

Business & Marketing Background

Business Models

B2C – Mass & Niche

B2B

B2C/G

P2P/C2C

Freemium

Facebook

Google

eBay

Amazon



4P's

Product

Product refers to a good or service that a company offers to customers.

Price

Price is the cost consumers pay for a product. Marketers must link the price to the product's real and perceived value, but they also must consider supply costs, seasonal discounts, and competitors' prices.

Marketers also need to determine when and if discounting is appropriate.

Place

When a company makes decisions regarding place, they are trying to determine where they should sell a product and how to deliver the product to the market.

In Store, Online.

Find, Accessible, Navigation, UX.

Promotion

Promotion includes advertising, public relations, and promotional strategy.

Digital Marketing

Above The Line (Mass)

Below The Line (Personal)

7P's

People

If your customer-facing people are off-putting to customers, the project will not reach its full commercial potential.

Processes

Website user experience

Delivery time

Delivery methods and service

In-store wait time

Communicating with customer support

Aftercare

Physical

Packaging

Thank You's

After Sales Communication

In a nutshell, “Physical evidence” is all about ensuring every component involved with the product adheres to the same brand values as the product itself. This creates a consistent, convincing experience for the customer.

Push vs Pull

Pushing your message out

Push marketing is a promotional strategy where businesses attempt to take their products to the customers.

Businesses often use push marketing when launching a new product, or when trying to stand out in a niche or crowded market.

Cold calling

Display Advertising



Pulling customers in

The goal of pull marketing is to get the customers to come to you.

Businesses generally will use pull marketing when the customer knows what he is looking for or what problem he needs to solve, but needs pulling towards your solution as opposed to the solution offered by your competitors.

Attraction

Relationships

Personalised

Search, Email, Content, Nurture

Life Time Value (LTV/CLTV)

What's a customer worth to you over time?

Cost to acquire a new customer against repeat business!

What if getting a customer is a cost to you?

Cost per acquisition (CPA)

How much would you be prepared to lose?

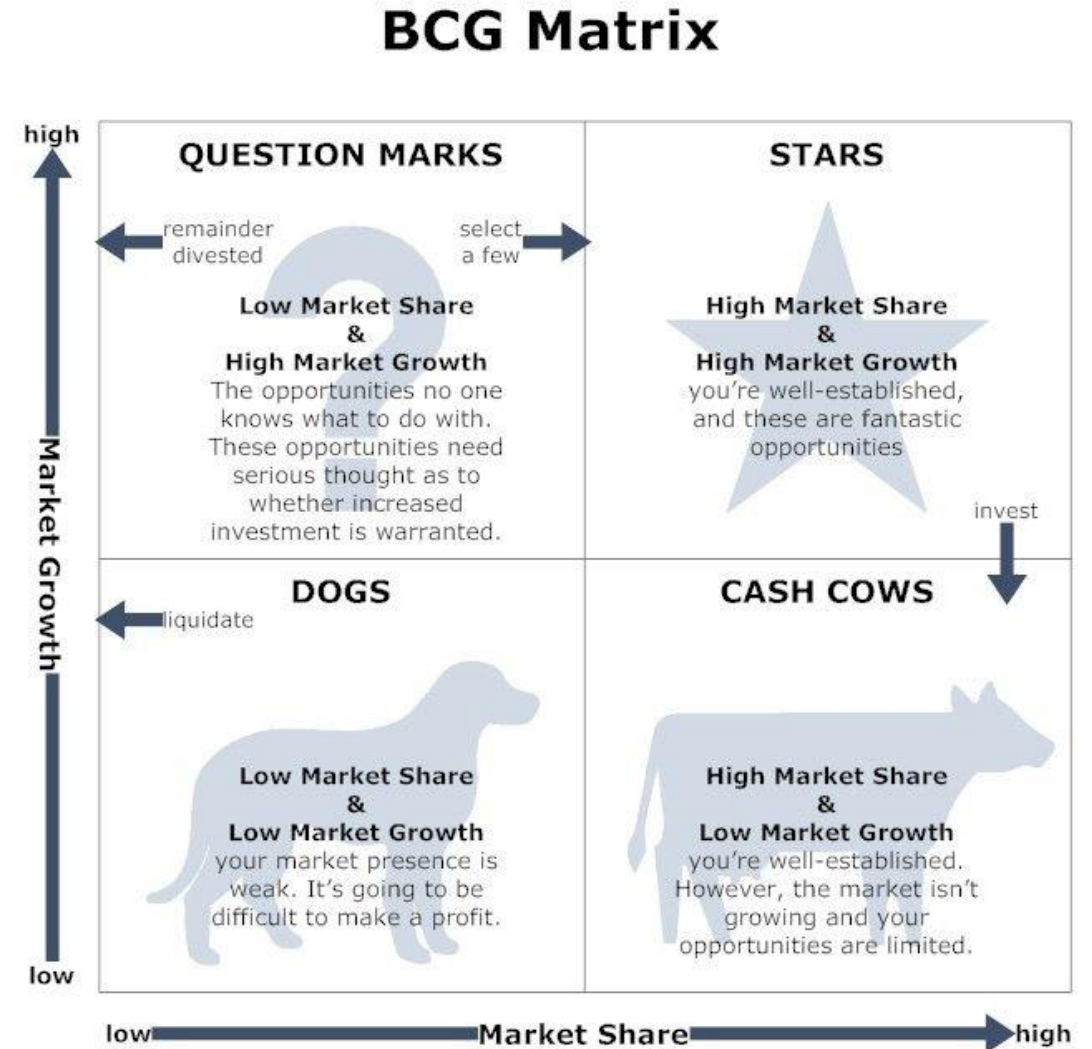
Boston Consulting Group

BCG Matrix

BCG matrix was a framework originally devised by Boston Consulting Group to strategically measure the potential growth rate of a company within its industry versus its relative market share. This is also known as the Growth Market Share matrix.

By plotting these factors it is possible to identify which products (or brands/units) a company should invest further in, and which products it diversify away from.

A BCG matrix will help develop a long-term strategic marketing plan to create more profitable products.



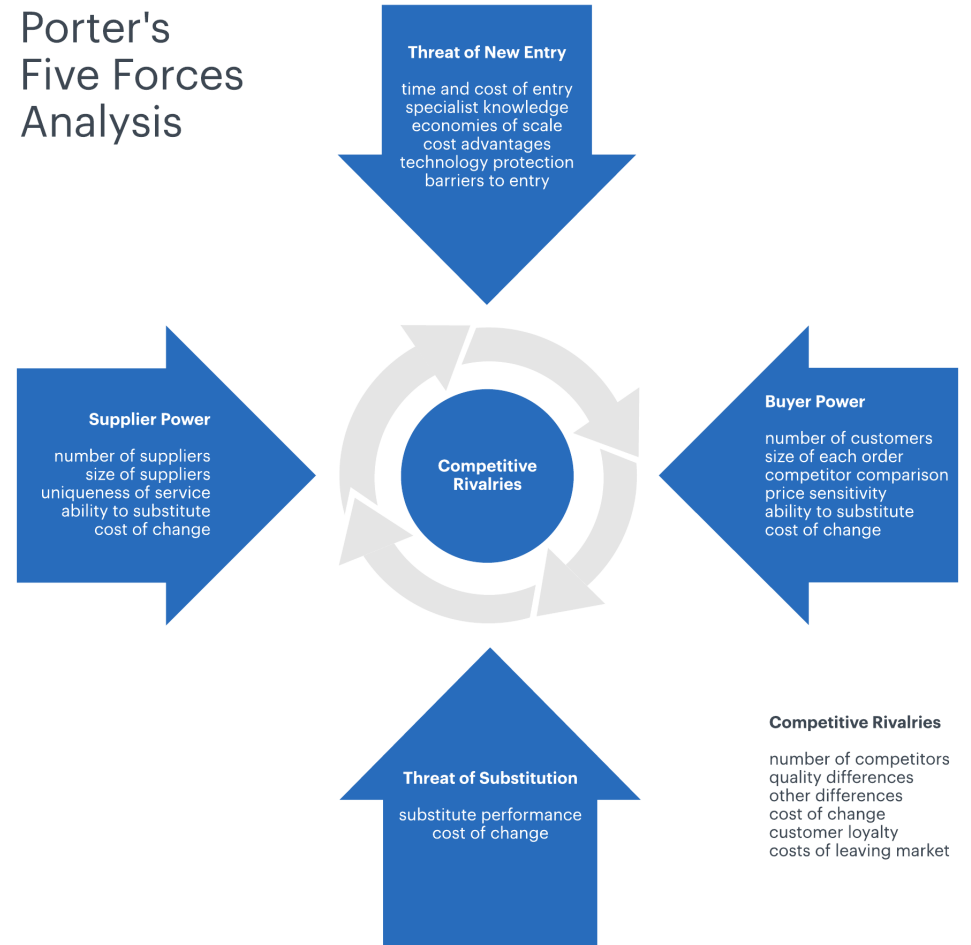
Porter's 5 Forces

Porter's five forces is another tool belonging to the marketer's strategy toolkit. This one is used to assess the level of competitive intensity within your industry. As the name suggests, the concept was created by a fellow by the name of Michael E. Porter.

Porter believed that by understanding the level of competitive intensity, you could determine the attractiveness of that industry. When we talk about industry attractiveness we are talking about the profitability of the industry not how much we like it!

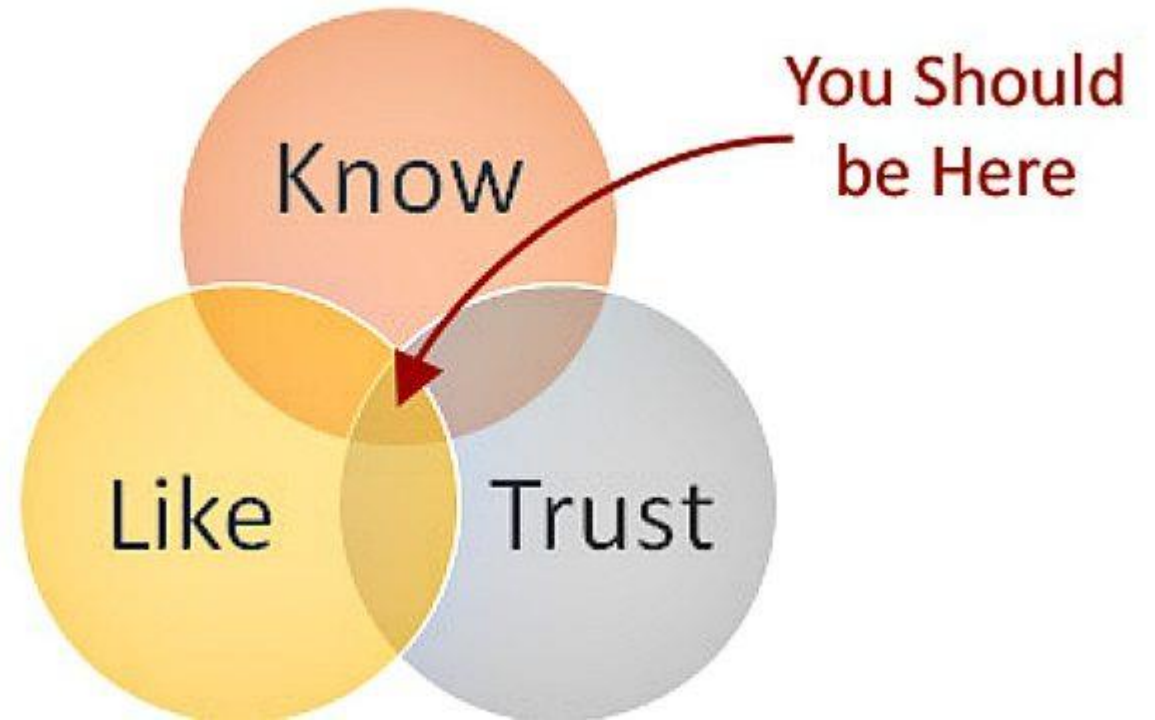
So how do we as marketers assess the level of competitive intensity in our industry? Well Porter believes there are five factors, or five forces acting upon your organisation that will determine this (hence the name!)

Porter's Five Forces Analysis



Know Like Trust (KLT)

People have to
Know You
Like You
Trust You
Before they buy



Loyalty Ladder

Suspect

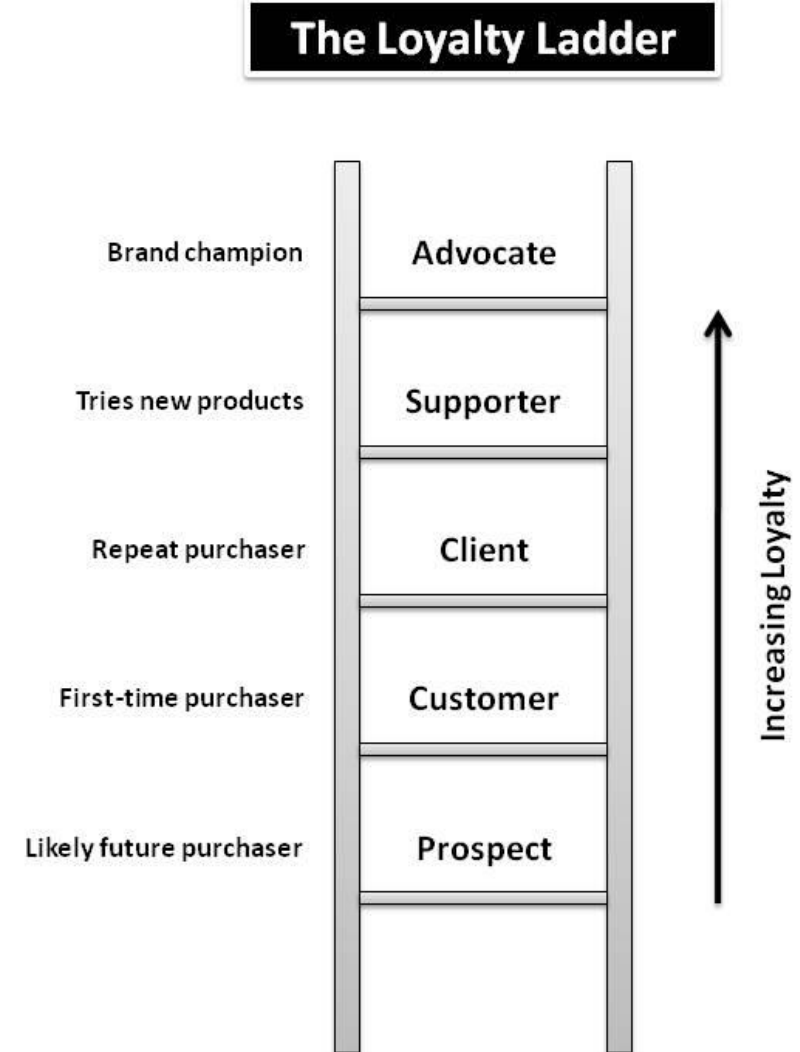
Prospect

Customer

Client

Supporter

Advocate



Market Message Media + Measure



MARKET



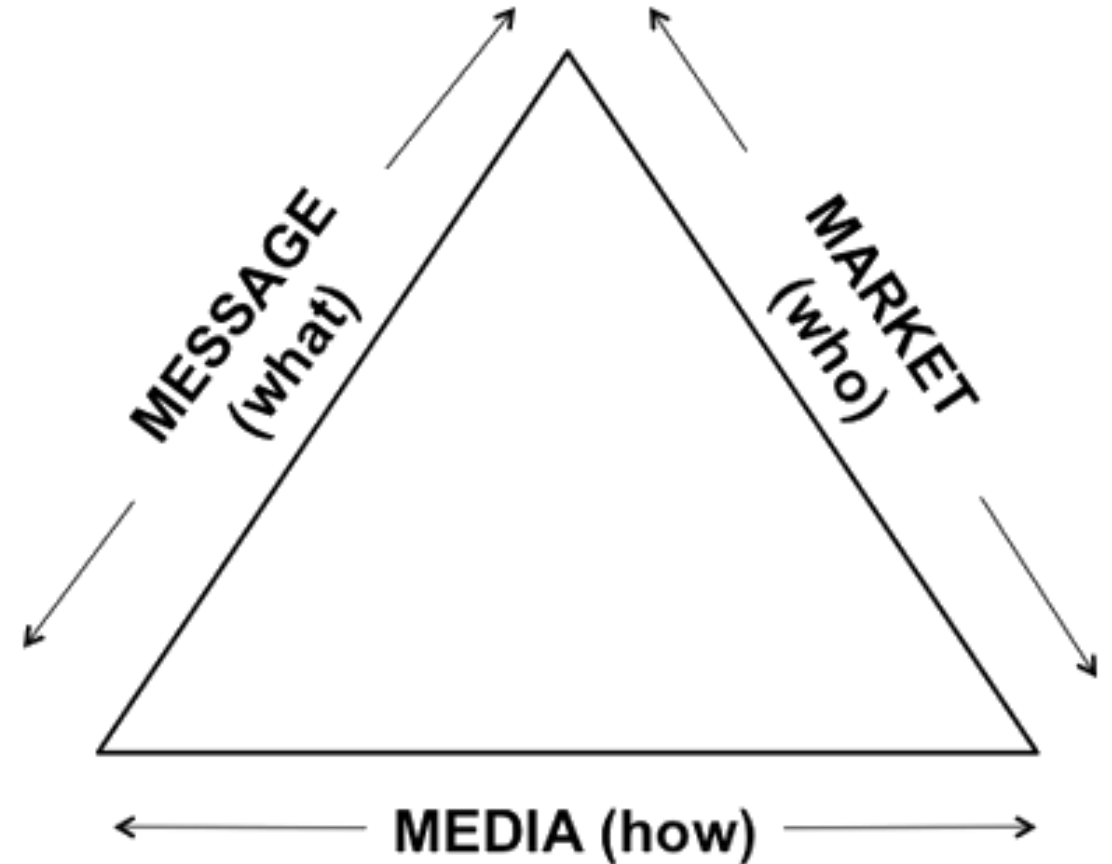
MESSAGE



MEDIA



MEASURE



Minimum Viable Product (MVP)

Test Early

Minimal Investment

Fast feedback

Agile Development

Little & Often

Fail Fast