MAKING MARKETING PART OF YOUR WHOLE OPERATION

Ameeta Soni
ENET Meeting
March 5, 2013
AGENDA

- Understanding the market
- Developing new offerings
- Positioning and packaging
- Go-to-market strategy
- Creating demand
- Making marketing part of the whole operation
Market

Set of actual or potential customers

- For a product or service
- Who have common needs
- Who reference each other when making a buying decision
Marketing helps an organization

- Understand market needs
- Develop solution
- Position solution
- Communicate message
- Create demand
UNDERSTANDING THE MARKET

- Customers
  - Problems/pain points
  - Current/future solutions
  - Constraints: technology, resources, $

- Competition
  - Companies, technologies
  - Market acceptance/share

- Market Trends
  - Technology acceptance
  - Growth projections
  - Regulations/compliance
DEVELOPING A SOLUTION

- Develop product to meet market needs
- Tie-in with drivers for buying decision
- Address mandates
- High quality and user experience
PRODUCT

- Features/Benefits
- Applications
- Revenue model
- Reliability
Pricing

- How much to charge for a product or service?
- Value based pricing?
- Freemium?
- Costs? Margins?
- What prices are competitors charging?
- Volume or bundling discounts?
- What image do you want the price to convey?
POSITIONING

- Who is the buyer?
- What do they buy?
- What problem does the product address?
- What benefit does it provide?
- How is the product better than the competition?
DISTRIBUTION

- Internet
- Retail
- Channel partner
- Direct Sales
LAUNCH

- Pricing
- Sales tools
- Training
- Demand generation
COMMUNICATING THE MESSAGE

- Website
- Collateral
- PR
- Social media
- Analyst Relations
- Advertising
- Newsletters
SOCIAL MEDIA

- Linkedin
- Facebook
- Twitter
- Google+
- Slideshare
- Youtube
- Blogs
DEMAND GENERATION

- Target audience
- Compelling offer
- SEO/SEM
- Email campaigns
- Webinars
- Seminars
- Tradeshows
MARKETING PART OF THE WHOLE OPERATION

- Sales
- Customer support
- Development
- Finance
- Production
- ....
MAKING MARKETING PART OF YOUR WHOLE OPERATION

Ameeta Soni
asoni@chicagobooth.edu
@ameetasoni