



DAIRY BOX BIZTALK MANUALS

MARKETING IN A NUTSHELL

*Dairy*codemy

DAIRY BOX BIZTALK MANUALS

The Dairy Box Biztalk Manuals corresponds with the Business Talks organized by the Philippine Carabao Center spearheaded by the Business Development and Commercialization Unit (BDCU)

MARKETING



- Is not just about selling. It's everything you do to make sure you'll be able to get other people's money by ensuring all your products are sold

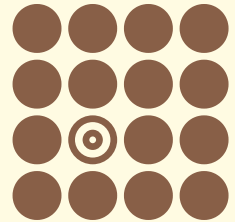
- Must be guided by the VMGO

is not just about selling, it is everything you do to make sure that you will be able to get other people's money by ensuring all your products are sold. One's marketing strategies should be guided by the enterprise's Vision, Mission, Goals and Objectives (VMGOs)

MARKET POSITIONING

- Refers to the process of establishing the image or identity of a brand or product so that consumers perceive it in a certain way.
- Differentiation from competitors

refers to the process of establishing the image or identity of a brand or product so that consumers perceive it in a certain way. With the right market positioning, an enterprise could have an edge or a competitive differentiation—the distinction of a business' product or service from what its competitors offer.



TARGETING

- Who are you positioning your product for?
- Your demographic segmentation

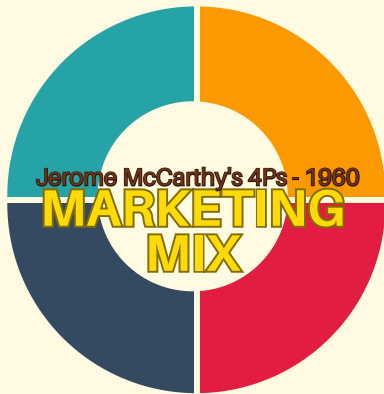


DEMOGRAPHIC SEGMENTATION

- Gender
- Age
- Income
- Education
- Location
- Marital Status
- Culture

KNOW YOUR CUSTOMERS

If you nail positioning and targeting, the rest falls into place – Philip Kotler.



Common value proposition for dairy products:

- Fresh and natural
- High Quality
- Nutritious
- Creamy and tasty

product

- product must be based on demand. If not then be ready to educate the market.
- The Market should shape your product, nobody else.
- Work on your brand—composed of image and value proposition
- Work on your packaging—like people's appearance, it's the carrier of the first impression. This is the stereotype we can never escape from.

price

Says who your target market is in terms of economic status

place

- Location can make or break a business
- The right product in the wrong place is useless

promotion

Getting more people to know your product in the right way.

4Ps AS TOLD BY CUSTOMERS

Robert F. Lauterborn's 4Cs in 1990 is a more consumer-oriented version of the four Ps that attempts to better fit the movement from mass marketing to niche marketing.

Price Cost

- Price is only a part of the total cost to satisfy a want or a need. The total cost will consider for example the cost of time in acquiring a good or a service, a cost of conscience by consuming that or even a cost of guilt "for not treating the kids".

Place Convenience

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Customer Needs and Wants

- A company will only sell what the consumer specifically wants to buy.

Place Convenience

- While promotion is "manipulative" and from the seller, communication is "cooperative" and from the buyer with the aim to create a dialogue with the potential customers based on their needs and lifestyles. It represents a broader focus. Communications can include advertising, public relations, personal selling, viral advertising and any form of communication between the organization and the consumer.