Where Buzz Decodes Every Trend Before Your Feed Does!

MARKETING 360°
DOSSIER 2026

Your go to Marketing Guide

Never Miss the Buzz!

STRATEGY | CONTENT | BRANDING | PERFORMANCE | TRENDS | SOCIAL MEDIA

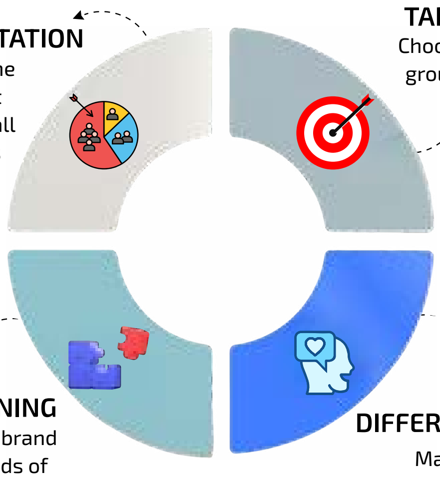
MARKETING 360° DOSSIER

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	SALES
FOCUS	Customer Needs	Product / Service
GOAL	Build Long Term Relationship	Make a sale / Close a deal
TIMEFRAME	Long-Term	Short-Term
STRATEGY	Attract Customer (Pull)	Convince Customers (Push)

MARKET SEGMENTATION - STPD



SEGMENTATION
Divide the market into small groups

TARGETING
Choose the best group to serve

DIFFERENTIATION
Make your product stand out

POSITIONING
Place your brand in the minds of customers

Ansoff's Growth Matrix

	Existing Product	New Product
Existing Market	**Market Penetration** Sell existing products to current customers. **Example:** Mc Donald's Loyalty App and Rewards.	**Product Development** Create new products for existing customers. **Example:** Dove expanded from Soap bars to Body wash.
New Market	**Market Development** **Take existing products to new markets.** **Example:** Netflix expanding into India with local originals.	**Diversification** **New products in new markets.** **Example:** Amazon entered healthcare with Amazon Pharmacy.

Marketing Mix (4Ps /7Ps)

1. **PRODUCT** – The goods or services offered to satisfy customer needs.
2. **PRICE** – The amount customers pay for the product or service.
3. **PLACE** – The channels and locations where the product is available.
4. **PROMOTION** – The activities that inform, persuade and remind customers about the offer.
5. **PEOPLE** – The people involved in delivering the product or service.
6. **PROCESS** – The systems & procedures that ensure smooth delivery & efficiency.
7. **PHYSICAL EVIDENCE** – The physical clues that build trust and enhance perception.

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.

Self actualization: Personal growth, creativity, purpose Examples: Yoga Bar – Healthy lifestyle, Skillshare – Creative skills, Duolingo – Learn a new language

Self esteem: Recognition, respect, status Examples: Levi's – Confidence & self-expression, BMW – Prestige & success, Apple – Premium identity

Social: Relationships, connection, community Examples: Facebook, Instagram & WhatsApp – Staying connected with loved ones, Airbnb – Belong anywhere, Starbucks – Social gatherings

Safety: Security, health, stability Examples: LIC – Tata AIA Life Insurance Financial security,Google – Account security,CRED – Financial trust

Psychological: Basic survival: food, water, shelter Examples: Amul – Nourishment, Bisleri – Clean water, Wakefit – Sleep & rest

AIDA Model

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

- **A**: Grab the consumer's attention and make them aware of your product/brand.
- **I**: Build curiosity and keep the consumer engaged, giving them a reason to learn more.
- **D**: Create an emotional connection and make the consumer want the product. Shift from "I like it" to "I need it."
- **A**: Motivate the consumer to take the next step: purchase or sign up.

SPANCO sales funnel

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

- **SUSPECT**: A potential customer whose need is not yet confirmed.
- **PROSPECT**: A qualified potential customer with a likely buying interest.
- **APPROACH**: Initial contact is made with the prospect.
- **NEGOTIATE**: Buyer and seller discuss and agree on terms.
- **CLOSE**: The customer commits to the purchase.
- **ORDER**: Payment is processed and delivery is arranged.

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.

Introduction
- Product launch with low sales and high costs.
- Focus on awareness.

Growth
- Sales grow rapidly, profits increase.
- Focus on market expansion.

Maturity
- Sales peak and stabilize, profits level off.
- Focus on customer loyalty

Decline
- Sales and profits decline.
- Focus on reducing costs or exit.

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 (MIND)

A. Characteristics: Cultural, social

B. Decision Making Process:
- Need Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Post Purchase

→

BUYER'S RESPONSE (OUTPUTS)
- Product Decision
- Brand Decision
- Vendor Decision
- Purchase Timing
- Purchase Amount
- Purchase Method

BCG MATRIX

RELATIVE MARKET SHARE

MARKET GROWTH

Stars
High market share in a fast growing market, needs investment.
Nvidia leading the fast-growing AI chip market

Question Mark
Low share in a fast-growing market, needs a strategic decision.
Amazon Pharmacy is growing in the digital healthcare market

Cash Cows
High share in a slow-growing market, generates steady cash
Colgate is the market leader in the toothpaste category

Dogs
Low share in a slow market, may be phased out.
Skype's declining market share in the video conferencing market

SWOT ANALYSIS

S — Internal capabilities that give a business an edge.
Example: Asian Paints's dealer network is a major strength

W — Internal limitations that hinder performance.
Example: Netflix's high content production costs are a key weakness

O — External trends or chances to grow and gain an advantage.
Example: Rising AI adoption is an opportunity for Nvidia

T — External challenges that could harm the business.
Example: Rising fuel prices are a threat to the airline industry

PESTLE ANALYSIS

P	POLITICAL	Government rules, taxes, and stability. Example: India's PLI Scheme attracts global manufacturers like Apple to manufacture locally
E	ECONOMIC	Factors like inflation, interest rates, and growth Example: RBI repo rate hikes slow consumer spending
S	SOCIAL	Culture, demographics, and lifestyle changes. Example: Health consciousness is rising in India increases demand for fitness products
T	TECHNOLOGICAL	Innovation, automation, and tech adoption. Example: AI and automation in Industries improve efficiency by reducing manual work
L	LEGAL	Laws on labor, competition, and safety. Example: Data protection laws (like GDPR) force companies to handle customer data carefully
E	ENVIRONMENTAL	Sustainability and ecological factors. Example: El Niño lowers rainfall reduces crop yield and raises food prices

PORTER'S FIVE FORCES

THREAT OF NEW ENTRANTS
New players increase competition.
Example: Minimalist challenged HUL in skincare before being acquired.

BARGAINING POWER OF SUPPLIERS
Suppliers can raise costs or reduce quality.
Example: Apple's dependence on chipmakers like TSMC gives suppliers pricing power

COMPETITIVE RIVALRY
Intensity of competition among current players.
Example : Swiggy, Zomato compete on price, speed, restaurant partnerships

THREAT OF SUBSTITUTES
Alternative products can reduce demand.
Example: customers may switch from soft drinks to fruit juices for health

BARGAINING POWER OF BUYERS
Customers can demand lower prices or better deals.
Example: Uber riders switch to Ola , Rapido if fares are lower

MARKET RESEARCH

The process of gathering and analyzing information about customers, competitors, and market trends to make informed business decisions.

PRIMARY RESEARCH
- Surveys
- Interviews
- Focus Groups

SECONDARY RESEARCH
- Industry Reports
- Market Studies
- Government Data

CONSUMER INSIGHTS

Deep understanding of consumer needs, motivations, and behaviors that helps brands create effective products and marketing strategies.

INSIGHT FRAMEWORK

Consumer Says + Consumer Does + Reason Why = Consumer Insight

WHY IT MATTERS?
- Understand customer needs
- Reduce business risk
- Drive better product decisions

BEYOND THE BASICS

Product Market Fit (PMF)

A framework used to evaluate business opportunities by analyzing the economy, industry conditions, and company performance. It helps in strategic decision-making and investment evaluation.

PMF INDICATORS

- High Retention
- Repeat Purchases
- Organic Referals
- Strong Demand

Formula

Problem + Solution + Target Market = PMF

EXAMPLE: Netflix solved the need for convenient entertainment.

Pricing Strategies

Methods used to determine product prices based on costs, competition, customer value, and business objectives. Common strategies include penetration, skimming, and value-based pricing.

STRATEGY	MEANING
Penetration	Low initial price
Skimming	High initial price
Competitive	Match competitors
Value Based	Based on customer value
Cost Plus	Cost + Margin

Quick Hack:

Market Share → Penetration
Premium Brand → Skimming

EIC Analysis

A framework used to evaluate business opportunities by analyzing the economy, industry conditions, and company performance. It helps in strategic decision-making and investment evaluation.

THREE LEVEL ANALYSIS

Economy → Industry → Company

LEVEL	FOCUS
ECONOMY	GDP, Inflation (PESTLE)
INDUSTRY	Competition, Growth (PORTER'S 5 FORCES)
COMPANY	Revenue, Market Share (SWOT ANALYSIS)

Sustainability & Green Marketing

Marketing products and practices that minimize environmental impact while meeting consumer needs. It focuses on sustainability, ethical sourcing, and responsible consumption.

Example: Tata Motors promoting electric vehicles like Nexon EV to reduce carbon emissions and shift toward clean mobility

GREEN MARKETING STRATEGIES

SUSTAINABLE PACKAGING
Use recyclable, bio degradable & environmentally friendly materials.

ETHICAL SOURCING
Source raw materials responsibly and ensure fair labor practices.

CARBON REDUCTION
Reduce greenhouse gas emissions and optimize energy usage.

ECO-FRIENDLY PRODUCTS
Design products that are durable, non-toxic, and better for the environment.

E-Commerce Marketing

The practice of driving traffic, conversions, and customer retention for online stores using channels such as SEO, social media, email, and paid advertising.

Example: Flipkart runs Big Billion Days campaigns with heavy discounts to drive traffic and sales spikes

E-COMMERCE FUNNEL

Traffic → Product View → Add to Cart → Purchase

B2C Marketing

Business-to-Consumer (B2C) marketing focuses on selling products or services directly to end consumers. Purchase decisions are often influenced by emotions, convenience, and brand perception.

Coca-Cola sells emotions, not just beverages.

Characteristics:

- Emotional Decisions
- Large Audience
- Short Buying Cycle

DIGITAL MARKETING

E-Mail Marketing

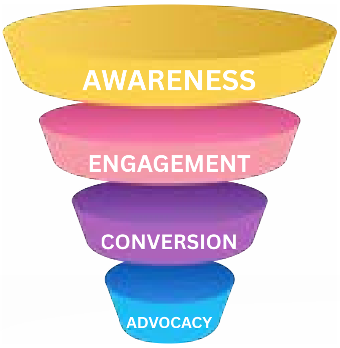
A direct marketing strategy that uses emails to nurture leads, retain customers, and promote products.
e.g. Amazon

- NEWSLETTER — To Inform
- PROMOTIONAL — To Sell
- TRANSACTIONAL — To Confirm
- RE ENGAGEMENT — To Retain

KPI → Open Rate, CTR, etc.

Social Media Marketing

The use of social media platforms to build brand awareness, engage audiences, and drive sales. It focuses on two-way communication and community building.



- Making people aware of your brand, product, or service.
- Encouraging people to interact and connect with your content.
- Turning interested people into customers.
- Satisfied customers promoting your brand to others.

Content Marketing

Creating and distributing valuable content to attract, engage, and retain customers without directly selling. The goal is to build trust and authority.

CREATE → PUBLISH → PROMOTE → ENGAGE → CONVERT

Content Formats → BLOG, PODCAST, CASE STUDY

Marketing Analytics

Marketing Analytics involves measuring campaign performance using data. KPIs (Key Performance Indicators) such as ROI, CAC, CLV, and Conversion Rate help assess marketing effectiveness.

Some Imp Formulas

ROI = (Gain-Cost)/Cost
CAC = Marketing Cost ÷ New Customers
CLV = Avg Purchase × Frequency × Lifetime
Conversion Rate = Conversions ÷ Visitors

Performance Marketing

A results-based marketing approach where advertisers pay only when a specific action occurs, such as clicks, leads, or sales.

E.g : Facebook Ads optimized for purchases

CPC - Cost Per Click
CPM - Cost Per 1000 Impressions
CPA - Cost Per Acquisition
CPL - Cost Per Lead

Branding & Brand Equity

Branding is the process of creating a unique identity for a product or company. Brand Equity refers to the value a brand gains through customer awareness, trust, loyalty, and positive associations.

Brand Equity Pyramid:

01 Brand Awareness
02 Brand Associations
03 Perceived Quality
04 Brand Loyalty

BRAND

SEO Vs. SEM

SEO (Search Engine Optimization) improves a website's organic visibility on search engines, while SEM (Search Engine Marketing) uses paid ads to drive traffic.

SEO	SEM
Organic Traffic	Paid Traffic
Long Term Strategy	Short term Results