

Chapter 2



بازاریابی در قرن ۲۱



هدف اولیه بازاریابی

“Aim of **marketing**
know & understand customer so well
product fits him & sells itself...”



*Eg: When Sony designed PlayStation
Swamped with orders - WHY?
“Right” product - marketing*

تعریف بازاریابی در قرن ۲۱

Marketing

*An organizational function & processes
to create, communicate & deliver
value to customers
& manage customer relationships
to benefit organization & stakeholders*

تعريف مبادله

Exchange

Process to obtain desired
product from someone
by offering
something in return

شرایط مبادله

**For exchange potential to exist,
5 conditions:**

1. At least 2 parties
2. Each has thing of value to the other
3. Capable of communication & delivery
4. Free to accept/reject offer
5. Believes it desirable to deal with the other

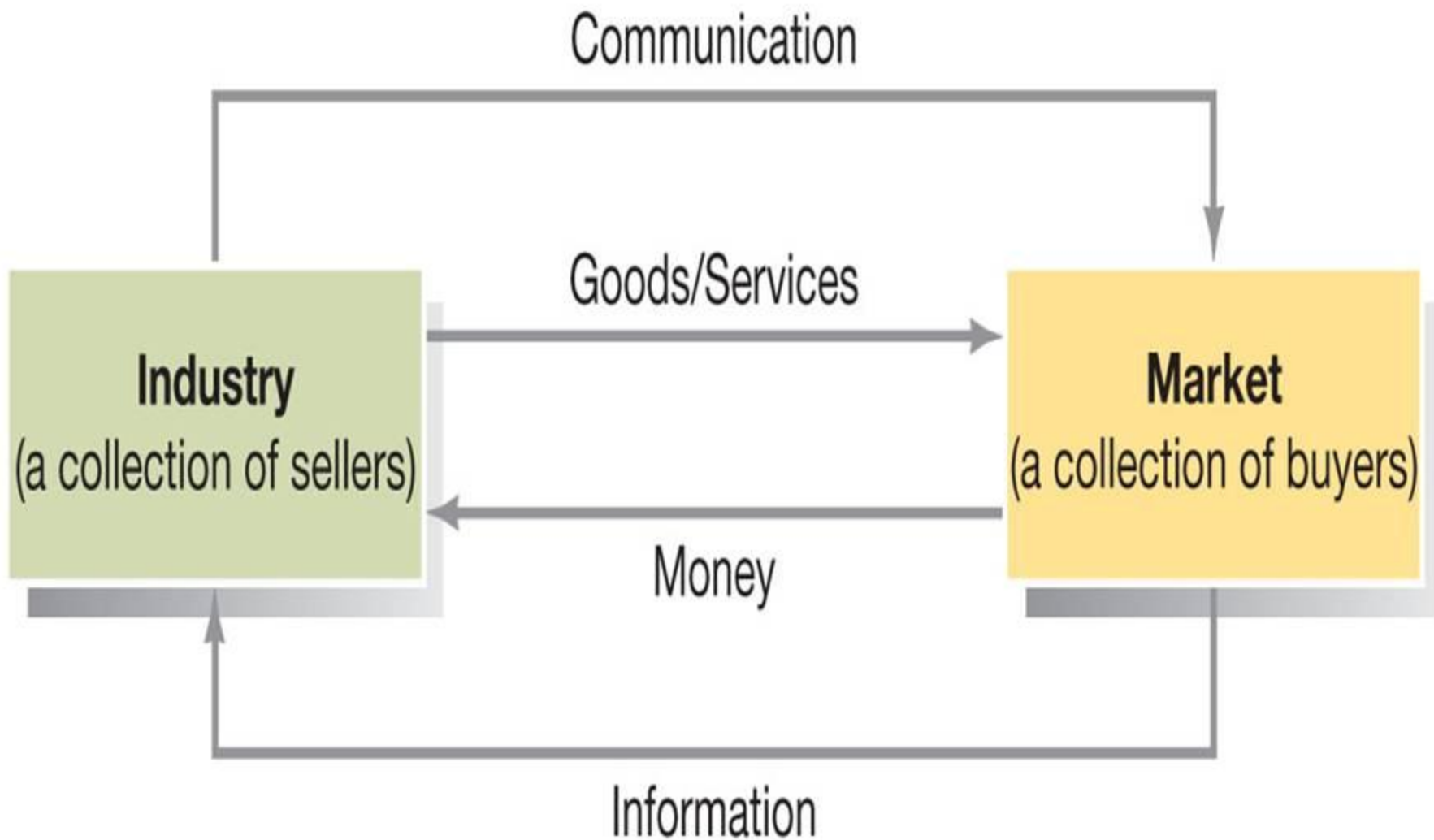
آیا فقط فروشنده بازاریابی می کند ؟

If 2 parties seek to sell something to each other, both are **marketers**

مدیریت تقاضا

8 demand states of consumers

1	<i>Negative demand</i>	Dislike product & pay to avoid it
2	<i>Non-existent demand</i>	Not aware/interested in product
3	<i>Latent demand</i>	Need not satisfied by existing product
4	<i>Declining demand</i>	Buy less often or none
5	<i>Irregular demand</i>	Purchase vary on periodic basis
6	<i>Full demand</i>	Adequately buy all products in market
7	<i>Overfull demand</i>	More want product than can be satisfied
8	<i>Unwholesome demand</i>	Attracted to products- undesirable social consequences



سیستم ساده بازاریابی

- The digital revolution - new capabilities in hands of consumers & businesses. What they have today that they didn't have yesterday:
 - 1) *Substantial increase in buying power*
 - 2) *Greater variety of goods & services*
 - 3) *Great amount of information*
 - 4) *Easier to interact, place & receive orders*
 - 5) *Able to compare products & services*

انواع بازارها به لحاظ مکان قرارگیری



marketplace

marketspace

metamarket

a physical place

a digital place

a cluster of
related products
in consumers'
minds, from
diverse industries

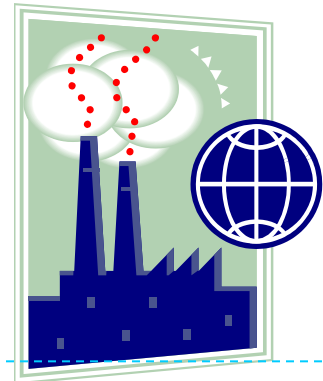
- 1. CEO own marketing function**
- 2. Marketing start & stay small & flat**
- 3. Get face-to-face with customers**
- 4. Use market research cautiously**
- 5. Hire passionate missionaries, not marketers**
- 6. Love & respect customers as individuals**
- 7. Create community of consumers**
- 8. Rethink marketing mix**
- 9. Compete with competitors - fresh ideas**
- 10. Be true to the brand**

فلسفه ها و گرایش های بازاریابی

- ⊕ What philosophy should guide a company's marketing efforts?
- ⊕ What relative weights should be given to the interests of organization, customers & society?
- ⊕ Very often these interests conflict

فلسفه تولید

- Consumers prefer products
 - Widely available & inexpensive
- Production oriented businesses
 - Production efficiency, low costs & mass distribution
 - Huge cheap labor



Consumers favor products with most quality, performance or innovative features

- ◆ Focus on making & improving products
- ◆ Might commit “better mousetrap” fallacy
- ◆ New product may not succeed
 - Unless priced, distributed, advertised & sold properly

فلسفه فروش

Consumers do not buy enough products,
if left alone

“Purpose of marketing - sell more - to more
people - more often - for more money -
to make more profit”

- Goods buyers don't normally buy
- Sell what is made not what market wants
- Hard selling - high risks

فلسفه بازاریابی

- ❏ Customer-centered
- ❏ “Sense-&-respond” philosophy
- ❏ Right products for customers
- ❏ Not right customers for products
- ❏ Better than competitors
 - Create, deliver & communicate superior value to target markets



مقایسه فلسفه بازاریابی و فروش

- *Selling* - needs of seller
- *Marketing* - needs of buyer
- *Selling* - convert product to cash
- *Marketing* - satisfy buyer with product

جدیدترین و کامل ترین فلسفه بازاریابی

■ Holistic marketing

Develop, design & implement marketing programs, processes & activities that recognize breadth & interdependencies

- *Holistic marketing recognizes that “everything matters”*

جدیدترین و کامل ترین فلسفه بازاریابی



مفاهیم اساسی بازاریابی

Needs are basic human requirements

Needs become ***wants*** when directed to objects that satisfy the need

Demands are wants for products backed by ability to pay

مفاهيم اساسی بازاریابی

- Divide market into segments
- Greatest opportunity - *target markets*

• Target market

- *Market offering positioned* in minds of target buyers as beneficial

مفاهيم اساسی بازاریابی

Intangible value proposition made physical
by an *offering*, like products, services

A *brand* - offering from known source

مفاهيم اساسی بازاریابی

◆ *Value*

- Perceived tangible & intangible benefits & costs to customers
- Value = quality + service + price (QSP)
“*customer value triad*”

◆ *Satisfaction*

- Comparative judgments from perceived performance compared to expectations

مفاهيم اساسی بازاریابی

To reach target market, **3** kinds of marketing channels:

- ▶ *Communication channels*
- ▶ *Distribution channels*
- ▶ *Service channels*



مفاهیم اساسی بازاریابی

- ◆ Supply chain - channel - raw materials to components to final products

Eg:

supply chain for women's purses - from hides - tanning - cutting - manufacturing & channels to customers

مفاهيم اساسی بازاریابی

Competition

All actual & potential rival offerings & substitutes that buyer might consider



مفاهيم اساسی بازاریابی

Task environment - those who produce, distribute & promote offering

The *broad environment* has 6 components:

1. *Demographic*
2. *Economic*
3. *Physical*
4. *Technological*
5. *Political-legal*
6. *Social-cultural*

مفاهیم اساسی بازاریابی

The marketing planning process

- **Analyze** marketing opportunities
- **Select** target markets
- **Design** marketing strategies
- **Develop** marketing programs &
- **Manage** marketing effort

شیفت های بازاریابی در قرن ۲۱

14 shifts to marketing management in 21st century

1	marketing does marketing to	everyone does marketing
2	organize by product units to	organize by customer segments
3	make everything to	buy more goods from outside
4	use many suppliers to	fewer suppliers in “partnership”
5	rely on old market positions to	uncover new ones
6	emphasize tangible assets to	emphasize intangible assets
7	build brands through advertising to	build brands through performance & integrated communications

شیفت های بازاریابی در قرن ۲۱

14 shifts to marketing management in 21st century

8	Attract customers to stores & salespeople to	make products available online
9	Sell to everyone to	be best at serving defined target
10	Focus on profitable transactions to	focus on customer lifetime value
11	focus to gain market share to	focus to build customer share
12	Being local to	being “glocal”- global & local
13	Focus on financial scorecard to	focus on marketing scorecard
14	Focus on shareholders to	focusing on stakeholders

وظایف اصلی مدیریت بازاریابی

- *Develop marketing strategies & plans*
- *Capture marketing insights & performance*
- *Connect with customers*
- *Build strong brands*
- *Shape the market offering*
- *Deliver value*
- *Communicate value*
- *Create successful long-term growth*