

Marketing

Know your market and avoid any unpleasant surprises!

Marketing



Know your market and avoid any unpleasant surprises!

<https://www.youtube.com/watch?v=316AzLYfAzw>

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What is a creative act?

- ‘Bisociation’ - combining two unrelated pieces of information to form a third idea (Koestler, 1964)
- Creativity - an association of ideas, information or materials to form new concepts. Described by Schumpeter as ‘new combinations’
- Don’t you do this all the time?
- It works in two stages - divergent thinking and convergent thinking

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Divergent thinking - generating ideas for an opportunity – spotting a gap in the market and coming up with a product to fill it.

- Identify - define the opportunity, need or problem
- Research - collect information and continuously analyse it
- Exploring - seeking out holes in knowledge and adding new information
- Investigating - focussing on the search for specific information

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Convergent thinking - generating solutions

- Planning ahead and 'scamping' rough ideas
- Visualising and communicating ideas
- Developing and refining concepts
- Communicating the solution to stimulate support and demand
- Monitoring progress throughout the process

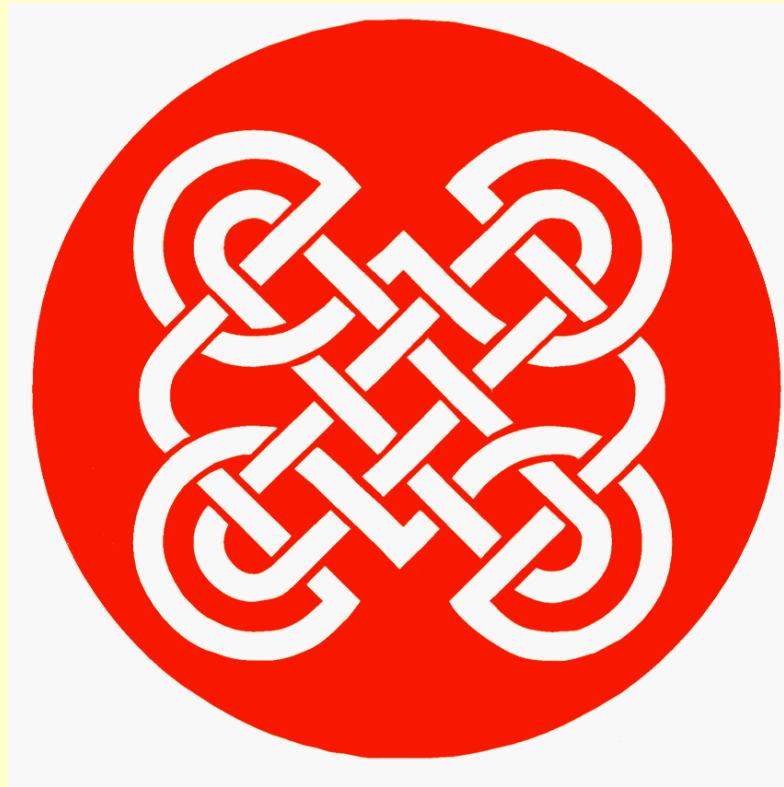
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- **Perceived Values**



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- **Perceived Values**



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- What are you offering (product, service)?
- Exactly who are your customers?
- What do they want ?
- How can you reach them?
- Who are your competitors
- What do your competitors do?



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Marketing Questionnaire (Tick box)

- Do you ever buy prints... (Yes) (No)
- Are you... (Male) (Female)
- Your age range (16-20), (20-30), (30-40), (40+)
- Would you buy this print? (Yes) (No)
- If yes, for what purpose? (Gift), (Self), (Other....)

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Marketing Questionnaire (Tick box)

- Where do you buy prints... (Shows / Exhibitions), (Internet), (Shops), (Publications), (Other...)
- How much would you be prepared to pay?
- (£5), (£10), (£25), (£50)

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Marketing Questionnaire

- Ask the right people to define;
- Customer awareness of your product/service
- Customer ideas (ask for feedback)
- Who your customers are (Geographic, demographic, psychographic, behaviouralistic?)
- That you have a market of adequate size
- With people who will pay for it?

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Marketing Questionnaire - methods

- Face to face
- Telephone
- Postal
- Internet
- Decide what is relevant for you!



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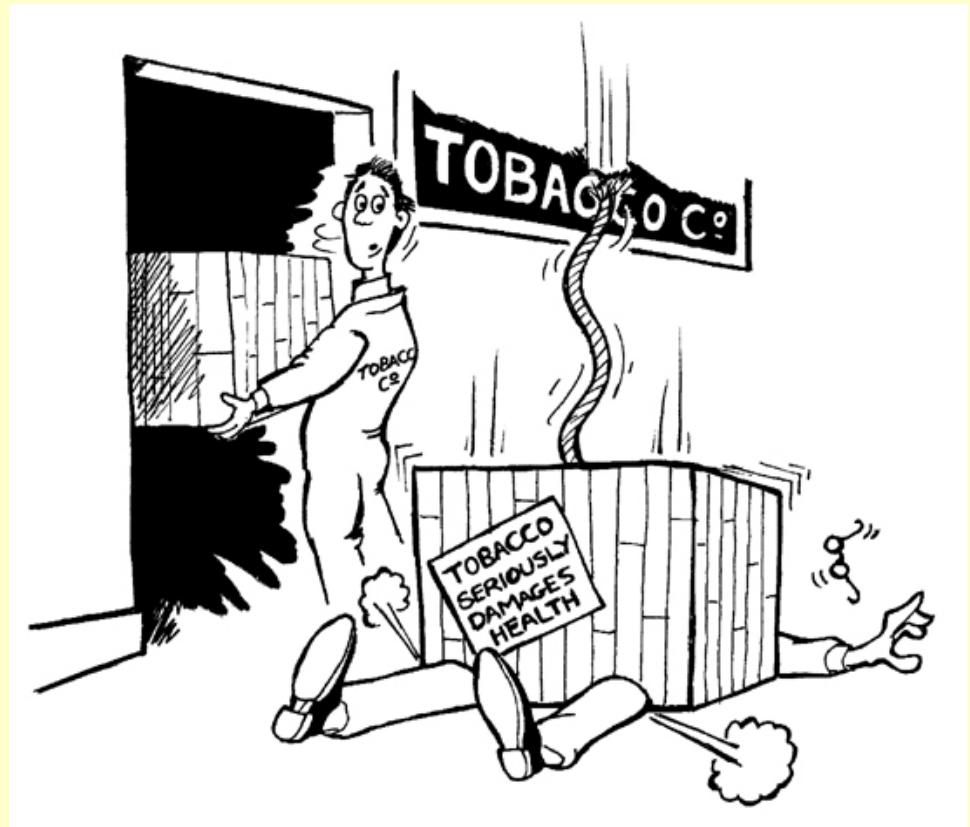
Quantitative Market Research

- What products or product attributes do your prospective customers prefer?
- Which product attributes are most important?
- How satisfied are the prospective customers with one product compared with others?
- Cost of switching

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Qualitative Market Research

- Focus groups
- Interviews
- Own prejudices?



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7 P's of Marketing

- Product
- Place
- Price
- Promotion
- People
- Process
- Physical environment

Marketing

Viral Marketing



<https://www.youtube.com/watch?v=nFeb6YBftHE>

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Viral Marketing

“Viral Marketing (Word-of-Mouth)”

Viral Marketing is any marketing technique that induces web site users to pass on a marketing message to other sites or users, creating a potential growth or “buzz” about your message.

Viral marketing can be the cheapest, most successful form of marketing.

Marketing

Viral Marketing

It can be delivered by word of mouth or enhanced by the network effects of the Internet.

video clips

interactive games

e-books

branded software

images, text messages, forum posts, email,

mobile phone messaging

social networks such as Facebook, YouTube,

Twitter, MySpace etc.

In fact, just about every technology can be used as a basis for viral marketing.

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Viral Marketing

Some viral marketing campaigns will be more effective than others.

In addition, some target markets will eat up viral marketing better than other demographics, such as young adults and teenagers.



For what you are about to hear I apologise most profoundly!

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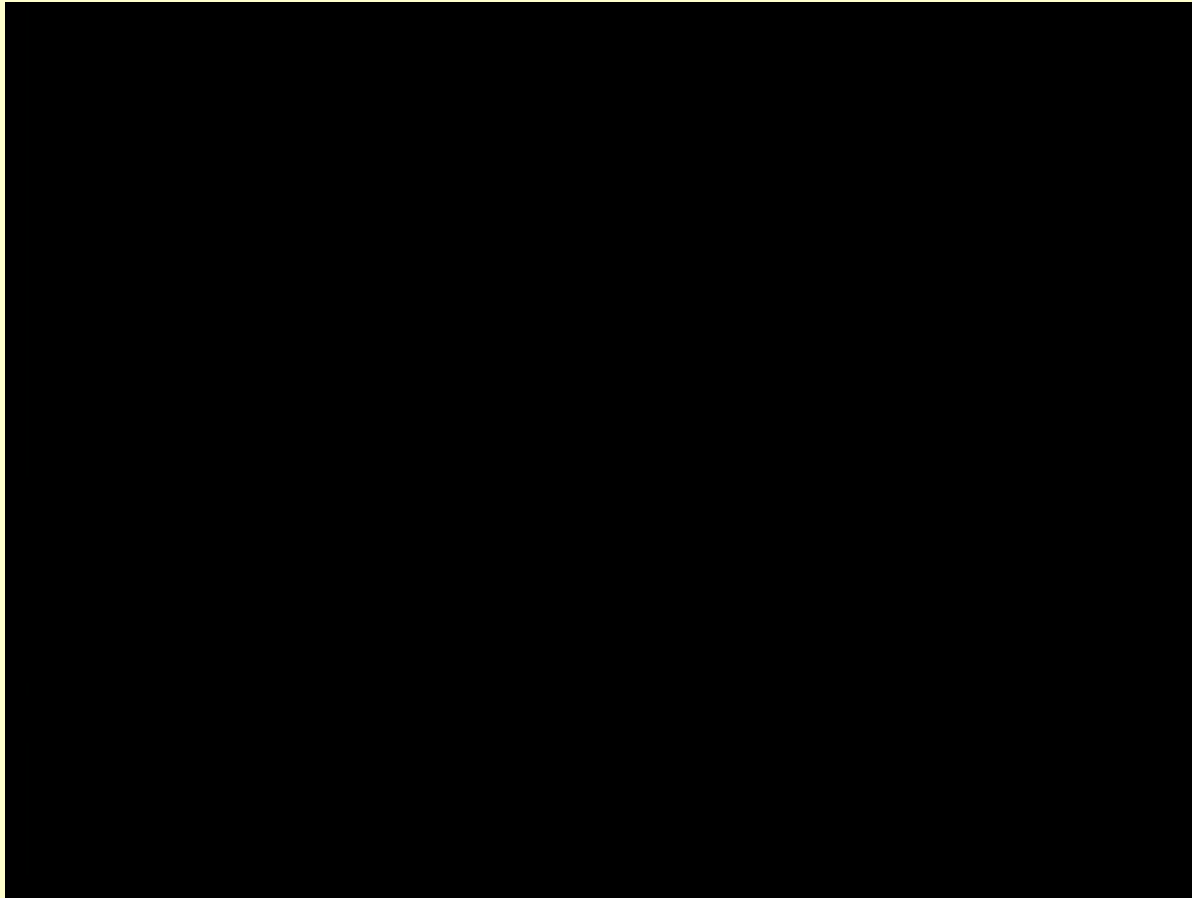
Viral Marketing



<https://www.youtube.com/watch?v=EwTZ2xpQwpA>

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Viral Marketing



What about a viral video that uses other viral videos?

<https://www.youtube.com/watch?v=PQHPYelqr0E>

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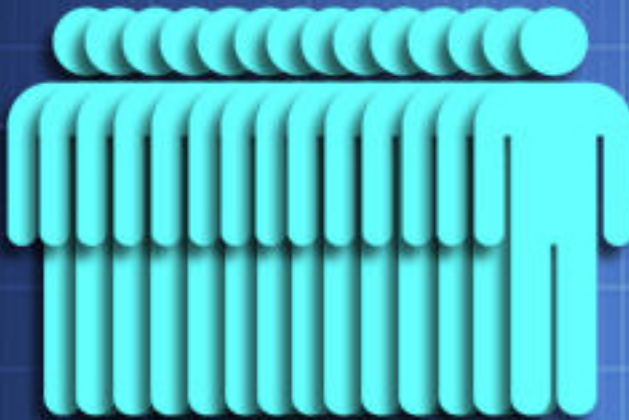
Viral Marketing



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Viral Marketing

**YouTube has 490
million users
worldwide (unique
visitors per month)**



**Average YouTube
user visits the site
14 times per month**

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Viral Marketing

**Users spend an
average of 25 minutes
on the site each time**

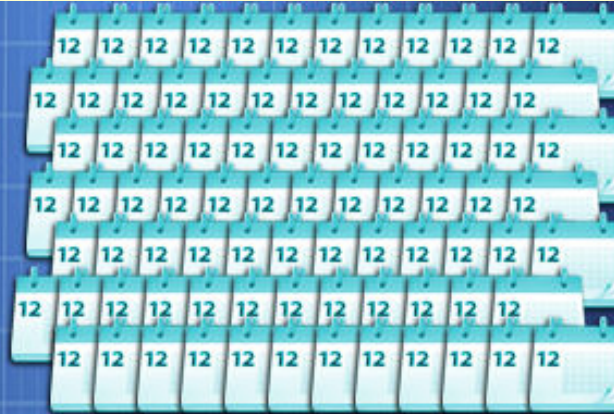


**92 billion page
views each month
(~13x World
Population)**

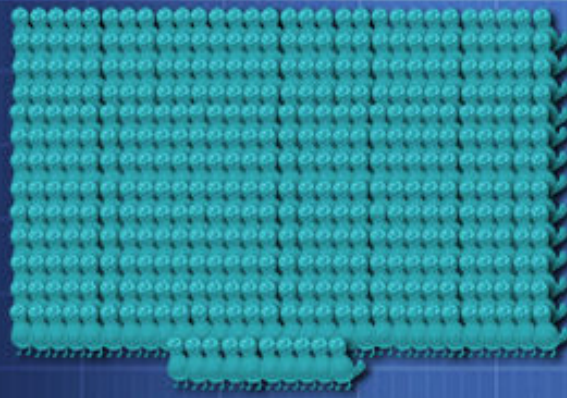
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Viral Marketing

**We spend 2.9
billion hours on
YouTube in a
month. That's
326,294 years**



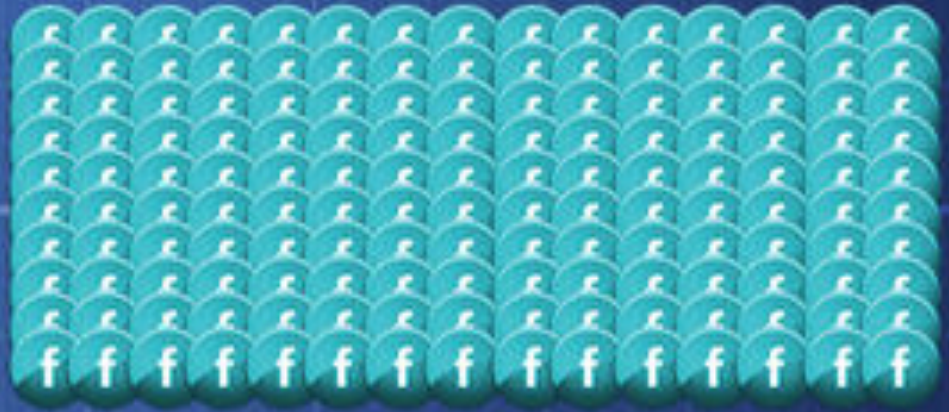
**There are more
than 400 tweets
per minute
containing a
YouTube link**



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Viral Marketing

**On Facebook over
150 years worth of
YouTube videos are
watched every
single day**



Information courtesy of www.musicmarketing.com

Quite a big potential market?

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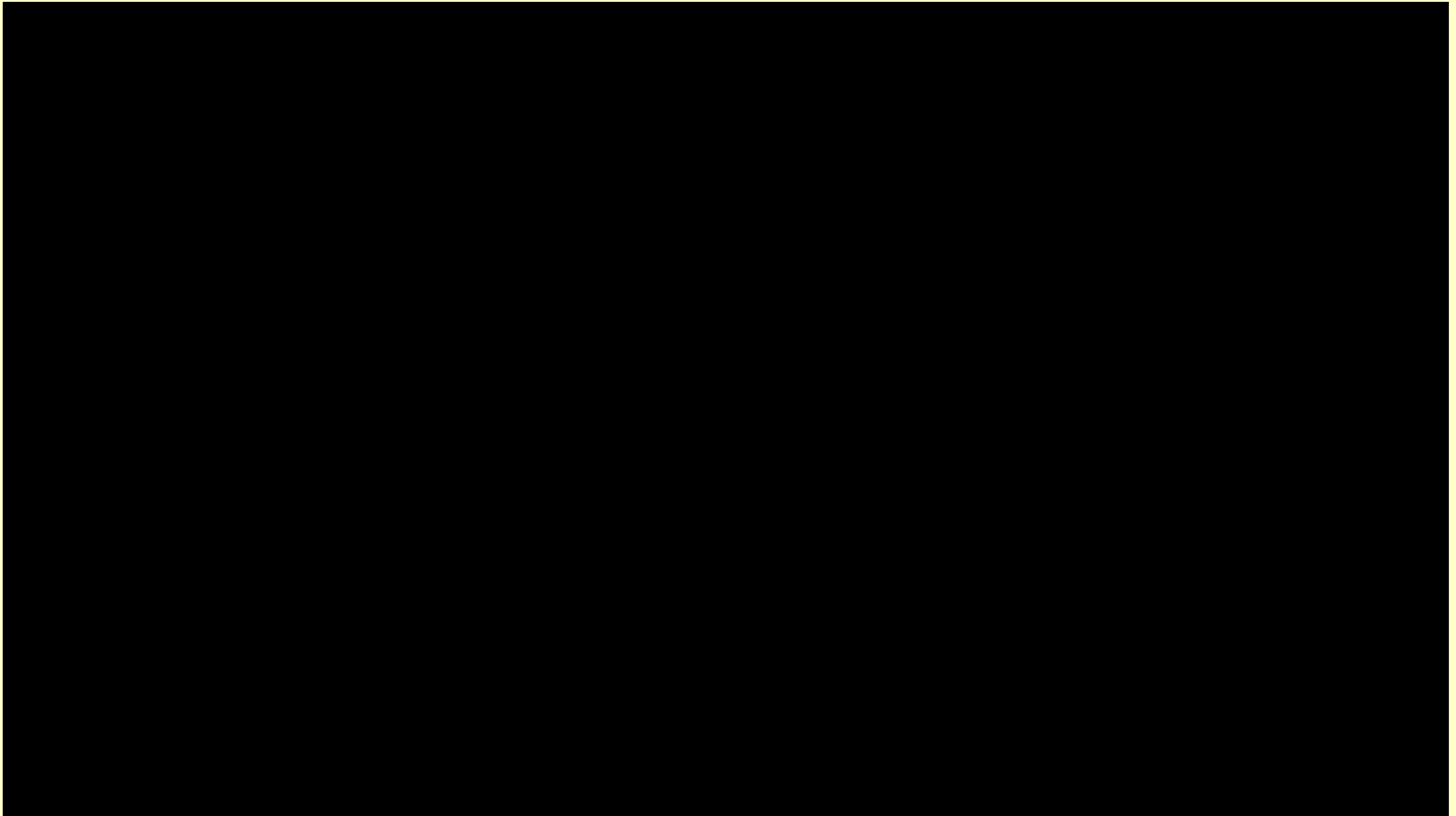
Guerrilla Marketing

Guerrilla marketing is an advertising strategy in which low-cost unconventional means are used, often in a localized fashion or large network of individual cells, to convey or promote a product or an idea.

Guerrilla Marketing is about taking the consumer by surprise, making an indelible impression and creating a social buzz.

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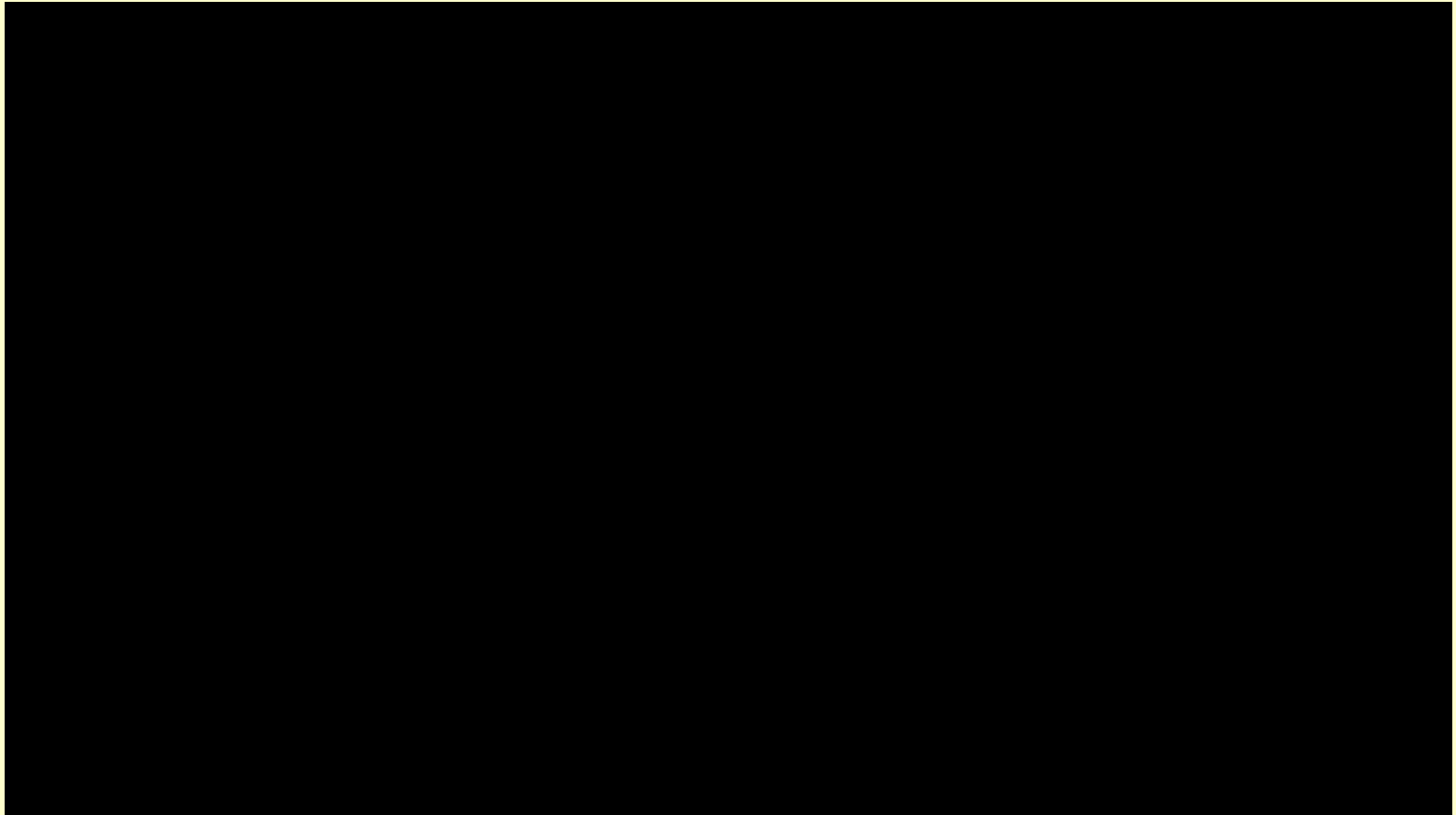
Guerrilla Marketing



<https://www.youtube.com/watch?v=98EJx7OKqLI>

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Guerrilla Marketing



<https://www.youtube.com/watch?v=RS3iB47nQ6E>

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Guerrilla Marketing

Safe driving billboard



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Guerrilla Marketing



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Guerrilla Marketing

If you haven't seen the hit TV drama series - this drink dispenser will leave you thirsty for it.



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Guerrilla Marketing

Not sure what you are thirsty for? This might help you decide even before stepping foot into the bar.



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Analysis

- SWOT
- Strengths
- Weaknesses
- Opportunities
- Threats



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Analysis

- PEST
- Political
- Economical
- Social Trends
- Technological



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To do....

- Prepare a questionnaire / obtain responses
- Compile a SWOT and PEST analysis