



Core Marketing Concepts

The Marketing Mix (4Ps)

Product	Features, benefits, quality, design, branding, packaging, services. Focuses on what you are selling. Example: A smartphone's features, operating system, and included accessories.
Price	Pricing strategy, discounts, payment methods, credit terms. Focuses on how much you are selling it for. Example: The retail price of a software subscription.
Place	Distribution channels, logistics, retail locations, online presence. Focuses on where you are selling. Example: Selling products through a company's website and retail stores.
Promotion	Advertising, public relations, sales promotions, content marketing, social media. Focuses on how to promote a product or service. Example: Running a social media campaign for a new product launch.

Segmentation, Targeting, and Positioning (STP)

Segmentation: Dividing the market into distinct groups of customers with different needs, characteristics, or behaviors. Example: Segmenting the market based on demographics (age, gender, income), psychographics (lifestyle, values), or behavior (usage rate, loyalty).
Targeting: Evaluating each segment's attractiveness and selecting one or more segments to enter. Example: Targeting young professionals with a premium coffee brand.
Positioning: Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers. Example: Positioning a car as the safest option for families.

Customer Lifetime Value (CLV)

Predicting the net profit attributed to the entire future relationship with a customer. Formula: $CLV = (Annual\ Profit\ Contribution\ per\ Customer * Average\ Number\ of\ Years\ as\ a\ Customer) - Customer\ Acquisition\ Cost$ Example: A customer who spends \$100 per year for 5 years, with a customer acquisition cost of \$50, has a CLV of \$450.

Branding Concepts

Brand Equity

The added value endowed on products and services, which may be reflected in the way consumers think, feel, and act with respect to the brand. Components: Brand awareness, brand loyalty, perceived quality, brand associations. Example: Apple's brand equity allows them to charge premium prices due to strong brand loyalty and perceived quality.
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Brand Positioning

Value Proposition	The set of benefits or values a company promises to deliver to consumers to satisfy their needs. Example: Volvo's value proposition centers on safety and reliability.
Points-of-Parity (POPs)	Associations that are not necessarily unique to the brand but may be shared with other brands. Example: A bank offering online banking services, a common feature among banks.
Points-of-Difference (PODs)	Associations that are unique to the brand and strongly held in consumers' minds. Example: Tesla's unique POD is its focus on electric vehicles and innovative technology.

Brand Architecture

The structure of brands within an organizational entity. Types: <ul style="list-style-type: none"> House of Brands: Independent brands with separate identities (e.g., P&G). Branded House: One master brand with sub-brands (e.g., Virgin). Hybrid: Combination of both (e.g., Marriott). Example: P&G uses a House of Brands strategy with brands like Pampers, Tide, and Gillette operating independently.
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Marketing Strategies

Inbound Marketing

Attracting customers through relevant and helpful content and adding value at every stage of the customer's buying journey. Key Components: Content marketing, SEO, social media, email marketing, automation. Example: Creating blog posts, ebooks, and webinars that address customer pain points and provide valuable information.

Outbound Marketing

Reaching out to potential customers through traditional advertising and sales tactics. Key Components: TV advertising, print advertising, cold calling, direct mail. Example: Running a TV commercial during a popular show or sending out brochures through direct mail.

Digital Marketing

Search Engine Optimization (SEO)	<p>Optimizing website content to rank higher in search engine results pages (SERPs).</p> <p>Example: Using relevant keywords, building backlinks, and improving website speed to improve search rankings.</p>
Social Media Marketing (SMM)	<p>Using social media platforms to build brand awareness, engage with customers, and drive website traffic.</p> <p>Example: Creating engaging content, running targeted ads, and interacting with followers on platforms like Facebook, Instagram, and Twitter.</p>
Email Marketing	<p>Sending targeted emails to prospects and customers to nurture leads, promote products, and build relationships.</p> <p>Example: Sending welcome emails, newsletters, and promotional offers to subscribers.</p>

Marketing Frameworks

SWOT Analysis

<p>Evaluating a company's Strengths, Weaknesses, Opportunities, and Threats to develop strategic plans.</p> <p>Example: A company identifying its strong brand reputation as a strength, outdated technology as a weakness, expanding into new markets as an opportunity, and increased competition as a threat.</p>
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PESTLE Analysis

<p>Analyzing the Political, Economic, Social, Technological, Legal, and Environmental factors that can affect a company's operations.</p> <p>Example: A company assessing the impact of new environmental regulations (environmental), changes in consumer spending (economic), and advancements in artificial intelligence (technological) on its business.</p>
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Porter's Five Forces

<p>Analyzing the competitive intensity and attractiveness of an industry.</p> <p>Forces:</p> <ul style="list-style-type: none">• Threat of new entrants• Bargaining power of suppliers• Bargaining power of buyers• Threat of substitute products or services• Rivalry among existing competitors <p>Example: Analyzing the threat of new entrants in the smartphone industry, considering factors like high capital requirements and brand loyalty.</p>
