



# Marketing Information Services

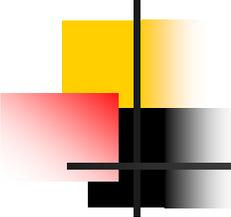
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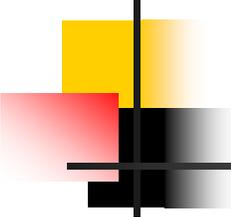
Leaders for the Digital Economy



# Agenda

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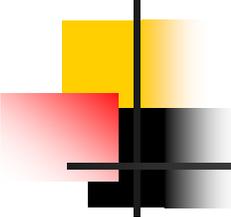
- Define marketing
- Explain different strategies
  - Segmentation
  - Positioning
  - 4 Ps (Marketing Mix)



# What is marketing?

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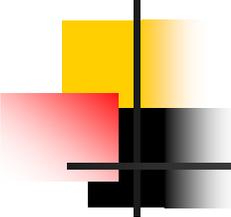
- A set of processes that creates, communicates, and delivers value to your “customers”
  - Manages customer relationships
  - Benefits you and your stakeholders
- What marketing is not
- Why is marketing important?



# What is marketing strategy?

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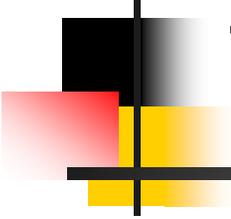
- A plan to use your resources to meet a set of objectives
- Your objectives should be
  - Clearly defined
  - Stated in measurable terms
- Elements of marketing strategy
  - Target market
  - Position
  - Marketing mix (4Ps)



# Segmentation

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- Dividing the market into distinct targets: groups of customers that you wish to serve
- Describe them
  - The benefits they want
  - Attitudes and behavior
  - Demographic variables that will help you identify and reach members of each group

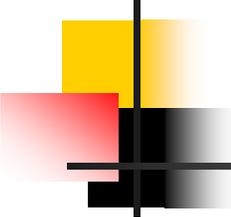


# Thought questions

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Who are your target customers?

What benefits do they seek?

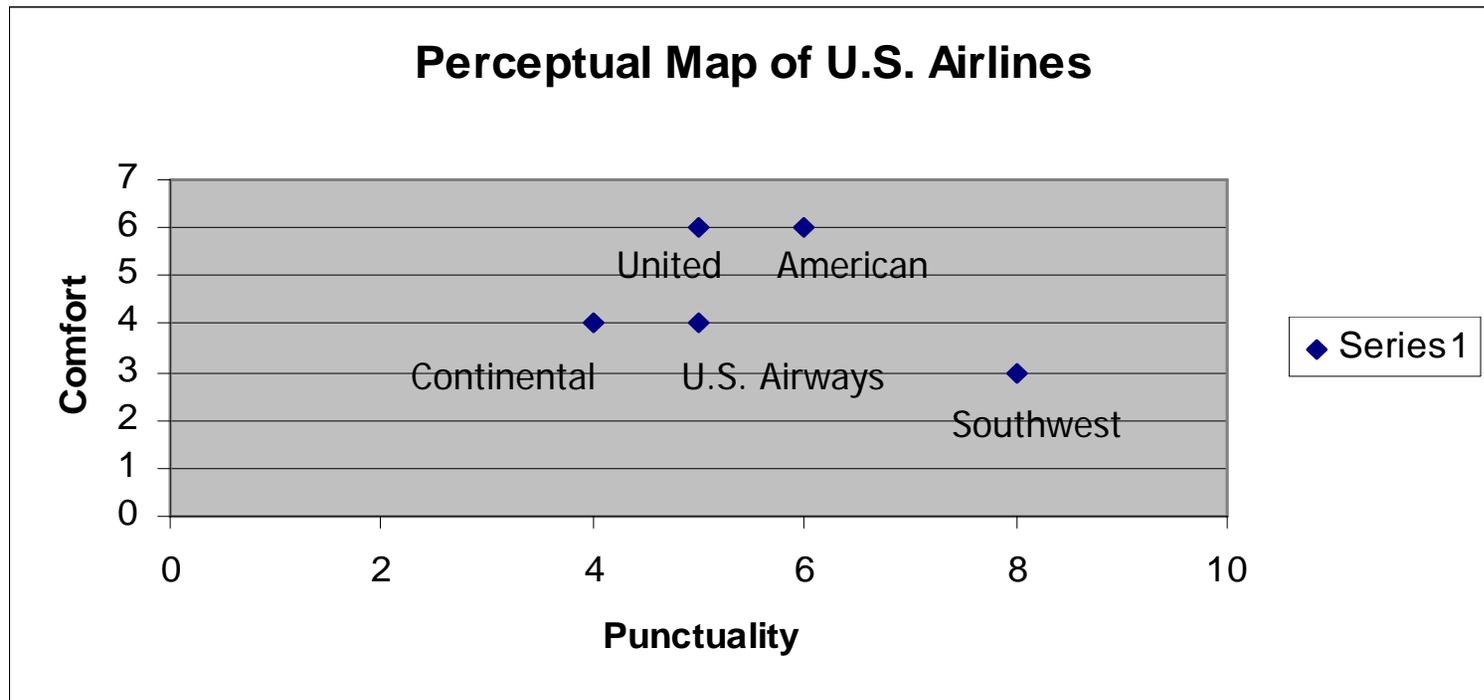


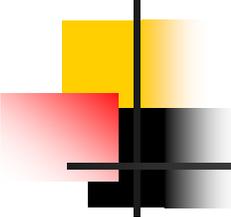
# POSITIONING

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- Designing a unique product and brand image
- Is based on “key” differentiator(s)
  - Important to customers
  - Something at which product excels
  - Hard to copy
  - Can be communicated via marketing mix

# Which airline has a unique distinct position?





# The Marketing Mix (4Ps)

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- Product
  - The good or service you offer
- Pricing
  - How much you charge
- Place
  - Where you “sell” your product
- Promotion
  - How you convey information to your customer

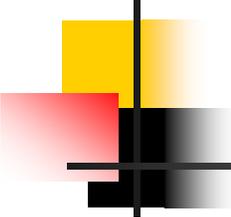
# What is a product?

- Goods are tangible



- Services are intangible





# Product

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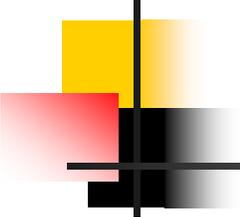
- Features
- Benefits
- Brand: a name, sign, or symbol that
  - Identifies the goods and services of a firm
  - Differentiates them from competition



# Nike Triax running shoe



Feature	Benefit
Rideline footbeds	Extends life of sole
Gore-tex liners	Wicks away moisture
Carbon rubber heel	Durability and cushioning



# What are the features and benefits of your service?

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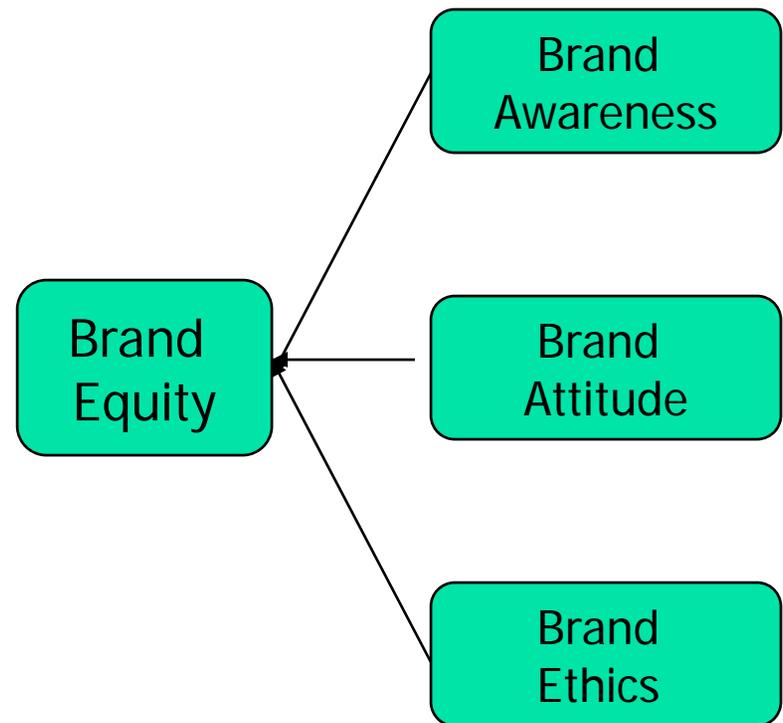
Feature	Benefit

# Brand equity



## Psychological Benefits

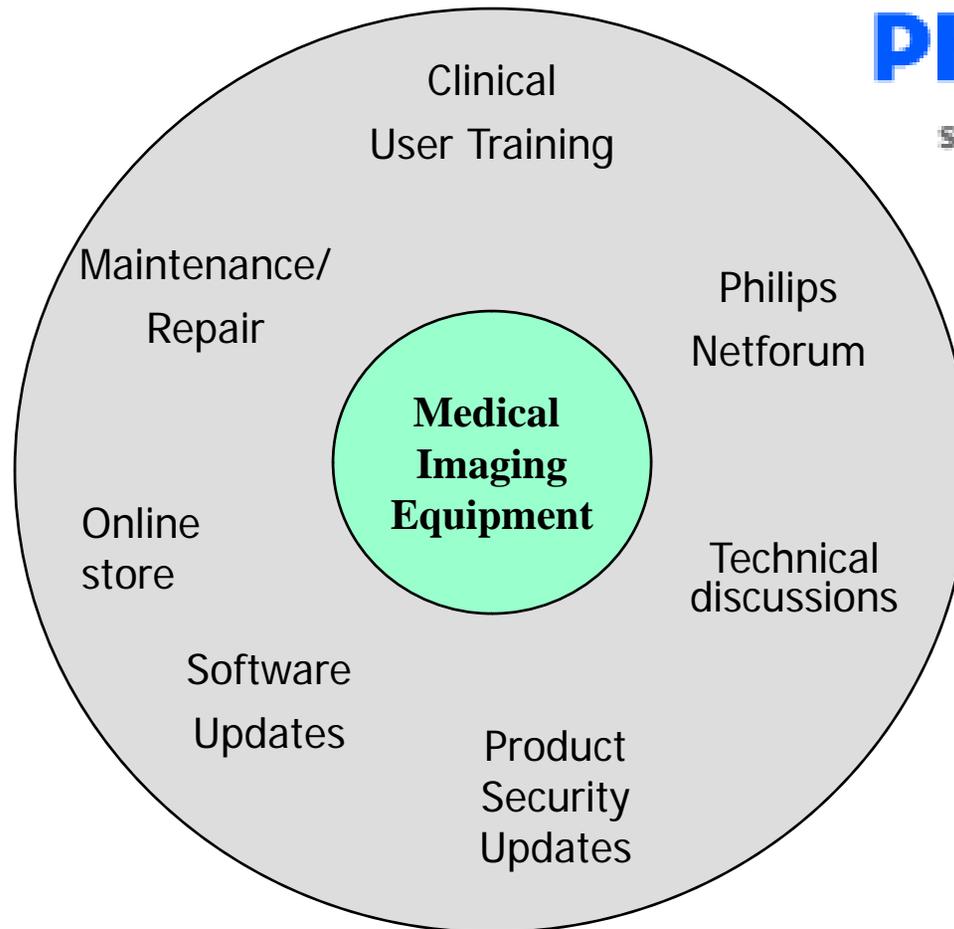
- Is the customer's perception that the social and psychological benefits of your service are better than those of your competitors



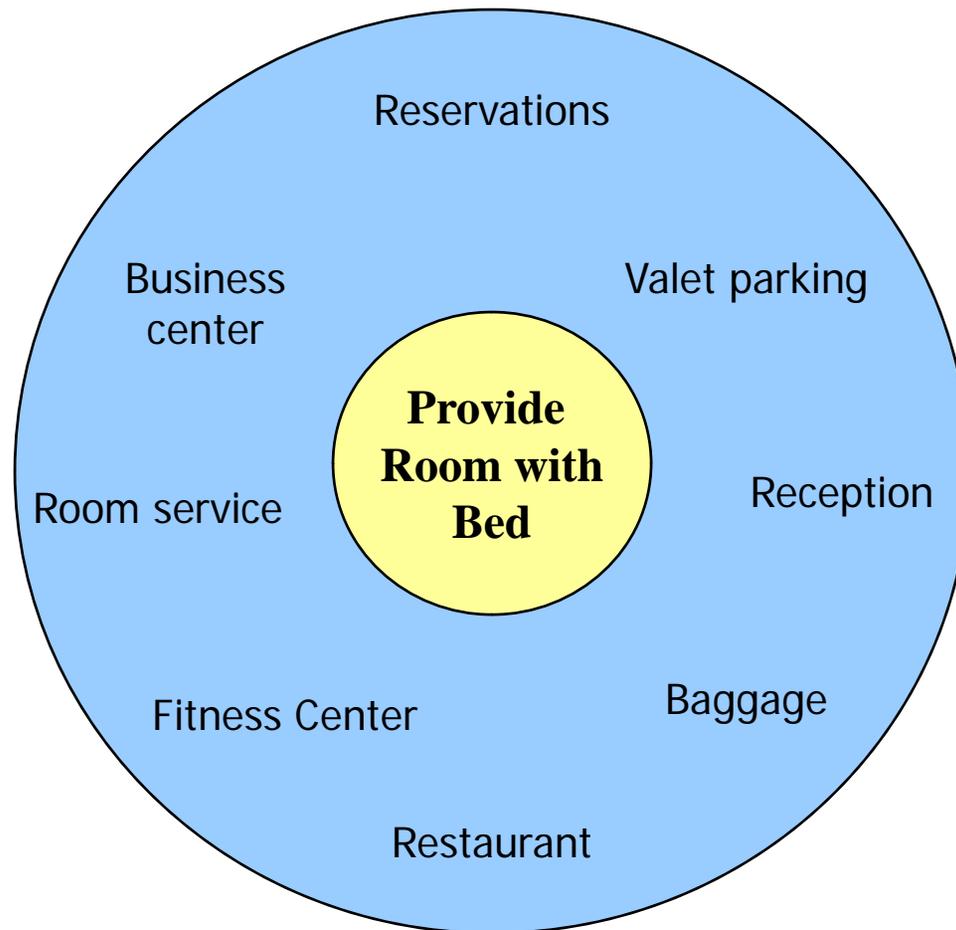
# Product Offering: Goods supported by customer service

**PHILIPS**

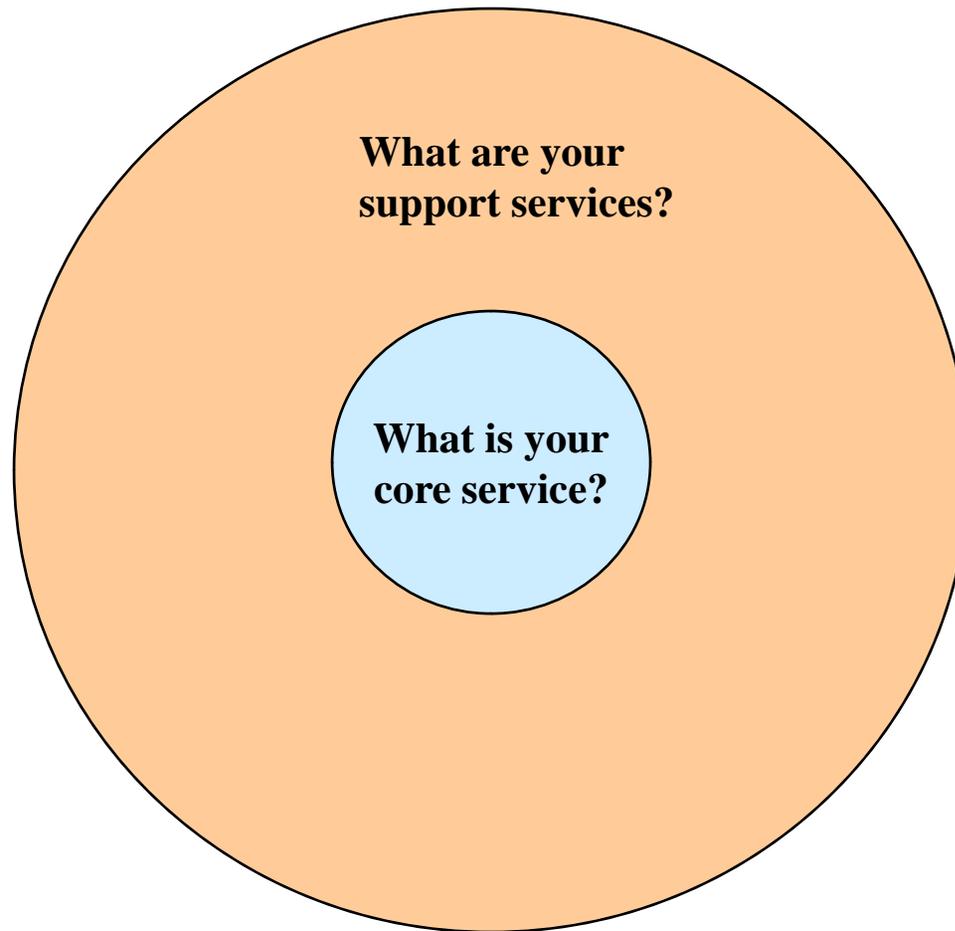
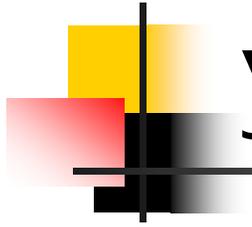
sense and simplicity



# Product Offering: Service supported by customer service



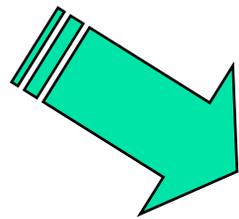
# Product Offering: What about your service?



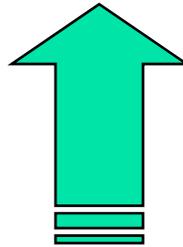
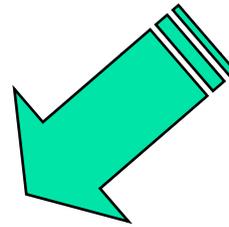
# Pricing your service

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Competition

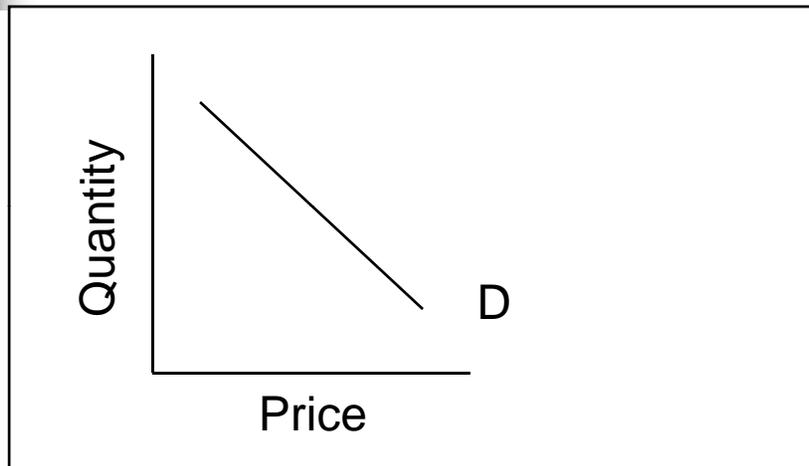


Value to Customer



Cost

# Price sensitivity varies by customer

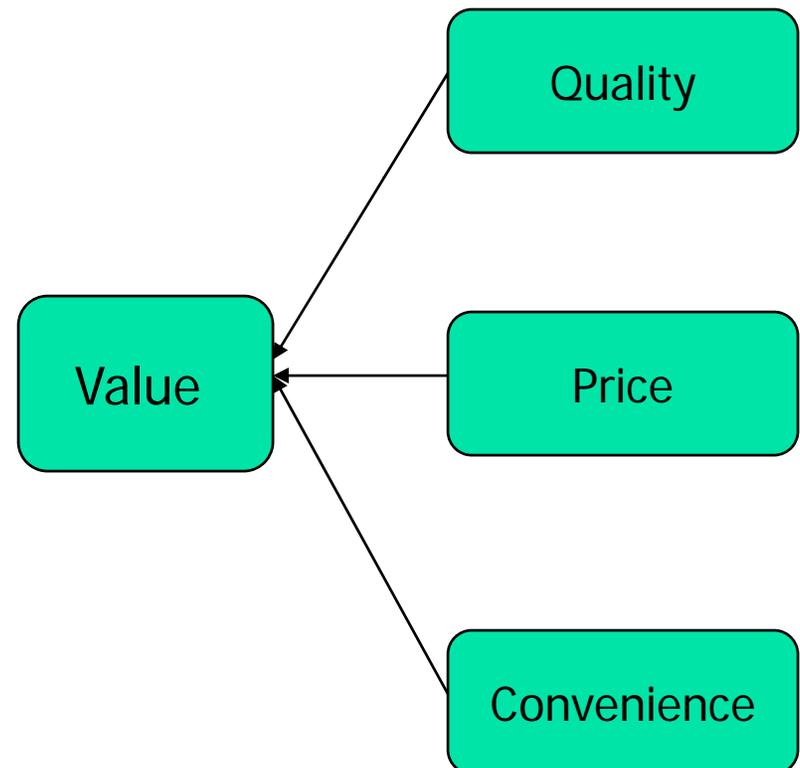


# Value



## Functional Benefits

- Is the customer's perception that the usefulness of your service is > than that of your competitors



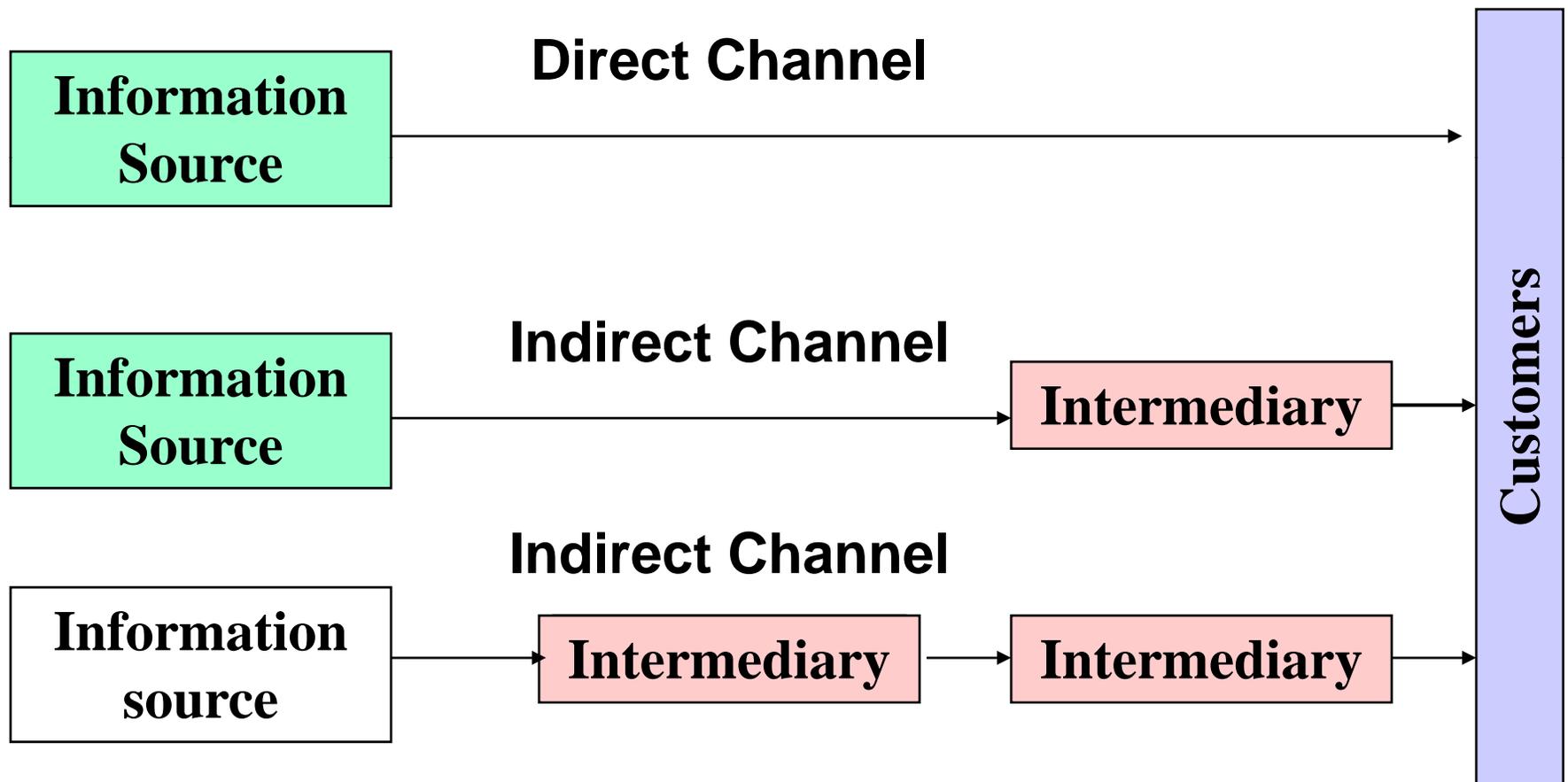
$$\text{Value} = (\text{Quality} + \text{Convenience}) / \text{Price}$$

# Place

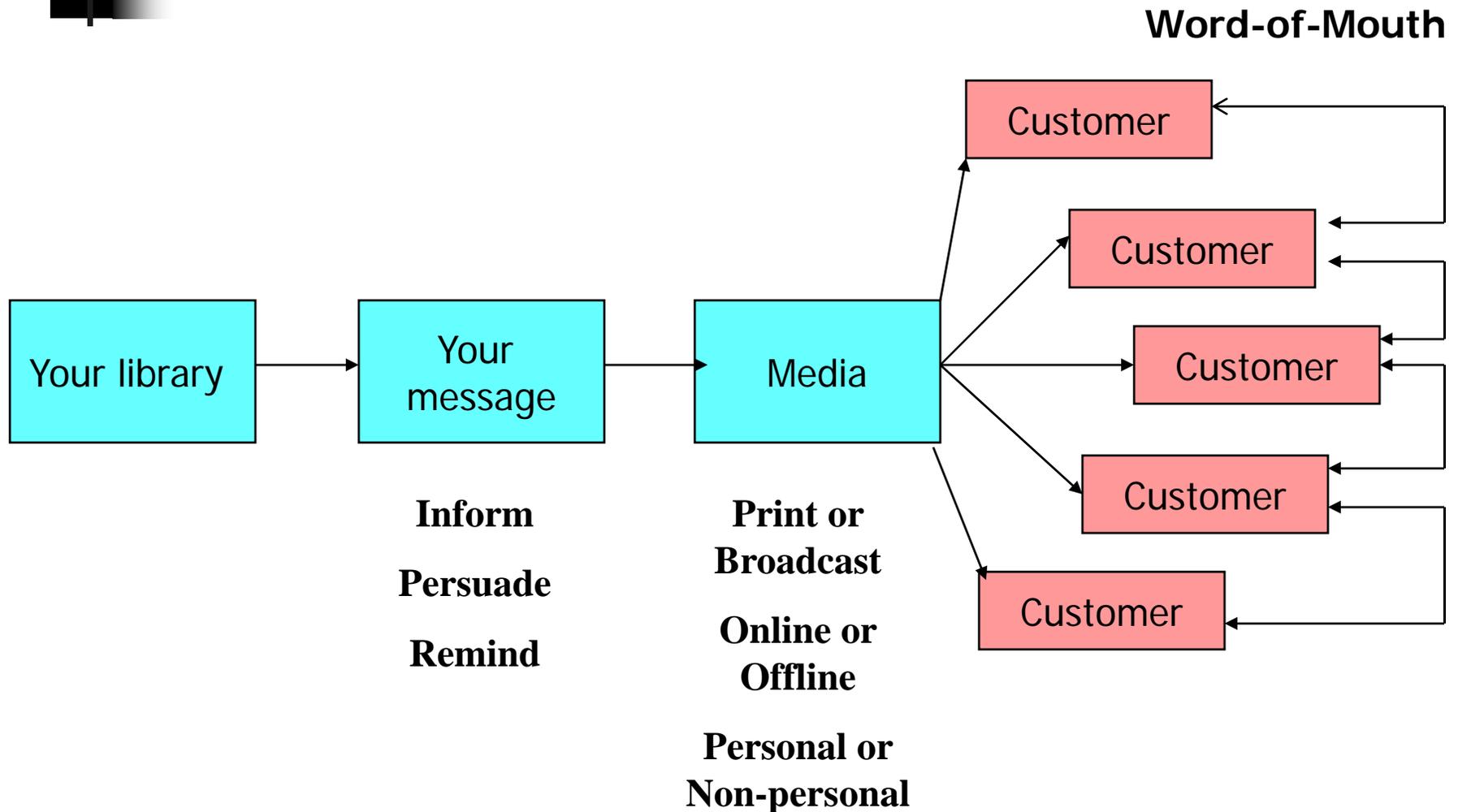
- Where the customer obtains a product
- Marketing channel: a system of organizations that cooperate to distribute products to customers



# What channel(s) do you use to reach your customers?



# Promotion: Communicating to your customer

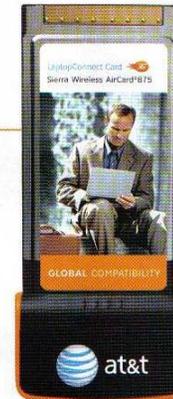


# Inform

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# Persuade

# Email

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3 Oracle Email Database Servers

## Microsoft

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Source: Microsoft CIO

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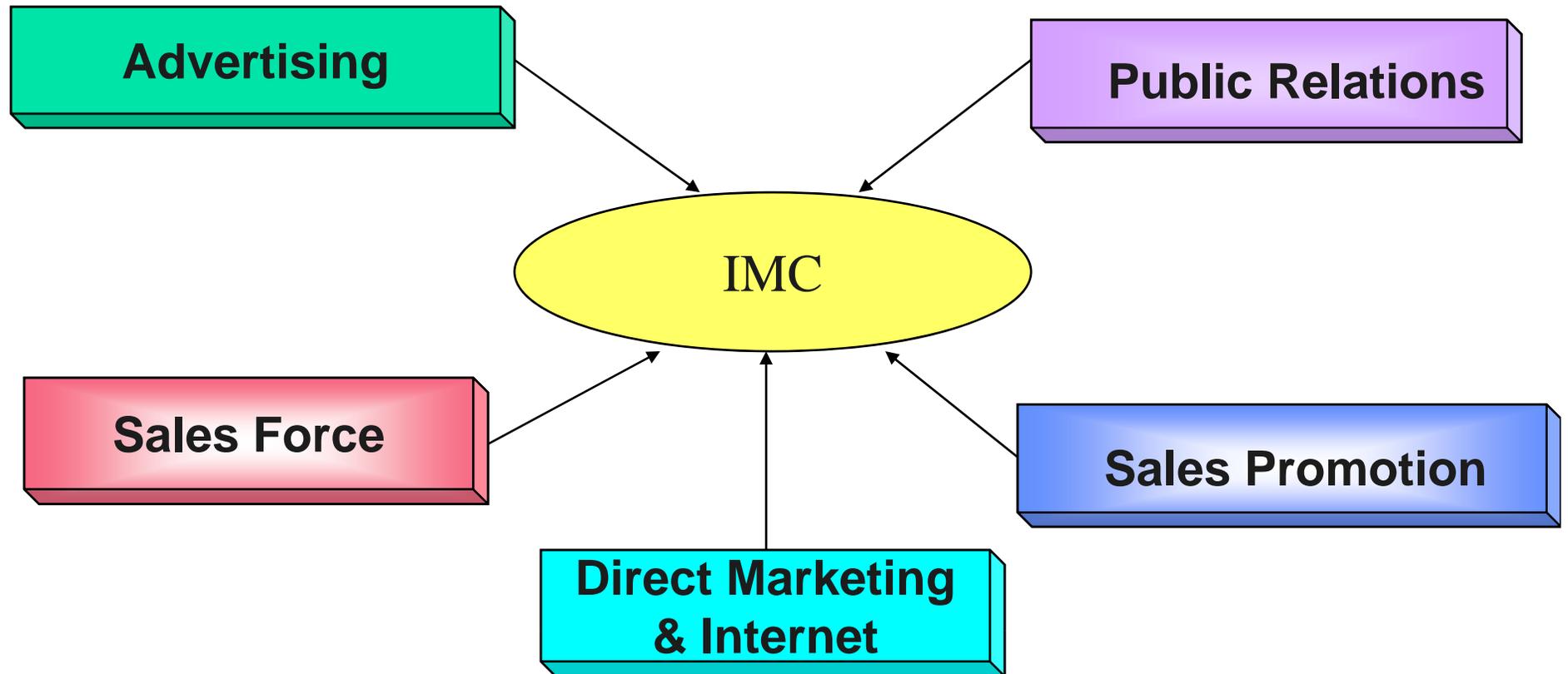


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# Marketing Communication (MarCom) Tools



# Introducing a new product



## Advertising

- TV: Superbowl + 36 week campaign
- Radio: Spots in Top 100 markets
- Print campaigns in magazines: e.g., *People*

## Sales Promotion

- Free samples (75m)  
(campuses, Cheerios boxes, "impulse sites")
- Coupons: 100m in newspaper inserts

## Internet

- Featured on website

# IMC: Image and messages consistent across channels



**4.50%**  
*Orange Savings*

Annual Percentage Yield

Annual Interest	<b>\$900</b>	<b>\$164</b>	<b>\$92</b>
	<b>ING DIRECT</b>	Money-Market	Savings Account

0.82%  
0.46%

Rates are variable. ING DIRECT Rate as of 11/29/06. Chart based on a deposit of \$20,000 for one year. Sources: savings and money market avg. from Bankrate, Inc.

## The Orange Savings Account

*"...the best money market account in the country..."*  
- Money Magazine

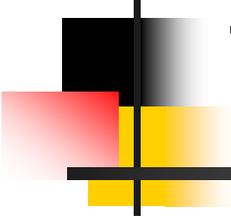
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