

BUILDING COSTUMER RELATIONSHIP

MARKETING

MARKETING:

What is marketing?

1. The American Marketing Association has defined marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and at society at large.
2. Marketing is creating the interest to buy.
3. Marketing is a process for *helping the buyer to buy and helping the seller to sell.*

EVOLUTION OF MARKETING:

Four eras of marketing:

- Production
 - Selling
 - Marketing concept
 - Customer relationship
- Produce as much as you can because, there is a limitless market for it.
 - Passing from producing to selling through more advertising of the product.
 - A three-part business philosophy: 1- customer orientation 2-a service orientation 3-a profit orientation.
 - The process of learning as much as possible about customers and doing everything to satisfy them or even exceed their expectations with goods and services.

THE CUSTOMER RELATIONSHIP ERA:

Customer relationship management (CRM) is the process of learning as much as possible about present customers and doing everything that you can to satisfy them or even to exceed their expectations with goods and services.

The idea is to enhance customer satisfaction and stimulate long term loyalty.

The newest CRM is customer managed relationships where it gives the consumers a chance to connect with suppliers and producers so they can have an insight of the product/service and the sellers can have a feedback as well.

HOW CAN A MARKET EXPERT LEARN WHAT CUSTOMERS REALLY DESIRE?

Contact your customers. Personalized conversations tend to be the best and increase the loyalty between seller-buyer.

Meet with them. Consumers are more approachable in person. So, setting up a company booth at a trade show or other industry event is encouraged.

Track their activity on your website. For instance, which pages they visit, the error reports they send, and the feedback they leave on online forums are all good indicators.

Put yourself in their place. If possible, try to experience your product from the customer's position.





MARKETING AND NONPROFIT ORGANIZATIONS:

Although marketing is widely used in business related matters it can also be used in making the world a better place and to act for those in need.

For example Red Cross encourages people to donate blood when local hospitals run out of resources and Greenpeace uses marketing to promote ecologically safe technologies. Environmental groups use marketing to try to cut carbon emissions. Churches use marketing to attract new members and raise funds. Politicals use marketing to get votes.

MARKETING MIX

Designing a product to meet customer needs:

- A **product** is any physically good, service or idea that satisfies a want or need, plus anything that would enhance the product in the eyes of consumers, such as the brand name.
- To get feedback on your product, experts use the method called **test marketing**. This process basically contains product testing among potential users.

Customer satisfaction is worthless. Customer loyalty is priceless. —Jeffrey Gitomer

- Selecting a good brand name that can attract the attention of customers. A **brand name** is a word, letter or group of words that differentiates one seller's goods and services from those of competitors.
- Setting an appropriate price. After you have decided what products you want to offer, you will have to consider the costs of producing, distributing and promoting which can affect the price. If you offer high quality and unique products (like Starbucks) there is a high chance that the consumers will be more than willing to pay.

PROMOTION:

Promotion is all the techniques sellers use to inform people about and motivate them to buy their products and services.

Promotion can include advertising, personal selling, public relations, publicity, word of mouth (viral marketing) and various sales promotion efforts, such as coupons, rebates, samples, and cent off deals.

Promotion also includes relationship building with consumers. Among other activities, that means responding to suggestions consumers make to improve the products of their marketing, including price and packaging.

PROMOTIONAL MIX



THE MARKETING RESEARCH PROCESS:

A simplified marketing research process consists of at least four key steps:

- I. Defining the question (problem or opportunity) and determining the present situation.
- II. Collect research data.
- III. Analyzing the research data.
- IV. Choosing the best solution and implementing it.

Marketing researches need the freedom to discover what the present situation is, what the problems or opportunities are, what the alternatives are, what information they need and how to go about gathering and analyzing data.

Primary data-is the data that you gather by yourself, not from secondary such as books and magazines. **Secondary data**-information that has been already gathered by others and published in books or journals or available online.

Marketers must turn the data they collect into useful information to satisfy consumers.

After collecting and analyzing data, marketers determine alternative strategies and make recommendations about which may be best and why.

MARKETING ENVIROMENT:

- Marketing managers should be aware of the surrounding environment when making marketing decisions.
- **Environmental scanning** is the process of identifying factors that can affect the marketing success.
- These factors include:
 1. **Global factors** such as globalization and internet. Half of the companies can get in touch with their clients across the globe with just a click.
 2. **Technological factors.** Using consumers databases, blogs, social networks companies can create goods and services that match closely customers needs.

1. **Sociocultural factors.** Marketers must monitor social trends time by time to maintain their close relationship with their customers, since population growth and changing demographics can have effect on sales.
2. **Competitive factors.** Marketers must pay attention to the dynamic competitive environment.
3. **Economic factors.** Marketers must pay attention to the economic environment. For example: as we began the millennium, USA was experiecing unparalleled growth, and customers were eager to buy luxurious stuff. But as the economy slowed , marketers had to adapt by offering products that were less expensive and more tailored to customers with modest incomes.

TWO DIFFERENT MARKETS:

Consumer market

All the individuals or households that want goods and services for personal consumption or use.

Campbell Soup Company has expanded the US business to a number of different tastes from the original tomato and chicken one, so it can satisfy even the Latino market which has increased over the years by creating a red bean soup.

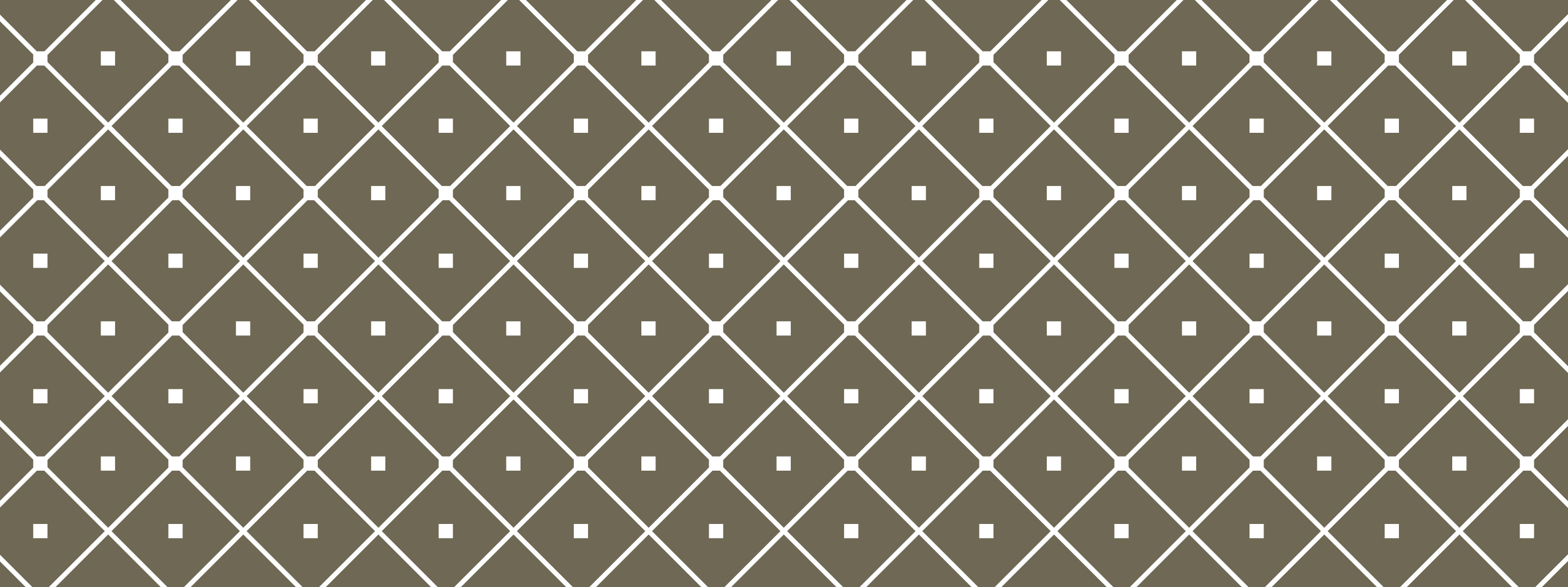
Business to business

All the individuals and organizations that want goods and services to use in producing other goods and services to sell, rent or supply goods to others.

Oil-drilling bits, cash registers, display cases, office desks, public accounting audits and business software are B2B markets. Traditionally they are known as industrial goods because they are used in industry.

QUESTIONS:

1. What is CMR and why is it used for?
2. What is a product?
3. How many types of market do we have and how do they differ?



THANK YOU FOR YOUR ATTENTION!