



Marketing in the Real World
26 April 2007 V1.0
Alistair Fox

Agenda

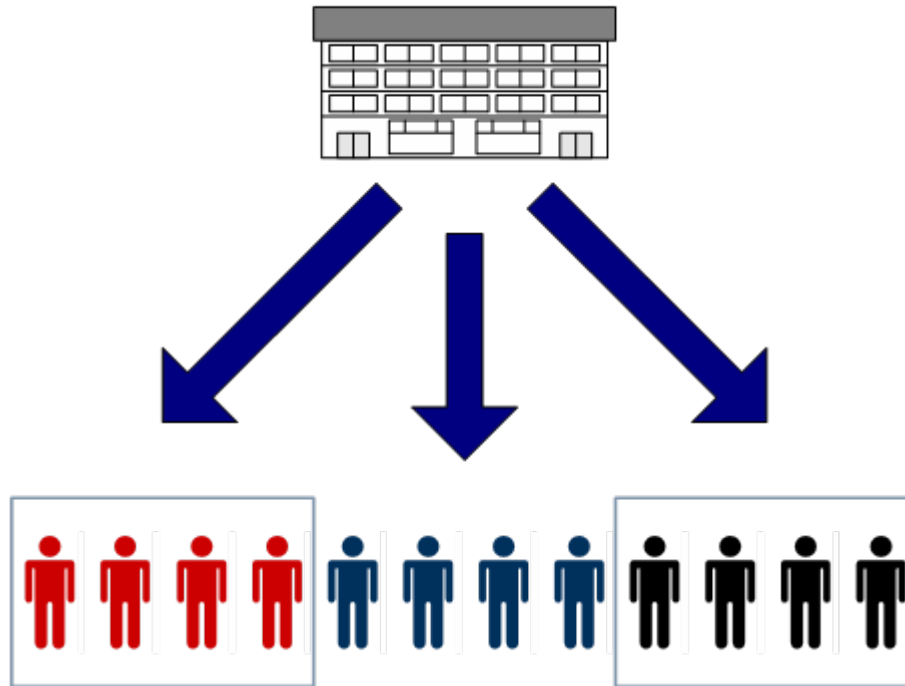
- ⌘ Integrated Marketing
- ⌘ Segmentation
- ⌘ Pricing
- ⌘ Pulling it all together

01 – Integrated Marketing

| Integrated Marketing | | | | |
|----------------------|---------|-------|-------|-----------|
| | Product | Price | Place | Promotion |
| Product | | | | |
| Price | | | | |
| Place | | | | |
| Promotion | | | | |

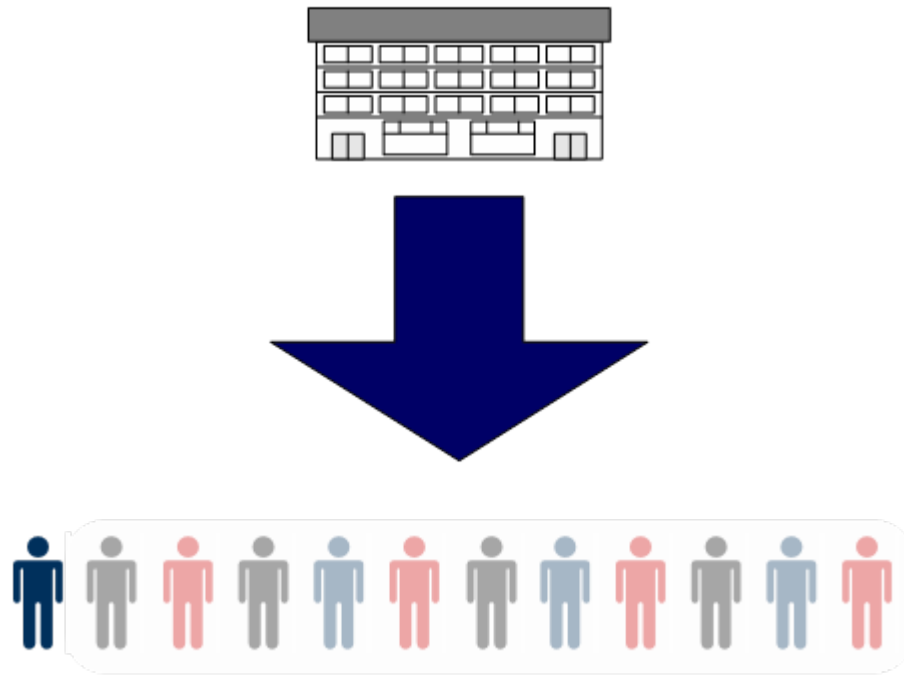
02 – Segmentation

“If your not thinking segments, you’re not thinking” Theodore Levitt



03 - Segmentation

Methodology 1: Bottom up



04 - Segmentation

Methodology 2: Top down

☼☼☼ Identifiable

☼☼☼ Accessible

☼☼☼ Substantial

☼☼☼ Unique

☼☼☼ Durable

| | Attribute | Attribute | Attribute | Attribute | Attribute | Attribute | Attribute | Attribute | Attribute |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | | | | | | | | |
| | | | | | | | | | |
| | | ✓ | | ✓ | | | | | |
| | | | | ✓ | | ✓ | | ✓ | |
| | | | | ✓ | | ✓ | | ✓ | |
| | | | | ✓ | | | | | |
| | | | | | | ✓ | | | |
| | | | | | | | | | |
| | | | | | | | | | |

05 – Segmentation

How it affects pricing

❖❖❖ 1 Lamb Chops

- A Tesco
 - Shop price £7.40/8.22/10.97/11.98/12.98 kg
- B Sheepdrove Organic Farm Lamb Loin Chops
 - Web price £14.75 kg
- C Aubrey Alan Cornish Lamb Chops
 - Shop price £12.00 kg



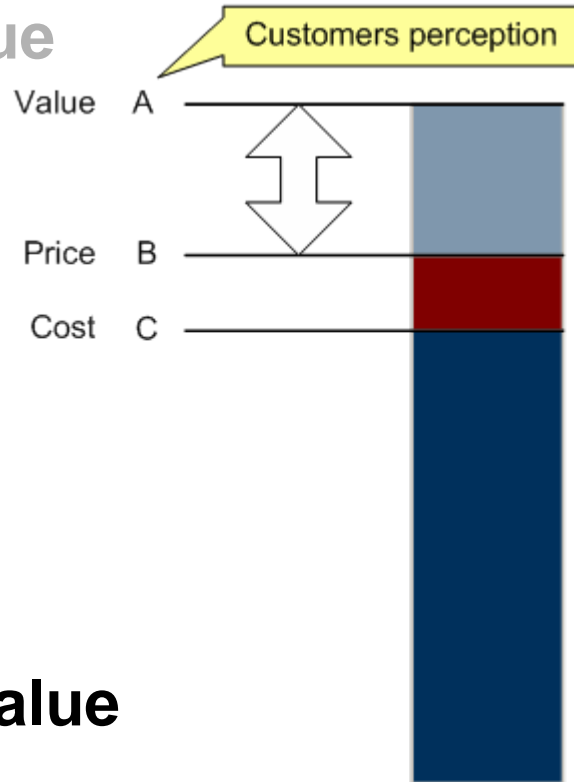
❖❖❖ 2 Shirt

- A Asda
 - Web price £6.00
- B Versace
 - Web price £68.00



06 - Pricing

Price < Value



⋯ Benefits

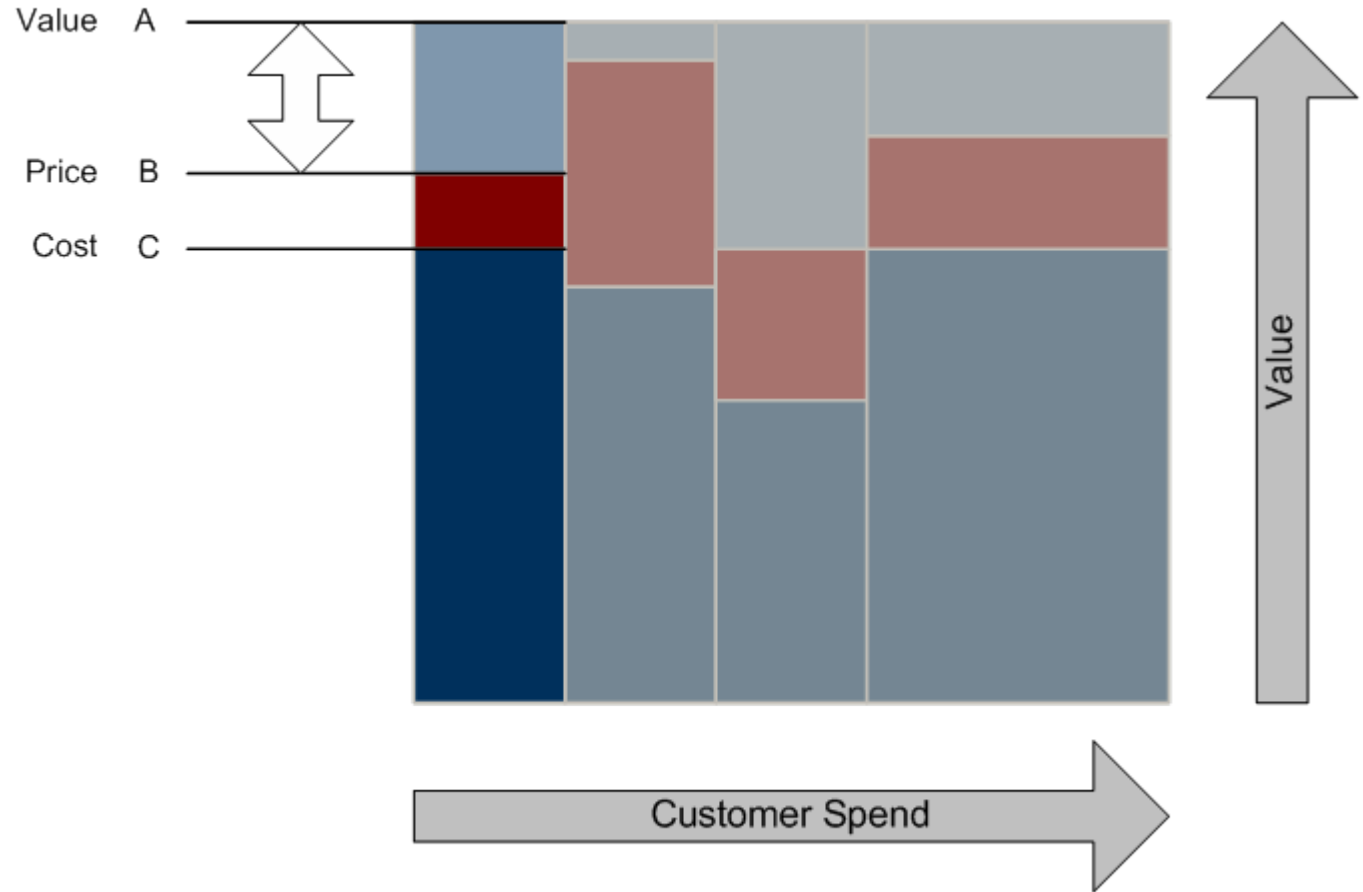
⋯ Price > value

⋯ Max

⋯ Build

07 - Pricing

Total spend



08 – Integrated Marketing

Pulling it all together

| Integrated Marketing | | | | |
|----------------------|---------|-------------|--------------|--------------------------|
| | Product | Price | Place | Promotion |
| Product | | BOGOF Packs | | Branding |
| Price | | | Stadium Beer | “Reassuringly Expensive” |
| Place | | | | |
| Promotion | | | | |

09 – Hot Topics

Others

- **Solution selling**
- **Channels and partnerships**
- **Sales enabling**
- **Sales campaigns**
- **Green marketing**
- **Web 2.0 inc Blogs**
- **Regulation**

10 - References

Free web resources:

- Marketing Sherpa
- Business Balls
- National B2B Centre

www.marketingsherpa.com

www.businessballs.com

www.nb2bc.co.uk (free website review)

Expertek

- www.expertek.co.uk



11 - More segmentation

Using segmentation in marketing strategy

- Meaningful and measurable segments
- Profit potential
- Target
- Invest
- Measure

