



Marketing

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Strategy and Tactics

- **Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.”**
- **The Strategy of how you deliver this is high level and decides what you will produce, your markets, profit and how you will beat your competitors**

The 7 “Ps”

Product

Price

Promotion

Place

People

Process

Physical Evidence



Marketing Strategy

- High level, ratified at Board level
- All sub plans cascade from this strategy
- In general the strategy does not change every year
- Tools such as SWOT/PESTLE are used to assess internal and external factors which may impact on the strategy and require it to be amended or changed
- Strategy is long term whereas tactics are short term
- Most marketing roles expect you to be able to operate in both the real time and the future state.
- The strategy is driven by clear objectives with measurable metrics
- If you're thinking fluffy option... think again..



For example

- To develop 1 new product every financial year, to deliver £1 million of sales at 50% gross margin for the chemical market to replace an existing product with one that has green, sustainable credentials. Primary geographical market EU for primary launch then USA.
- To retain existing customers and increase organic sales by 15% year on year in identified sectors.



Day to day marketing

- Hugely wide ranging role covering all aspects of 7 Ps
- Clear career progression
- Specialise as you go up career ladder
- Technical knowledge hugely valuable
- Marketing are customers of and provide support to every other department in a company
- Not just advertising and social media for most general roles it would be less than 10% of job



7 Ps

- **Product**
 - Successful companies find out what customers need or want and then develop the right product with the right level of quality to meet their expectations, both now and in the future.
 - Product Life Cycle Management
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- **Pricing**
 - A product is only worth what customers are prepared to pay for it. small businesses can compete with larger rivals by offering a more personal service or better value for money.
 - Profit generation v costs



7 Ps

- **Place**

- Product: right place: right time
- Stock levels must be managed
- Delivery performance is key performance metric for most customers
- E-commerce/mobile distribution/sales options need to be efficient and effective

- **Promotion**

- Promotion is the way a company communicates what it does and what it can offer customers
- Promotion must gain attention, be appealing, send a consistent message and - above all - give the customer a reason to choose your product rather than someone else's.



7 Ps continued...

- **People**
 - Everyone who comes into contact with your customers will make an impression.
 - Many customers cannot separate the product or service from the staff member who provides it, so your people will have a profound effect — positive or negative — on customer satisfaction.
- **Process**
 - Many customers no longer simply buy a product or service - they invest in an entire experience that starts from the moment they discover your company and lasts through to purchase and beyond.
 - – That means the process of delivering the product or service, and the behaviour of those who deliver it, are crucial to customer satisfaction. A user-friendly internet experience, waiting times, the information given to customers and the helpfulness of staff are vital to keep customers happy.



Physical Evidence

- **Physical evidence**
- Choosing an unfamiliar product or service is risky for the consumer, because they don't know how good it will be until after purchase. You can reduce this uncertainty by helping potential customers 'see' what they are buying.
- A clean, tidy and well-decorated reception area – or homepage - is reassuring. If your digital or physical premises aren't up to scratch, why would the customer think your service is?
- Some companies engage customers and ask for their feedback, so that they can develop reference materials. New customers can then see these testimonials and are more likely to purchase with confidence.



Transferable skills

- A technical product needs a technical/commercial interface between the company and the customer.
- Technical data has to be translated into copy that offers clear features and benefits and competitive advantages to differentiate you from competitors.
- Assessing possible new market opportunities can require a technical understanding of the products both new and existing.
- Sharing technical knowledge with customers gives the impression of professional “people” – 6th P.



Conclusion

- Plenty of job variation within marketing to appeal to wide skill set.
- Technical knowledge can be invaluable within a marketing team and can enable you to delivered reputation as “specialist” in your area.
- Not just about social media

