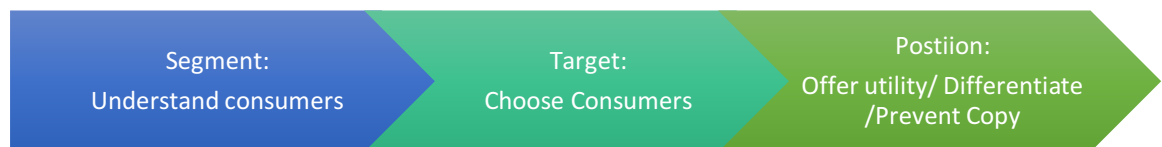


Elements of a Marketing Strategy

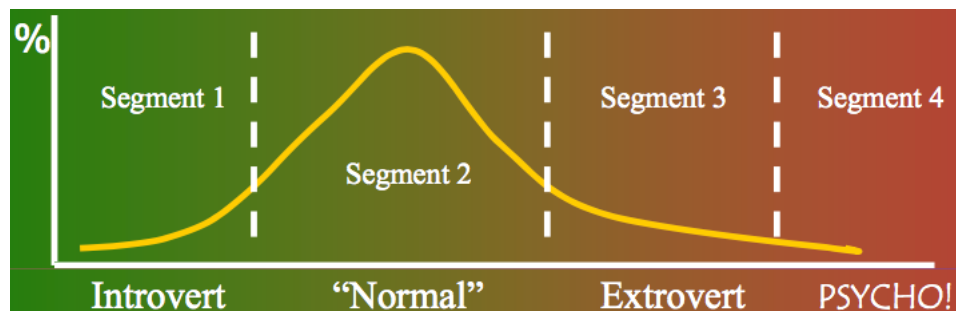
Elements of a Marketing Strategy:

1. **Segment:** consumers are heterogeneous, understand the differences and the similarities between consumers
Market Segmentation: the difference between all the benefits derived from a total product and all the costs of acquiring those benefits
 Who are the customers, what are their segmentations?
 Similarities + differences = Understanding
 Understanding = Target = Resources the company has to target consumers because it will fill their needs + wants
2. **Target:** Choose a market segment that most closely matches your organisation's strengths
3. **Position:** Position in that segment to achieve competitive advantage
Positioning: the way a product or brand compares to its competitors, as perceived by consumers



Stage 1: Segmentation:

- Determine the dimensions according to which you can describe customers in the market
 E.g. Demographics (age, geography) or Psychographics (personality, lifestyle)
- Determine the heterogeneity along each dimension



- Define the needs and goals of each segment
- Understand how they change over time

Stage 2: Targeting

- Evaluate each segment in relation to organisational strengths and weaknesses
- Choose the segment with the highest potential for strategic match (e.g. fit between the organisation's strengths and customer needs)

Marketing Levers	<p><u>(Positioning) is implemented by using four main marketing-mix levers:</u></p> <ol style="list-style-type: none"> 1. Product (attributes, utility) Pay attention to the psychological attributes of a product that affect consumer desire 2. Communication (Branding, Image) Not just the product + branding and lifestyle 3. Price (Signalling v value proposition) 4. Distribution (Channels of exchange) <div style="border: 1px solid green; padding: 10px; margin-top: 10px;"> <p>Objective: achieve integration among marketing mix elements Consistent positioning means a consistent signal based on all four marketing mix elements</p> </div>
Summary of Marketing Fundamentals Course	<p>Marketing Fundamentals:</p> <ol style="list-style-type: none"> 1. Understand the consumer 2. Provide utility (not products) 3. Understand that consumers are heterogeneous 4. Understand that consumers are always changing 5. Compete in segments where you can establish competitive advantage <p><u>What is consumer behaviour?</u> The dynamic interaction of cognition, behaviour and environmental events by which human beings conduct the exchange aspects of their lives – American Marketing Association</p> <p><u>Consumer Behaviour Investigates:</u></p> <ul style="list-style-type: none"> • Psychological (cognitive, emotional, behavioural) aspects of decision making that lead consumers to make purchase decisions in the market • Sociological (group dynamics, culture, subculture) aspects that influence the market decision process <p><u>Why do we want to understand CB?</u> Marketing is interested in the psychological antecedents of consumer behaviour because we believe we can use this to: Predict Choice, Influence decision making, intelligently guide production towards creation of utility</p> <p><u>Approach to consumer behaviour:</u></p> <div style="text-align: center; margin-top: 20px;"> <pre> graph LR A[Stimulus Product Attribution] --> B[Consumer Decision Making] B --> C[Response Choice Behaviour] B --- D[Controls – creates and presents to consumers] C --- E[Why did they buy? Why did they not buy?] </pre> </div>