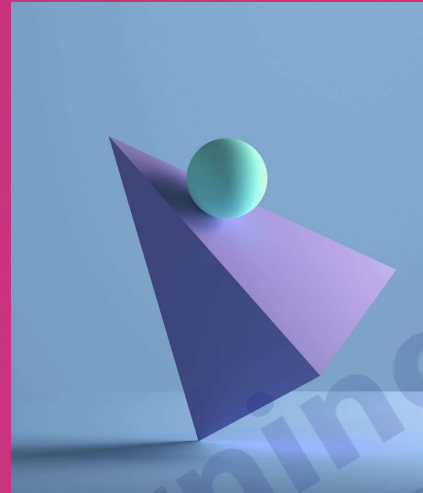


CHAPTER 4 MARKETING MANAGEMENT

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Introduction to marketing

- Marketing encompasses all activities a business undertakes to engage with the market.
- Its primary goal is to **sustain the business by effectively presenting itself to customers**. Businesses can only be recognized and understood by consumers when they actively provide goods and services.
- At its core, marketing involves **attracting and retaining customers**.
- Continuous attraction of new customers is essential for market growth, while the retention of existing customers ensures market sustenance.
- To thrive in the marketplace, businesses must focus on both **expanding their market share** and **maintaining their current share**, as these are critical components of effective marketing management.

Definitions of marketing and marketing management

Marketing

- A process to identify products or services of interest to customers and strategize on sales, communication, and business development (Kotler et al., 1996).
- The science and art of exploring, creating, and delivering value to meet the needs of a target market profitably (Philip Kotler).

Marketing Management

- The art and science of selecting target markets and acquiring, retaining, and growing customers by delivering superior value (Kotler and Keller, 2008).
- Defined by the American Association of Marketing as the planning and execution of the conception, pricing, promotion, and distribution of goods and services to meet individual and organizational objectives.

Concepts of Marketing

Need	A need is a state of deprivation of some basic satisfaction. Example: food, clothing, safety
Want	A want desires for specific satisfier of need
Demand	A demand is wants for specific product that are backed by an ability and willingness to buy them
Products	Products are anything that can be offered to satisfy a need or a want.
Market	Market is an arrangement place to facilitate the exchange of goods and services. The parties involved are usually buyers and sellers. The market may be physical like a retail outlet, where people meet face-to-face, or virtual like an online market, where there is no direct physical contact between buyers and sellers.

Market share	<p>Market share represents the percentage of an industry, or a market's total sales that is earned by a particular company over a specified time period.</p> <p>Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period.</p>
Market growth	<p>Market Growth means an increase in the demand of a product or service in the market.</p> <p>When company tries to expand, it expects markets to grow. For this, companies try to increase the perceived value, product features, competitive prices etc.</p>
A market leader	<p>A market leader is a company with the largest market share in an Industry that can often use its dominance to affect the competitive landscape and direction the market takes.</p>
Integrated marketing	<p>Integrated marketing is that all the variables of the marketing mix (4Ps) should be implemented aiming the satisfaction of the target market.</p>

Importance of marketing

Facilitates Exchange of Goods:

Marketing **connects buyers and sellers**, ensuring that customers can meet their needs while sellers can effectively market their products.

Improves Standard of Living:

By providing information about products and fostering competition, marketing helps maintain ethical practices, ensuring quality and better choices for consumers.

Creates Employment Opportunities:

While direct marketing involves fewer people, indirect marketing engages various intermediaries, creating jobs and promoting self-employment.

Generates Income and Revenue:

Marketing provides revenue opportunities for producers and intermediaries alike, contributing to overall economic growth.

Importance of marketing

Informs Decision-Making:

Marketing insights into market trends, customer behavior, and competitor actions enable management to make informed strategic decisions.

Encourages Innovation:

The dynamic nature of marketing compels businesses to innovate and replace outdated products to meet changing consumer demands.

Supports Business Growth:

Effective marketing strategies, like social media and email campaigns, engage current customers and attract new ones, ensuring long-term business sustainability.

Contributes to Economic Development:

On a national level, marketing enhances export capacity, leading to a positive trade balance and overall economic improvement.

Different marketing philosophies/concepts

Production Concept

Early businesses focused on efficiently transforming raw materials into products, believing that consumers would not prioritize anything beyond availability. This concept thrived when choices were limited but became outdated as markets developed.

Example: A local bakery producing bread in large quantities without considering variety or quality, assuming that consumers would buy whatever was available.

Product Concept

As markets grew, consumers began to prioritize quality over mere availability. Businesses focused on creating high-quality products, believing that superior performance would lead to success.

Example: Apple Inc. emphasizes quality and design in its products, such as the iPhone, which is marketed for its performance and user experience.

Selling Concept:

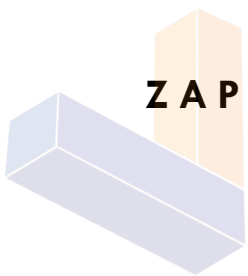
With increased competition, businesses recognized the need to boost sales volumes. This led to the establishment of dedicated sales teams focused on pushing products rather than simply responding to consumer demand.

Example: Car dealerships often employ aggressive sales tactics, employing sales teams to promote vehicles and meet sales targets.

Marketing Concept:

Businesses shifted to prioritize customer relationships, understanding that meeting customer needs was vital for long-term success. This involved establishing customer service units and actively seeking feedback.

Example: Zappos focuses on exceptional customer service, engaging with customers post-purchase to ensure satisfaction and build loyalty.



ZAPPOS PROVIDES AMAZING CUSTOMER SERVICE | ZAPPOS STORIES

<https://www.youtube.com/watch?v=NFWAoF0tWeE>



Societal Concept:

Businesses began to see customers as stakeholders in society, acknowledging their role beyond just marketing. This led to a focus on corporate social responsibility and addressing societal needs.

Example: Ben & Jerry's actively engages in social causes and environmental sustainability, aligning its brand with ethical practices and social engagement.

Holistic Marketing Concept:

This modern approach encourages businesses to consider broader aspects such as lifestyle, health, and environmental impact, ensuring that consumer well-being is prioritized alongside profit.

Example: Unilever's "Sustainable Living" brands focus on health and sustainability, addressing environmental concerns while promoting products that resonate with socially conscious consumers.

Production Concept	Product concept	Selling concept	Marketing concept	Societal concept	Holistic marketing concept
Increasing the production as much as possible and maximize the profit	Customers prefer products of greater quality	Selling products aggressively regardless quality of products and needs of customers	Focusing needs and wants of consumers	Emphasizes the Importance of the wellbeing of customers and society as a whole	Considers business as a whole
Low cost making the production efficiently	Conducting research and development activities by businesses to Improve quality	Following competitive policies and selling promotional tools	All activities are geared towards customers		Involves creating a great customer experience and building a positive Image

MARKETING MIX



PRODUCT

- A product is a fundamental element that a business must provide to succeed in the market.
- It refers to anything that can satisfy the needs and wants of consumers and can take various forms, including goods, services, information, experiences, knowledge, or even people.
- Businesses must make strategic decisions regarding: **Variety, quality, Design, Features, Brand Name, Packaging, Size, Returns, After-Sales Services**
- The goal is to create a distinct perception in customers' minds, differentiating the products from those of competitors.



Categories of Products in Consumer Markets

Convenience Goods: Products purchased with minimal effort, often without prior planning. Consumers buy these items frequently and quickly.

Example: Soap, toothpaste.

Shopping Goods: Products for which consumers plan their purchases, comparing options and spending time to select the best choice. These items are typically purchased less frequently and often reflect personal taste or status.

Example: Clothing, jewelry.

Specialty Goods: High-durability products that consumers buy infrequently. Customers often show brand loyalty and are willing to wait for specific brands.

Example: Washing machines, refrigerators.

Unsought Goods: Products that consumers do not think about until they are needed. These items are often unfamiliar to customers, and purchases are made only when a specific need arises.

Example: Coffins.

PRICE

- Price is the amount a customer pays to acquire a product or service.
- Effective pricing strategies consider various factors, including list prices, competitor pricing, terms of sale, customer location, and applicable discounts.
- It's essential to assess the value and utility of the product from the customer's perspective when determining prices.

Pricing Methods

1. Cost-Plus Pricing:

This method involves calculating the total production cost (both direct and indirect costs) and adding a specific margin to determine the selling price. The margin accounts for profit expectations and market conditions.

Example: A manufacturer calculates the total cost to produce a gadget and adds a 20% margin to set the retail price.



2. Markup Pricing:

A variation of cost-plus pricing, where the markup is expressed as a percentage of the selling price rather than the cost price. This approach is common in cost-oriented businesses.

Example: A retailer sells a shirt for \$50, having calculated that the markup from the cost price (e.g., \$40) is 25% of the selling price.

3. Demand-Based Pricing:

Prices are set based on the demand for the product. High demand allows for higher prices, while low demand may necessitate lower prices to attract customers.

Example: Airlines often raise ticket prices during peak travel seasons due to high demand.

4. Competition-Based Pricing

Prices are determined by analyzing competitors' pricing strategies. A business may set its price higher for unique products or match competitors' prices for similar offerings.

Example: A new coffee shop may price its lattes similarly to established competitors to gain market entry.

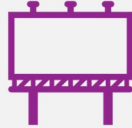
5. Value Pricing:

This method aims to attract loyal customers by offering high-quality products at lower prices than competitors. The goal is to create perceived value.


Example: A grocery store chain might sell organic produce at competitive prices to build customer loyalty among health-conscious consumers.

By employing these pricing methods, businesses can effectively position their products in the market and enhance profitability while meeting customer expectations.

PLACE



Place refers to the availability and accessibility of a product in the target market. It involves selecting appropriate marketing channels to effectively reach customers through suitable distribution methods.



**Distribution
Methods**

**Direct
distribution**

**Indirect
distribution**

Direct Distribution

Products are sold directly from the manufacturer to the consumer without intermediaries.

Advantages:

- Low Cost: Eliminates intermediary margins, resulting in lower consumer prices.
- Enhanced Communication: Direct feedback from consumers allows for better production decisions.
- Better Market Understanding: Direct interaction leads to deeper insights into consumer preferences and market dynamics.

Disadvantages:

- Diluted Manufacturing Focus: Balancing production and distribution can detract from manufacturing efficiency.
- Resource Intensive: Requires additional resources to manage distribution alongside production.
- Lack of Specialization: Manufacturers may lack the distribution expertise that specialized intermediaries offer.

Indirect Distribution

Involves intermediaries (wholesalers, retailers) to distribute products to consumers.

Advantages:

- **Lower Costs for Manufacturers:** Focus on production while intermediaries handle distribution.
- **Reduced Burden:** Manufacturers are not responsible for logistics and transportation issues.
- **Cost Savings:** Economies of scale can lower unit distribution costs.

Disadvantages:

- **Consumer Remoteness:** Distance between the manufacturer and consumer can hinder communication and relationship building.
- **Manufacturer Liability:** Issues during distribution can lead to reputational damage for the manufacturer.
- **Inappropriate Distribution Methods:** Cost-cutting measures by distributors can result in product damage.

PROMOTION

- Promotion encompasses the marketing communication efforts aimed at publicizing a product, conveying its features, and encouraging customer purchases.
- The goal is to grab attention and stimulate buying behavior.
- The promotion mix consists of various promotional tools used to reach the target audience, including advertising, direct marketing, sales promotion, personal selling, and public relations.



Key Elements of Promotion

Advertising

A widely used promotional tool involving paid messages to inform and persuade potential customers.

Includes television commercials, radio spots, print ads in newspapers and magazines, billboard placements, and online advertising.

Example: A new car model is advertised through a multi-channel campaign featuring TV ads, social media promotions, and billboard placements.

Personal Selling

A direct interaction method where a salesperson engages customers face-to-face to facilitate sales.

Highly targeted and often used in industries requiring detailed explanations, such as insurance or real estate.

Example: A life insurance agent meets with clients to discuss policy options and answer their questions directly.

Direct Marketing

A personalized promotional approach targeting specific customers through direct communication.

Includes emails, SMS, social media outreach, and traditional mail.

Example: A retailer sends personalized email offers to loyal customers based on their purchase history.

Sponsorship

Involves providing financial support for events, particularly in sports, to enhance brand visibility and improve consumer attitudes.

Associating a brand with a major event can lead to positive consumer perceptions and increased brand loyalty.

Example: A beverage company sponsors a major sports event, gaining exposure through branded merchandise and event advertising.

Public Relations (PR)

Focuses on managing the public perception of a company through media coverage and community engagement.

To generate favorable news reports and enhance the brand's image.

Example: A tech company issues a press release about its new product launch, aiming to generate positive media coverage.

EXTENDED MARKETING MIX

In addition to the 4P's, when there is consumer-oriented or service marketing, 3P's are added to it and they are called as Extended Marketing Mix, which are:

People

It comprises of all the human beings that play an active role in offering the product or service to the customer such as the employees. It also views customers as people not as buyers, to understand their needs and fulfil them.

Process

The complete procedure and the flow of activities through which the product reaches the final consumer.

Physical Environment

The marketing environment wherein the interaction between customer and firm takes place.

Examples of the three additional Ps (People, Process, Physical Evidence) of the marketing mix using a fictional coffee shop called "Brew Haven."

People

Staff Training: Baristas receive training in customer service, product knowledge, and coffee brewing techniques to enhance the customer experience.

Customer Engagement: Friendly and approachable staff who engage customers, remember regulars' names and orders, and create a welcoming atmosphere.

Community Involvement: Employees participate in local events, fostering relationships with the community and enhancing brand loyalty.

Process

Order System: An efficient point-of-sale system that allows for quick order taking and payment processing, minimizing wait times.

Quality Control: Standardized procedures for coffee brewing and food preparation to ensure consistency and high quality in every order.

Feedback Collection: A system for gathering customer feedback through surveys or comment cards to continuously improve service and offerings.

Physical environment


Ambiance: A cozy, inviting decor with comfortable seating, plants, and artwork that reflects the brand's identity.

Branding Elements: Consistent use of logo, color schemes, and packaging for takeaway items, such as cups and bags, that reinforce the brand image.

Cleanliness and Maintenance: A well-maintained environment, with regular cleaning and attention to detail, creating a pleasant experience for customers.

Let's discuss an example for 7Ps of marketing Mix...





**Glow Naturals
Skincare products**

Product
Skincare Range: Organic facial cleansers, moisturizers, serums, and sunscreens.
Unique Features: All-natural ingredients, cruelty-free, eco-friendly packaging, and customizable skincare kits.

Price
Pricing Strategy: Premium pricing to reflect quality, with occasional discounts and bundle offers.
Payment Options: Flexible payment plans for subscription boxes.

Place
Distribution Channels: Sold online through the brand's website and major e-commerce platforms, as well as in select high-end beauty stores.
Geographic Focus: Initially targeting urban areas with a strong market for organic products.

Promotion
Marketing Campaigns: Social media advertising, influencer partnerships, and engaging content on skincare tips.
Promotional Events: Hosting skincare workshops and pop-up events in major cities.

People

Customer Service Team: Trained representatives available via chat and email to assist customers with product selection.

Brand Ambassadors: Engaging beauty influencers who align with the brand's values and promote the products authentically.

Process

Order Fulfillment: Streamlined online ordering process with fast shipping and easy returns.

Customer Experience: User-friendly website design and personalized product recommendations based on skin type quizzes.

Physical Evidence

Brand Packaging: Elegant, eco-friendly packaging that reflects the brand's commitment to sustainability.

In-Store Displays: Attractive product displays in retail locations that emphasize the natural ingredients and benefits.

By effectively leveraging these 7Ps, GlowNaturals can create a strong brand identity, attract customers, and build loyalty in a competitive market.

MARKET SEGMENTATION, TARGETING AND POSITIONING (STP)

- To maximize resources and ensure long-term growth, businesses often cannot target the entire market. Instead, they engage in a process known as STP: Segmentation, Targeting, and Positioning.
- By implementing effective STP strategies, businesses can optimize their marketing efforts, cater to specific consumer needs, and maintain a competitive advantage in their markets.

S Segmentation	T Targeting	P Positioning
Divide market into distinct groups of customers (segments) using segmentation practices.	Determine which customer group (segment) to focus your marketing efforts on.	Create product positioning and marketing mix that is most likely to appeal to the selected audience.

MARKET SEGMENTATION

Market Segmentation involves dividing a broad market into **smaller, distinct groups of consumers with similar needs or characteristics**. This helps businesses focus on specific segments they can effectively serve.



Segmentation Bases

Geographical Segmentation

Divides the market based on location, climate, and regional factors.

Example: A bank targeting urban areas with specific services tailored to city residents.

Psychographic Segmentation

Focuses on lifestyle, values, and interests of consumers.

Example: A luxury car brand targeting consumers who value status and quality.

Demographic Segmentation

Based on characteristics such as age, gender, education, and income.

Example: A retirement planning service specifically targeting individuals aged 60 and above.

Behavioral Segmentation

Considers consumer behaviors, usage rates, and purchasing patterns.

Example: A soft drink company offering various package sizes (e.g., family packs vs. individual bottles) based on consumption occasions.

Requirements for Effective Segmentation (MASDA)

- **Measurable:** Ability to quantify the size and purchasing power of segments.
- **Accessible:** Feasibility of reaching segments through marketing efforts.
- **Substantial:** Segments must be large enough to be profitable.
- **Differential:** Each segment should respond differently to marketing strategies.
- **Actionable:** Clear marketing strategies should be developed for each segment.

Crunchy Treats

Measurable: Crunchy Treats segments the market into health-conscious consumers, families with kids, and college students. They find that health-conscious consumers make up 25% of the market, and their average spending on snacks is higher, allowing Crunchy Treats to quantify the potential revenue from this group.

Accessible: The brand identifies that health-conscious consumers frequently shop at health food stores and follow fitness influencers on social media. They create targeted ads on Instagram and collaborate with fitness influencers to effectively reach this segment.

Substantial: Crunchy Treats determines that the health-conscious segment is substantial enough, representing a significant portion of the market. They estimate this segment's growth potential and believe it can lead to increased sales, making it a profitable focus.

Differential: Market research shows that health-conscious consumers value low-calorie and organic ingredients, while families with kids prioritize taste and fun packaging. Crunchy Treats tailors their messaging, promoting healthy benefits to health-conscious consumers and fun flavors and cartoon packaging for kids.

Actionable: Crunchy Treats develops specific marketing strategies:

- For health-conscious consumers, they launch a campaign highlighting low-calorie options and organic ingredients.
- For families, they create ads featuring kids enjoying the snacks, emphasizing fun and taste.

Benefits of Segmentation

- Ability to utilizing limited resources available in the business efficiently and effectively
- The business is able reduce market risk
- Increase in competitiveness
- Ability to expand the business (Eg: Using Geographical segmentation)
- Customer retention can be encouraged through life cycle of a customer
- It increases profitability

Segmentation Rules

- Avoid overly broad definitions.
- Organize the business by market segments.
- Conduct thorough analysis and research.
- Ensure mutual exclusivity of segments.



TARGETING

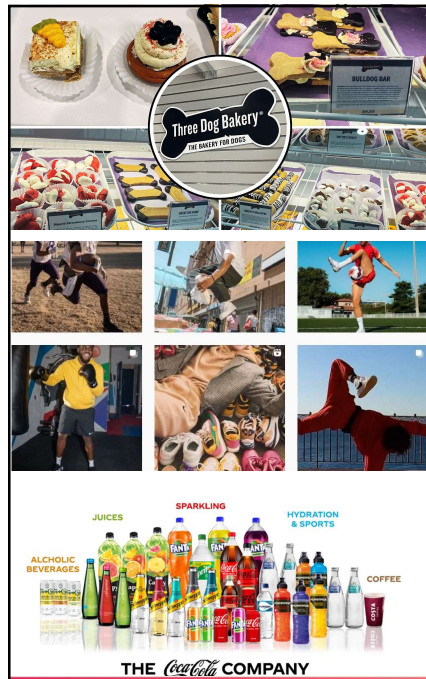
Targeting is the process of identifying and selecting specific market segments to focus on, allowing a business to tailor its marketing strategies effectively. The importance of targeting includes:

Focused Sales Growth: By honing in on a particular audience, businesses can create more relevant products and marketing messages that resonate with those customers.

Enhanced Promotional Strategy: Understanding the target market helps in crafting campaigns that appeal directly to the needs and preferences of that segment.

Building Customer Loyalty: When customers feel that a brand understands their needs, they are more likely to remain loyal.





Types of Targeting Strategies

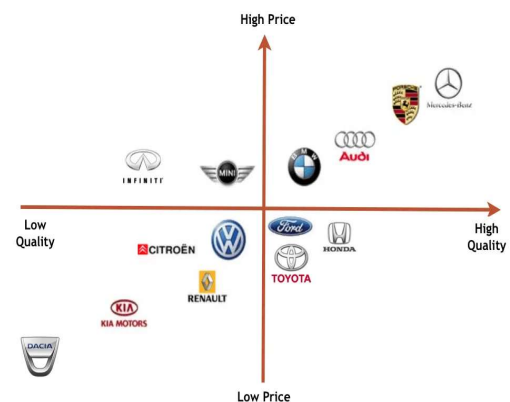
- **Concentrated Marketing (Niche Marketing):** Focuses on a specific market segment, catering exclusively to it. This approach can be highly profitable, even if the segment is small.
- **Differentiated Marketing:** Targets multiple segments with distinct products and marketing strategies tailored for each. This can lead to broader market coverage but requires more resources.
- **Undifferentiated Marketing (Mass Marketing):** Attempts to reach the entire market with a single offering. This strategy works best when the product has universal appeal and can meet the needs of a wide audience.

POSITIONING

Positioning involves creating a distinct image or identity for a brand or product in the minds of consumers, relative to competitors.

Effective positioning can help businesses:

- **Influence Consumer Perception:** By emphasizing unique features or benefits, a brand can stand out in a crowded marketplace.
- **Win Customer Loyalty:** A clear and appealing position can foster stronger relationships with customers.



POSITIONING

Generic Competitive Strategies by Michael Porter suggest that the business can use generic competitive strategies to position in the market

- **Cost Leadership:** Aiming to be **the lowest-cost producer in the industry**, allowing for **competitive pricing** and potentially **greater market share**. Success in this strategy often relies on economies of scale, efficient production methods, and cost-effective supply chains.

Example: Walmart, Southwest Airline, IKEA, Amazon

- **Differentiation:** Offering **unique products or services that provide superior value**, helping to **create brand loyalty and justify premium pricing**. This can be achieved through innovation, high quality, or exceptional service.

Examples: Apple, Nike, Tesla, Starbuck,

TERMINOLOGIES USED IN BRANDING

Brand: A brand distinguishes a product, service, or concept from others, making it recognizable and marketable. For example, Apple is recognized not just for its products but for its innovation and design philosophy.

Brand Name: This is the specific name given to a brand, such as "Coca-Cola" for its beverages.

Branding: The process of creating and promoting a brand name, identity, and image. For instance, Nike uses its iconic "swoosh" logo and the tagline "Just Do It" as part of its branding efforts.

Brand Attributes: Characteristics that define a brand's essence. Strong brands like Volvo emphasize safety, reliability, and quality, which resonate with their target audience.

TERMINOLOGIES USED IN BRANDING

Brand Image: The perception of a brand in the minds of consumers. For example, luxury brands like Chanel evoke feelings of exclusivity and high status.

Brand Positioning: The unique place a brand occupies in the market relative to competitors. Tesla positions itself as a leader in electric vehicles and innovation, differentiating itself from traditional car manufacturers.

Brand Awareness: The extent to which consumers recognize and are familiar with a brand. Brands like McDonald's have high brand awareness globally due to extensive marketing.

Brand Recognition: The ability of consumers to identify a brand from its visual or auditory cues. For instance, seeing the red and white stripes of a Target store immediately triggers brand recognition.

TERMINOLOGIES USED IN BRANDING

Brand Equity: The value a brand adds to a product based on consumer perceptions, attitudes, and loyalty. For example, products from brands like Rolex command higher prices because of the strong brand equity associated with luxury and prestige.

Brand Ambassador: An individual who represents and promotes a brand, often influencing consumer perceptions. For example, Smitri Manadana serves as a brand ambassador for Nike, leveraging her athletic prowess to enhance the brand's image.

REQUIREMENTS FOR A SUCCESSFUL BRAND

Relevance

A brand must connect with its target audience. Its message should resonate with the customers who find the product relevant.

Example: Marketing a cigarette brand to school children is inappropriate and could lead to negative perceptions.

Clarity

The brand message should be easy to understand. If customers find the language or meaning confusing, it can hinder brand success.

Example: A health product using complex medical jargon may alienate potential customers who don't understand it.

REQUIREMENTS FOR A SUCCESSFUL BRAND

Coherence

A brand should maintain consistent quality and values across all its products. If a brand known for high quality releases a low-quality item, it can damage the overall reputation.

Example: If Samsung, known for high-quality electronics, launched a low-quality appliance under the same brand, it could hurt the brand's reputation for quality.

Patience

Building a strong brand takes time. Customers need to perceive its value, and companies may have to wait to see returns on their branding investments.

Example: Apple took nearly a decade to establish the strong brand identity of the iPhone, leading to its current status as a leading tech brand.

IMPORTANCE OF BRANDING

Recognition: A strong logo serves as the face of the company, making it memorable for consumers. For instance, the golden arches of McDonald's are instantly recognizable worldwide.

Increased Business Value: A well-established brand enhances a company's market value, attracting more investment opportunities and providing leverage within the industry. Brands like Coca-Cola benefit from significant brand equity, increasing their overall business worth.

Customer Acquisition: Strong branding fosters positive impressions among consumers, leading to increased customer trust and loyalty. Once established, a brand can benefit from word-of-mouth marketing. For example, customers often choose brands like Nike due to their strong reputation for quality.

Employee Pride and Satisfaction: Employees take pride in working for reputable brands, which boosts job satisfaction and morale. For instance, employees at companies like Google often feel motivated and proud to represent a brand known for innovation and quality.

Trust Creation: Established branding builds consumer trust, making it more likely for customers to engage with the brand. Companies like Amazon have cultivated trust through consistent quality and customer service.



WHAT IS DIGITAL MARKETING?



Digital marketing refers to all marketing efforts that utilize electronic devices or the internet.



It encompasses various digital channels, such as search engines, social media, email, and websites, to connect with current and prospective customers.



Digital marketing operates online, offering vast possibilities for engagement.

METHODS OF DIGITAL MARKETING

Search Engine Optimization (SEO)

- SEO involves optimizing a website to rank higher in search engine results, thereby increasing organic traffic.
- For example, a business that optimizes its content for Google can appear at the top of search results when users look for related products.



METHODS OF DIGITAL MARKETING

Content Marketing

This involves creating and promoting content to generate brand awareness and lead generation.

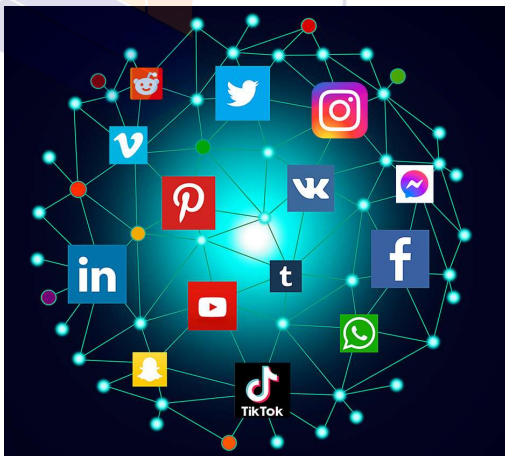
Key channels include:

Blog Posts: Articles that showcase expertise and drive organic traffic.

EBooks and Whitepapers: Long-form content that educates readers and captures leads by exchanging content for contact information.

Infographics: Visual content that helps communicate complex information clearly and engagingly.

METHODS OF DIGITAL MARKETING



Social Media Marketing

Social media marketing promotes your brand and content to increase awareness, drive traffic, and generate leads.

Key channels include:

Facebook: For sharing content and engaging with users.

Twitter: For quick updates and real-time interaction.

LinkedIn: For B2B marketing and professional networking.

Instagram: For visual content and brand storytelling.

Snapchat: For engaging younger audiences through ephemeral content.

Pinterest: For sharing visual ideas and inspiration, particularly in lifestyle and DIY sectors.

METHODS OF DIGITAL MARKETING

Pay Per Click (PPC)

A method of driving traffic by paying for each click on your ad.

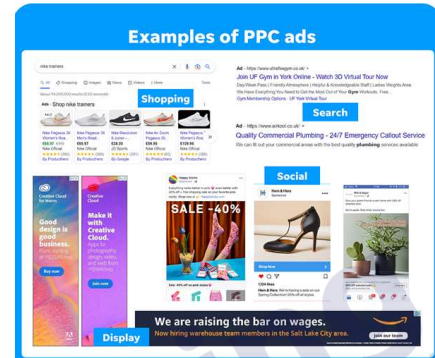
Examples:

Google Ads: Placing ads at the top of search results.

Facebook Ads: Customizing video or image posts to reach targeted audiences.

Twitter Ads: Promoting posts or profiles to achieve specific goals like website traffic or app downloads.

LinkedIn Sponsored Messages: Sending direct messages to users based on their professional background.



METHODS OF DIGITAL MARKETING

Marketing Automation

Software that automates marketing tasks to increase efficiency.

Examples:

Email Newsletters: Automatically sending tailored newsletters to subscribers.

Social Media Scheduling: Using tools to plan and post content at optimal times.

Lead Nurturing Workflows: Automating email campaigns based on user actions, like downloading an eBook.

Campaign Tracking: Monitoring and reporting the performance of various marketing efforts.



METHODS OF DIGITAL MARKETING

Email Marketing:

A method of communicating with audiences through email.

Types of Emails:

Blog Subscription Newsletters: Regular updates to subscribers.

Follow-Up Emails: Reaching out to visitors who downloaded content.

Welcome Emails: Introducing new customers to the brand.

Promotional Emails: Sending holiday or special offers to loyalty program members.

Nurturing Emails: Providing tips or resources to engage customers.



METHODS OF DIGITAL MARKETING

Online PR

Securing online coverage through digital publications and blogs.

Examples:

Reporter Outreach: Engaging journalists on social media platforms to create media opportunities.

Review Engagement: Responding to online reviews to build trust and humanize the brand.

Comment Engagement: Responding to comments on your blog or website to foster community and conversation.



ADVANTAGES OF DIGITAL MARKETING

Global Reach: Businesses can find new markets and trade globally with minimal investment.

Example: An online clothing brand can sell to customers worldwide through its website.

Lower Cost: Targeted digital campaigns can reach the right audience at a fraction of the cost of traditional marketing.

Example: Running a Facebook ad campaign can be much cheaper than TV advertising.

Ability to Track and Measure Results: Tools like web analytics help measure campaign effectiveness.

Example: Using Google Analytics to see how many visitors converted after clicking on an ad.

Personalization: Businesses can tailor offers based on customer data.

Example: An e-commerce site shows personalized product recommendations based on past purchases.

ADVANTAGES OF DIGITAL MARKETING

Openness: Engaging with customers on social media builds loyalty and a positive reputation.

Example: Brands responding promptly to customer inquiries on Twitter.

Social Currency: Engaging content can be shared widely, enhancing brand visibility.

Example: A viral marketing video that spreads through social media.

Improved Conversion Rates: Customers can make purchases online with just a few clicks.

Example: An online store's streamlined checkout process leads to higher sales.

DISADVANTAGES OF DIGITAL MARKETING

Skills and Training: Staff need expertise to navigate rapidly changing tools and trends.

Example: A lack of training in SEO could lead to ineffective online campaigns.

Time Consuming: Creating content and optimizing campaigns can be labor-intensive.

Example: Developing a social media strategy might take weeks of planning.

High Competition: Standing out among numerous online competitors is challenging.

Example: Competing with many other brands for visibility on Google.

Complaints and Feedback: Negative comments on social media can quickly damage a brand's reputation.

Example: A restaurant receiving public criticism on Yelp that goes unanswered.

Security and Privacy Issues: Companies must comply with data protection laws.

Example: Failing to secure customer data can lead to legal issues and loss of trust.

ETHICAL ASPECTS OF MARKETING

What is Ethics?

Ethics refers to the understanding of what is right and wrong in business practices.

Ethical marketing respects stakeholder needs and emphasizes honesty, fairness, and responsibility.

Ethical Marketing



IMPORTANCE OF ETHICS IN MARKETING

Customer Loyalty: Ethical practices foster trust, encouraging long-term loyalty.

• **Example:** A brand that consistently delivers on its promises gains repeat customers.

Long-term Gains: Ethical marketing leads to increased credibility and market share.

• **Example:** A brand known for integrity attracts more customers and investors.

Builds Credibility: Consistent ethical behavior establishes a reputable brand.

• **Example:** A company recognized for fair practices becomes a trusted name in its industry.

Satisfies Basic Needs: Meeting customer expectations for trust and integrity builds loyalty.

• **Example:** A brand that values transparency gains customer trust.

Attracts Talent: Ethical companies attract professionals seeking a values-driven workplace.

• **Example:** Job seekers prefer to work for companies known for their ethical practices.

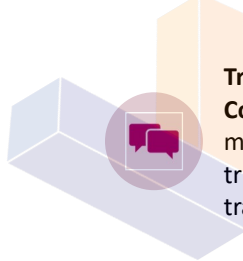
Attains Financial Goals: Ethical brands attract investors and partners who value integrity.

• **Example:** Investors are more likely to support a company with a strong ethical foundation.

Enhanced Brand Value: Ethical practices enhance overall brand reputation.

• **Example:** A company recognized for social responsibility can command premium pricing.

PRINCIPLES OF ETHICAL MARKETING



Truth in Communication: All marketing should be truthful and transparent.



High Ethical Standards: Marketers should uphold personal and professional ethics.



Transparency: Endorsements and sponsorships should be clear.



Fair Treatment: Consumers should be treated fairly based on product nature.



Consumer Privacy: Protecting consumer data is paramount.



Compliance: Adherence to laws and regulations is essential.



Open Discussion: Ethical considerations should be part of marketing decisions.

UNETHICAL ADVERTISING

Surrogate Advertising: Promoting restricted products indirectly.

- **Example:** Ads for non-alcoholic beverages promoting alcoholic brands.

Exaggeration: Making false claims about a product.

- **Example:** Claiming a product can "cure" a medical condition without evidence.

Puffery: Using subjective claims that can't be proven.

- **Example:** "The best coffee in the world" is subjective and unverifiable.

Unverified Claims: Promising results without evidence.

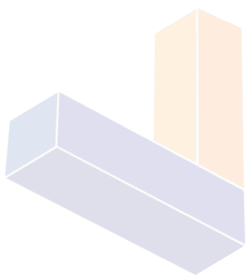
- **Example:** Hair products claiming stronger hair without scientific backing.

False Brand Comparisons: Misleading claims about competitors.

- **Example:** A brand falsely claiming it has better quality than a leading competitor.

Children in Advertising: Exploiting children's naivety in marketing.

- **Example:** Targeting ads for sugary cereals directly at children.



Thank You!