



RAMA UNIVERSITY

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E-Content BBA402- Marketing Management

Lecture 6- Marketing Strategy, Mission, Marketing Planning
Process, Implementation and Budget, SWOT, BCG.

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Marketing Planning Process

THE MARKETING PLANNING PROCESS



Implementation and Budget

- Implementation involves the tactics used to execute the strategy
- The implementation process emphasizes the timely completion of tasks
- The marketing budget represents a plan to allocate expenditures to each of the components of the marketing mix



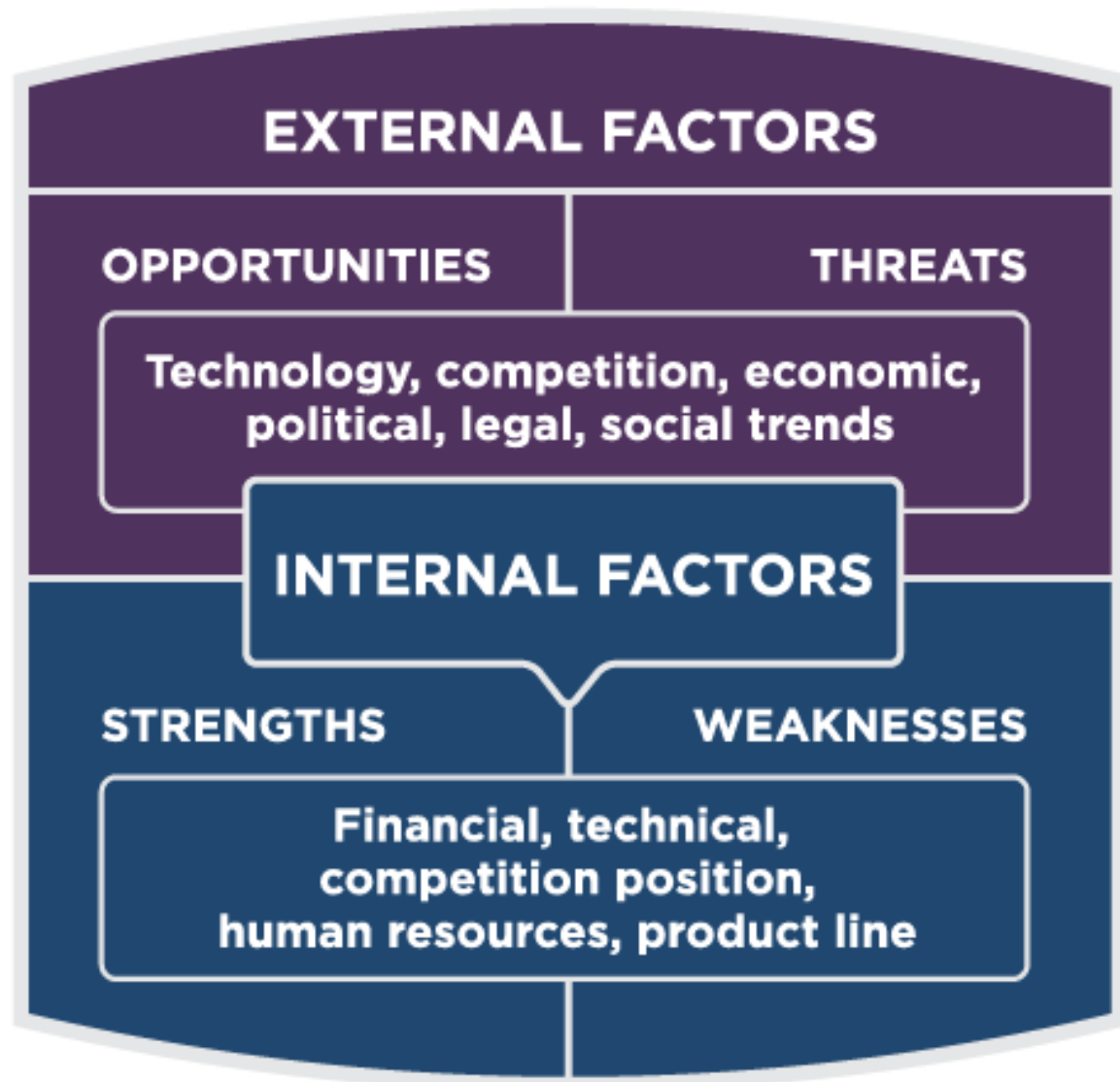
Return on Marketing Investment

- What were the goals of the campaign?
- How did the target customer influence the campaign and the goals?
- Was it successful?
- What metrics were used to determine the success of the campaign?

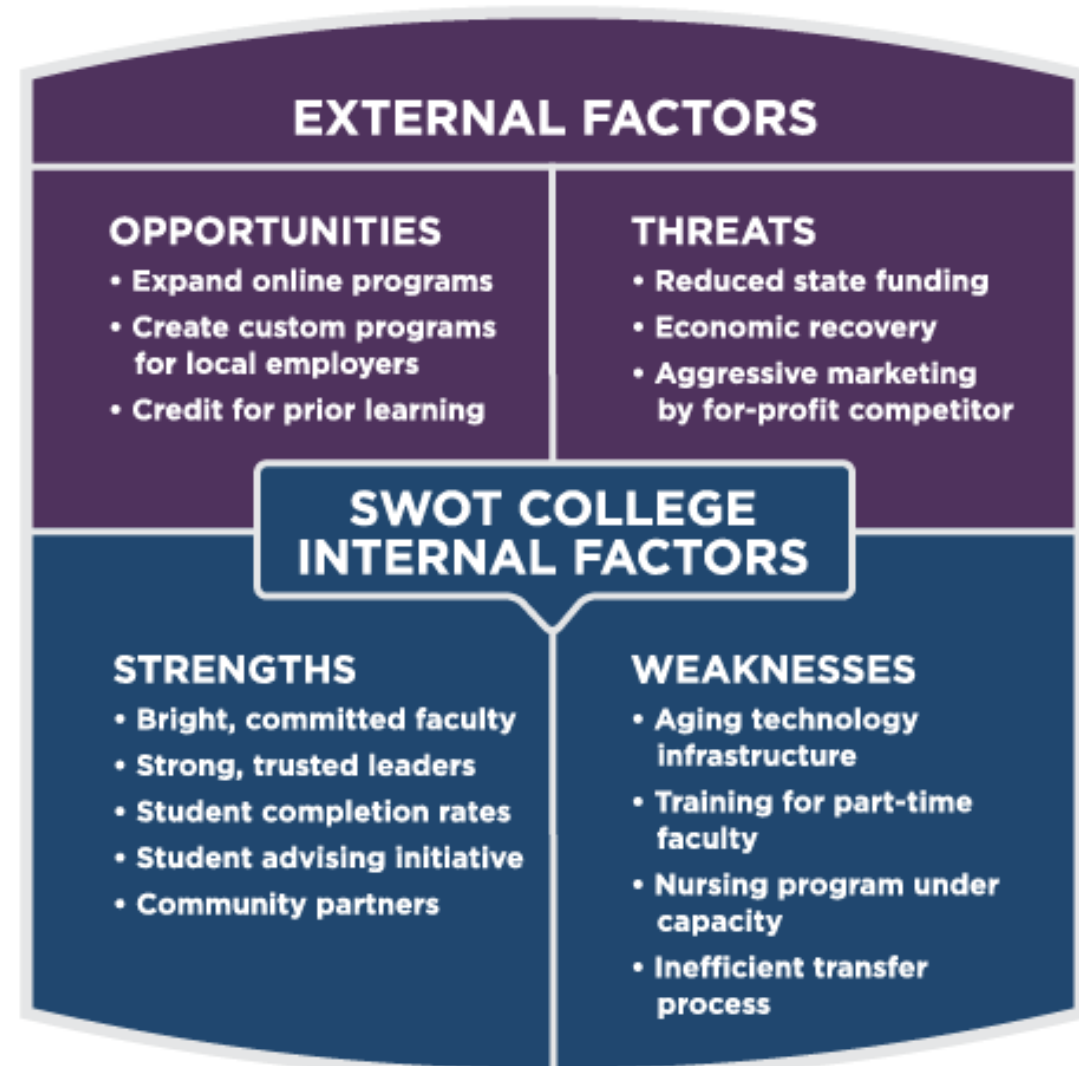


SWOT Analysis

SWOT ANALYSIS



SWOT Example For A College



Strategic C

STRATEGIC OPPORTUNITY MATRIX



BCG Growth

BCG GROWTH-SHARE MATRIX





Growth Strategies

Each strategy entails a different level of risk

- Market penetration
- Market development
- Product development
- Diversification

Buyer Personas

Kyle Fisher - Potential Drake Motors Small SUV Buyer

Personal Profile

Kyle is a 42-year-old and owner of a late model Ford Escape.

He's an active father of two, still plays team sports and is always connected to friends and family through the **Internet** and his **mobile phone**.

Kyle is looking for a vehicle that offers outstanding fuel economy since he commutes approximately 90 miles round trip each day.

He's also considering the Ford Escape Hybrid, Toyota Highlander, the Honda CR-V and the Ford Flex.

He uses a variety of **review** and **third party print research** sites in addition to dealer **catalogs**.

Background

- 42-year-old caucasian male
- Father of two
- Plays drop in hockey 3 mornings a week
- Uses vehicle daily for commuting, picking up kids from sports, weekend coaching and vacations
- Drives long distances and puts 20,000 miles on vehicle every year

Attributes

- Upper Middle class
- Smartphone and laptop user
- Influenced by online reviews, heavy user of print
- iPod and Smartphone user
- Spends time reading in social media researching, but less time contributing



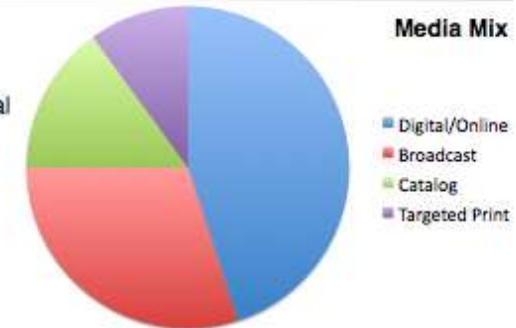
"I want a vehicle with outstanding fuel economy, smart features and enough space for me and my family."

Kyle's Product-Content Needs

- Information supporting fuel economy
- Photos and video that highlight vehicle's technology and styling features
- Guidance, education and reassurance that the brand can be trusted
- Competitive comparisons to his current vehicle
- Ability to gather and share information easily

From Existing Assets

- Running Footage
- Still Photography
- Build Your Own Material
- Catalog Images
- Longform video
- 'Other' Images





What is a Buyer Persona?

Fictional, generalized representations of an ideal customer that help a marketer understand current and potential customers better



Customer Relationships Management

- A discipline in marketing combining database and computer technology with customer service and marketing communications
- Customer relationship management seeks to create more meaningful one-on-one communications with the customer by applying customer data (demographic, industry, buying history, etc.) to every communications vehicle



Practice Question

Barbecue blends wants to sell their line of spice rubs in China. What growth strategy is this?

Quick Review

- How do marketing strategies align with corporate strategies?
- What are the inputs and components of a marketing strategy?
- How are common analytic tools used to inform the organization's strategy?
- What are some examples of corporate strategies?
- How are the development and maintenance of customer relationships an essential part of an organization's marketing strategy?