share and margin.



A Brand is ...

“A brand is any name, term, sign, symbol, or design intended to differentiate the goods or services of one seller from those of another.”

Top Global Brands

Coca-Cola, Sony, Mercedes Benz, Kodak, Disney, Nestle, Toyota, McDonald's, IBM, Marlboro, Microsoft, Pepsi-Cola.



Brand Names



"Harley [Davidson] is maybe the best brand name in the United States. Coca-Cola is a good brand name, but people don't tattoo it on their bodies."

-- Ralph Wanger, Chicago mutual fund manager

Why Brands?

- “The whole reason for creating a brand is to get consumers to identify a number of desirable qualities and traits with your specific product.”
 - *Sergio Zyman, former Coca-Cola Chief Marketing Officer*



Branding Benefits

- Make a name for yourself
- Develop customer base
- Generate word-of-mouth advertising
- Universal appeal



Top 10 Brands	Brand Value (\$billions)
1 Coca-Cola	71.9 (\$b)
2 IBM	69.9 (\$b)
3 Microsoft	59.1 (\$b)
4 Google	55.3 (\$b)
5 GE	42.8 (\$b)
6 McDonald's	35.6 (\$b)
7 Intel	35.2 (\$b)
8 Apple	33.5 (\$b)
9 Disney	29.0 (\$b)
10 Hewlett-Packard	28.5 (\$b)

[View All Top 100 Brands](#)

Source: Interbrand (2012)

Brand Value in Antenna Balls



Mickey Mouse Ball
~\$3.95



Jack in the Box Ball
\$.99

Objective; Goals; Strategy; Tactics

- Objective – The Destination
- Goals – The Mileposts
- Strategy – The Roadmap
- Tactics – The Vehicle



Market Share

- How big is your piece of the pie?

