

# ***International MBA***

*Marketing and commercialization in international environments.*

*Lesson 5. Marketing objectives and Strategies*

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# *Content*

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1. Positioning
2. Marketing Directions
3. Marketing Goals and Objectives
4. Diversity of Marketing Strategies
5. Strategic models

# ***1. Positioning***

## ***Positioning***

With positioning, you use marketing to create a competitively distinctive position for your product in the minds of targeted customers.

It needs Marketing research

- To understand how targeted customers perceive your organisation and your competitors.
- To determine which attributes matter most to the targeted customers.



# *1. Positioning*

## ***Differentiation***

Differentiate offering based on:

- quality
- service
- image
- personnel
- value

Positioning must be based on criteria that are **meaningful** and **desirable** from the customer's perspective yet competitively distinctive.

# *1. Positioning*

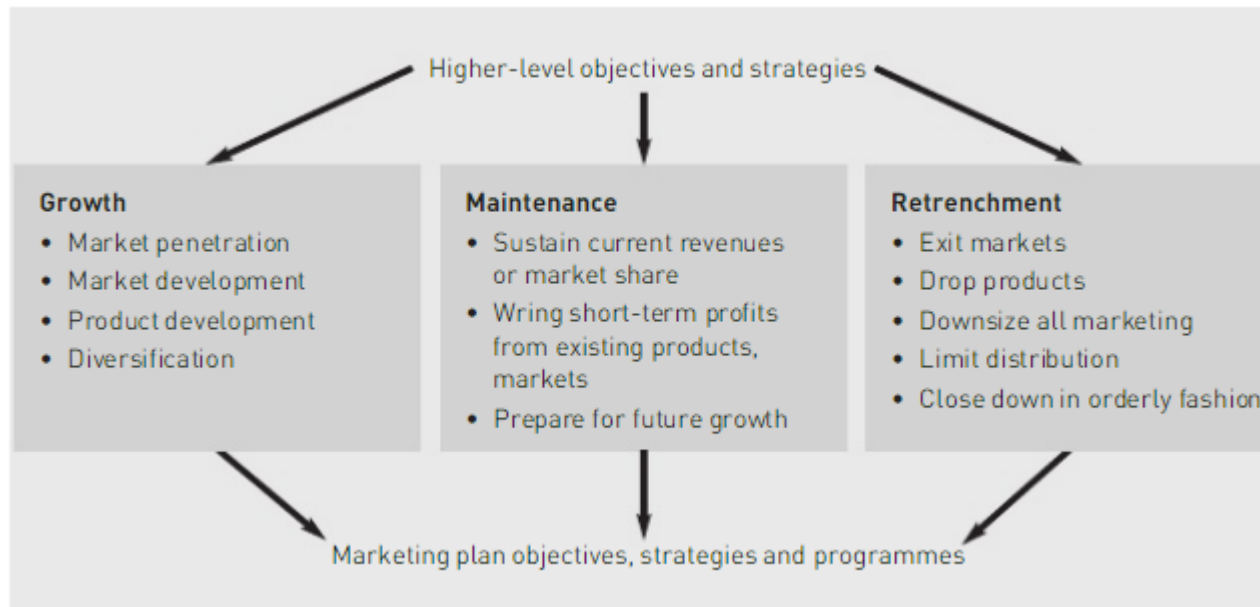
## ***Repositioning***

means using the marketing plan to change the competitively distinctive positioning of its brand in the minds of the targeted customers.

## ***2. Marketing Directions***

Strong organizations are those that build their future based on the internal strength and the opportunities offered by the markets.

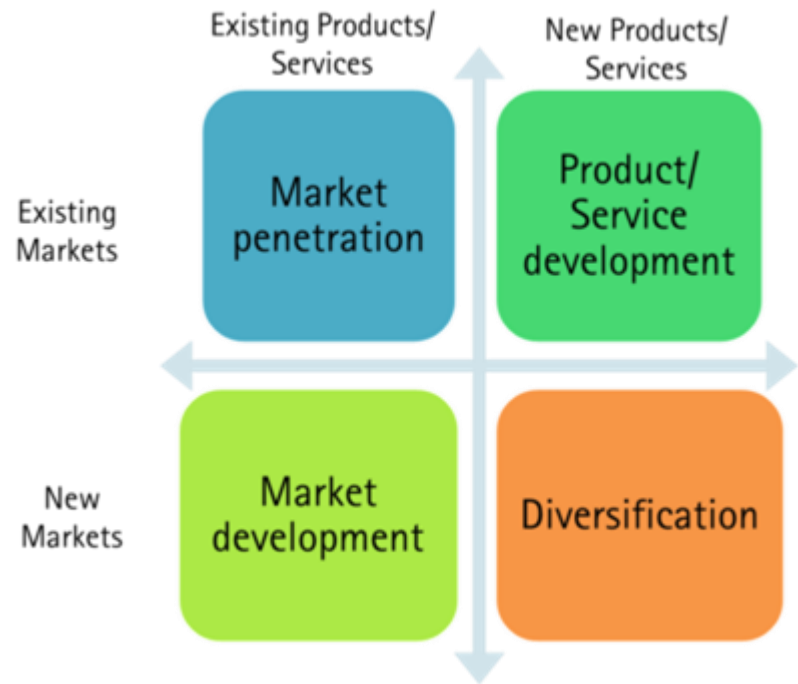
Each objective, marketing strategy and marketing programme must be consistent with the plan's direction as well as with both organisational and business objectives.



## *2. Marketing Directions*

### *Growth strategies*

- market penetration
- product development
- market development
- diversification



**Ansoff Matrix.**

## 2. Marketing Directions

### *Growth grid*

- penetrating existing markets,
- expanding within existing markets,
- adding new markets,
- offering existing products,
- modifying existing products
- offering entirely new products



## *3. Marketing Objectives*

*SMART objectives.*



Source: J6 Design

## *3. Marketing Objectives*

### *SMART objectives.*

**To be effective, marketing plan objectives should be:**

- **Specific and Measurable**

indicate, in quantitative terms, what the marketing plan is being developed to achieve

- **Attainable**

possible to achieve in mentioned time.

- **Relevant**

to be related and consistent with to the chosen direction, mission, SWOT

- **Time Based**

have deadline for achieving

and

- **Consistent**

Are all objectives consistent with each other.

## *3. Marketing Objectives*

### *Objectives classification.*

#### **Financial objectives**

are targets for achieving financial results through marketing strategies and programmes.

#### **Marketing objectives**

are targets for achievements in marketing relationships and activities, which in turn directly support attainment of financial objectives.

#### **Societal objectives**

are targets for accomplishing results in areas related to social responsibility; such objectives indirectly influence both marketing and financial achievements

## *3. Marketing Objectives*

### *Marketing objectives and Marketing Strategy Levels.*

#### **Marketing Strategy**

- Long term objectives - strategic level - Goals
  - Related with mission and vision.
  - Based on the SWOT.
  - Follow strategic direction
- Medium term objectives - tactical level - Objectives
  - Related with Marketing Mix development (Price, Product, Promotion, Place)
  - Coordination of Marketing tools.
  - Strategic models are used to generalize the set of marketing tactics.

#### **Marketing Management**

- Short term objectives - operational level

## ***3. Marketing Objectives***

### ***Financial Objectives***

Focus of financial objective	Purpose and examples
External results	To provide targets for outcomes of marketing activities such as: <ul style="list-style-type: none"><li>● increasing unit or monetary sales by geographic market</li><li>● increasing unit or monetary sales by customer segment</li><li>● increasing unit or monetary sales by product</li><li>● increasing unit or monetary sales by channel</li><li>● other objectives related to external results</li></ul>
Internal requirements	To provide targets for managing marketing to meet organisational requirements such as: <ul style="list-style-type: none"><li>● achieving break-even status</li><li>● achieving profitability levels</li><li>● achieving return on investment levels</li><li>● other objectives related to internal requirements</li></ul>

## ***3. Marketing Objectives***

### ***Marketing Objectives***

Focus of marketing objective	Purpose and examples
External relationships	<p>To provide targets for managing relations with customers and other publics such as:</p> <ul style="list-style-type: none"><li>● enhancing brand, product, company image</li><li>● building brand awareness and preference</li><li>● stimulating product trial</li><li>● acquiring new customers</li><li>● retaining existing customers</li><li>● increasing customer satisfaction</li><li>● acquiring or defending market share</li><li>● expanding or defending distribution</li><li>● other relationship objectives</li></ul>
Internal activities	<p>To provide targets for managing specific marketing activities such as:</p> <ul style="list-style-type: none"><li>● increasing output or speed of new product development</li><li>● improving quality of goods or services</li><li>● streamlining order fulfilment</li><li>● managing resources to enter new markets or segments</li><li>● conducting marketing research</li><li>● other objectives related to internal activities</li></ul>

## ***3. Marketing Objectives***

### ***Societal Objectives***

<b>Focus of societal objective</b>	<b>Purpose and examples</b>
Ecological protection	<p>To provide targets for managing marketing related to ecological protection and sustainability, such as:</p> <ul style="list-style-type: none"><li>● reducing carbon footprint with eco-friendly processes, products and activities</li><li>● doing business with 'green' suppliers and channel members</li><li>● reducing waste by redesigning products and processes for recycling and other efficiencies</li><li>● conserving natural resources</li><li>● other objectives related to ecological protection</li></ul>
Social responsibility and relations with publics	<p>To provide targets for managing marketing related to social responsibility and relations with publics, such as:</p> <ul style="list-style-type: none"><li>● building a positive image as a good corporate citizen</li><li>● supporting designated charities, community projects, human rights groups, and others, with money and marketing</li><li>● encouraging employees, customers, suppliers and channel members to volunteer</li><li>● engaging publics in two-way dialogue to share concerns and explain societal initiatives</li><li>● other objectives related to social responsibility and relations with publics</li></ul>

## 4. Diversity of Marketing Strategies

### Generic Strategies. Classification of Marketing Strategies



## ***5. Strategic Models***

### ***Strategic Models.***

**There are three main models that can be applied and used within a business to receive better results and reach business goals:**

- **The 3C's: Customer, Corporation and Competitor.** This model uses these three key factors which lead to a sustainable competitive market (*Kenichi Ohmae*).
- **The Ansoff Matrix.** This model focuses on four main areas; Market penetration, Product development, Market development and Market Diversification. These are further split into two areas known as the 'New' and 'Present'. (*H. Igor Ansoff*). Normally it is applying together with the Growth Strategy.
- **Marketing Mix Model (4P's). Product. Price. Promotion. Place.** Was designed as an easy way of specifying Marketing Strategy in the scope of tactics. 4p's is the form of Marketing Strategy integration in real life. Or, the scope of tactics.

## 5. Strategic Models

### *Strategic Models.*

- **The 3C's: Customer, Corporation and Competitor.**
- **The Ansoff Matrix.**
- **Marketing Mix Model (4P's). Product. Price. Promotion. Place.**

