



*it 's good and
good for you*

Chapter 1

Marketing:

Creating and Capturing Customer Value

Creating and Capturing Customer Value

Topic Outline

- What Is Marketing?
- Understand the Marketplace and Customer Needs
- Designing a Customer-Driven Marketing Strategy
- Preparing an Integrated Marketing Plan and Program
- Building Customer Relationships
- Capturing Value from Customers
- The Changing Marketing Landscape



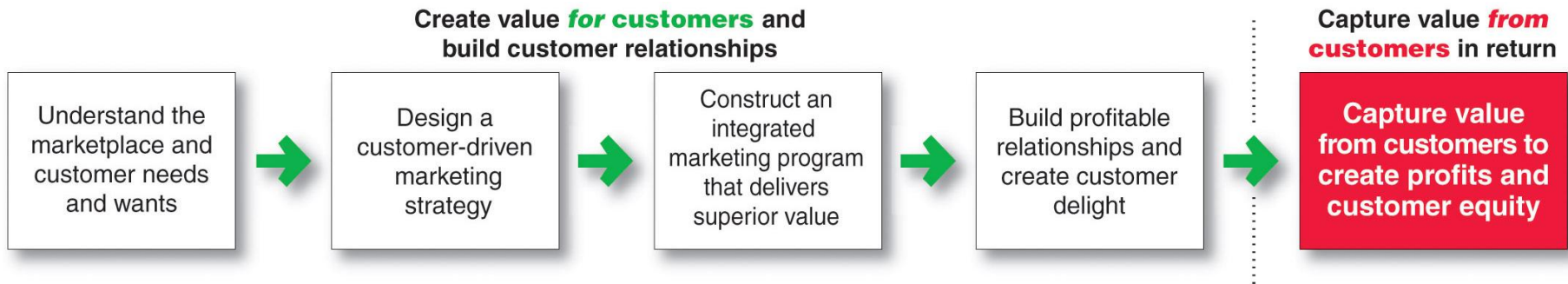
What Is Marketing?

Marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return



What Is Marketing?

The Marketing Process



Understanding the Marketplace and Customer Needs

Customer Needs, Wants, and Demands

Needs

- States of deprivation
 - Physical—food, clothing, warmth, safety
 - Social—belonging and affection
 - Individual—knowledge and self-expression

Wants

- Form that needs take as they are shaped by culture and individual personality

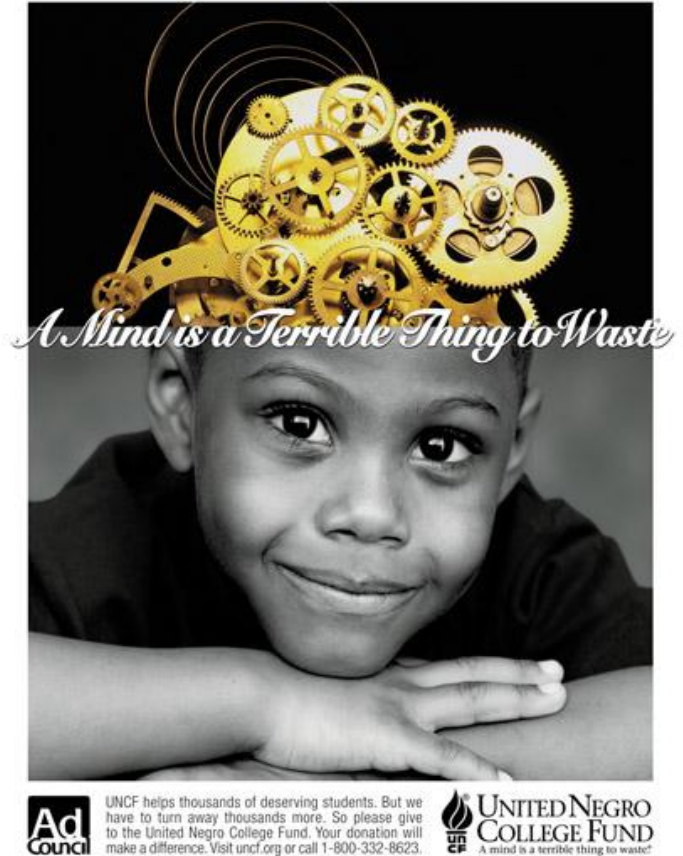
Demands

- Wants backed by buying power



Understanding the Marketplace and Customer Needs

- **Market offerings** are some combination of products, services, information, or experiences offered to a market to satisfy a need or want
- **Marketing myopia** is focusing only on existing wants and losing sight of underlying consumer needs



Understanding the Marketplace and Customer Needs

Customer Value and Satisfaction Expectations



Customers

- Value and satisfaction

Marketers

- Set the right level of expectations
- Not too high or low



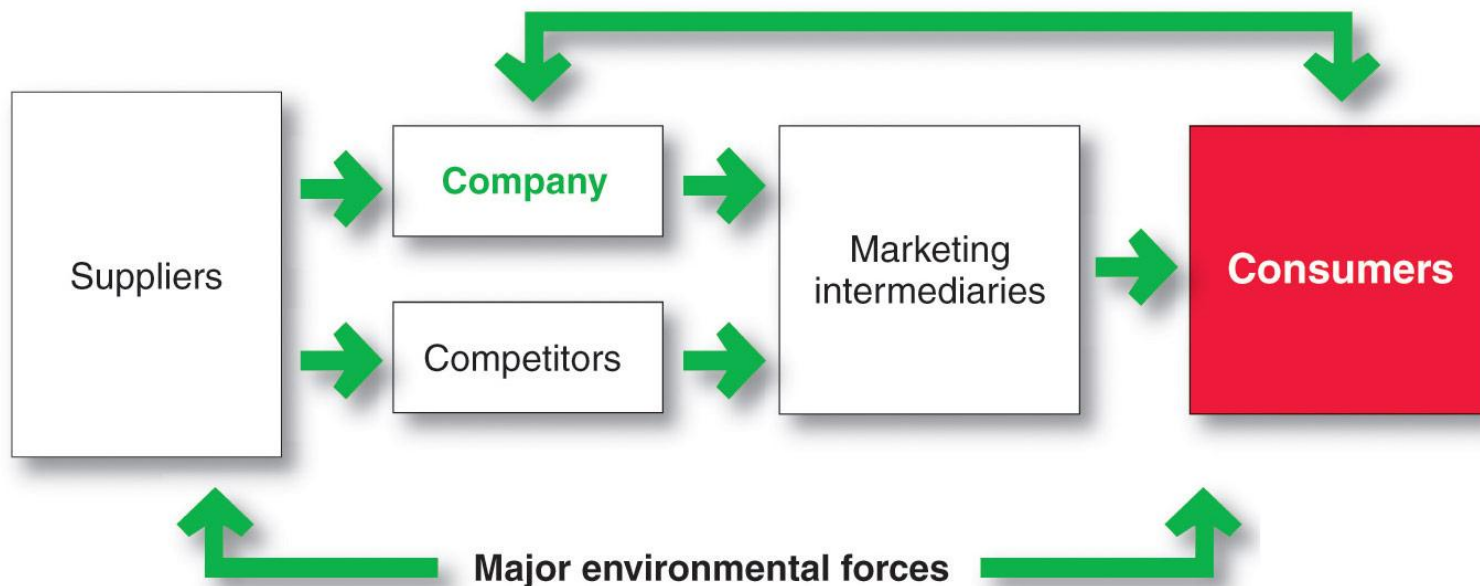
Understanding the Marketplace and Customer Needs

Exchange is the act of obtaining a desired object from someone by offering something in return



Understanding the Marketplace and Customer Needs

Markets are the set of actual and potential buyers of a product



Designing a Customer-Driven Marketing Strategy

Marketing management is the art and science of choosing target markets and building profitable relationships with them

- What customers will we serve?
- How can we best serve these customers?



Designing a Customer-Driven Marketing Strategy

Selecting Customers to Serve

Market segmentation refers to dividing the markets into segments of customers

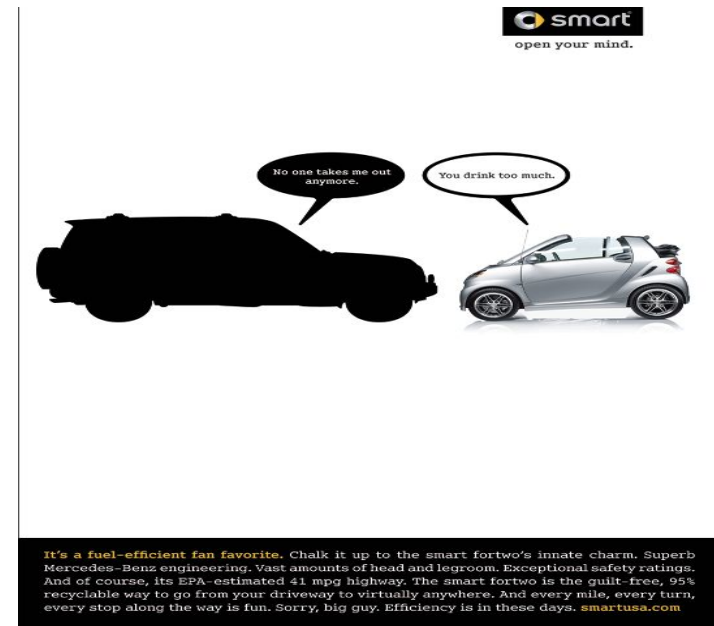
Target marketing refers to which segments to go after



Designing a Customer-Driven Marketing Strategy

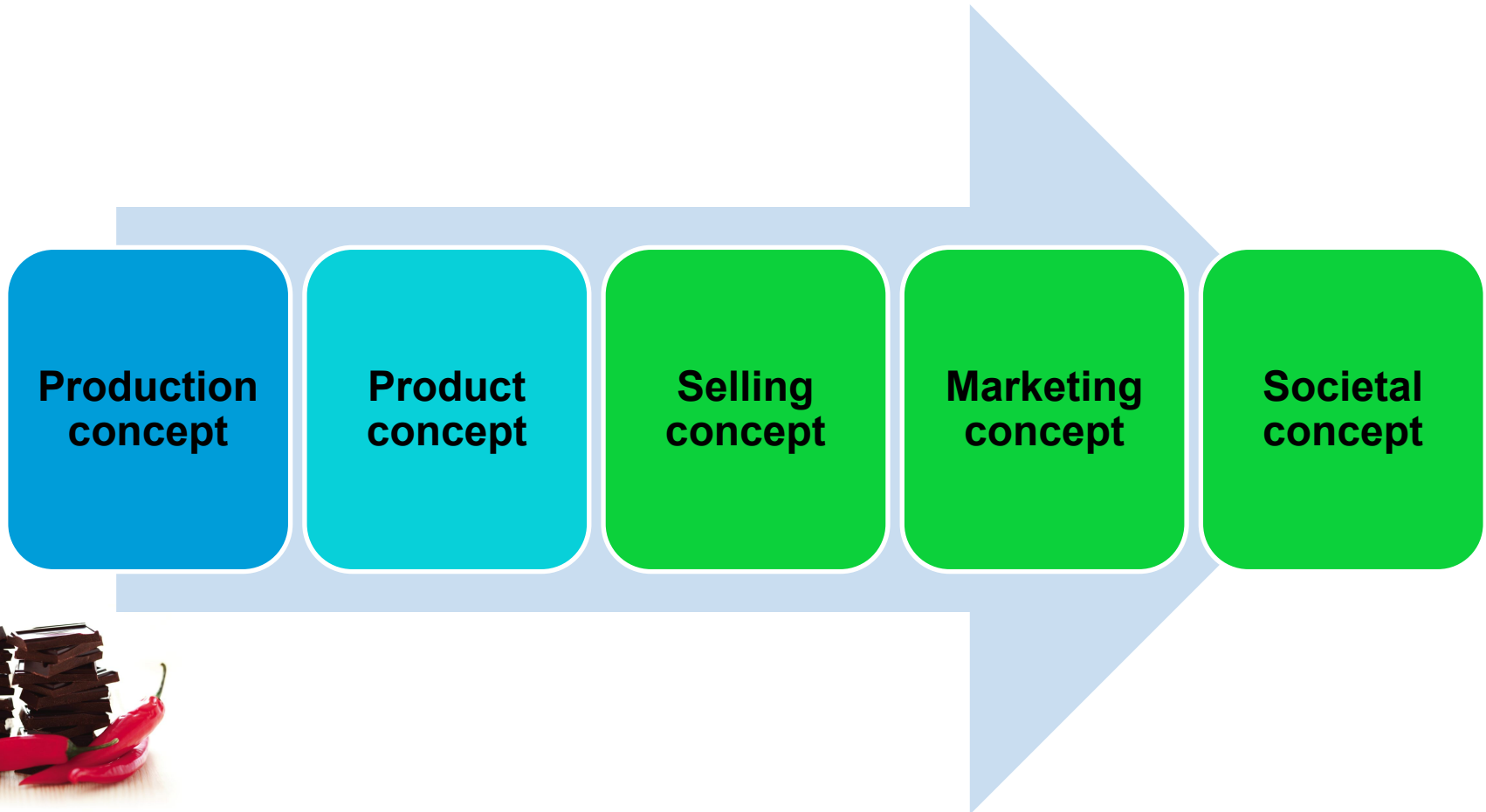
Choosing a Value Proposition

Value proposition
Set of benefits or values a company promises to deliver to customers to satisfy their needs



Designing a Customer-Driven Marketing Strategy

Marketing Management Orientations



Designing a Customer-Driven Marketing Strategy

Marketing Management Orientations

Production concept is the idea that consumers will favor products that are available or highly affordable



Designing a Customer-Driven Marketing Strategy

Marketing Management Orientations

Product concept is the idea that consumers will favor products that offer the most quality, performance, and features. Organization should therefore devote its energy to making continuous product improvements.



Designing a Customer-Driven Marketing Strategy

Marketing Management Orientations

Selling concept is the idea that consumers will not buy enough of the firm's products unless it undertakes a large scale selling and promotion effort



Designing a Customer-Driven Marketing Strategy

Marketing Management Orientations

Marketing concept is the idea that achieving organizational goals depends on knowing the needs and wants of the target markets and delivering the desired satisfactions better than competitors do



Designing a Customer-Driven Marketing Strategy

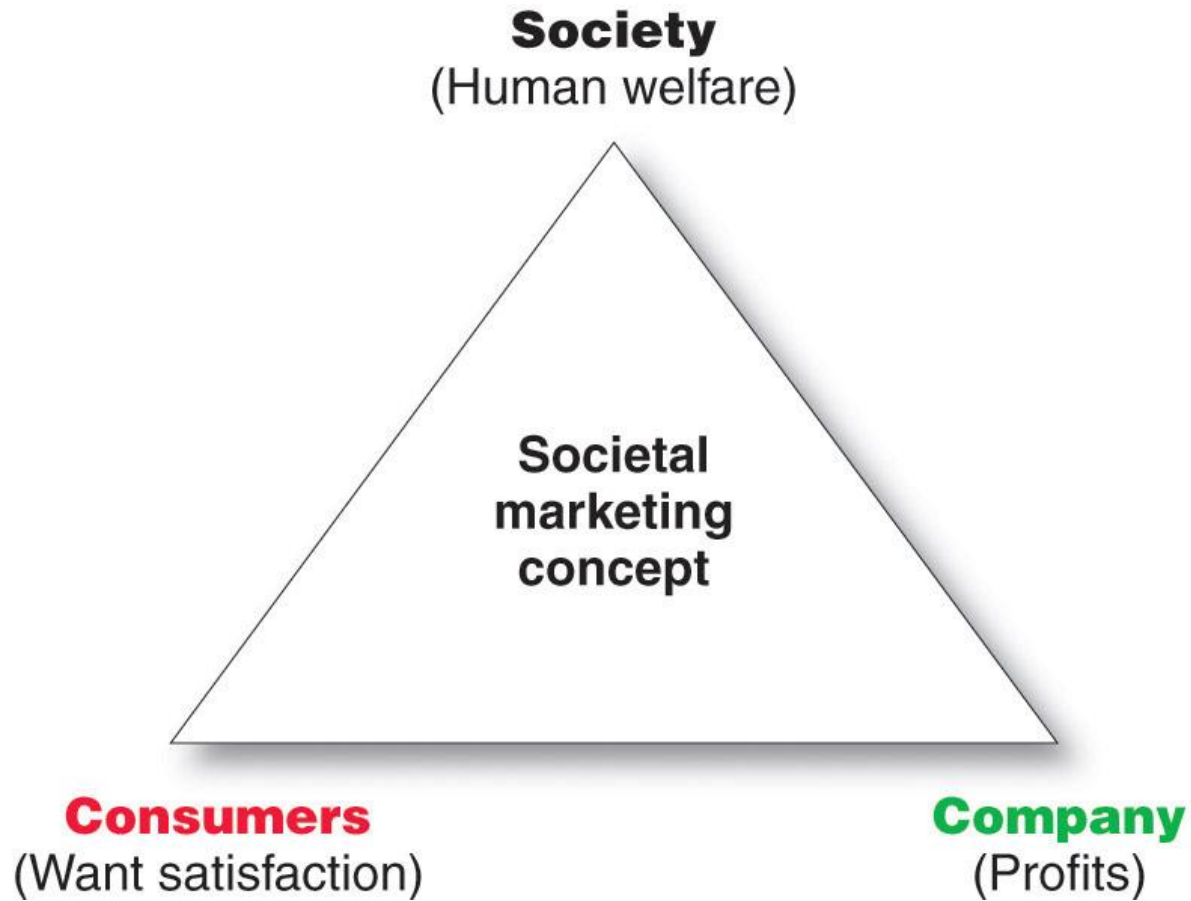
Marketing Management Orientations



Societal marketing concept is the idea that a company should make good marketing decisions by considering consumers' wants, the company's requirements, consumers' long-term interests, and society's long-run interests



Designing a Customer-Driven Marketing Strategy



Preparing an Integrated Marketing Plan and Program

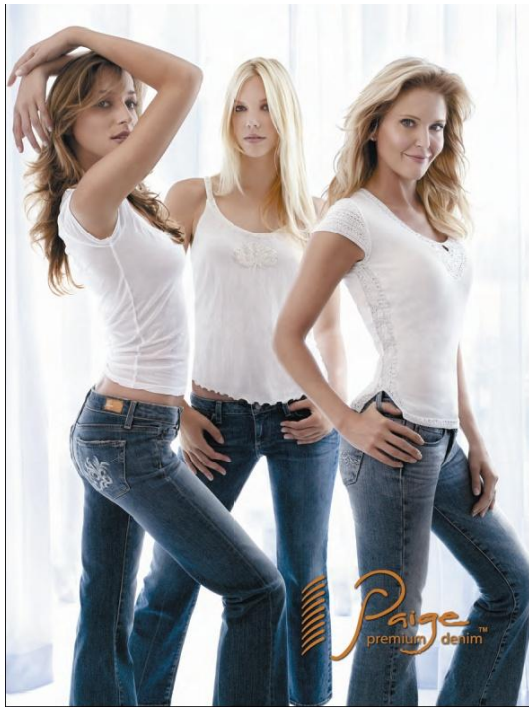
The marketing mix: set of tools (four Ps) the firm uses to implement its marketing strategy. It includes product, price, promotion, and place.

Integrated marketing program: comprehensive plan that communicates and delivers the intended value to chosen customers.



Building Customer Relationships

Customer Relationship Management (CRM)



- The overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction



Building Customer Relationships

Relationship Building Blocks: Customer Value and Satisfaction

Customer-perceived value

- The difference between total customer value and total customer cost

Customer satisfaction

- The extent to which a product's perceived performance matches a buyer's expectations



Building Customer Relationships

Customer Relationship Levels and Tools

Basic Relationships

Full Partnerships



Building Customer Relationships

The Changing Nature of Customer Relationships

- Relating with more carefully selected customers uses selective relationship management to target fewer, more profitable customers
- Relating more deeply and interactively by incorporating more interactive two way relationships through blogs, Websites, online communities and social networks



Building Customer Relationships

The Changing Nature of Customer Relationships

Customer-managed relationships

Marketing relationships in which customers, empowered by today's new digital technologies, interact with companies and with each other to shape their relationships with brands.



Building Customer Relationships

Partner relationship management involves working closely with partners in other company departments and outside the company to jointly bring greater value to customers



Building Customer Relationships

Partner Relationship Management

- Partners inside the company is every function area interacting with customers
 - Electronically
 - Cross-functional teams
- Partners outside the company is how marketers connect with their suppliers, channel partners, and competitors by developing partnerships



Building Customer Relationships

Partner Relationship Management

- Supply chain is a channel that stretches from raw materials to components to final products to final buyers
- Supply chain management



Capturing Value from Customers

Creating Customer Loyalty and Retention

- Customer lifetime value is the value of the entire stream of purchases that the customer would make over a lifetime of patronage



Capturing Value from Customers

Growing Share of Customer

Share of customer is the portion of the customer's purchasing that a company gets in its product categories



Capturing Value from Customers

Customer equity is the total combined customer lifetime values of all of the company's customers



Capturing Value from Customers

Building Customer Equity

- Right relationships with the right customers involves treating customers as assets that need to be managed and maximized
- Different types of customers require different relationship management strategies



The Changing Marketing Landscape

Uncertain Economic Environment

- New consumer frugality
- Marketers focus on value for the customer



The Changing Marketing Landscape

Digital Age

- People are connected continuously to people and information worldwide
- Marketers have great new tools to communicate with customers
- Internet + mobile communication devices creates environment for online marketing



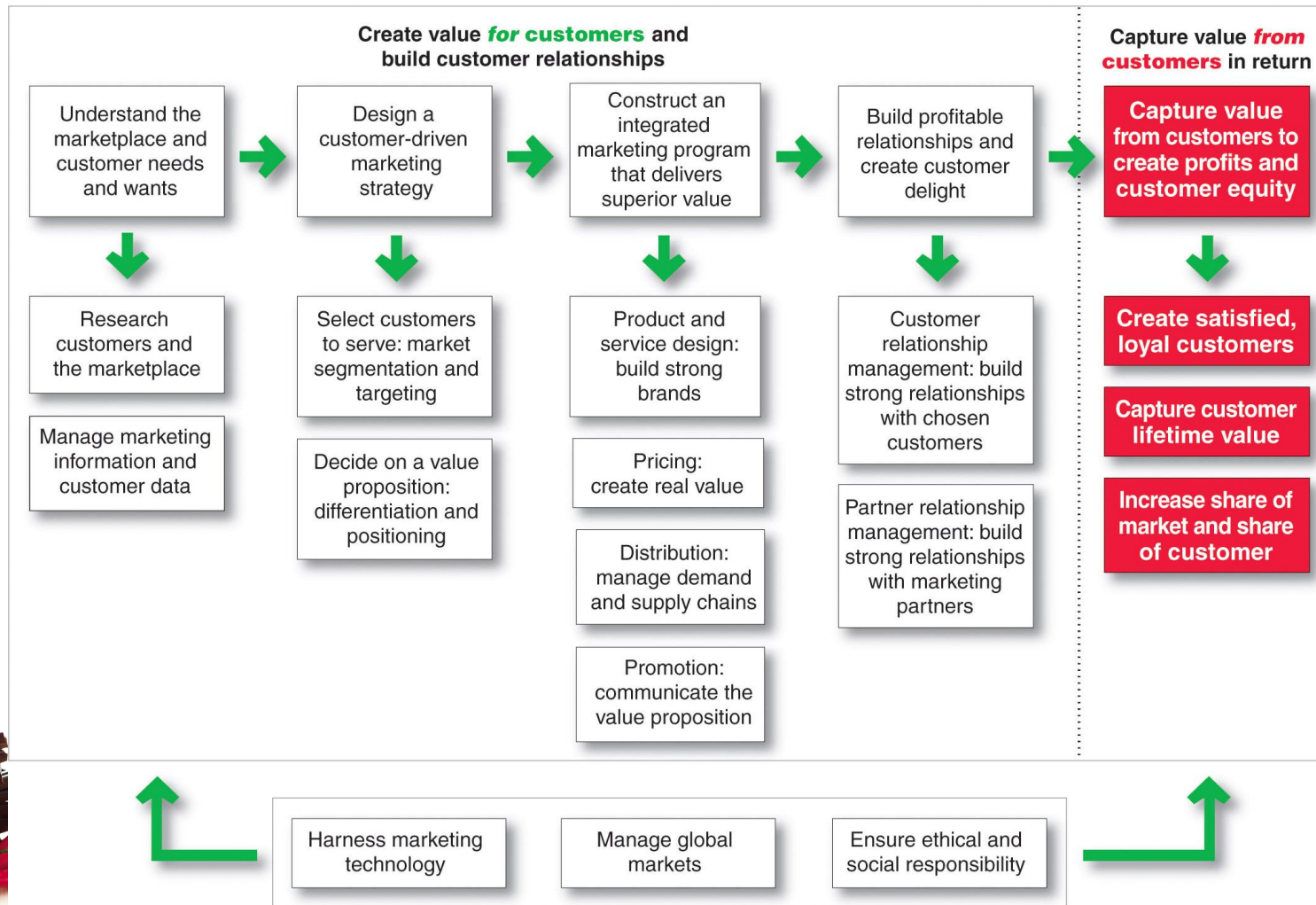
The Changing Marketing Landscape

- Rapid Globalization
- Sustainable Marketing
- Not-for-Profit Marketing



So, What Is Marketing?

Pulling It All Together





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