



Marketing Basics

GLOBAL COURSEWARE

Getting Started

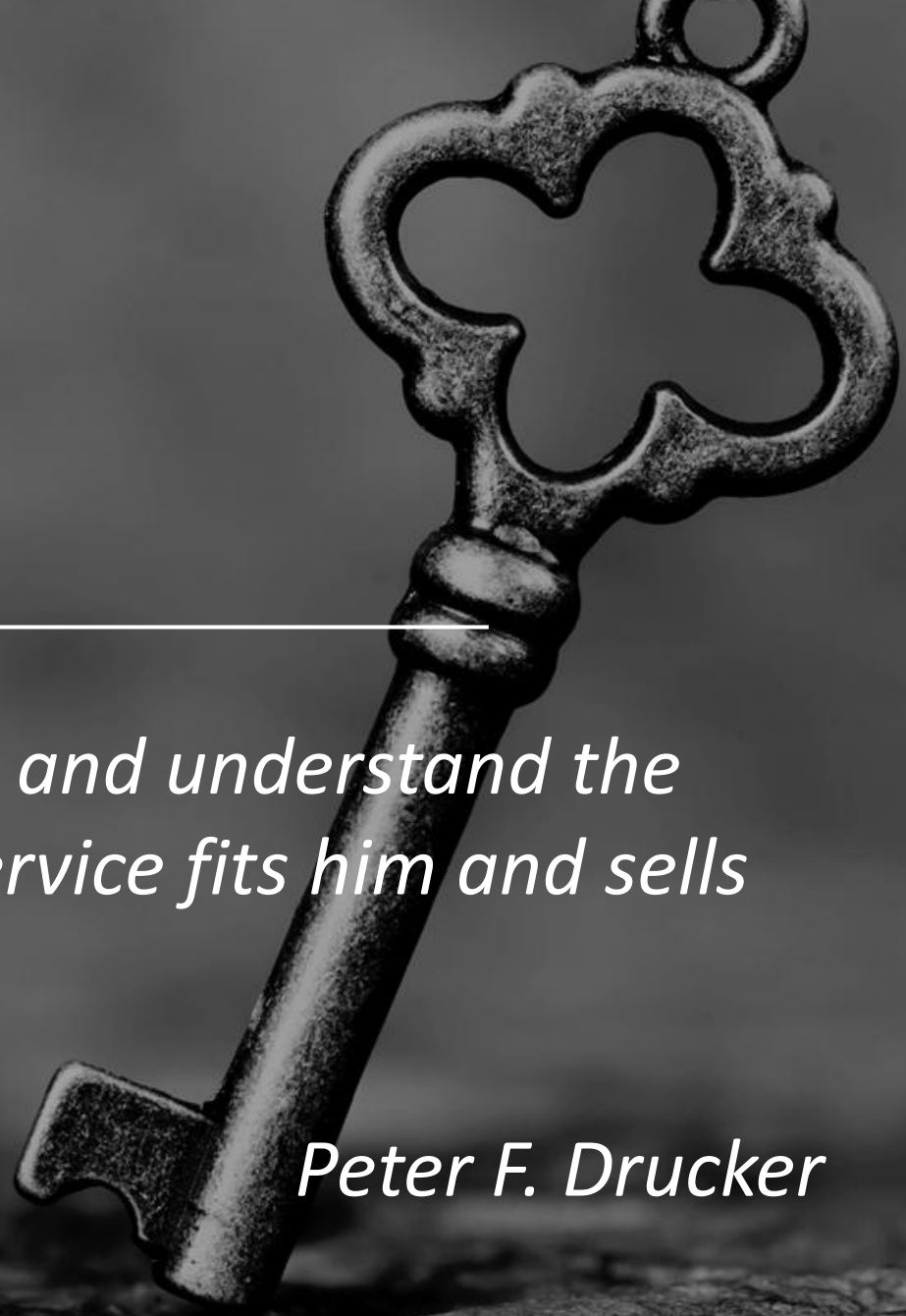
Thanks to the rise of technology and social media, the world of marketing and advertising has become bigger than ever.

Marketing has gone beyond the classic printed ads, billboards or even television commercials.

Workshop Objectives



- Define your market
- Know the different types of marketing and ways to use them
- Learn effective ways of communicating with the customer
- Know how to set marketing goals and strategies
- Recognize common marketing mistakes and know how to avoid them



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The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.

Peter F. Drucker

MODULE TWO

What is Marketing?

A team often manages marketing since the job itself can cover many different tasks and duties. It is often the first step in building a relationship with the customer and building brand recognition.



What is a Market?

A market is loosely defined as a medium where customers and sellers with shared interests and desires conduct business.

Marketing is Not Selling

- Connect with customers
- Anticipate needs
- Be consistent



Understanding Customer Needs

What does the
customer want?

What does the
customer need?

What is
something that
will benefit them?

What makes the
customer want to
buy from you?



Defining Your Product or Service

- Know all aspects of the product or service.
- What does it offer the consumer?
- Define its qualities and benefits.



Practical Illustration



- What is a Market?
- Marketing is Not Selling
- Understanding Customer Needs
- Defining Your Product or Service

Module Two: Review Questions

1. What are potential customers?

A. Target market

B. Market

C. Marketers

D. Sellers

Module Two: Review Questions

2. What is necessary to determine the market and target market?

A. Customers

B. Marketers

C. Market research

D. Income statement

Module Two: Review Questions

3. What is selling?

A. Customer recognition

B. Building a brand

C. Knowing your target market

D. Customer purchases the product

Module Two: Review Questions

4. Marketing focuses on what?

A. Money gained

B. Gaining customer recognition

C. Stock supply

D. Customer purchase

Module Two: Review Questions

5. What is not something that will provide an understanding of customers?

A. Survey

B. Focus group

C. Product audit

D. Statistics

Module Two: Review Questions

6. Which of the following should be considered in customer needs?

A. How the customer can benefit from your product/service

B. The age of the product

C. How the product will increase sales

D. How many complaints are expected from the product

Module Two: Review Questions

7. Which of the following is a step in defining your product/service?

A. The name of the product or service

B. Determining your target audience

C. The age of the product or service

D. Determining the date of the product

Module Two: Review Questions

8. What must be identified about the product besides its aspects?

A. How long it will be relevant

B. How it will work

C. What its name will be

D. What it can do for the public

Module Two: Review Questions

9. A _____ is loosely defined as a medium where customers and sellers with shared interests and desires conduct business.

A. Product

B. Restaurant

C. Market

D. None of the above

Module Two: Review Questions

10. Always be consistent in your _____.

A. Image

B. Product

C. Customer service

D. All of the above



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There is no such thing as soft sell and hard sell. There is only smart sell and stupid sell.

Charles Browder

Common Marketing Types (I)

Most people find mixing the marketing types to be most effective. Additionally, customer surveys will help determine which methods are the most effective.

Direct Marketing

- Phone calls
- Text messaging
- Interactive web pages
- Catalog distributions



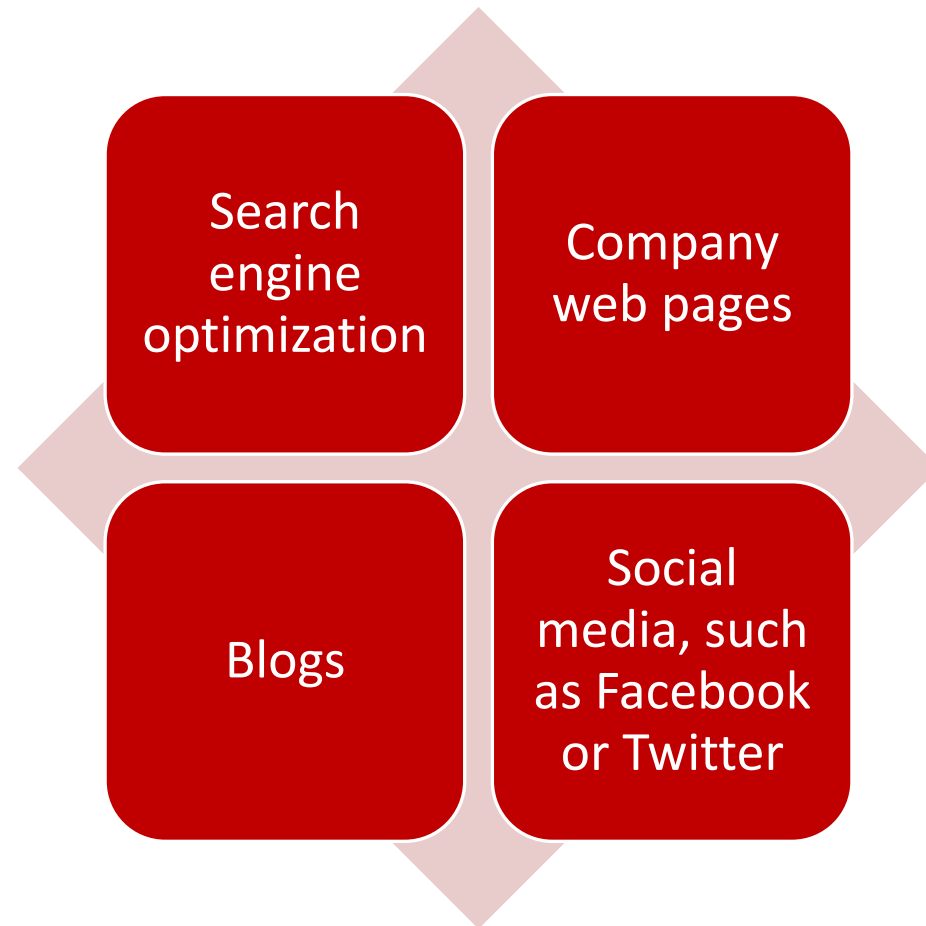
Active Marketing

- Cold calls
- Responding to blog posts
- In-person networking





Incoming Marketing



Outgoing Marketing

- Television commercials
- Telemarketing calls
- Internet ads and web pages



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- Direct Marketing
- Active Marketing
- Incoming Marketing
- Outgoing Marketing

Module Three: Review Questions

1. Which of the following is an example of direct marketing?

A. Cold calls

B. Text messages

C. Personal interviews

D. Online forum

Module Three: Review Questions

2. Which marketing method is typically the most effective?

A. Active

B. Outgoing

C. Direct

D. Mixed

Module Three: Review Questions

3. What is an example of active marketing?

A. Text message

B. Bill boards

C. Cold call

D. Promotional letter

Module Three: Review Questions

4. Which of the following provides more methods of active marketing?

A. Face to face

B. Online

C. Physical

D. Direct mail

Module Three: Review Questions

5. Which of the following is an example of incoming marketing?

A. SEO

B. Calls

C. Direct mail

D. Text messages

Module Three: Review Questions

6. What is the drawback of incoming marketing?

A. Increases the number of people reached

B. Reaches a small number of people

C. Poor customer connection

D. Increased customer connection

Module Three: Review Questions

7. What is an example of outgoing marketing?

A. SEO

B. Banner ad

C. Text message

D. Social media

Module Three: Review Questions

8. What is the traditional marketing method?

A. Direct

B. Incoming

C. Active

D. Outgoing

Module Three: Review Questions

9. How can consumers make the best purchasing decision?

A. Trial and error

B. Familiarize themselves with marketing options

C. A and B

D. Neither A nor B

Module Three: Review Questions

10. _____ marketing aims to build a relationship with the customer and use fewer “tactics” to lure them.

A. Active

B. Incoming

C. Direct

D. Outgoing

A black and white photograph of a person's hands holding a glowing lightbulb against a cloudy sky. The person is in silhouette, and the lightbulb is the central focus, emitting a soft glow. A horizontal white line is positioned above the quote.

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Good advertising does not just circulate information. It penetrates the public mind with desires and belief.

Leo Burnett

Common Marketing Types (II)

Using the same old methods of yore will only leave your company in the dust while your competitors race ahead into the future.



Guerrilla Marketing

- PR/public stunts or acts
- Oversized posters or displays
- Product or prize giveaways on public streets

B2B Marketing

- Direct calls or sales to other companies
- Promotional sales
- Special business offers or coupons





B2C Marketing

-  Store coupons
-  Display flyers
-  Buying points or rewards

Promotional Marketing

- Sweepstakes entries
- Cash back incentives
- Raffle tickets
- Chance for free gifts



Practical Illustration



- Guerrilla Marketing
- B2B Marketing
- B2C Marketing
- Promotional Marketing

Module Four: Review Questions

1. What is guerrilla marketing?

A. Traditional marketing techniques

B. Marketing to businesses

C. Marketing using 'Wow' tactics

D. Marketing to consumers

Module Four: Review Questions

2. Which of the following is an example of guerrilla marketing?

A. Coupons

B. Flyers

C. Flash mobs

D. Promotional sales

Module Four: Review Questions

3. B2B marketing focuses on what?

A. Marketing online

B. Marketing to customers

C. Marketing to families

D. Marketing to other businesses

Module Four: Review Questions

4. What is one form of B2B marketing?

A. Flash mobs

B. Business only discounts

C. Flyers

D. Free gifts

Module Four: Review Questions

5. Which target group is B2C marketing aimed at?

A. Online customers

B. Businesses

C. Public consumers

D. All customers

Module Four: Review Questions

6. What is one example of B2C marketing?

A. Buying rewards

B. Flash mob

C. Banner ads

D. Direct calls

Module Four: Review Questions

7. What is one advantage of promotional marketing?

A. Increases leads

B. Creates loyal customers

C. Improves ROI

D. Decreases ROI

Module Four: Review Questions

8. Which of the following is an example of promotional marketing?

A. Flash mob

B. Direct calls

C. Flyers

D. Sweepstake entries with purchase

Module Four: Review Questions

9. What is the down-side to guerilla marketing?

A. It isn't fun

B. It is boring

C. It is offensive

D. It is interesting

Module Four: Review Questions

10. Promotional marketing entices customers to buy on the spur of the moment.

A. True

B. False



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What really decides consumers to buy or not to buy is the content of your advertising, not its form.

David Ogilvy

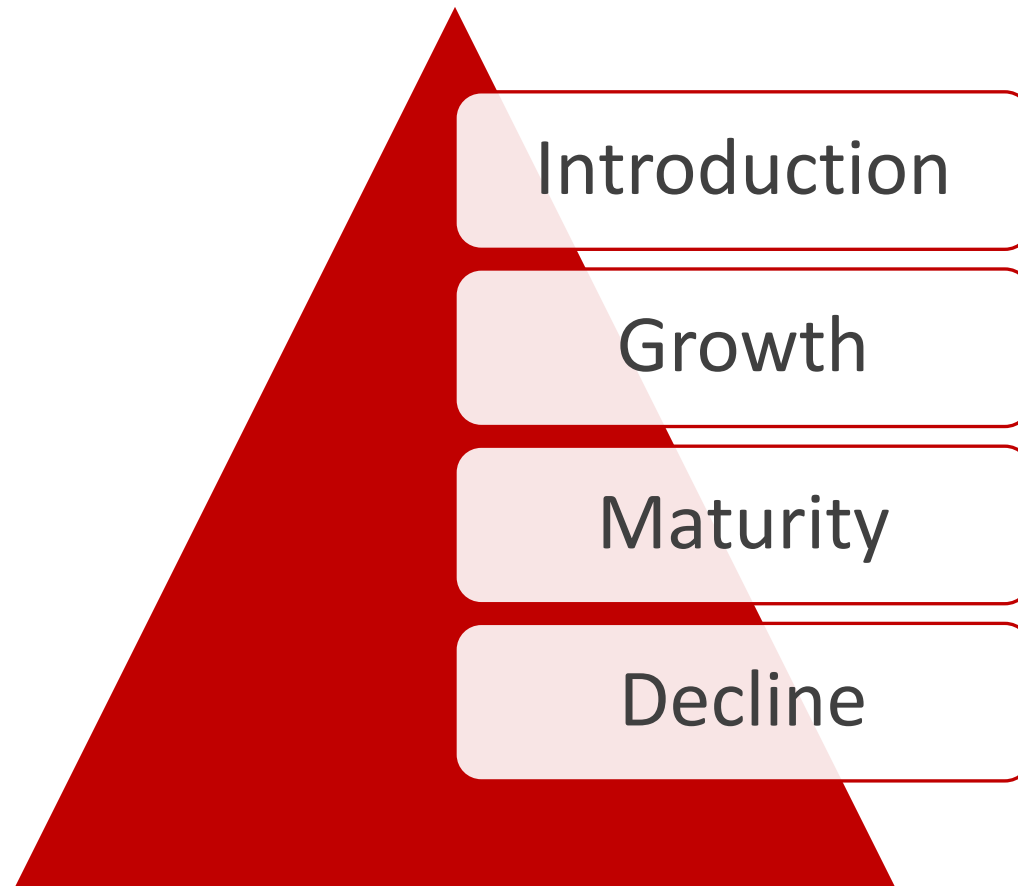
MODULE FIVE

The Marketing Mix

If the marketing mix is handled correctly, it will satisfy the target audience and create support for the brand.



Product



Introduction

Growth

Maturity

Decline

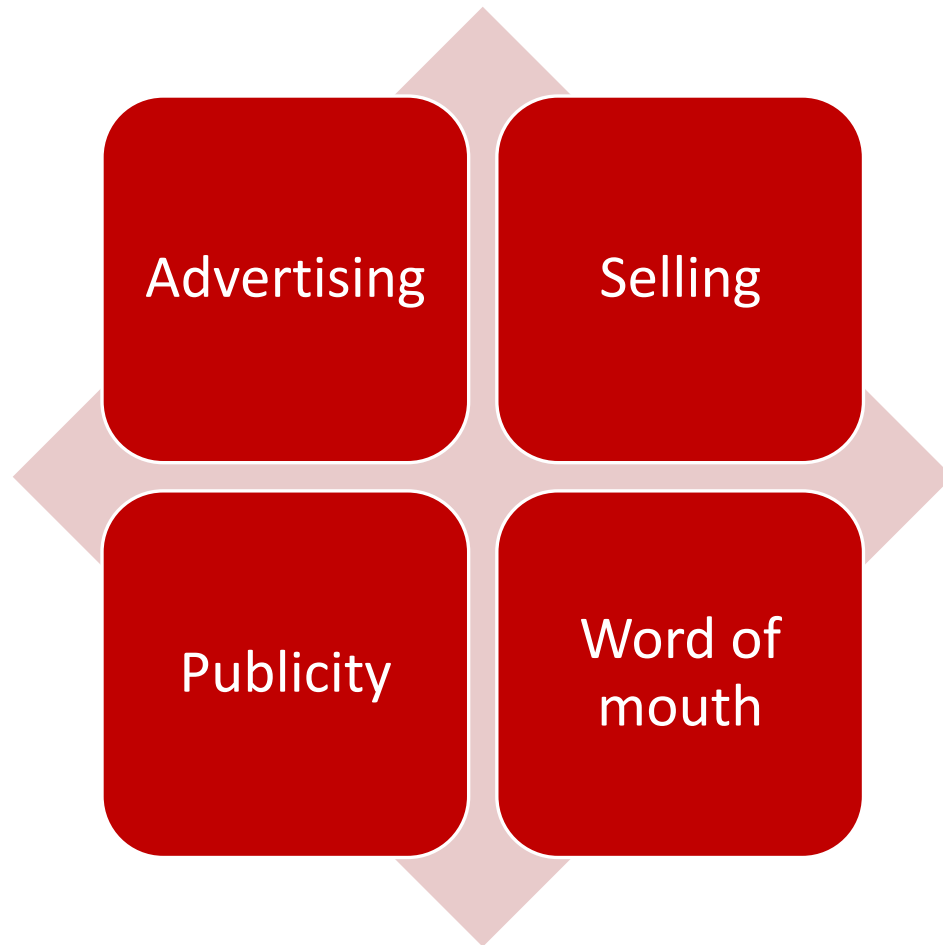
Price

- Value based
- Cost based





Promotion



Place

The method of delivery must also be chosen based on customer and business needs.



Practical Illustration



- Product
- Price
- Promotion
- Place

Module Five: Review Questions

1. What should be done at the end of the life cycle?

A. Increase the marketing

B. Remove it from the market

C. Close the business

D. Change marketing tactics

Module Five: Review Questions

2. Which of the following is true?

A. Products always follow the life cycle

B. Products never skip stages of the life cycle

C. Products do not always follow the life cycle

D. Products are not based on customer needs

Module Five: Review Questions

3. What is the risk of a high price?

A. Discourage customers

B. Increase demand

C. Decrease production

D. Loss of interest

Module Five: Review Questions

4. What is value based pricing based on?

A. Cost of production

B. Profit

C. Customer interest

D. What a customer is willing to pay

Module Five: Review Questions

5. Which promotion would include a press release?

A. Publicity

B. Word of mouth

C. Selling

D. Advertising

Module Five: Review Questions

6. What is promotion confused with?

A. 4 Ps

B. Advertising

C. Marketing

D. Value

Module Five: Review Questions

7. How much of the cost does place make up?

A. 18%

B. 20%

C. 23%

D. 25%

Module Five: Review Questions

8. What does place affect?

A. Marketing

B. Product

C. Promotion

D. Price

Module Five: Review Questions

9. Each element of the marketing mix is independent of the other.

A. True

B. False

Module Five: Review Questions

10. What stage of the life cycle has a product reached when sales begin to slow?

A. Maturity

B. Growth

C. Introduction

D. Decline

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Bad human communication leaves us less room to grow.

Rowan D. Williams



MODULE SIX

Communicating the Right Way

Communication is essential to successful marketing. Poor or unfocused communication will not help close a sale.



The Marketing Pitch

Be
concise

Write it
down

Practice

Sell Value, Not the Price

- Link company strengths with value for consumers.
- Be confident about your product.
- Offer extraordinary service.





Fun and Entertaining is Powerful

Fun and entertaining communication will easily catch the interest of your target market.

Choosing the Right Media

- Radio
- Television
- Publications
- Social media



Practical Illustration



- The Marketing Pitch
- Sell Value, Not the Price
- Fun and Entertaining is Powerful
- Choosing the Right Media

Module Six: Review Questions

1. What is the purpose of the pitch?

A. Create interest

B. Close a sale

C. Improve price

D. Gain media

Module Six: Review Questions

2. What is not useful in a pitch?

A. Writing it down

B. Practicing

C. Too much information

D. Making it short

Module Six: Review Questions

3. How many customers base their purchases on price?

A. $\frac{2}{3}$

B. All

C. $\frac{1}{4}$

D. $\frac{1}{3}$

Module Six: Review Questions

4. What must you understand to sell value?

A. Price points

B. Target market

C. Market value

D. Cost Price

Module Six: Review Questions

5. What are Super Bowl ads?

A. Traditional

B. Boring

C. Entertaining

D. Factual

Module Six: Review Questions

6. What is the benefit of fun and entertaining communication?

A. Catch and keep attention

B. Not taken seriously

C. Does not include facts

D. Is not done often

Module Six: Review Questions

7. The media you choose depends on which of the following?

A. Time

B. Customer

C. Place

D. Entertainment

Module Six: Review Questions

8. What is the drawback to social media?

A. Nothing

B. Small audience

C. Expensive

D. Requires maintenance

Module Six: Review Questions

9. _____ are/is essential to successful marketing.

A. Finances

B. University degree

C. Communication

D. Entertainment

Module Six: Review Questions

10. What are the basic steps that will improve the success of the pitch?

A. Write it down

B. Practice

C. Be concise

D. All of the above



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You need to give customers what they want, not what you think they want.

John Ilhan

MODULE SEVEN

Customer Communications

What your customers communicate with you is just as important as what you communicate with them, if not more so.

Give Your Customers a Voice

The methods of communication can include customer surveys, focus groups, interviews, and rewards programs.



It's Not About You, It's About Them

Take a moment to consider customer feedback, and go out of your way to engage your target audience.





Every Interaction Counts

Every interaction an employee has with a customer is a marketing opportunity to promote your company or brand.

Answer Questions Honestly

- Listen
- Be respectful
- Answer honestly
- Answer individuals



Practical Illustration



- Give Your Customers a Voice
- It's Not About You, It's About Them
- Every Interaction Counts
- Answer Questions Honestly

Module Seven: Review Questions

1. What will happen if customers do not feel like they have a voice?

A. Remain loyal

B. Take business elsewhere

C. They will not question the company

D. They will not have any complaints

Module Seven: Review Questions

2. What is not a method of communication?

A. Survey

B. Interview

C. Blog

D. Focus groups

Module Seven: Review Questions

3. What should you advertise about the product?

A. Price

B. Importance

C. How the company matters

D. How life is improved

Module Seven: Review Questions

4. What do you need to do to communicate effectively in advertising?

A. Connect with customers

B. Monitor sales

C. Blog

D. Talk with employees

Module Seven: Review Questions

5. What will you risk if an interaction does not go well?

A. Complaint

B. Increased interest

C. Losing customers

D. Unstable price point

Module Seven: Review Questions

6. What training is needed to improve customer interactions?

A. Customer service

B. Branding

C. Communication

D. Monitoring

Module Seven: Review Questions

7. What do you need to do first to answer customer questions?

A. Be honest

B. Listen

C. Be respectful

D. Research

Module Seven: Review Questions

8. What happens if you are not honest in your answers?

A. The customer is temporarily happy

B. Nothing

C. Employees will tell the truth

D. Loss of trust

Module Seven: Review Questions

9. All communication with _____ should be considered from the perspective of a customer.

A. Marketing managers

B. Production team

C. Customers

D. All of the above

Module Seven: Review Questions

10. When communicating with customers, you must_____.

A. Listen

B. Be respectful

C. Be honest

D. All of the above

A large, detailed grayscale image of the moon's surface, showing various craters and lunar maria. In the lower center, a silhouette of a person is shown from the waist up, pointing their right arm towards the moon. The background is black, making the moon and the silhouette stand out.

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Setting goals is the first step in turning the invisible into the visible.

Tony Robbins

Marketing Goals

Once the goals are established, you need to create specific objectives and plans to help reach your goals.



Brand Switching

The marketing needs to focus on improvements for the customer, but it also needs to show advantages in price, quality, and availability.

Repeat Purchases

- Customer service
- Loyalty programs
- Incentives
- Personal communication





Brand Loyalty

Draft them

Interact with them

Give them perks

Listen to them

Inform and Educate

- Blogs
- Webcast
- Social media
- Newsletters



Practical Illustration



- Brand Switching
- Repeat Purchases
- Brand Loyalty
- Inform and Educate

Module Eight: Review Questions

1. What is the shift from store to online movie rentals an example of?

A. Brand shifting

B. Brand loyalty

C. Repeat purchases

D. Education

Module Eight: Review Questions

2. When does brand shifting occur?

A. At the beginning of the life cycle

B. In the middle of the life cycle

C. At the end of the life cycle

D. Before the life cycle

Module Eight: Review Questions

3. What will you spend more money on?

A. Repeat customers

B. Social media

C. Giveaways

D. New customers

Module Eight: Review Questions

4. What will make up the majority of sales?

A. Online sales

B. Repeat customers

C. Physical sales

D. New customers

Module Eight: Review Questions

5. What do customers who repeat purchases exhibit?

A. Brand Switching

B. Informing

C. Brand loyalty

D. Educating

Module Eight: Review Questions

6. What do brand champions provide?

A. Word of mouth marketing

B. Direct marketing

C. Inbound marketing

D. Active marketing

Module Eight: Review Questions

7. Content needs to be _____.

A. New

B. Relevant

C. Educational

D. Fun

Module Eight: Review Questions

8. What will divide information for customers?

A. Titles

B. Graphs

C. Charts

D. Subheadings

Module Eight: Review Questions

9. _____ provide the direction of your marketing campaign.

A. Loyal customers

B. Brand changes

C. Marketing goals

D. Loyalty rewards

Module Eight: Review Questions

10. Brand changing will ensure customer loyalty.

A. True

B. False



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Don't be afraid to get creative and experiment with your marketing.

Mike Volp

The Marketing Funnel

The marketing funnel contains the stages that a customer takes on the way to purchase your product.



Awareness

Pleasant shopping experiences will create positive word of mouth, and effective marketing will generate positive attention.

Interest

- Advertise benefits
- Show advantages over competition
- Show how it will solve problems





Desire

Once customers experience desire, it is easier to convince them to take action.

Action

Once a customer accepts the call to action, the purchase is almost guaranteed.



Practical Illustration



- Awareness
- Interest
- Desire
- Action

Module Nine: Review Questions

1. How can customers create awareness?

A. Advertising

B. Word of mouth

C. Communication

D. Discovery

Module Nine: Review Questions

2. What is awareness?

A. Interest in the product

B. Purchasing

C. Knowing the product is
necessary

D. Introduction to a product

Module Nine: Review Questions

3. What is not included in the value proposition?

A. Benefits

B. Problem solving

C. Pricing

D. Advantage over competition

Module Nine: Review Questions

4. Interest must be _____.

A. Active

B. Passive

C. New

D. Established

Module Nine: Review Questions

5. What will establish desire?

A. The brand is satisfying

B. Educate customers

C. Use large letters on ads

D. Brand switching

Module Nine: Review Questions

6. What can be done to increase desire?

A. Advertising

B. Graphs and charts

C. Offer demonstrations

D. Subscriptions

Module Nine: Review Questions

7. What is the most common mistake that marketers make?

A. Provide benefits

B. Ignore call to action

C. Establish value proposition

D. Offer call to action

Module Nine: Review Questions

8. Who leads a customer to take action?

A. Customers

B. Employees

C. CEOs

D. Marketer

Module Nine: Review Questions

9. When awareness is positive, _____ will develop.

A. Interest

B. Desire

C. Call to action

D. Awareness

Module Nine: Review Questions

10. What creates positive word-of-mouth advertising?

A. Pleasant shopping experience

B. Effective marketing

C. Awareness

D. None of the above



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The most common trouble with advertising is that it tries too hard to impress people.

James Randolph Adams

Marketing Mistakes (I)

Marketing is essential for driving your business. Learning from the mistakes of others will improve your marketing campaign.



Not Taking Social Media Seriously

Not using social media


Set it and forget it

Inconsistency

Not Having a USP

- What are the unique factors of your brand?
- Which factors are important to your customers?



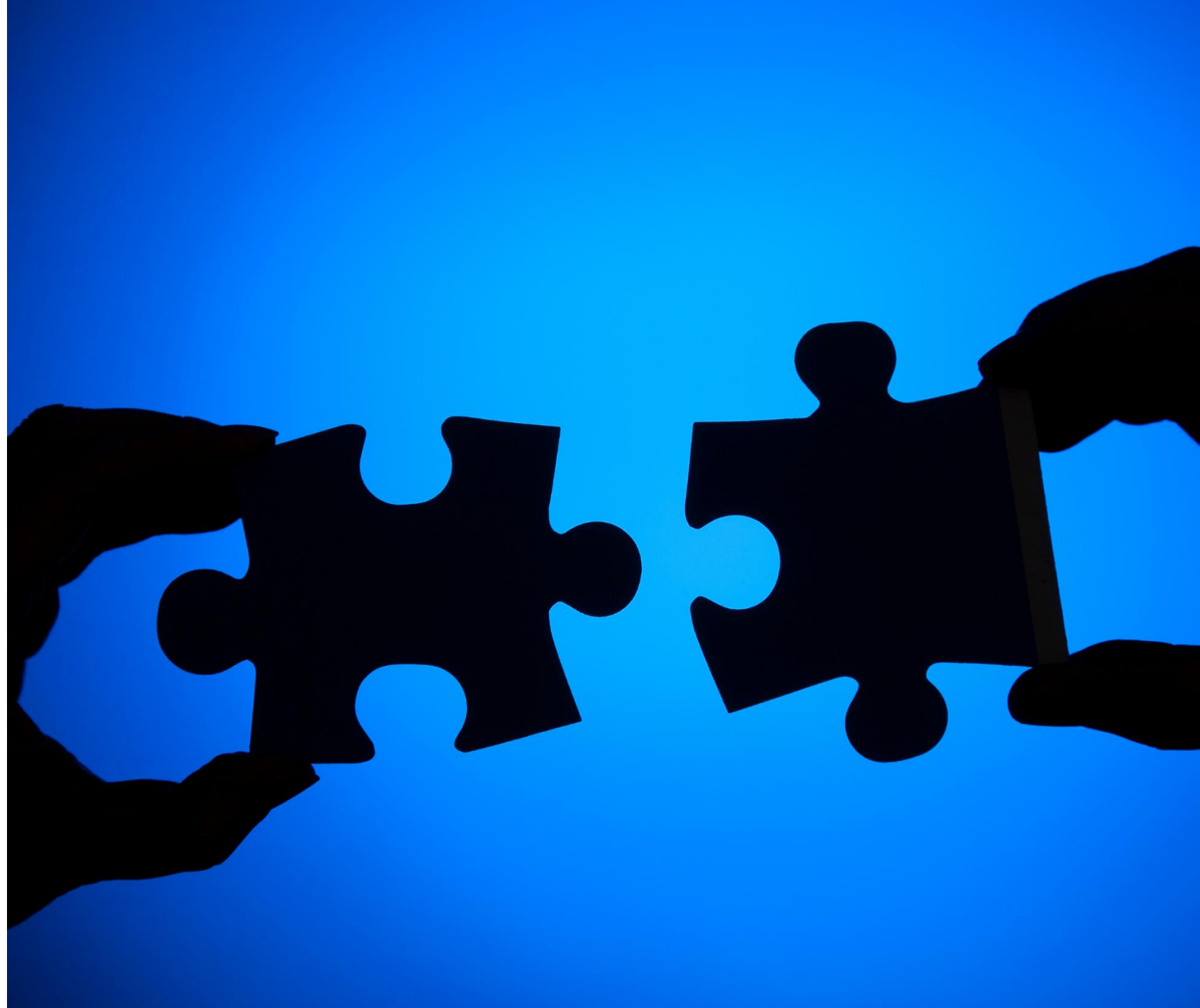


Cross Cultural and International Translations

Cross cultural translations can limit the effectiveness of a campaign. Even if the mistakes are corrected, the process is costly.

Not Building a Relationship

- Get to know the customer
- Have conversations with the customer
- Keep regular contact



Practical Illustration



- Not Taking Social Media Seriously
- Not Having a USP
- Cross Cultural and International Translations
- Not Building a Relationship

Module Ten: Review Questions

1. Why is it necessary to be aware of mistakes?

A. To avoid them

B. Point them out

C. Notice them

D. Repeat them

Module Ten: Review Questions

2. Not monitoring social media is which type of mistake?

A. No presence

B. One-sided communication

C. Set it and forget it

D. Inconsistency

Module Ten: Review Questions

3. What is not a question that helps you create a USP?

A. What are the unique factors?

B. Which factors matter to customers?

C. Which factors separate you from the competition?

D. What are the price factors?

Module Ten: Review Questions

4. What is the final step to UPS?

A. Discover uniqueness

B. Choose media and share

C. Answer questions

D. Create a message

Module Ten: Review Questions

5. What will result in translation mistakes besides mistranslations?

A. Nothing

B. Names

C. Colloquialism

D. History

Module Ten: Review Questions

6. What will increase from mistaken cross cultural translations?

A. Expense

B. Interest

C. Purchases

D. Value

Module Ten: Review Questions

7. What do relationships create?

A. Dialogue

B. Trust

C. Profit

D. Communication

Module Ten: Review Questions

8. What builds relationships?

A. Trust

B. Profit

C. Information

D. Dialogue

Module Ten: Review Questions

9. _____ will increase sales and improve customer relationships.

A. Social media

B. Marketing

C. Cultural translation

D. None of the above

Module Ten: Review Questions

10. _____ can limit the effectiveness of a campaign.

A. Lack of interest

B. Lack of time

C. Too many posts

D. Cross cultural translations



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Any man can make mistakes, but only an idiot persists in error.

Marcus Tullius Cicero

Marketing Mistakes (II)

The key to successful marketing is being aware of common pitfalls and understanding how to avoid them.



Not Having a Plan

- Identify your target market
- Identify unique aspects of product and differentiation
- Compare with competition

Aiming at Everyone

There is a common fear of excluding potential customers without broad marketing campaigns.





Not Tracking Metrics

Lead
source

Leads per
month

Cost per
lead

Not Listening to Your Customers

- Do not interrupt or become emotional.
- Do not make assumptions.
- Rephrase and repeat information for clarity.



Practical Illustration



- Not Having a Plan
- Aiming at Everyone
- Not Tracking Metrics
- Not Listening to Your Customers

Module Eleven: Review Questions

1. What needs to be established before using a marketing campaign?

A. Metrics

B. Plan

C. Communication

D. Trust

Module Eleven: Review Questions

2. What is true of marketing plans?

A. They must always be followed

B. They are not necessary

C. They may be altered

D. Lacking one cannot be remedied

Module Eleven: Review Questions

3. Which of the following is more effective marketing?

A. Target market

B. Broad audience

C. Aim everyone

D. All are effective

Module Eleven: Review Questions

4. Why do people choose to aim their marketing at everyone?

A. Desire to expand the market

B. Advice of customers

C. Giving in to pressure

D. Fear of not reaching customers

Module Eleven: Review Questions

5. What should you do with metrics?

A. Alter the marketing plan

B. Discuss sales

C. Maintain the marketing plan

D. Discuss product changes

Module Eleven: Review Questions

6. What is true of metric monitoring?

A. The same metrics are always monitored

B. They do not provide useful information

C. They vary based on media and platform

D. They are not important

Module Eleven: Review Questions

7. What is necessary to improve marketing?

A. Hearing

B. Listening

C. Research

D. Information

Module Eleven: Review Questions

8. What will improve clarity when listening?

A. Interruption

B. Assumption

C. Emotions

D. Rephrasing

Module Eleven: Review Questions

9. It is possible to please everyone.

A. True

B. False

Module Eleven: Review Questions

10. Understanding _____ is essential to marketing success.

A. Customers

B. Marketing strategies

C. Metrics

D. Goals

Wrapping Up

Although this workshop is coming to a close, we hope that your journey to understanding Marketing Basics is just beginning.



Words From the Wise

Don't find customers for your products; find products for your customers.

- Seth Godin

Every single thing I learned about marketing and building my business, I learned from my mom, and she had never been in the workforce. She just had great practical sense.

- Barbara Corcoran

Marketing is a very good thing, but it shouldn't control everything. It should be the tool, not that which dictates.

- Nicolas Roeg

Word-of-Mouth marketing has always been important. Today, it is more important than ever because of the power of the internet.

- Joe Pulizzi