
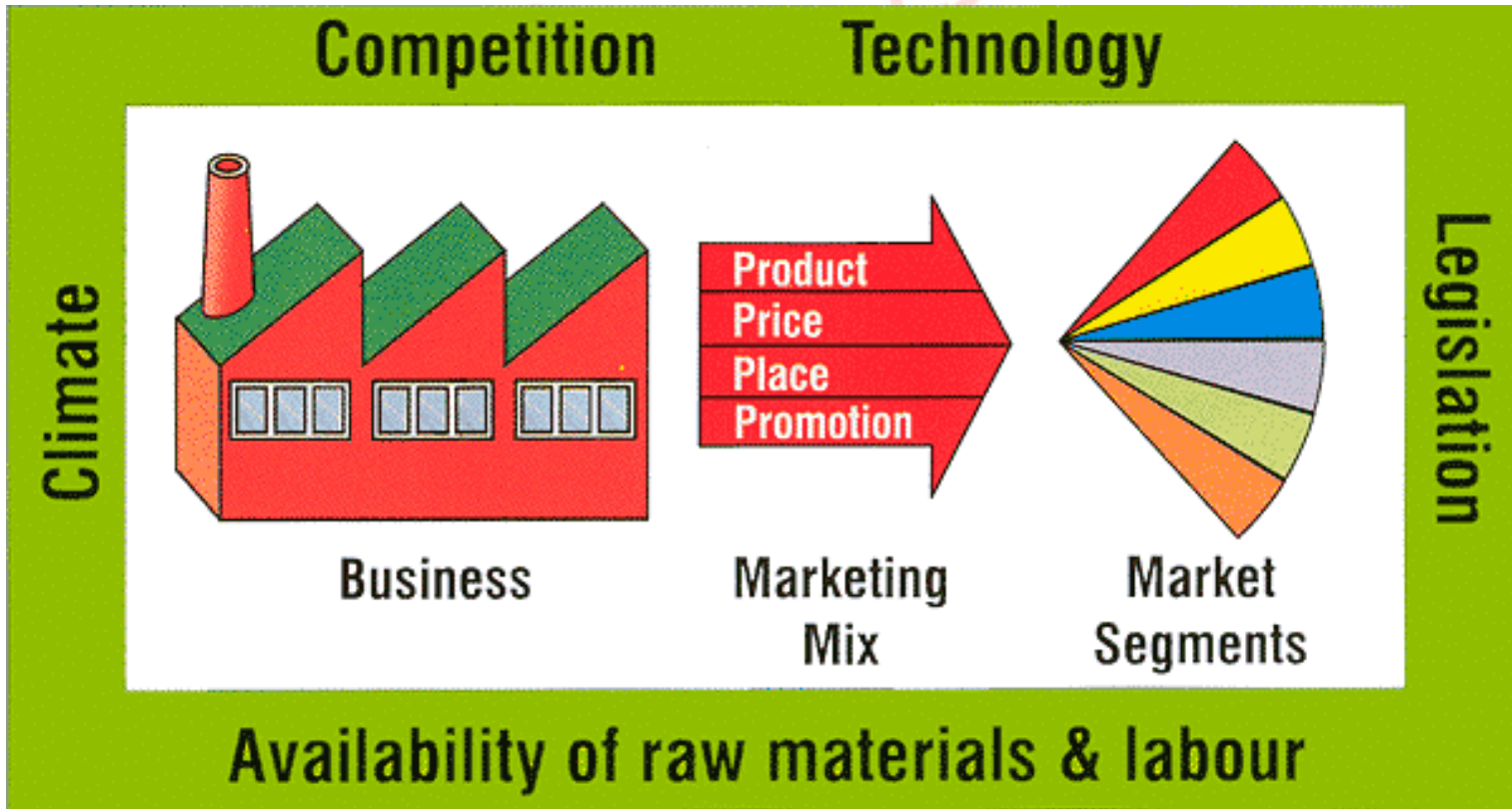




# Developing an Effective Marketing Campaign

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- 
- The capabilities of the individual business
  - The marketing mix
  - The customer groups comprising market segments
  - The wider business environment



# The Marketing Mix

## The 7 Ps

1. PRODUCT

2. PRICE

3. PLACE

4. PROMOTION

# The Marketing Mix

5. PEOPLE

6. PROCESSES

7. POSITIONING

# 1. Product (or Service)

- Is there a market for your product or service?
- Is the market growing or shrinking?
- Is the product or service new or established?
- Will it need lots of promotion and explanation?
- Is there a lot of competition?
- Is it the best or the cheapest?
- Does it have a U.S.P.?

## 2. Price

- Will you sell at a premium price or undercut?
- Will the price be influenced by factors outside your control?
- Does the product depend on the skills of a particular individual?
- Can you add value to your product thus allowing you to increase your price and margin?

## 3. Place

- Where will people buy your product or service?
- What other companies will you rely on?
- How can you protect your business with potential difficulties with distributors
- What insurance policies will you need?

## 4. Promotion

- How can you reach your target audiences cost-effectively?
- What type of communication will work best?
- Will you use specialist press or send out targeted direct mail?
- What return on your investment will you need to justify your spending?
- What are your communication objectives?

## 5. People

- Your marketing plan should have strategies and tactics for recruiting, training and safeguarding relationships

## 6. Processes

- Do your processes give you a competitive edge?
- What processes, systems or services would make it easier for customers to do business with your business?
- Could new technology help you stand out from the competition?

## 7. Positioning

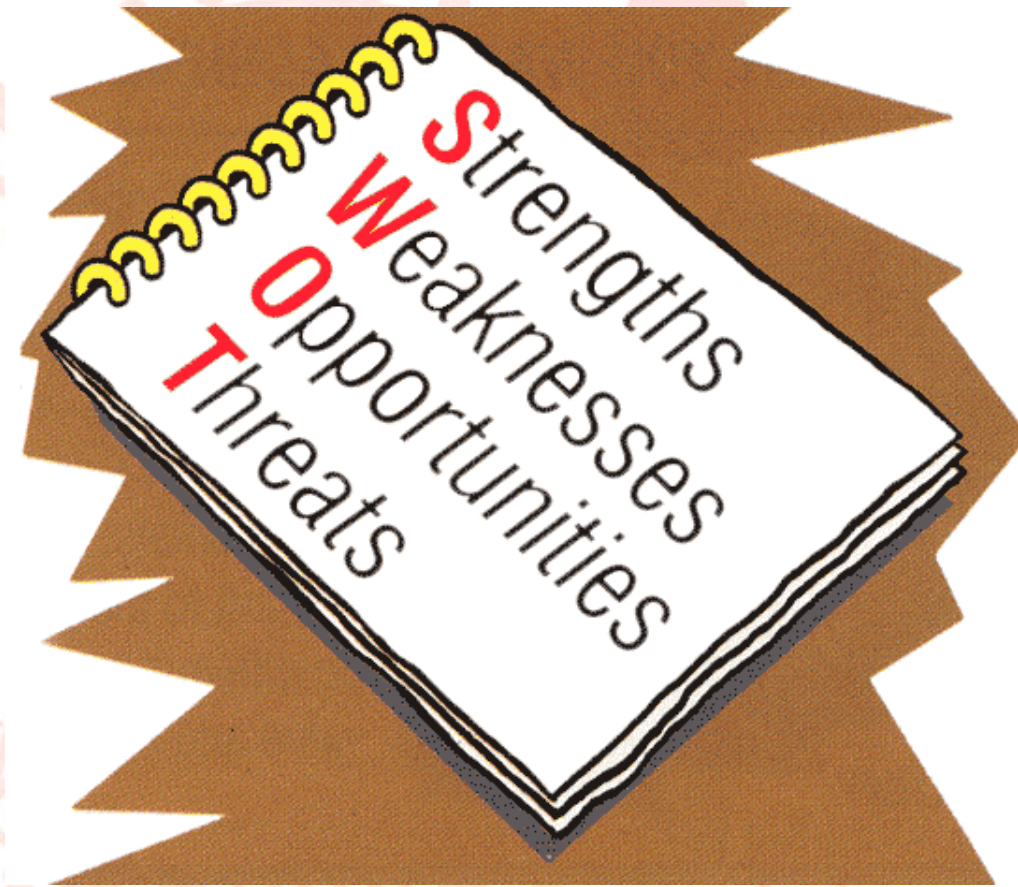
- What position should your product or service have in the market relative to competing products?
- What marketing techniques can you use to define the product or service's attributes or key selling points in the customer's mind?



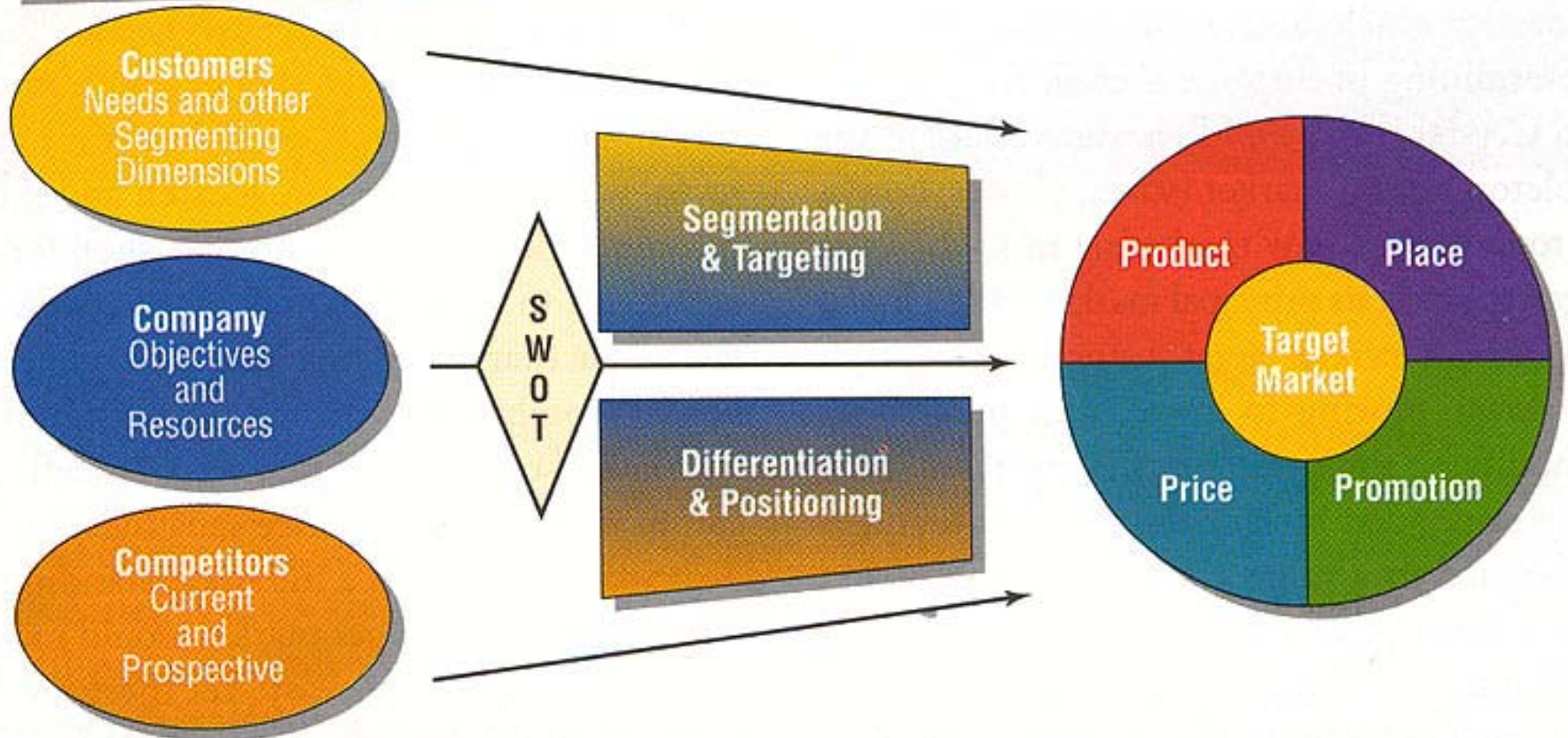
**Segments:**

each market is divided into customer groups and your capabilities must match different segments of customer needs

# The SWOT Analysis



Narrowing down to focused strategy with quantitative and qualitative screening criteria



External Market Environment

Technological Political and Legal Cultural and Social Economic