To Market To Market

The Big Picture

So What! Industry Critical Success Factors are Created & Destroyed
Pushing or Pulling?

Making existing products  >  Selling and promoting  >  Building profit through volume

SELLING

The Market  >  Customer Needs  >  Marketing  >  Customers Satisfied – building your profits

MARKETING

Four Ps & Cs

Market Mix

Product

Place

Price

Promote

Customer Solution

Convenience

Customer Cost

Communicate

So What! Push or Pull?
The Mix

Product + Price + Promote + Place → \( P_{mix} \)

Market Mix

Customer Cost + Communicate + Customer Solution + Convenience → \( C_{mix} \)

So What! Sustaining your advantage

Crossing the Chasm – The Adoption Curve

Innovators (2.5%) → Early Adopters (13.5%) → Early Majority (34%) → Late Majority (34%) → Laggards (16%)

So What! Push? Pull? Both?
Crossing the Chasm
Push? Pull? Both?

So What! Do you have the energy?

Positioning Map

So What! Competing on Quality
Market Research

Where are those wallets?

Questions, Questions
Primary Research

Observe
Focus group
Survey
Behavioural
Experimental
Questions, Questions
Secondary Research

Internal Sources
Government Publications
Periodicals and Books
Commercial Data
On-Line
  Associations
  Business Information

Today’s Demand

Total Market Potential
Area Market Potential
Industry Sales
Market Share
Tomorrow's demand?

Ask the customers what they might do
What do the experts think?
Look at the past – are there any trends?
Zoom in - Zoom out!

Segmenting the Market
Types of Segments

Demographic
Operating Variables
Purchasing Approaches
Situational Factors
Personal Characteristics

Effective Segmentation

The size of the segment, the number of segments.
Is the segment big enough to make it worthwhile?
Can you access the segment?
Have you got the mix “right” for each segment?
Effective Segmentation

How will you communicate with the segment?
Will the segments be interested in you?
Any connections between segments?

Positioning

Identify possible positioning concepts for each target segment.

Select, develop, and communicate the chosen positioning concept.

Adoption curves – be careful!
Positioning Map

So What! Competing on Quality

Positioning Map

So What! Your move, their move. Real Estate
Marketing Channels

Channel Challenges

Information Transfer
Communication Negotiation
Risk Payments
Distribution Financing
Ordering

Complexity – what could go wrong?
Channel Conflict

Incompatibility
Difference in Perception
Dependence
Trust

Do what you say!!

Industry Value Chain

So What! Position and Power
Purchasing Challenges

- Approvers
- Deciders
- Influencers
- Buyers
- Users
- Initiators
- Gatekeepers

The Competition
The Competition

What will they do?
What are their strategies?
Objectives?
Strengths?
Weaknesses?

Don’t know? – Don’t play!

They might…

• Price-discount
• Cheaper goods
• Prestige goods
• Product proliferation

Watch out!
They might…

- Product innovation
- Improved services
- Distribution innovation
- Manufacturing cost reduction
- Intensive advertising promotion

Watch out!

They could be…

End-user specialist
Vertical-level specialist
Customer-size specialist
Specific-customer specialist
Geographic specialist
Product or product-line specialist

Will you survive?
They could be…

Product-feature specialist
Job-shop specialist
Quality-price specialist
Service specialist
Channel specialist
Will you survive?

Your “essence”

What is “it”?
People, price, difference, location, features, service, technology, contracts, intellectual property?
Do the wallets know about “it”?
Do you know where the wallets live?