



Imp. BASICS FOR GD/PIs



MARKETING TERMINOLOGIES

ATL + BTL = TTL

The 4 P's



NEEDS? WANTS? DEMAND?

2020 BUSINESS
AWARENESS-3



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01

What is **MARKETING**?

How's it different from 'Selling'?



MARKETING

Marketing is the field of study which aims to know and understand the customer so well that the product or service fits him and sells itself.

OR

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that satisfy individual and organisational goals.

How's it different from Selling?





02

NEEDS | WANTS | DEMANDS



NEEDS

Needs are the basic human requirements.

People need food, water, clothing, and shelter to survive.

People also have strong needs for recreation, education, and entertainment.



WANTS

These needs become wants when they are directed to specific objects that might satisfy the need.

For ex. An Indian needs food but may want a chapatti and dal or strictly vegetarian diet.

Wants are shaped by one's society.



DEMANDS

Demands are wants for specific products backed by an ability to pay.

Many people want an Audi; only a few are willing and able to buy one.



03

4-Ps OF MARKETING

4-Ps is a set of marketing tool that the firm uses to pursue its marketing objectives.

4-PS OF MARKETING

Product

A product can either be tangible, something that has independent physical existence or intangible like a service.

Considerations: Variety, Quality, Design, Features, Packaging, Brand Name, Returns.



Price

The price of a product determines the offering, which the customers are willing to give to buy that product or service.

The price can neither be too low that the seller incurs losses, nor be too high that the consumers cannot afford the product.

Considerations: List Price, Discounts, Credit terms.



4-PS OF MARKETING

Place



Place or placement is related to how the product will be provided to the customer. Distribution is a key element of placement. The placement strategy will help assess what channel is the most suited to a product.

Considerations: Channels, Coverage, Location, Inventory, Transport.

Promotion



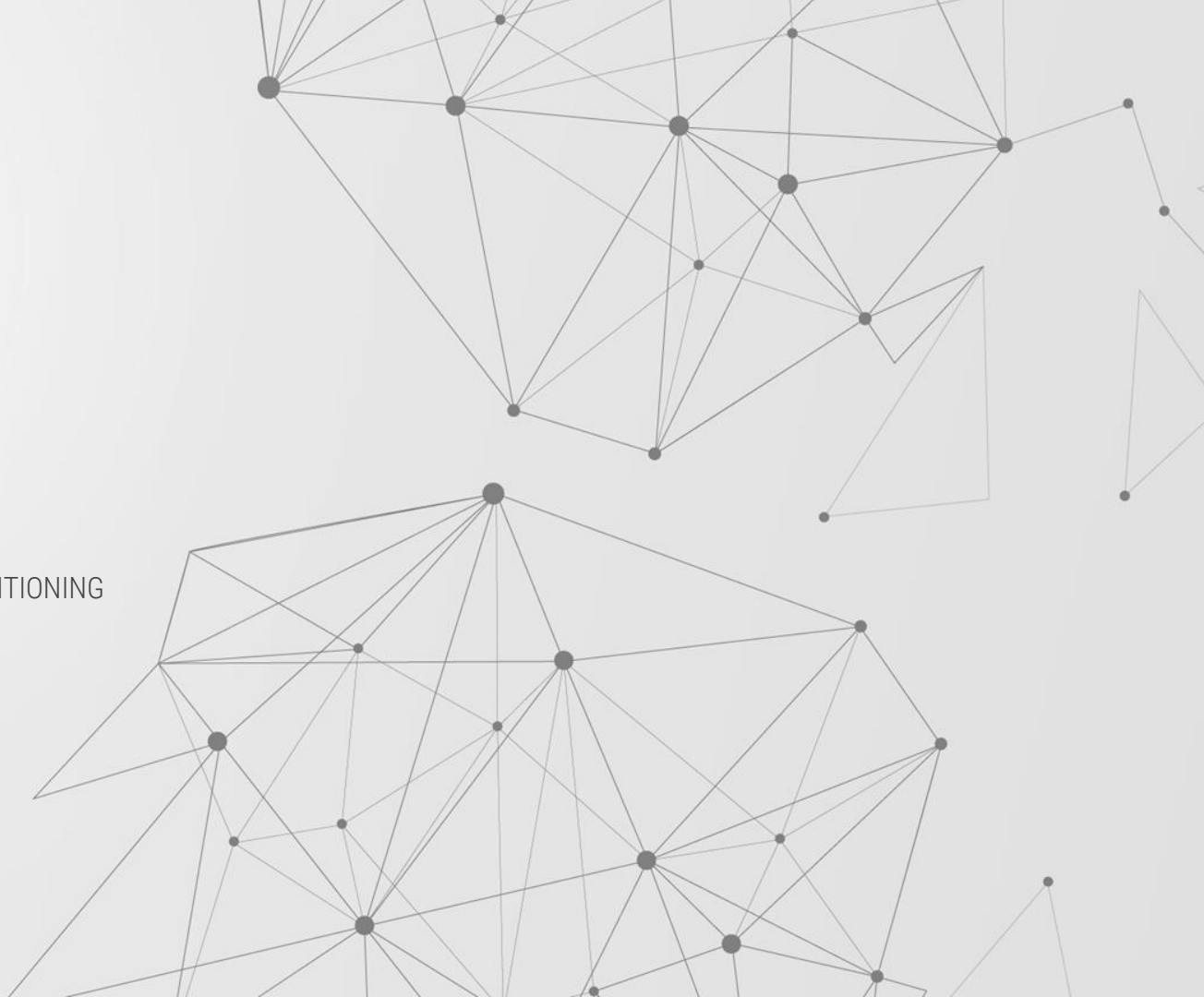
The method of communication by which the marketer provides information about the product is known as promotion.

Considerations: Advertisements, personal selling, word of mouth and publicity etc.

04

STP

SEGMENTATION | TARGETING | POSITIONING



SEGMENTATION

Market Segmentation refers to the process of creation of small groups (segments) within a large market to bring together consumers who have similar requirements, needs and interests.

Ex. Segmentation on the basis of Gender, Age, Financial Status, etc.

STP

TARGETING

Once the market is segmented, a marketer devises various marketing strategies and promotional schemes according to the tastes of the individuals of particular segment.

Ex. Tata Motors launched Tata Nano especially for the lower income group.

POSITIONING

Positioning is all about creating an image of the product in the minds of the customers. Positioning helps organizations to create a positive perception of the products in the minds of target audience.

Ex. Think of French fries.



05

CUSTOMER & CONSUMER

ARE THEY SAME?



CUSTOMERS

In simple terms customer is the one who purchases the product/service, he pays for getting the product. A customer may or may not use it for self.

Ex. Parents.



Source: flaticon.com

Ex. Kids.



Source: pngwave.com

CONSUMERS

Consumer is the one who actually uses/consumes the product/service.



06

ATL | BTL | TTL

Three most important Marketing Strategies.

Above the Line (ATL)

ATL strategies focus at directing the communication towards the mass market. All promotional messages are untargeted, meaning they do not focus on a specific target group.

Ex. TV, Radio, Newspapers.

Below the Line (BTL)

BTL activities are focused and are directed towards specific groups of customers. They are highly targeted, with advertisements being created keeping in mind the demographic & psychographic characteristics of particular customer segments.

Ex. SMS, Social Media, Events, etc.



Through the Line (TTL)

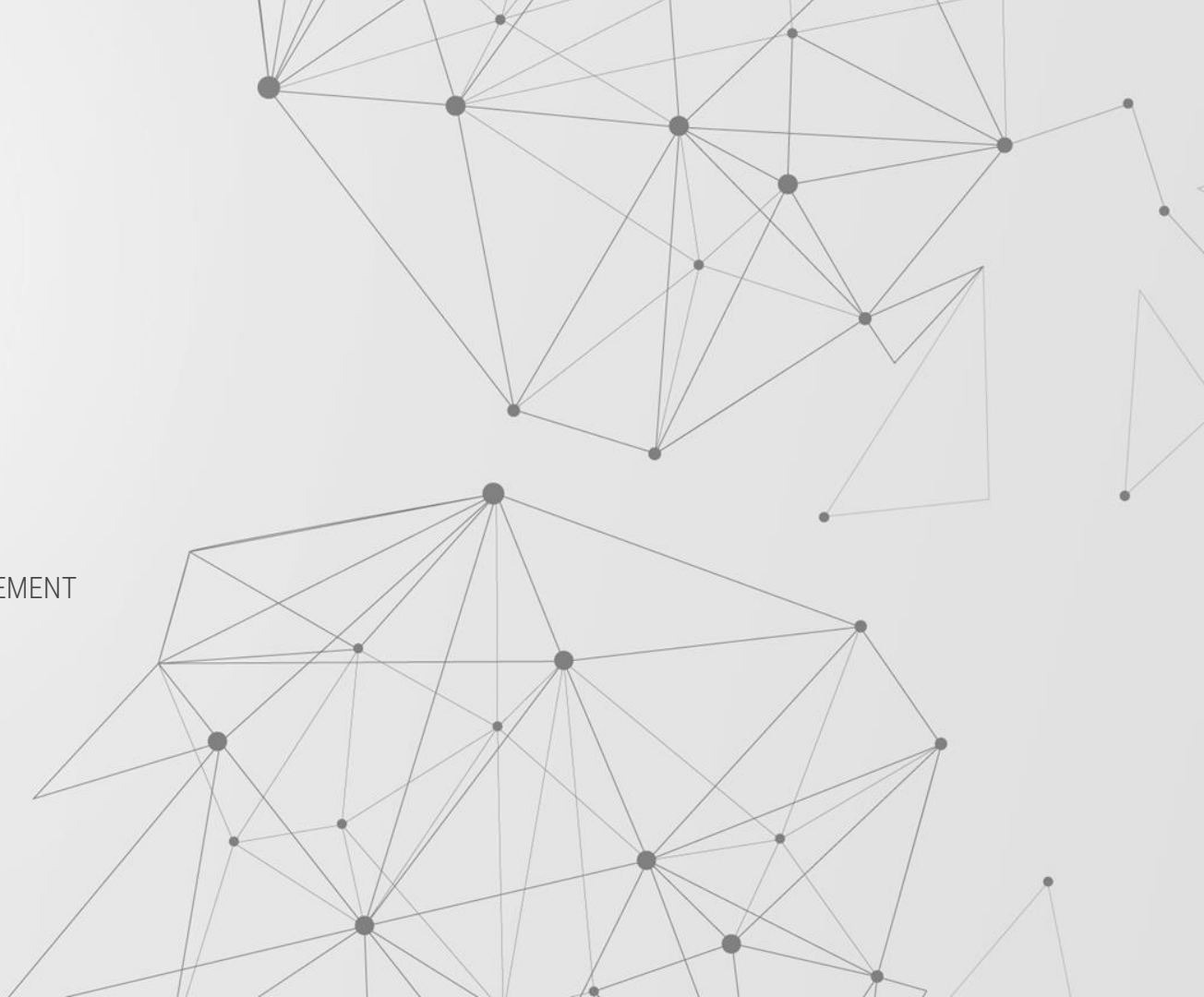
TTL advertising involves an integrated approach where both ATL and BTL strategies are combined. The objective here is to get a holistic view of the market and communicate with customers in every way possible.



07

CRM

CUSTOMER RELATIONSHIP MANAGEMENT



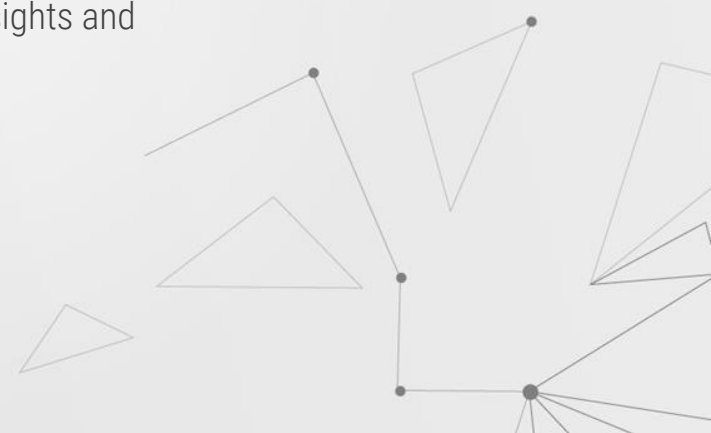


CRM

CRM is basically a software with the ability to hold contact information, such as names, phone numbers, emails and other records related to a given customer.

But it is more than just a contact database, it's a sales acceleration tool that identifies business insights and analytics.

Ex. HubSpot, Salesforce and Zoho.





08

BRAND POSITIONING

The big word!



BRAND POSITIONING

Brand positioning describes how a brand is different from its competitors and where, or how, it sits in customers' minds.

It makes customers view a specific brand in a unique way by associating emotions, traits, feelings, and sentiments with it. These associations make it stand out from the competition.

Ex. What comes to mind when you think of:

Woodland

Axe

Patanjali

Then what is Brand Re-positioning?



ASSIGNMENT!

09

B2B & B2C

10

Search Engine Optimization

11

A/B Testing



THANKS A LOT FOR WATCHING!
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