

# Marketing Strategies

by: Ms. Dolly Bhasin

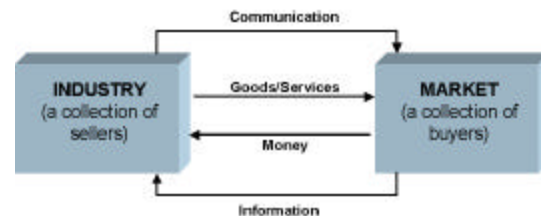
## What is Marketing?

### Definition

Marketing is a Social & Managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others.

### The Core Concepts of Marketing

- A human need is a state of felt deprivation of some basic satisfaction
- Wants are desires for specific satisfiers of these deeper needs
- Demands are wants for specific products that are backed by an ability & willingness to buy them
- Products broadly cover anything that can be offered to someone to satisfy a need or want
- The guiding concept to satisfy a need from a product choice set is value
- Marketing emerges when people decide to satisfy needs and wants through exchange
- Exchange is the act of obtaining a desired product from someone by offering something in return
- A transaction consists of a trade of values between two parties
- Relationships are built with customers, distributors, dealers and suppliers
- A Market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want
- A marketer is someone seeking a resource from someone else and willing to offer something of value in exchange. A marketer can be a seller or a buyer
- Marketing means human activity taking place in relation to markets.
  - Identify the NEED
  - DEVELOP the PRODUCT
  - Identify the MARKET
  - Identify the CHANNEL to reach the MARKET
  - Fulfill the NEED



### Major Actors and Forces in the Marketing Environment

Consists of Actors & Forces that affect the Company' ability to develop and maintain

- Successful transactions &
- Relationships with its target customers



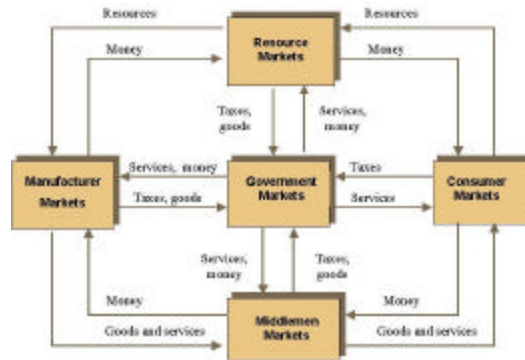
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## Structure of Flows in a Modern Exchange Economy



## What is Sales & Marketing?

Sales and Marketing consists of:

\* Marketing

\* Sales

\* Advertising

\* Public Relations

### Basics of Marketing

- Marketing Plan
- Market Research
- Positioning
- Marketing Materials

- Networking
- Trade Shows
- Marketing Strategies
- Marketing Tactics

### 4 Ps of Marketing

○ Product

○ Place

○ Promotion

○ People

### Advertising

- Advertising Budget & Planning
- Print Advertising
- Radio Advertising

- TV Advertising
- Direct Mail & Coupons
- Internet Advertising

### Sales

- Prospecting
- Cold-Calling & Telemarketing
- Sales Meetings & Presentations
- Sharpening Your Sales Skills

- Sales Letters & Proposals
- Closing the Sale
- Customer Service & Retention

### Public Relations

- PR Basics
- Press Releases
- Public Speaking

- Special Events
- Being Interviewed
- Promoting Yourself as an Expert



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## Marketing Strategies

- Identify Need
- Define Product
- Define USP of Product
- Define Market
- Define Market Segments
- Identify Channels
- Define Techniques of:
  - Sales
  - Distribution
  - Support
- Define Support mechanisms of Advt, PR & Sales

## Distribution

- Direct VS Channel sales
- Own Offices VS Franchises
- Strategic Alliances
  - C&F Agents
  - Warehousing partners
  - Logistics Service providers
  - Cargo/Courier service provider
  - Stockists
- Channel
  - Distributor
  - Retailer - Showrooms
  - Order Takers - Telemarketers
  - Order Delivery - VPP

## Integrated Supply Chain Management (SCM)

SCM refers to the coordination of flows:

- Material (Physical products)
- Information (Demand forecast, Orders)
- Financial (Credit terms, Product price)



## Employment Generation Opportunities

- Direct Marketing
- Network Marketing
- E-Marketing
- Retailing
- Home based Marketing
- Tele-Marketing
- Mailing

## New Avenues for Women

- Home Biz
- Franchise
- E-Services
- E-Biz
- E-Tailing
- E-Content Development
- E-Learning
  - Services
  - Retailing
  - IT
  - E-Business



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## Home Biz

Home -based venture is an opportunity to use your talents, education, skills, and create multiple streams of income! Choose ideas that you would enjoy doing, or have a strong interest in learning and doing, because you'll be spending a lot of time doing them.

## Home Biz Marketing

- Catalog Marketing
- Direct Mail Marketing
- Tele-Marketing
- Television direct response Marketing
- Home shopping (TV Channel or Web)

## Some Home Based Business

- Circle marketing / Network marketing
- Micro Business
- Secondary career
- Self- Publishing Services
  - DTP
  - Web Design
  - E-Books
- Computer Distribution
- Home Goods
- Property
- Music
- Drivers
- Online Recruiting
- Security
- Maids
- Marriage Bureau
- Cleaning
- Travel
- Answering Services
- Wedding & Bridal
- Freelance Photography
- Gift
- Consultancy
- Cyber Café

## Franchise

**Definition** Franchising involves a contractual arrangement between a franchiser (a manufacturer, wholesaler, or service sponsor) and a retail franchisee, which allows the franchisee to conduct business under an established name and according to a given pattern of business. The franchisee typically pays an initial fee and a monthly percentage of gross sales in exchange for the exclusive rights to sell goods and services in an area.

## Types of Franchising

- Product/trademark franchising
- Business format franchising
- Service sponsor retail franchising

## E-Services

- Global Markets
- Mass Communication
- ICT technology
- Web/voice based support
- BPO
- Online Travel
- Online Hospitality
- E-Learning
- Answering Service
- Web Stores
- Online Gifts / Flowers

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## E-Business= EC+BI+CRM+SCM+ERP

EC	=	E-Commerce
BI	=	Business Intelligence
CRM	=	Customer Relationship Management
SCM	=	Supply Chain Management
ERP	=	Enterprise Resource Planning

## E-Tailing

Electronic Retailing can be of the following types:

- Web
  - Brochure websites
  - Commerce websites
  - Integrated buying, inventory & accounting system with web store
  - Integrated supply chain & web store
- Point of sale terminal
- Kiosks
- Handheld terminals
- E-Vending machines
- Juke Boxes
- Tele-Marketing



## E-Learning

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- E-Learning helps you to study on-line, make queries, take examinations, search on your favorite topics etc.
- E-Learning
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  - Retailing
  - IT
  - Content Development
  - E-Business



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