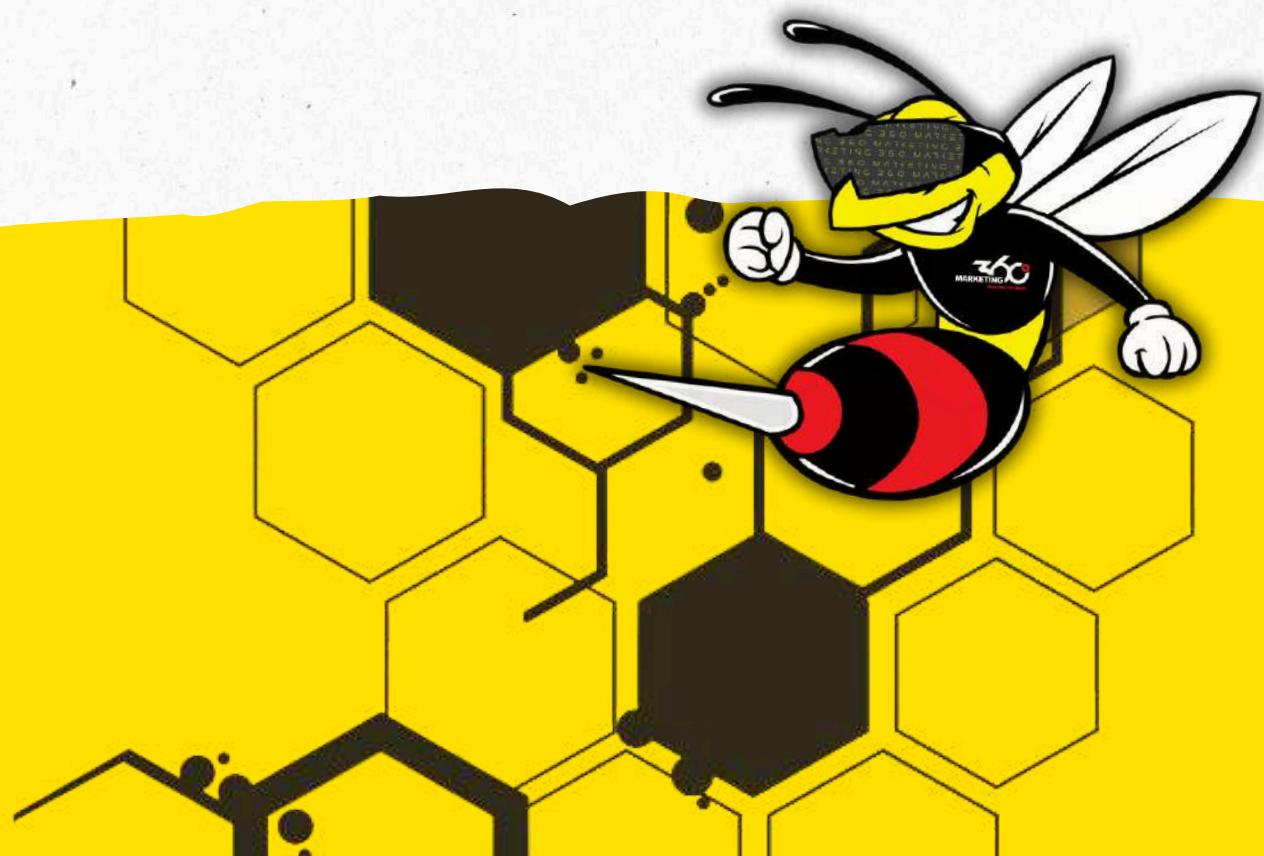




MARKETING BUZZ

360°

Your Go-To Guide for Placement Success



MARKETING 360° DOSSIER



WHAT IS MARKETING?

Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.

MARKETING IS THE PROCESS OF:

- Marketing is the process of pinpointing **customer needs** and **developing products or services** to satisfy them profitably.
- It starts with researching and understanding what **customers value**.
- Next, it involves creating the right offering and crafting messages to **communicate** its **benefits**.
- Finally, it ensures the product is **delivered** through appropriate **channels** and supported by excellent **customer service**.
- Together, these steps build lasting customer relationships and drive business growth.



MARKET SEGMENTATION - STPD



Content Marketing & Storytelling

Content Marketing is a strategic approach to creating and sharing valuable, relevant content like YouTube Shorts, Instagram Reels, articles and podcasts to attract and retain a defined audience.

Storytelling is the art of weaving narratives or performances that engage, educate and entertain viewers by conveying messages in a memorable, human way.

SEO & SEM Basics

SEO (Search Engine Optimization) boosts a website's organic visibility and traffic by optimizing content around targeted keywords and best practices.

SEM (Search Engine Marketing) encompasses both these organic tactics and paid advertising to maximize reach and drive qualified visitors.

Social Media Strategies & KPIs

A **social media strategy** maps out a brand's goals, target audience, platform mix and content plan to build online presence and foster engagement.

Key Performance Indicators (KPIs) such as Customer Acquisition Cost (CAC), Conversion Rate and CPM quantify success, guide optimizations and measure progress toward objectives.

Analytics

Analytics involves collecting, analyzing and interpreting digital data to understand audience behavior and campaign performance.

Platforms like Google Analytics provide insights that inform strategy, track ROI and help optimize marketing efforts.

Email Marketing

Email marketing delivers targeted messages, promotions, product news or newsletters to subscribers' inboxes, nurturing relationships and driving traffic back to your site.

Even messages that land in "Spam" or "Promotions" folders are part of this cost-effective tactic for building brand awareness and loyalty.

Marketing Mix (4Ps / 7Ps)

Marketing Mix means using the right mix of Product, Price, Place, and Promotion to meet customer needs and grow the business.

► **Product:** Branding, Lifecycle, Portfolio management.

What you offer to meet customer needs, including design, quality, and features.

► **Price:** Pricing strategies & models.

The amount customers pay, influenced by strategies like skimming or penetration.

► **Place:** Distribution channels & logistics.

How and where the product is delivered to the customer.

► **Promotion:** IMC / ATL / BTL / TTL

- **IMC** - A strategy that integrates all promotional tools and messages to deliver a consistent brand experience across all channels.

- **ATL** - (Above the Line) Mass marketing using traditional media to reach a wide audience. Examples: TV commercials

- **BTL** - (Below the Line) Targeted marketing using direct, personal, and experiential channels. Examples: Email marketing

- **TTL** - (Through the Line) A hybrid approach that blends both ATL and BTL to reach consumers through integrated campaigns. Examples: Influencer marketing.

► **(Service-specific) People, Process, Physical Evidence**

Tangible elements that support the brand like ambiance, packaging, and design.

Ansoff's Growth Matrix

Existing Market

Existing Product

Market Penetration

Selling more of the current products to existing customers.



Example: Coca-Cola increases sales by running "Share a Coke" campaigns.

Market Development

Expanding existing products to new markets.

Example: Amul exports dairy products to the US and the Middle East.



New Product

Product Development

Creating new products for current markets.



Example: Apple launching AirPods for existing iPhone users.

Diversification

Launching new products in new markets.



Example: Reliance entering telecom with Jio from a non-tech background.

Porter's Five Forces

New Market

Threat of New Entrants: New players increase competition.

Example: Food delivery apps face more rivals as local startups enter.

Bargaining Power of Suppliers: Suppliers can raise costs or reduce quality.

Example: Intel has high power over PC brands due to a few chip suppliers.

Bargaining Power of Buyers: Customers can demand lower prices or better deals.

Example: Buyers on Amazon compare prices, pushing sellers to compete.

Threat of Substitutes: Alternative products can reduce demand.

For example, customers may switch from Cola to fruit juices for health

Industry Rivalry: Intensity of competition among current players.

Example: The Telecom sector has price wars between Jio, Airtel, and Vi.

PESTEL Analysis

Examines six external forces that affect a business environment

P Political

Government rules, taxes, and stability.

Example:
Changes in FDI policy may benefit global brands entering India.

E Economic

Factors like inflation, interest rates, and growth.

Example:
During a recession, people cut back on luxury purchases.

S Social

Culture, demographics, and lifestyle changes.

Example:
Increased health consciousness boosts sales of fitness products.

T Technological

Innovation, automation, and tech adoption.

Example:
UPI has revolutionized online payments in India.

E Environmental

Sustainability and ecological factors.

Example:
Ban on single-use plastic affects FMCG packaging strategies.

L Legal

Laws on labor, competition, and safety.

Example:
Advertising regulations affect how brands market to kids.

Consumer Black Box Model

Stimuli (External Inputs)

A. Marketing Mix:

- Product
- Price
- Place
- Promotion



B. Other Stimuli:

- Economic
- Political
- Cultural
- Technological
- Demographic

Buyer's Black Box (Internal Mind)

A. Buyer's Characteristics

- Cultural, Social, Personal

B. Consumer Psychology

- Motivation, Perception, Learning, Memory

C. Decision-Making Process

- Need Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Post-Purchase Behavior

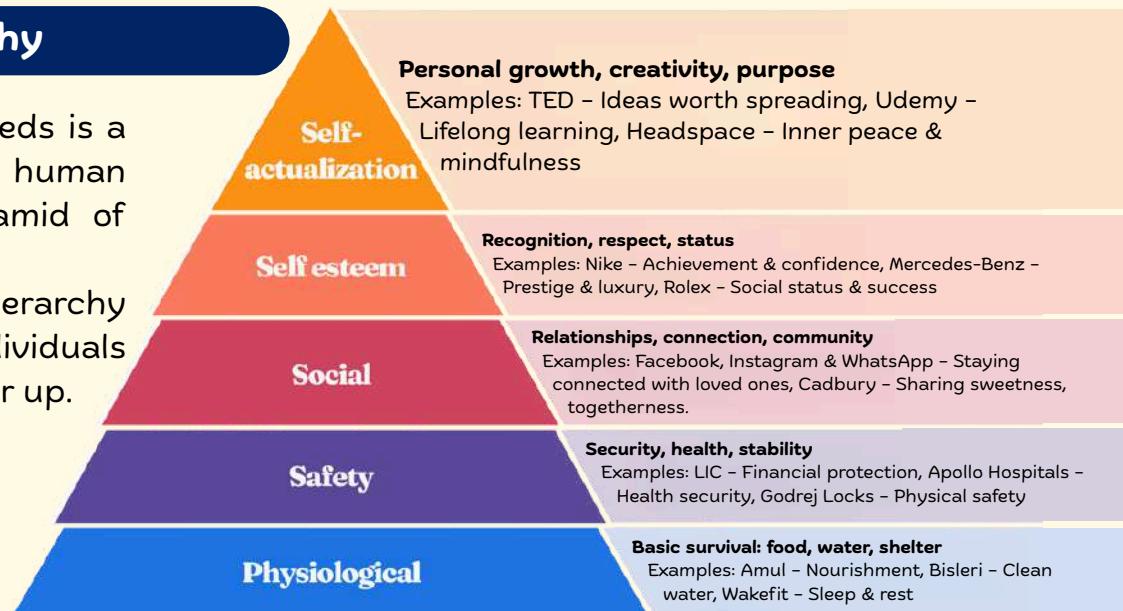
Buyer's Response (Outputs)

- Product Decision
- Brand Decision
- Vendor Decision
- Purchase Timing
- Purchase Amount
- Payment Method



Maslow's Hierarchy

Maslow's hierarchy of needs is a theory that describes human motivation using a pyramid of five levels. Needs lower down the hierarchy must be met before individuals may address needs higher up.



BCG (Growth-Share) Matrix



SWOT Analysis

SWOT helps analyze a business's internal strengths, weaknesses, external opportunities & threats to make better strategic decisions.



SPANCO sales funnel

Five key phases of a typical sales process used especially in B2B (business-to-business) sector.

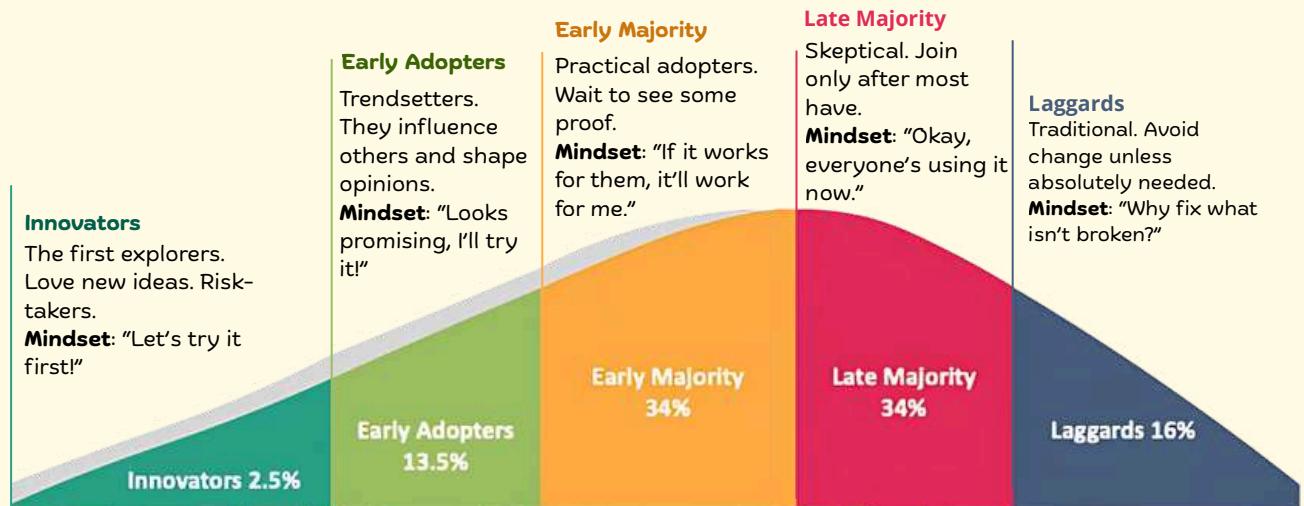


Diffusion of Innovation

How do new ideas spread?

Everett Rogers' theory says: People adopt new things in stages from brave trendsetters to last-minute joiners. It's how everything spreads from tech to trends. Marketers use it to predict who buys first and how fast it grows.

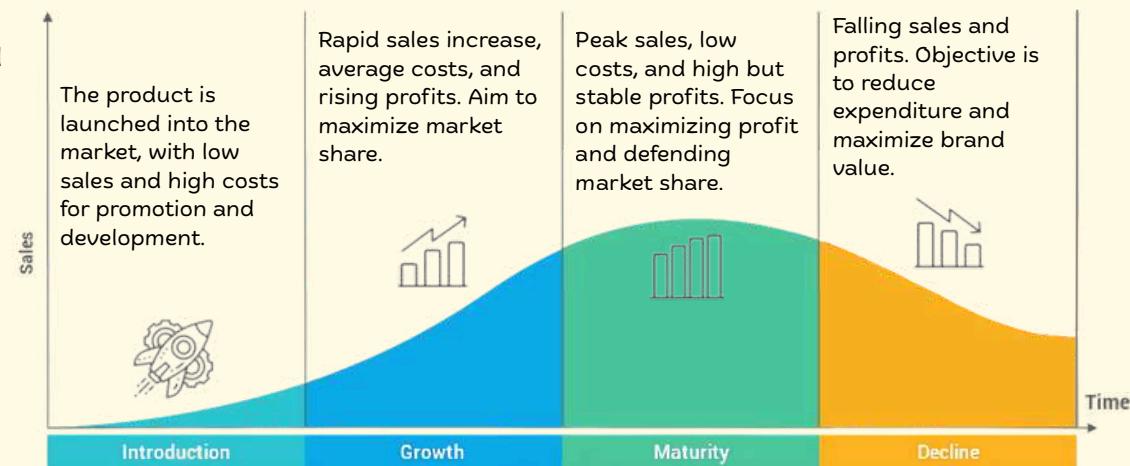
People fall into five main categories based on how quickly they try new things:



Product Life Cycle

A product life cycle is the period during which a product is sold, starting when it first appears in stores and ending when it's no longer available.

Each stage influences how companies market, price, and improve the product to meet customer needs and stay competitive



AIDA Model

The AIDA Model explains how a customer moves from first seeing a product to finally taking action (like making a purchase).

Stage	Objective	Tools Used
Attention	Grab the consumer's attention and make them aware of your product/brand.	Eye-catching ads, Social media posts, Events & Influencer marketing, Viral content
Interest	Build curiosity and keep the consumer engaged, giving them a reason to learn more.	Blog posts, Product videos, Newsletters, Interactive content
Desire	Create an emotional connection and make the consumer want the product. Shift from "I like it" to "I need it."	Emotional storytelling, Testimonials & Reviews, Highlighting key benefits, Influencer use cases
Action	Motivate the consumer to take the next step: purchase or sign up.	"Buy Now" buttons, Free trials, Discounts & limited-time offers, Easy checkout process