

Chapter 13

Marketing:

Helping buyers buy!



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1

Marketing....

1 Marketing....

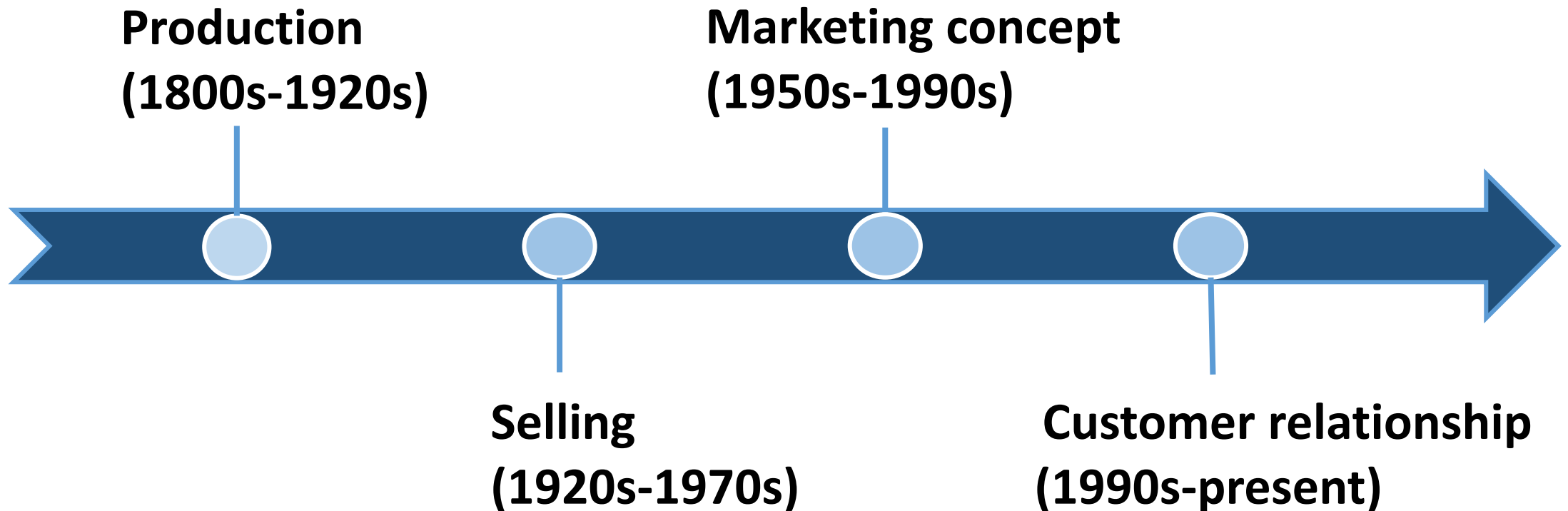
1.1. What is Marketing?

- Marketing is not just “selling” or “advertising”
- ***Marketing is the activity and processes for communicating, delivering and exchanging offering that have value for customers, partners and society at large***

1 Marketing....

1.2. The evolution of Marketing

- Marketing in the US has passed through four eras:



① Marketing....

1.3. What kind of organization are involved in marketing?

All kind of organizations use marketing, including for profit and nonprofit organization

EFG PRESENTS...
events for good

ແລນເຮືອແລ
VIENTIANE

Glow Run

ແລນ ເພື່ອສະພາບ

26 ພຶດສະພາ 2018

ລະດົມບົນ ຊ່ວຍເຫລືອ
ບຸກຄົນ ໂອທິສຕິກ

ຈາກ ຫລັກເສີທາແຄມຂອງທາ
ໂຮງແຮມແລນມາດ ແລວກັບຄືນ

FUN RUN

26 MAY 2018

PROCEEDS GO
TOWARDS
ASSOCIATION
FOR AUTISM

VIENTIANE RIVERSIDE

EXPO: 3-6 PM RUN: 7-8 PM

MUSIC: 9PM

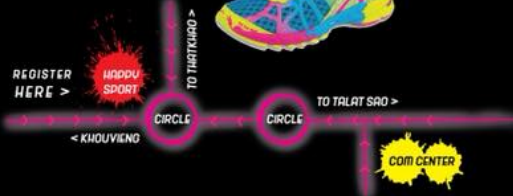
REGISTRATION 100,000 Kip
GET IT-SHIRT AND 3 GLOW STICKS

AT HAPPY SPORT KHOU VIENG

MON-SUN 10:30-19:00



LIGHT
THE NIGHT
FOR AUTISM



Events for Good



020 9986 2688

020 23001117



FB: Vientiane International Half Marathon

②

Four PS of Marketing

② Four Ps of Marketing

2.1. What is four Ps?

Product



Price



Place



Promotion



These four factors are called the marketing mix because businesses blend them together in the well-designed marketing program

② Four Ps of Marketing

The idea behind the four Ps is:

- To design *Product* people want
- To *price* it competitively
- To *place* it where customers can find it easily
- To *Promote* it so customers know it exists.

② Four Ps of Marketing

2.2. The marketing research process

- Define the problem or opportunity
- Collect data
- Analyze the data
- Choose the best solution

3

Marketing Environment

3 Marketing Environment



- **Environmental scanning** is the process of identifying the factors that can affect marketing success.

3 Marketing Environment

Important environmental trends in marketing

Internet

Customer's needs

Competitive and economic environment

4

Consumer market

4 Consumer market

Market segmentation

Main dimension	Dividing by
Geographic segmentation	Cities, countries, states or region
Demographic segmentaion	Gender, age, income and education level
Psychographic segmentation	Values, attitudes and interests
Benefit segmentation	Benefits customer prefer
Volume segmentation	Usage (Volume of use)

4 Consumer market

The difference between mass marketing and relationship marketing

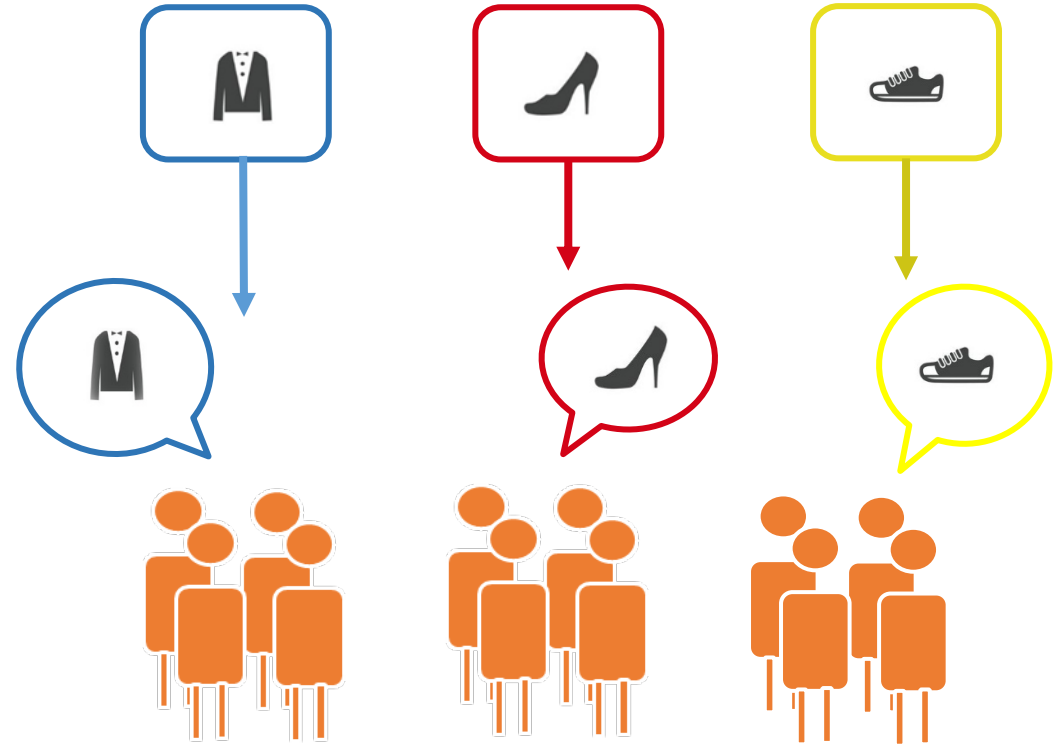
- **Mass marketing** means developing products and promotions to please large group of people. The mass Marketer tries to sell the same product to as many people as possible.
- **Relationship marketing** tends to lead away from mass production and toward custom-made goods and services. Its goal is to keep individual customers over time by offering them products and services that meet their requirement.

4 Consumer market

Mass marketing

VS

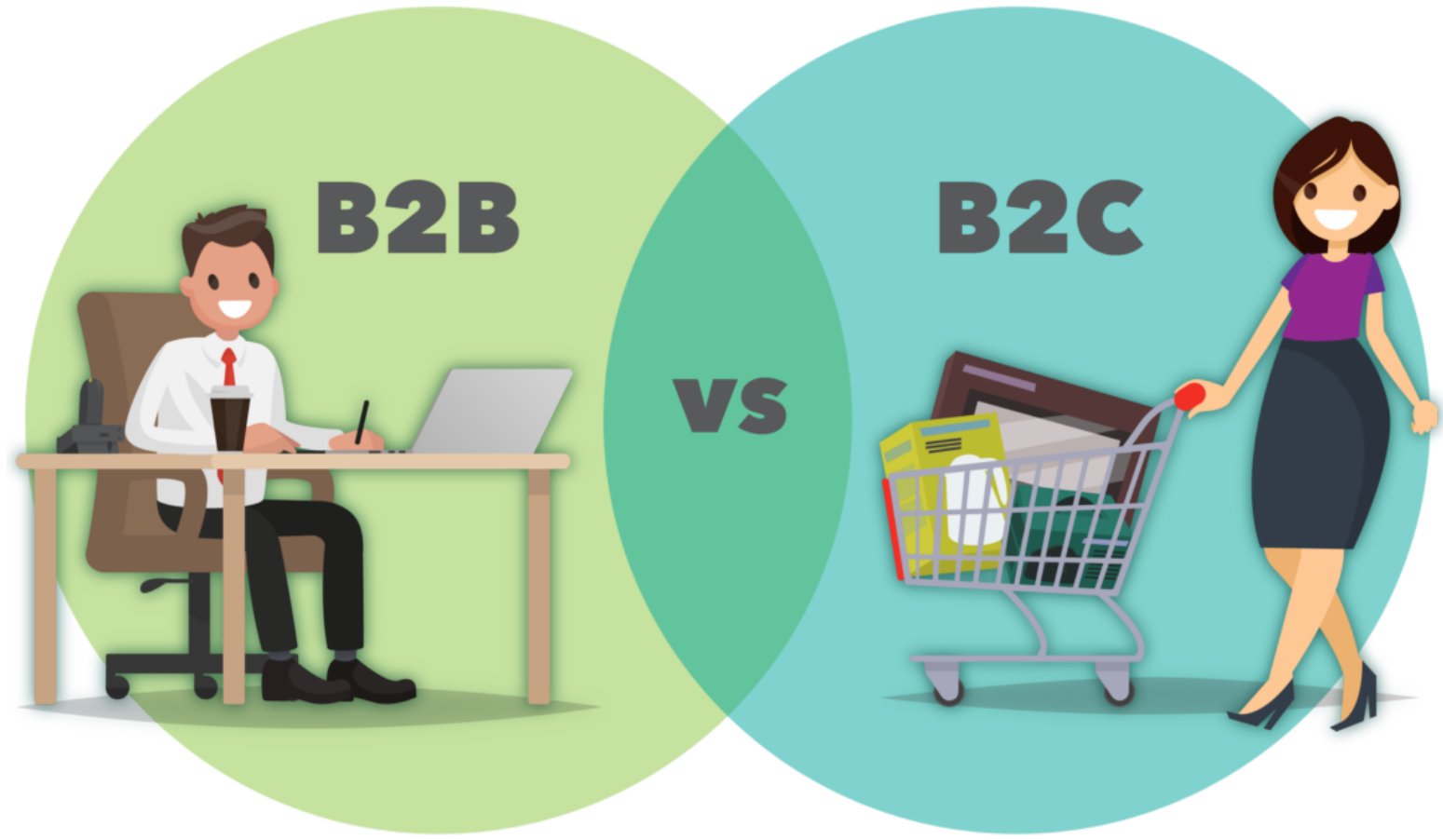
Relationship marketing



5 Business-to-business Market and consumer Market

5

Business-to-business Market and consumer Market



5

Business-to-business Market and consumer Market

BASIS FOR COMPARISON	B2B	B2C
Meaning	The selling of goods and services between two business entities is known as Business to Business or B2B.	The transaction in which business sells the goods and services to the consumer is called Business to Consumer or B2C.
Customer	Company	End user
Focus on	Relationship	Product
Quantity of merchandise	Large	Small
Relationship	Supplier - Manufacturer Manufacturer - Wholesaler Wholesaler - Retailer	Retailer - Consumer
Relationship horizon	Long term	Short term
Buying and Selling cycle	Lengthy	Short

Summary

- **Marketing is** the activity and processes for communicating, delivering and exchanging offering that have value for customers, partners and society at large
- Marketing has passed through **four eras**
- **All kind of organizations** use marketing
- Marketers use four Ps as the **marketing program**

Summary

- Marketers use **environmental scanning** to identify factors that can affect marketing success
- **Market segmentation** is process of dividing total market in to group and select the target marketing.
- **Business to business market** is the transaction of businesses
- **Business to consumer** is the transaction of business to consumer