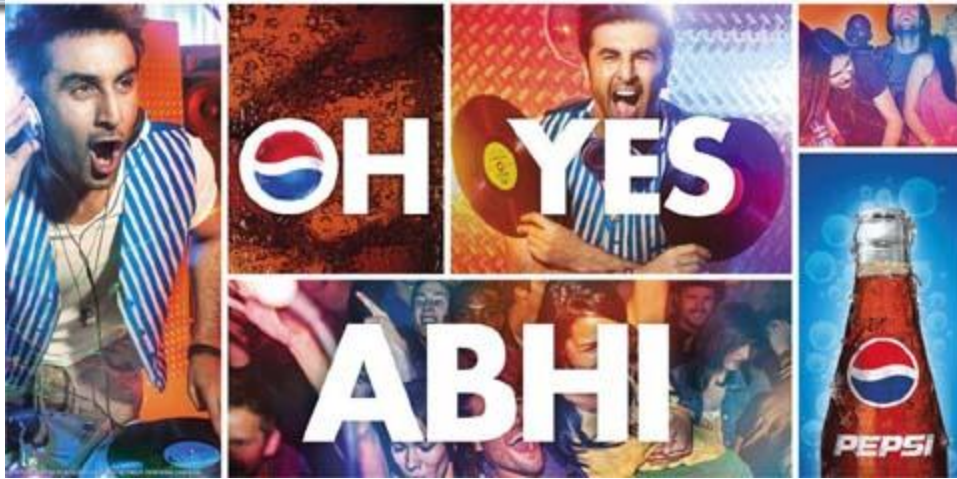


Introduction to Marketing

Would you have purchased any of these Products without such Marketing Campaigns?



What is Marketing?

“Marketing is convincing the Customer”

“Marketing is meeting the Needs Profitably”

Creating & Meeting Needs



What is Marketing?

“Marketing is convincing the Customer”

“Marketing is meeting the Needs Profitably”

“Marketing is Business & Business is Marketing”

What is Marketing?

Promotion

Selling

Advertising

Public Relations

Brand Building

**Making Products
available in Stores**

All of the above, plus much more...

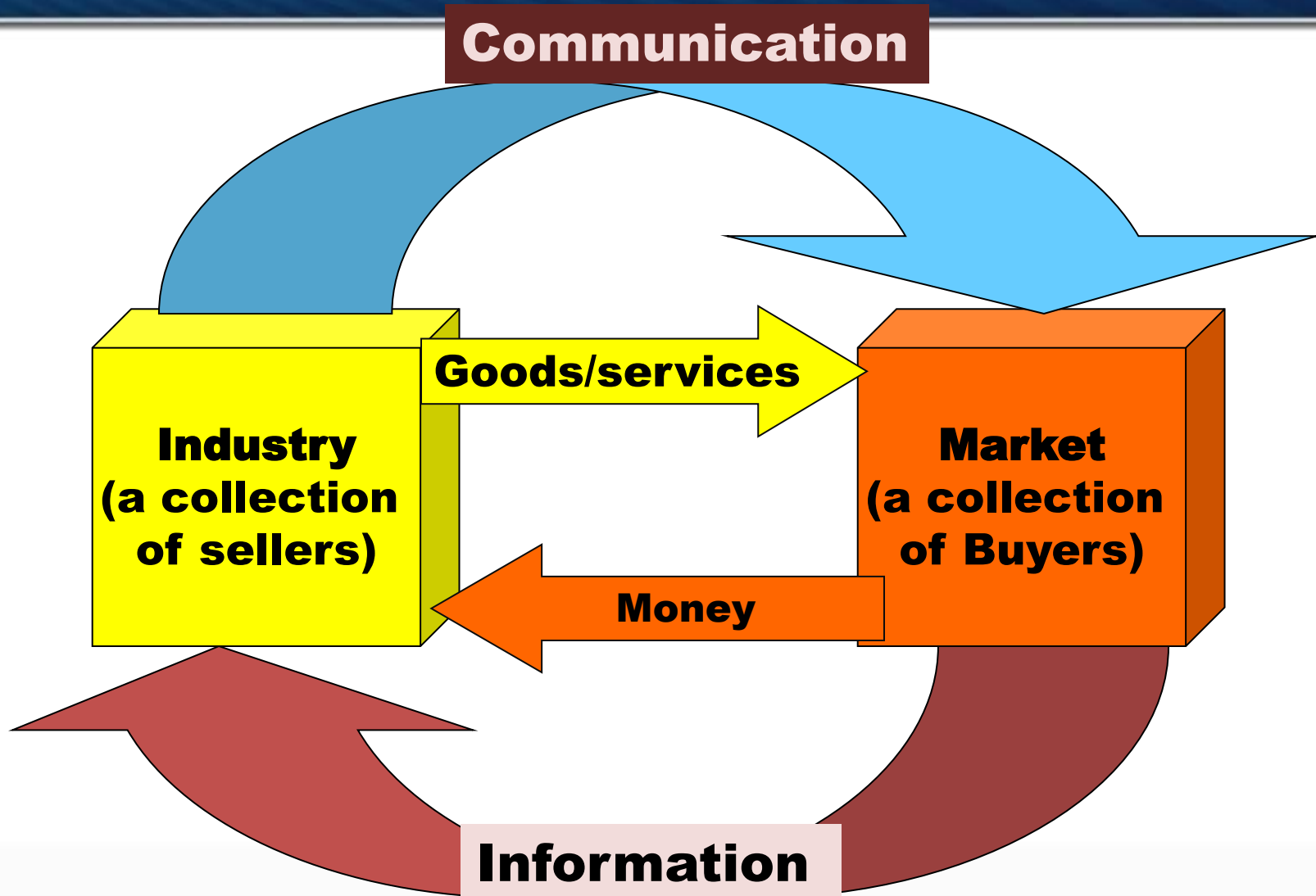
Marketing Definition

- According to *American Marketing Association*, “Marketing is the activity, set of Institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.”

Marketing Management

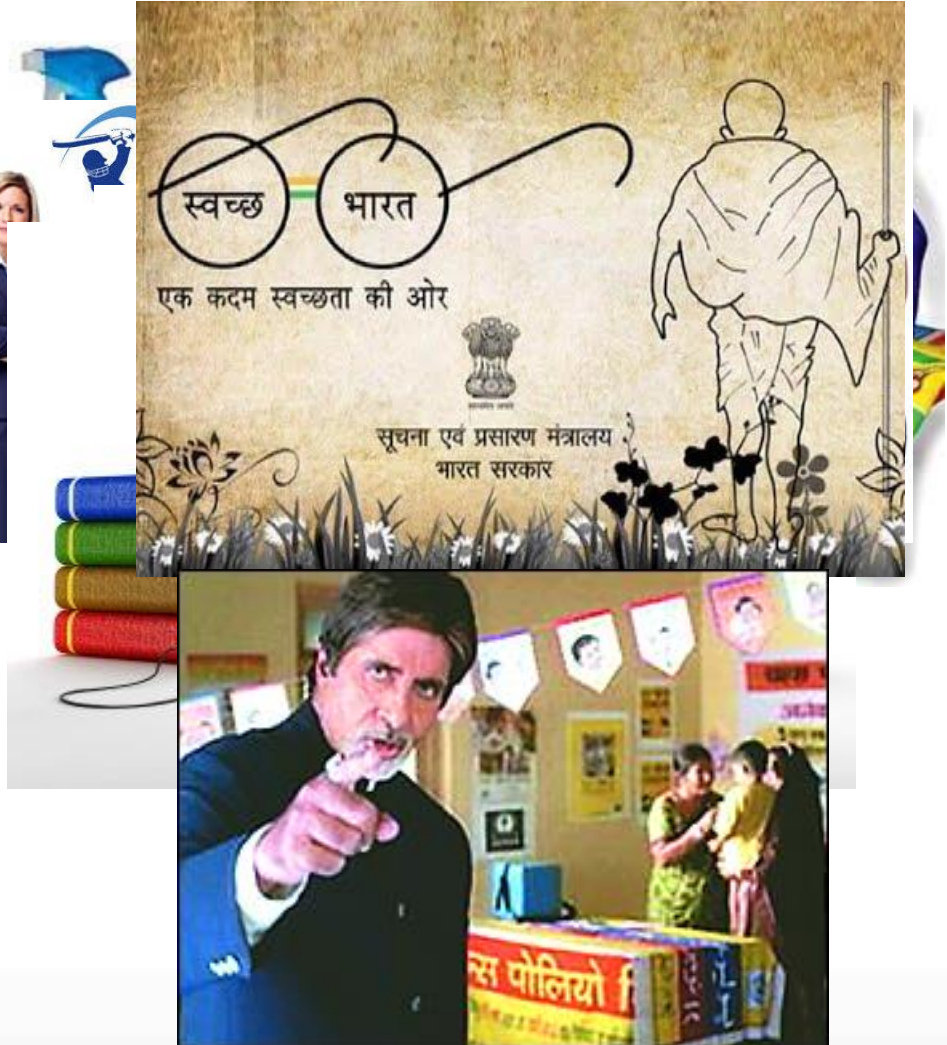
- Marketing Management is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

Marketing System



What is Marketed ?

- Goods
- Services
- Events
- Experiences
- Personalities
- Places
- Organizations
- Properties
- Information
- Ideas and concepts



Who is Customer ?

- Anyone who is in the market looking at a product/ service for attention, acquisition, use or consumption that satisfies a want or a need

Types of Needs

- **Stated Needs** (The Customer wants an inexpensive car)
- **Real Needs** (The customer wants a car whose operating cost is low & not the initial price)
- **Unstated Needs** (The customer expects good service from the dealer)
- **Delight Needs** (The customer would like the other dealer to include an onboard GPS navigation system)
- **Secret Needs** (The customer wants friends to see him/ her as a savvy consumer)

Marketing Vs. Selling

<u>Marketing</u>	<u>Selling</u>
Marketing focuses on identifying buyer's needs and try to fulfill the same i.e. converting "customer needs" into 'products'	Selling focuses on convincing customers to purchase company's products i.e. converting 'products' into "Money" .
Marketing revolves around needs & interest of buyers	Selling revolves around needs & interest of seller (Company)
'Customer satisfaction' is the primary motive.	'Sales' is the primary motive.
Marketing involves 'Pull' strategy	Selling involves 'Push' strategy
Marketing considers an outside-in perspective	Selling considers an inside-out perspective
Marketing is broader concept and includes many activities like marketing research, product planning & development, pricing, promotion, distribution, selling etc.	Selling is a narrow concept and a part of marketing
Conceptual and analytical skills are required.	Selling and conversational skills are required.

Customer & Client

- **Customer:**

- A person that purchases goods or services from seller or company, but lacks loyalty to the company.
- Generally involves in one time purchase of product i.e. short-term relationship for economic exchange.
- May/may not be the actual user, can be a reseller too.

- **Client:**

- A person who looks for professional & customized products from the business
- Generally involves in long-term, loyal and ongoing business relationship
- From company's perspective, a client relationship is deeper, requires more involvement, and is more fruitful.

Consumer, Influencer & Decision Maker

- **Consumer:**
 - The end user who actually uses the product
 - May/ may not purchase the product themselves
- **Influencer:**
 - A person who influence Customer, Client or Consumer to purchase or use the product
 - May/ may not be existing Customer/ Client or Consumer
- **Decision Maker:**
 - A person who has the authority to decide whether or not to purchase any product

Evolution of Marketing & Orientation Towards Market



Evolution of Marketing

The Production Concept



The Product Concept



The Selling Concept



The Marketing Concept



The Holistic Marketing Concept

The Production Concept

- One of the oldest concept
- It Believes that Consumers prefer goods which are widely available & inexpensive
- Focus is on achieving high production efficiency, low costs & mass distribution
- This Orientation makes sense in developing countries

The Product Concept

- It believes that consumers prefer products offering – Best Quality, Performance or Innovative features
- Focus is on making Superior Products & Improvising the Products & less on Consumers' needs
- Managers believe that better quality products will sell themselves

The Selling Concept

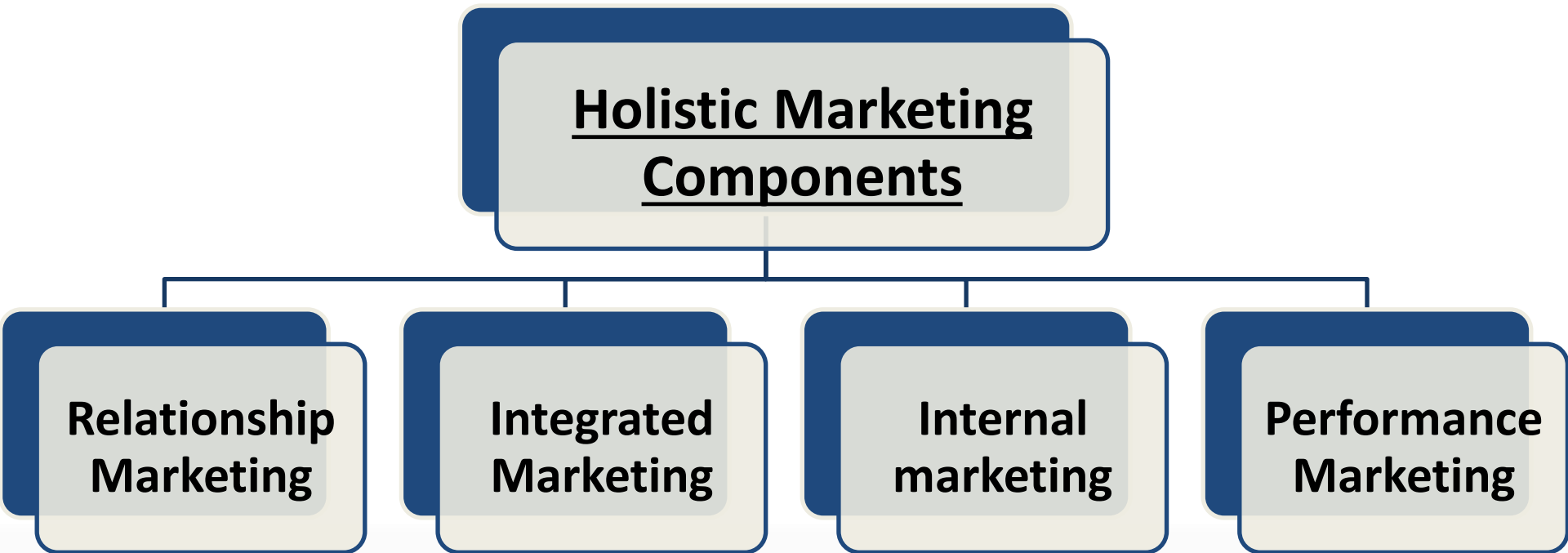
- It believes in Sell what is made, rather than making what market wants
- Focus is on selling more stuff to more people (customers) and more often
- It is practiced most aggressively with Unsought Goods (Goods which buyers don't normally think of buying) such as Insurance
- Carries high risk as can result into negative word of mouth

The Marketing Concept

- Emerged in mid-1950s
- It believes in finding out the right product for the targeted customers
- Focus is on creating, communicating and delivering superior customer value to the target market
- Build profit through customer satisfaction and loyalty
- Begins with well defined market and ends with long term relationship

The Holistic Marketing Concept

- It acknowledges that everything matters in marketing – and that a broad & integrated perspective is often necessary



Relationship Marketing

- It aims at building mutually satisfying long term relationship with Four Key constituents:
Customers, Employees, Marketing Partners (Suppliers, Dealers, Distributors), Members of the financial community (Shareholders, Investors, Analysts)
- The focus is on developing a “Marketing Network” consisting of the company and its supporting stakeholders, which will help in gaining profits

Integrated Marketing

- It aims at integrating all the communications of company in such a way that these communications reinforce & complement each other
- A marketer might selectively employ television, radio & print advertising; publicity & events; and PR & Website communications so each contributes on its own as well as improving the effectiveness of others

Internal Marketing

- It is the task of hiring, training and motivating employees who want to serve customers well
- It ensures that everyone in the organization embraces appropriate marketing principles, especially Senior Management
- It requires vertical alignment with senior management and horizontal alignment with other departments, so that everyone understands, appreciates and supports the marketing effort

Performance Marketing

- It requires understanding of financial and nonfinancial returns to business and society from marketing activities and programs
- Marketers are asked to justify their investments in sales & profitability terms, as well as in terms of building the brand and growing the customer base
- As goods become more commoditized and consumers grow more socially conscious, some companies incorporate social responsibilities as a way to differentiate from competitors, build consumer preferences and achieve sales & profit gains

Evolution of Marketing & Orientation Towards Market

Production Concept

Emphasis on Producing Goods

Product Concept

Emphasis on Producing Quality Goods

Selling Concept

Emphasis on Aggressive Selling & Promotion

Marketing Concept

Emphasis on finding Right products for Customers

Holistic Marketing Concept

Emphasis on Do everything possible