



Research



Segmentation



Targeting



Positioning



Marketing Mix



Implementation



Control

Research			
Data Gathering	Quantitative	Focus Group	
		Depth Interview	
		Ethnography	
		Observation	
	Qualitative	Case Study	Personal Interview
		Questionnaire	
		Content Analysis	
		Balance Sheets	
	Secondary Data (Internal and external sources)	Profit and Loss Statements	Mail, Web
		Inventory Records	In house
		Sales Figures	Telephone
		Government Sources	
		Universities and Colleges	
		The Internet	
		Competitor Data	

Segmentation	
Geographic	Customer Location
	Region
	Urban/Rural
	ACORN Classification
Demographic	Age
	Gender
	Income
	Occupation
	Socio-economic Group
Behavioral	Rate of Usage
	Benefits Sought
	Loyalty Status
	Readiness to Purchase
Psychographic	Personality
	Lifestyle
	Attitudes
	Class

Targeting
Mass marketing (undifferentiated marketing)
Differentiated marketing strategy
Niche marketing
Micromarketing

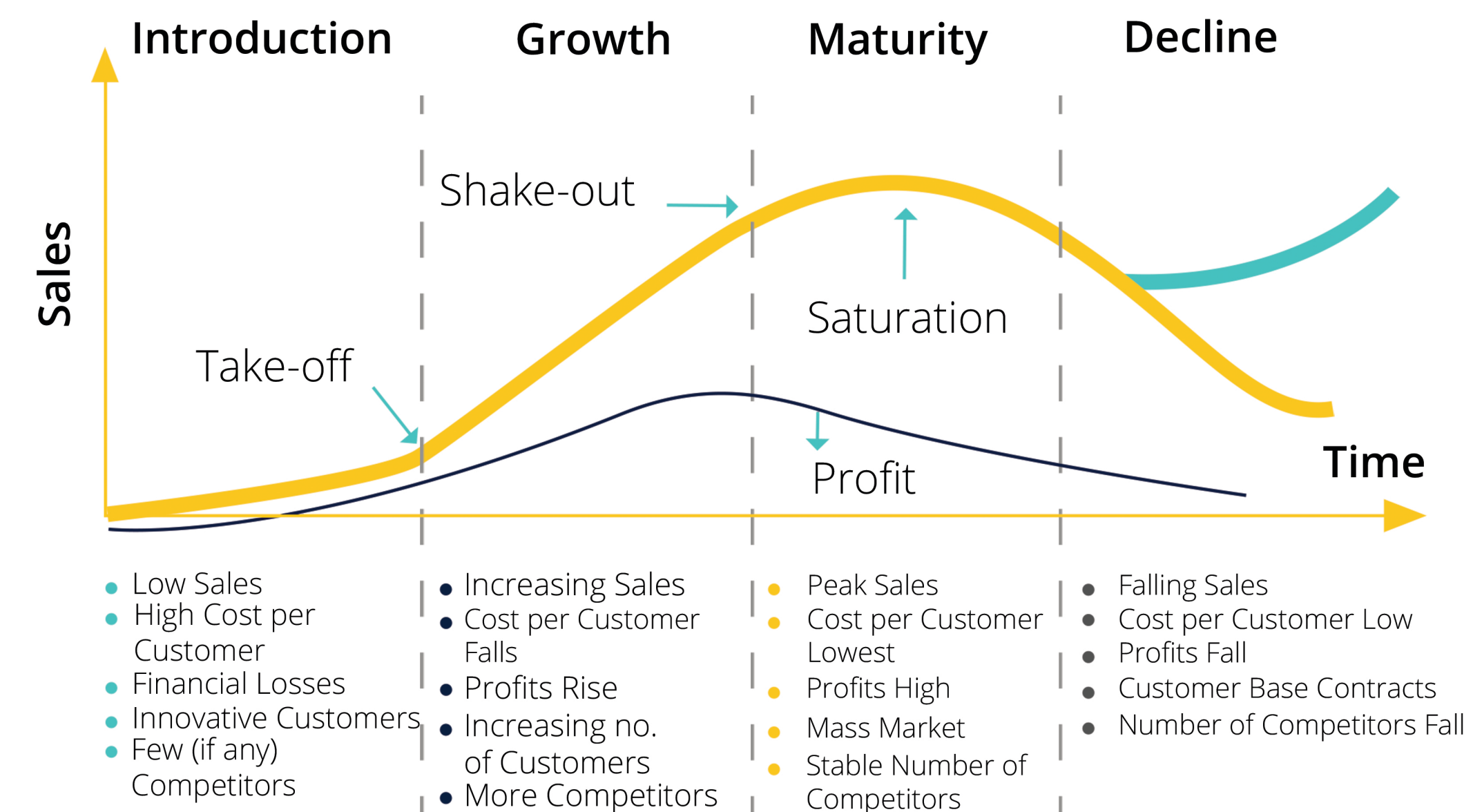
Positioning	
Approach	Against a Competitor
	Within a Category
	According to Product Benefit
	According to Product Attribute
	For Usage Occasion
	Along Price Lines
	For a User
	By Cultural Symbols
Mapping Algorithms	Cluster Analysis
	Correspondence Analysis
	Conjoint Analysis
	Multidimensional Scaling
	Multivariate Analysis

Marketing Mix		
Product	Concept	Unique Selling Proposition
	Layers	Product Life Cycle
		Core
	Factors	Actual
		Augmented
		Quality
		Design
		Feature / Advantage
		Product Mix
		Support
		Customer Service
Price	Pricing	Availability
		packaging
		Warranty / Guarantee
		Tangible
		Intangible
		Service
		Skimming
		Competition
		Penetration
		Premium
Place	Distribution Channel	Optional
		Cost Plus
		Cost Based
		Product Line
		Bundle
		Psychological
		Payment Method
		Discounts
		Credit
		List
Promotion	Public Relation	Direct
		Indirect
		Dual
		Reverse Channel
		Online
	Advertising (8M)	Mission
		Merchandise
		Market
		Motives
		Money
		Message
		Media
		Measurement
		Publications
		Events
Promotion	Sale Promotion	News
		Community Affairs
		Identity Media
		Lobby
		Social Affairs
		Commercial
		Retailer
		Consumer
		Email Marketing
		Social Media
Promotion	Direct Marketing	Telemarketing
		Broadcast Faxing
		Couponing
		Catalogue
	Personal Selling	

MARKETING TOOLS MAP



PLC



Product	Limited Models Frequent changes	Frequent Changes	Large number of models	Eliminate Unprofitable Models
Place	Limited Wholesale/ Retail Distributors	Expanded Dealers Long term Relations	Extensive Margins Drop Shelf Space	Phase out Unprofitable Outletst
Promotion	Awareness Stimulate Demand Sampling	Aggressive ads Stimulate Demand	Advertise Promote Hevily	Phase out Promotion
Pricing	Higher/ Recoup Development Costs	Fall as a result of competition & Efficient Production	Prices Fall (usually)	Prices Stabilize at Low Level

Marketing School



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