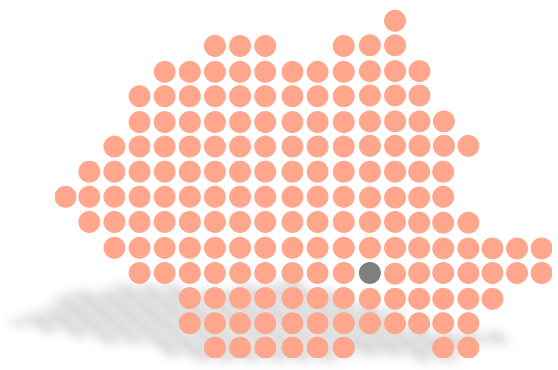


Marketing Manager survival skills

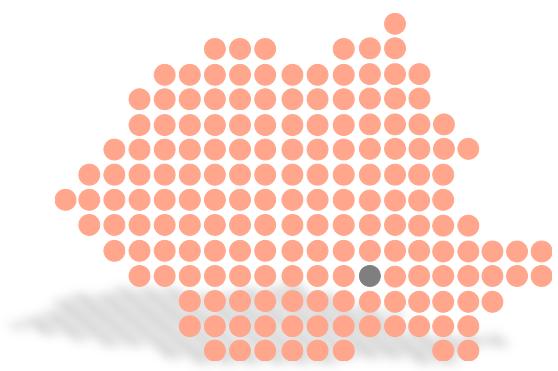




Golden rule in Marketing

- Understand who is the client?



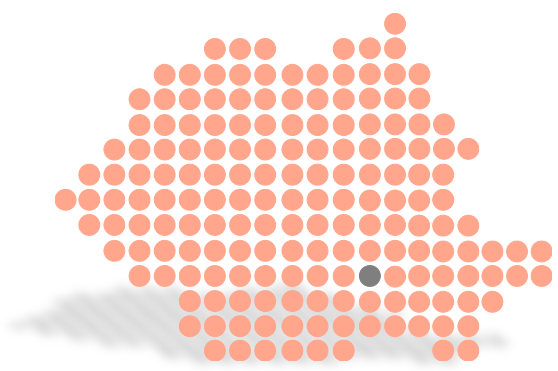


Why are we here?

To survive from:

- Economic crisis
- Political instability
- Higher demands
 - Competition
 - BRIC
 - Lower/no more investments and cost cutting





The answer



Don't leave

>Get better

>Get ready for recovery



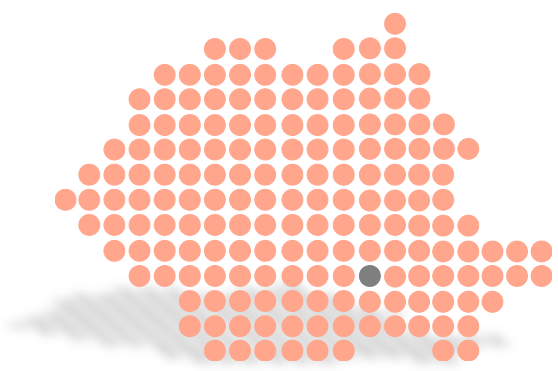


Peak performance authorities



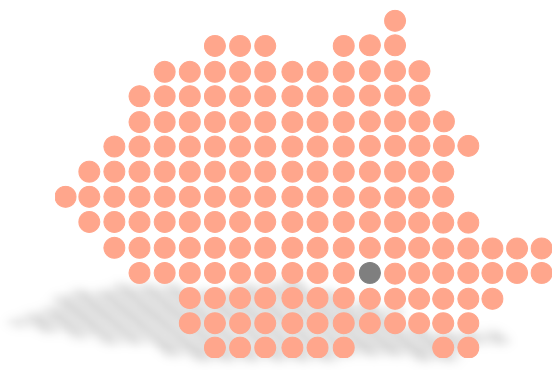
- Tom Peters
- Stephen Covey
- Anthony Robbins
- Napoleon Hill
- Earl Nightingale
- Bran Tracey
- Zig Ziglar
- Andrew Carnegie
- Ken Blanchard
- Abraham Maslow





You will learn from a Maastricht School of Management MBA (MSM-MBA) that:

- Marketing is the driver: Proper and effective marketing is the Driver of any organisation
- You are obsessed by:
 - Identifying the customer - Who is the customer
 - Delighting the customer – Loyalty and retention
 - Keeping the Customer - Re-purchase
- But this motivation is not dictated from your boss – but imposed by you.



Why become a good marketer?

Bit of planning + training/education + soft skills awareness
you can market *YOU* better as:

- Employee
- Executive
- Entrepreneur
- Leader in your community
- Politician(?)



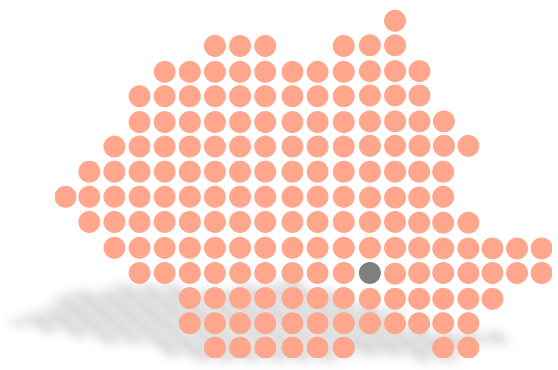


You will learn from a Maastricht School of Management MBA (MSM-MBA) that:

4 processes of Management

- Planning
- Organizing
- Leadership
- Control

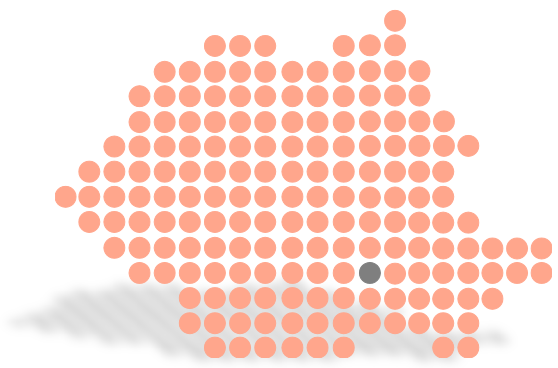




Planning

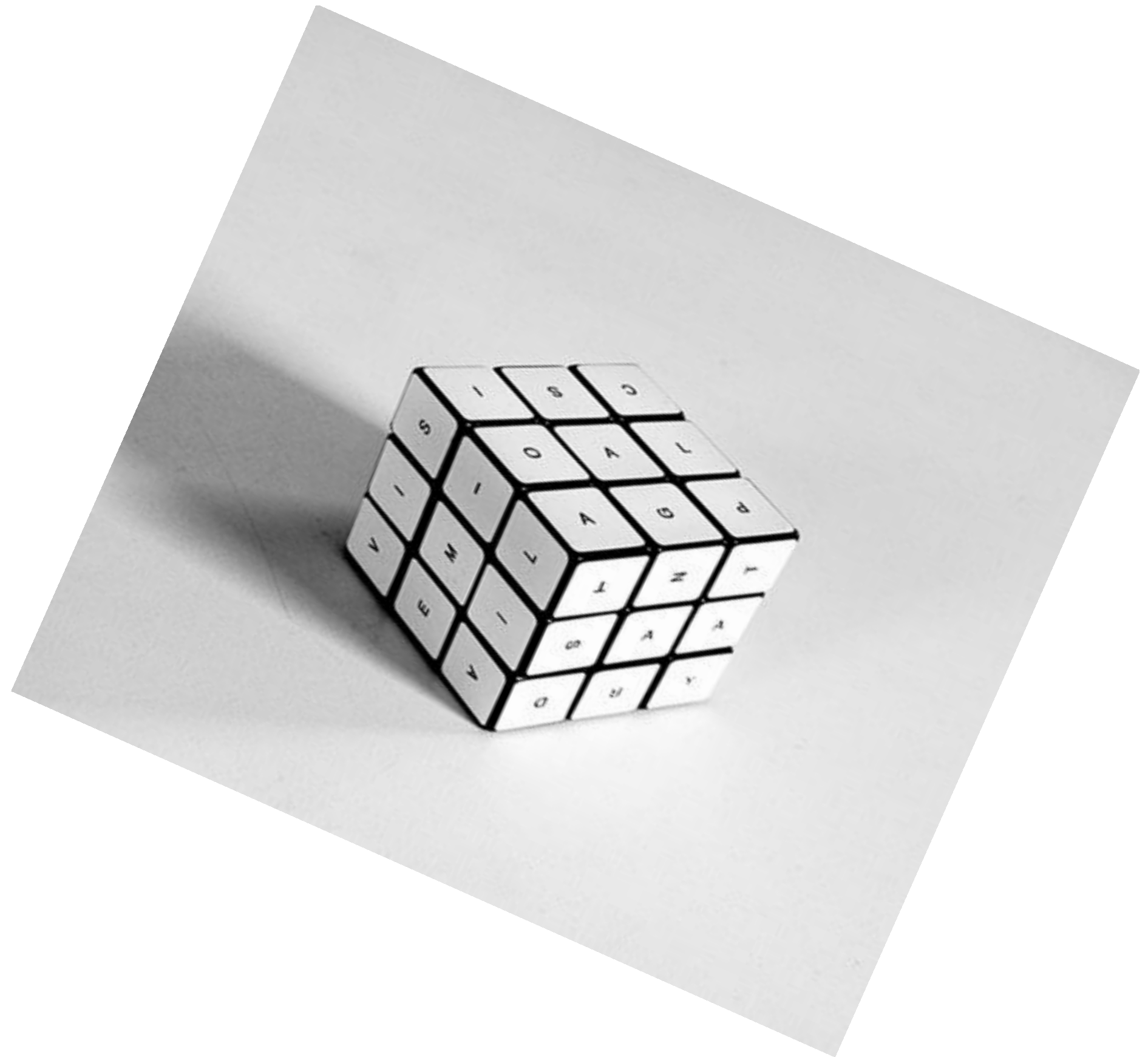
Plan is not a four letter word!

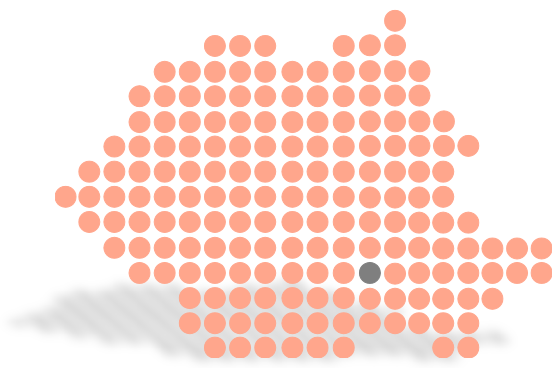




“4 letter words”

- SH-T
- P-SS
- F- - K
- WORK
- BOSS
- HELL





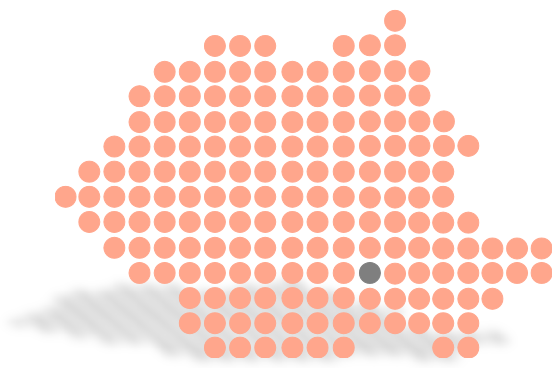
Planning

“If you don’t have a plan to succeed, you really have a plan to fail”

Types of plans:

- Business plan
- Strategic plan
- Operations plan
- Marketing plan
- Sales Plan





One page sales and marketing plan

Table of contents

I. Internal and external analysis

Market review, regulatory framework, Competition

Revenue projections 2010 - 2014

Internal environmental analysis

2. Vision and Mission

Approach and Assumptions

Objectives

Market Segmentation and Market Research

Products and Services

Pricing

Distribution

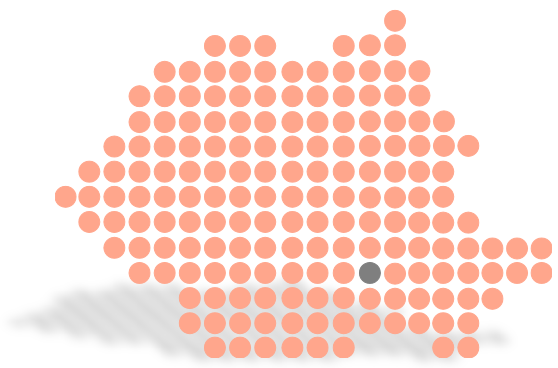
Marcomms plan

PR, sponsorship

Customer care

Sales & Marketing Organization:

3. Action Plans (Short term):

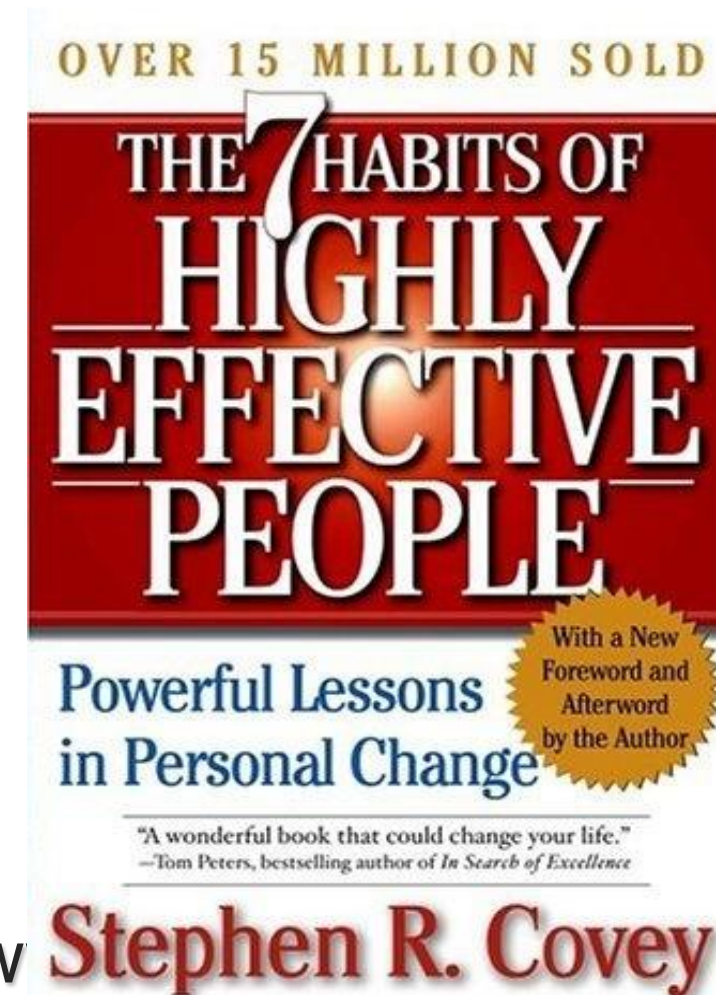


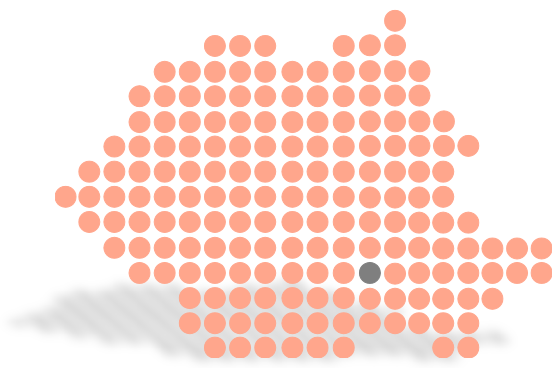
Leadership

- Starts at the top
- Difference between Management and Leadership?

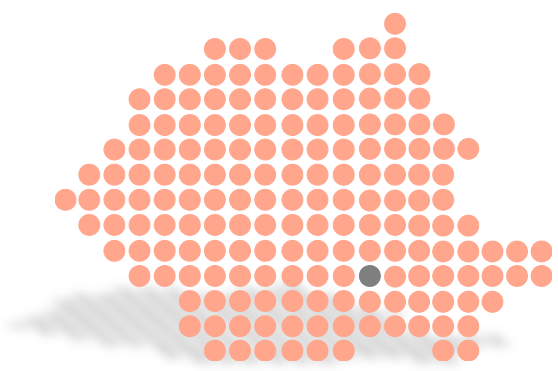
‘Management is doing things right... Leadership is doing the right things’ (Stephen R. Covey, The 7 habits of highly effective people)

Ingvar Kamprad:
‘If there is such a thing as good leadership, it is to give a good example’





So what?



Marketing Manager survivor skill #1:

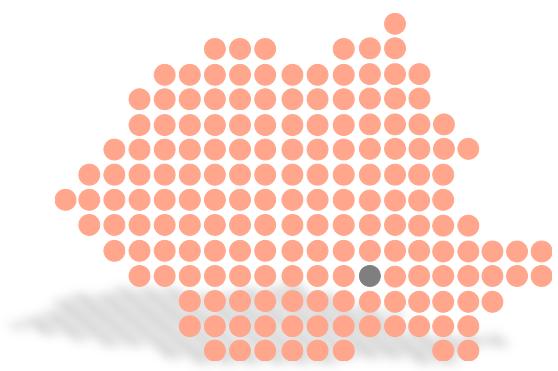
Get better at planning, demonstrate leadership AND

Improve your time management skills:

Why?

- To get more work done
- Become efficient
- Get ahead
- More personal time

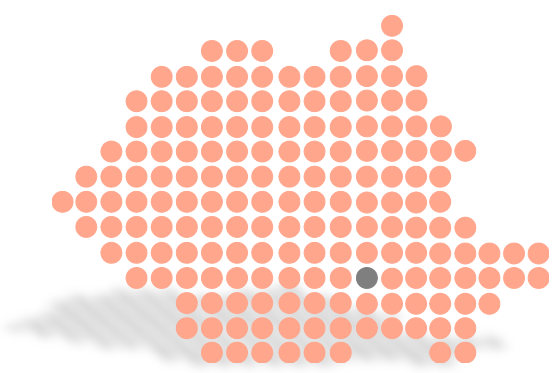




Time management Classics

- “Touch it once”
- Avoid **Time Wasters**
- One hour a day for you
- 3 most important things for today
- “Delegate to someone who’s busy”
- Running effective meetings
- “Manage your boss”
- At day end, plan the following day



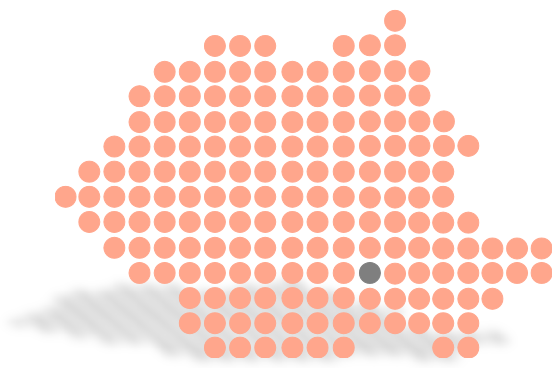


You will learn from a Maastricht School of Management MBA (MSM-MBA) that:



Market research is vital

- Primary, secondary, quantitative, qualitative, conjoint analysis, brand health check, advertising tracking
- WOM, web, BLOGs, friends and family and your **network** to validate findings.



Types of Marketing Research

Observation

Ethnographic.
Ex. Xerox green button

Focus group

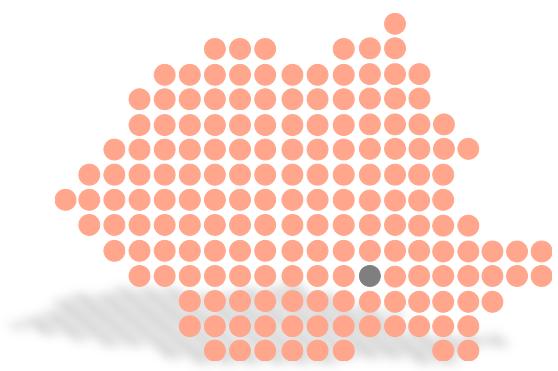
Marketers collect
primary data in 5
main ways.

Survey

Behavioral data

Purchasing behavior
in Store scanning data, i.e.
Tesco.

Experimentation



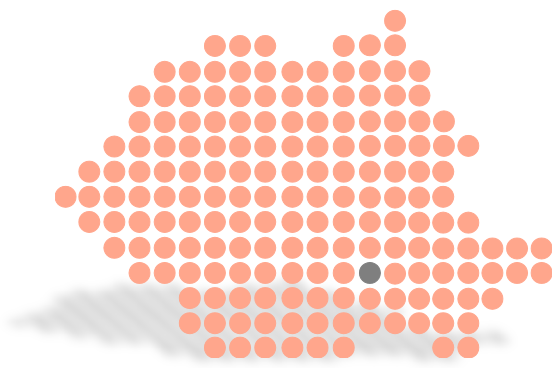
You also learned that



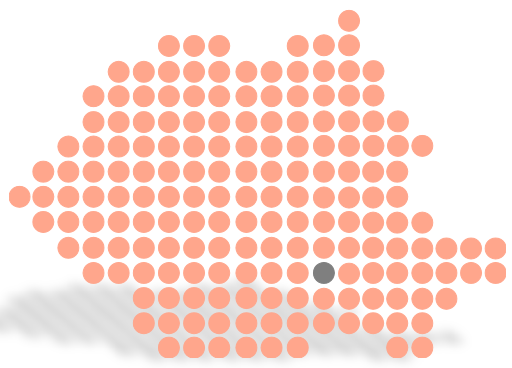
Despite mountains of info... there are hidden diamonds

- You need to find what is relevant
- You need to Zero-in on the insights
- You need to make a decision





Your network...What network?



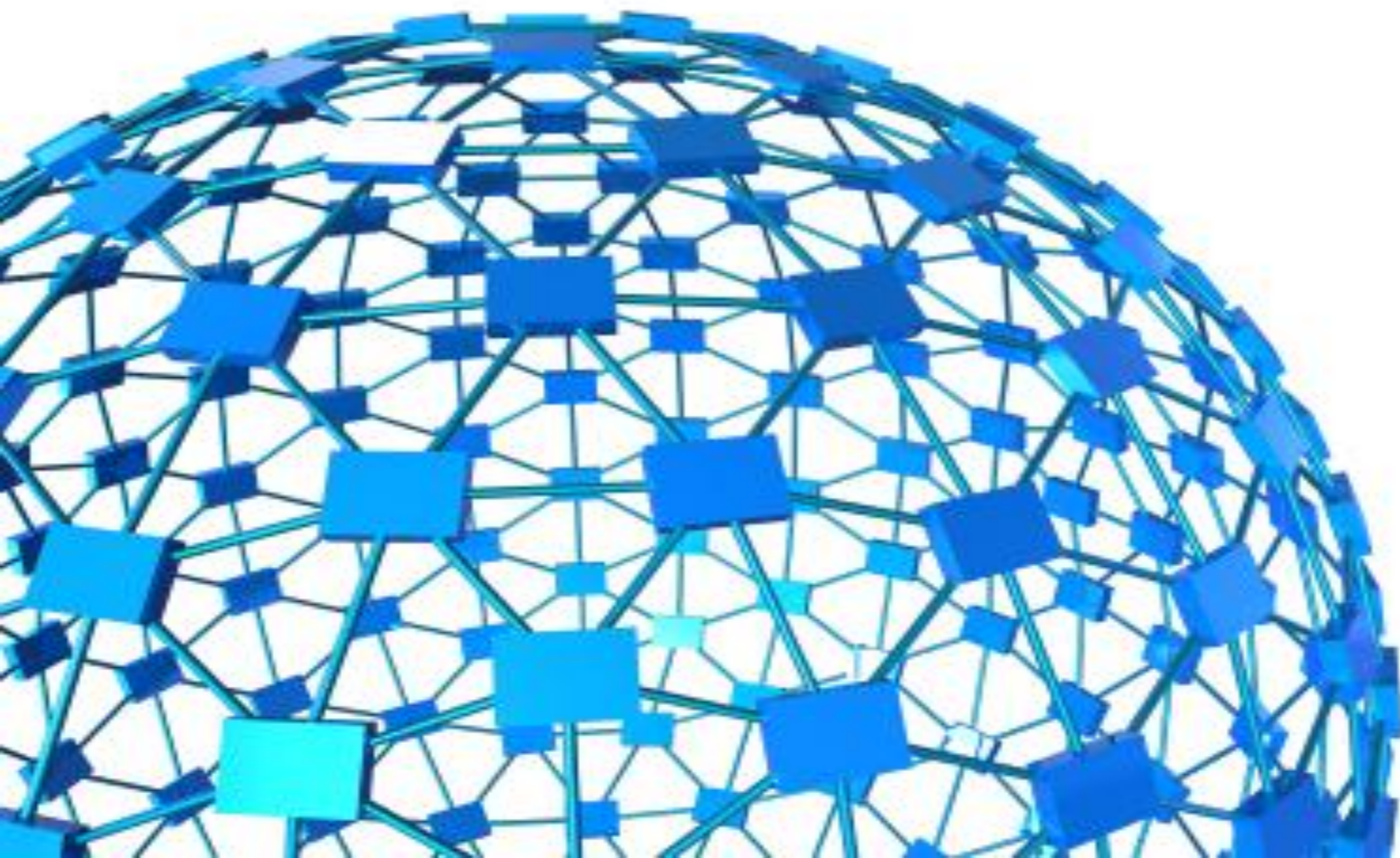
Marketing Manager survivor skill #2:

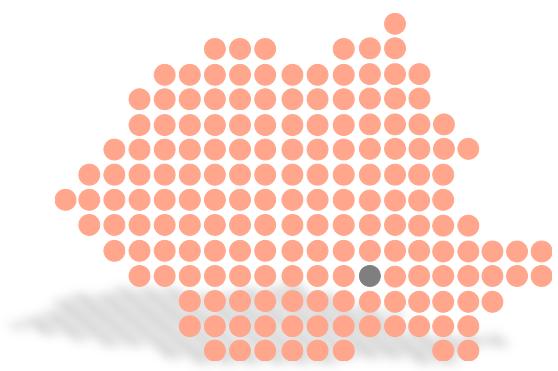
Network...Network...Network

Why?

- Build your personal brand
- Increase knowledge/learn something
- Meet someone that knows someone
- Get that extra insight

You can't work without people!

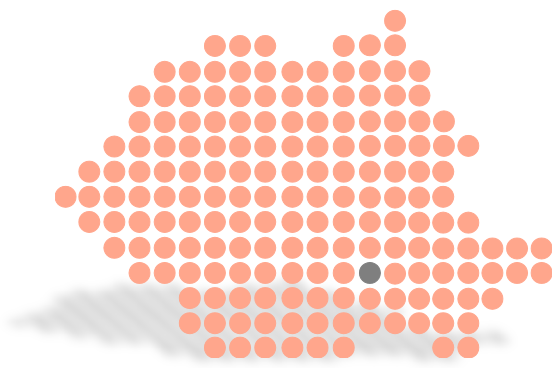




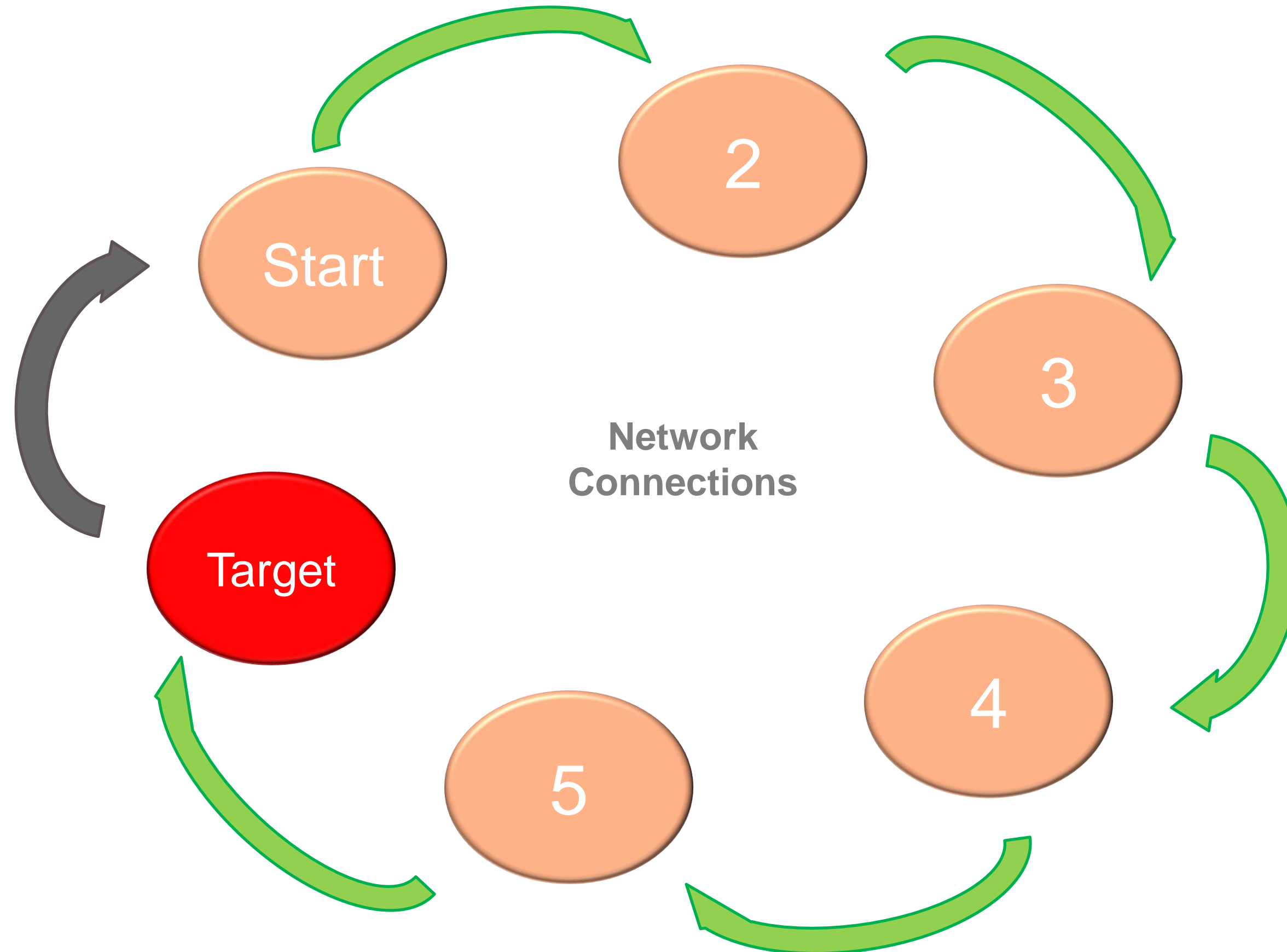
Don't know how to network?

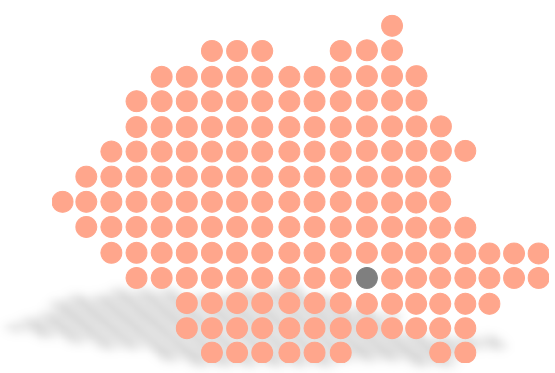
- “Let’s have a coffee”
- “Meet and greet”
- Be proactive (i.e. conference)
- “Stealth at the door”
 - See who is coming in/say hello/shake hands
 - “We’ll talk later”
 - Repeat 10 times
 - “Go for the Kill”





Network Connection

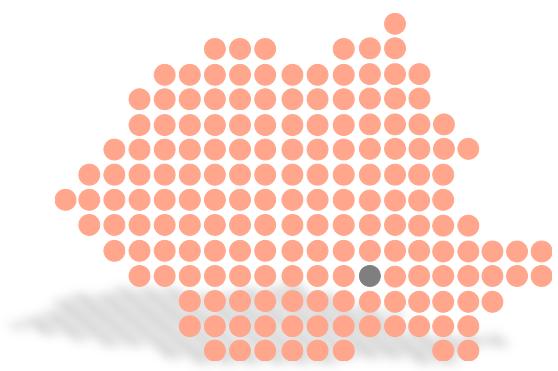




You will learn from a Maastricht School of Management MBA (MSM-MBA) that:

Segmentation is vital

- Mkt research + Segmentation = only the first step.
- Product Managers need market data.
- We all need to be more 'customer focused'.
- Segmentation - geographical, psychographic, Lifestyle and Values, Niches, Fads, Micro segments.



Segmenting consumer markets



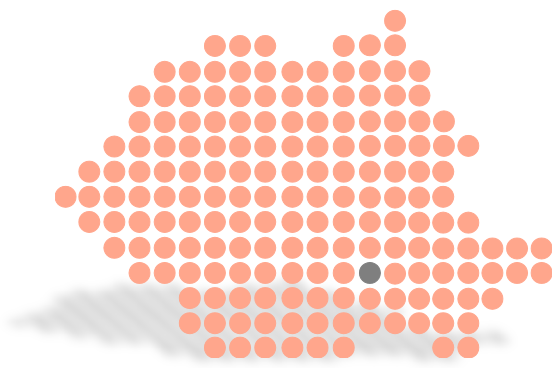
Geographic

Demographic

Psychographic

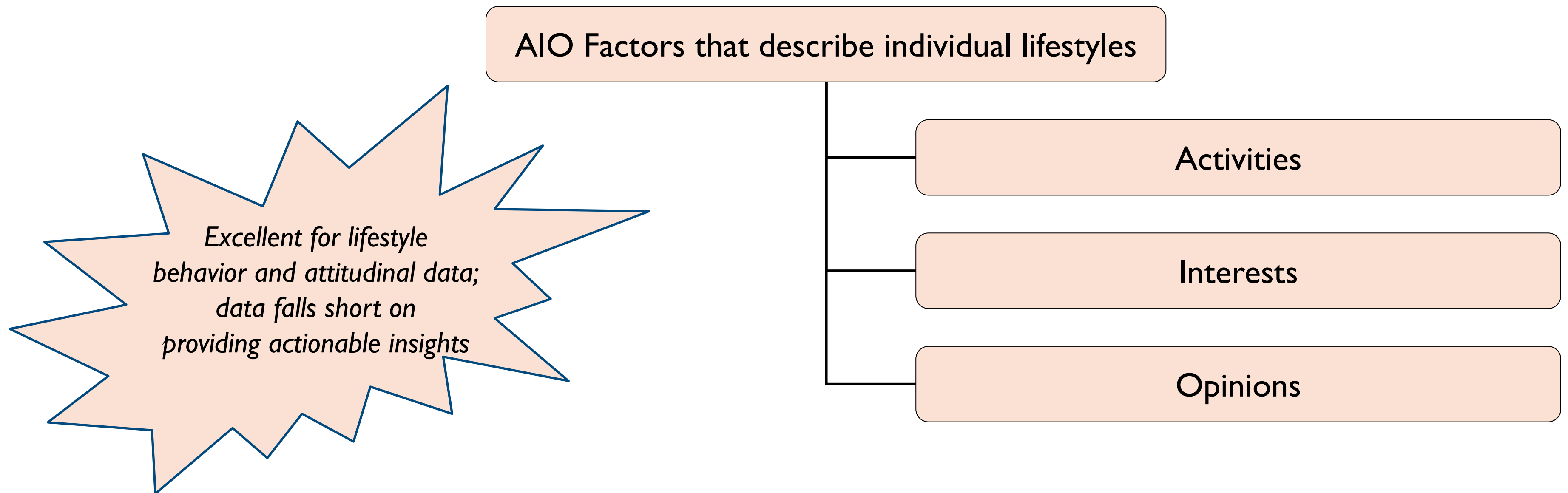
Behavioural





Psychographic segmentation

Psychographic segmentation divides buyers into different groups on the basis of traits, lifestyles or values.



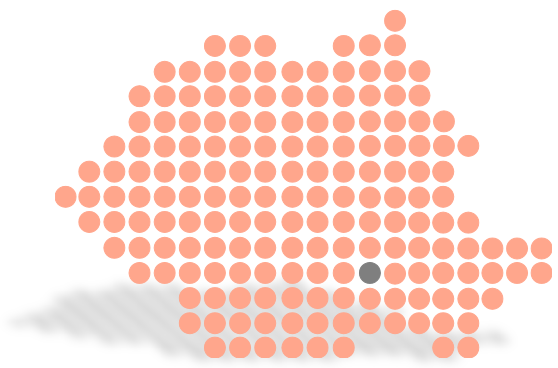
Lifestyle studies enhance basic socio demographic descriptions and help understand Customer value preferences



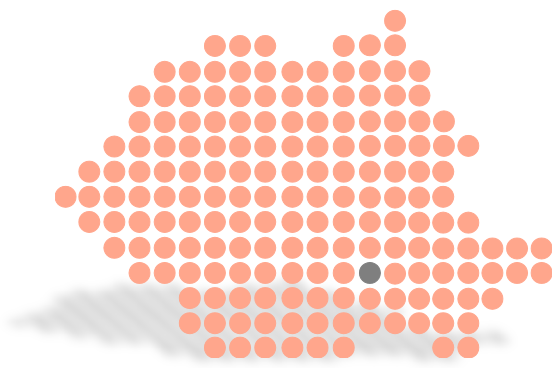
What should Segmentation achieve?

1. Boost competitive position
 - Products/services meet customers needs better than competitors
 - Increases ability to differentiate from competitors
2. Improve customer approach
 - Customer segments respond to different value propositions
 - Focus on benefits that matter most to different customers
 - Address underlying satisfaction, loyalty drivers
 - Reduce churn
 - Improve customer lifetime value and profitability
3. Improve value proposition
4. Maximize marketing efficiency and effectiveness

Segmentation must contribute to overall marketing strategy, objectives of organization or it's wasted effort!



So what?



Marketing Manager survivor skill #3:

Improve your inter-peer dynamics

- Soft skills are important in Business
(Emotional Intelligence, D.Goleman)

Abilities:

- ✓ Resiliency
- ✓ Initiative
- ✓ Optimism
- ✓ Adaptability to change (Who moved my cheese?)
- ✓ Empathy towards others

- Stephen Covey rule #5
“Seek first to understand, then to be understood”.

- Active listening (2 ears/1 mouth)
- Giving feedback - 60 seconds
- “Once around and then up”

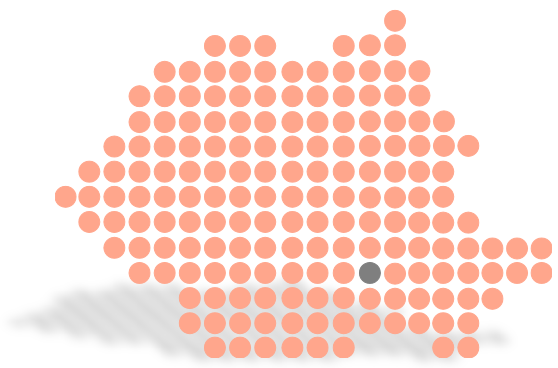


You will learn from a Maastricht School of Management MBA (MSM-MBA) that:

BRANDING is:

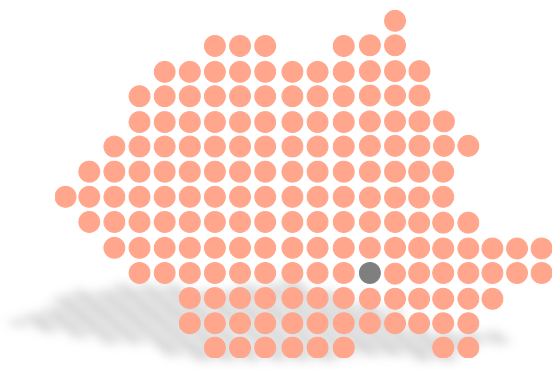
The promise you make as an organization that
shapes your relationship with all your stakeholders.

...and how that promise is delivered.

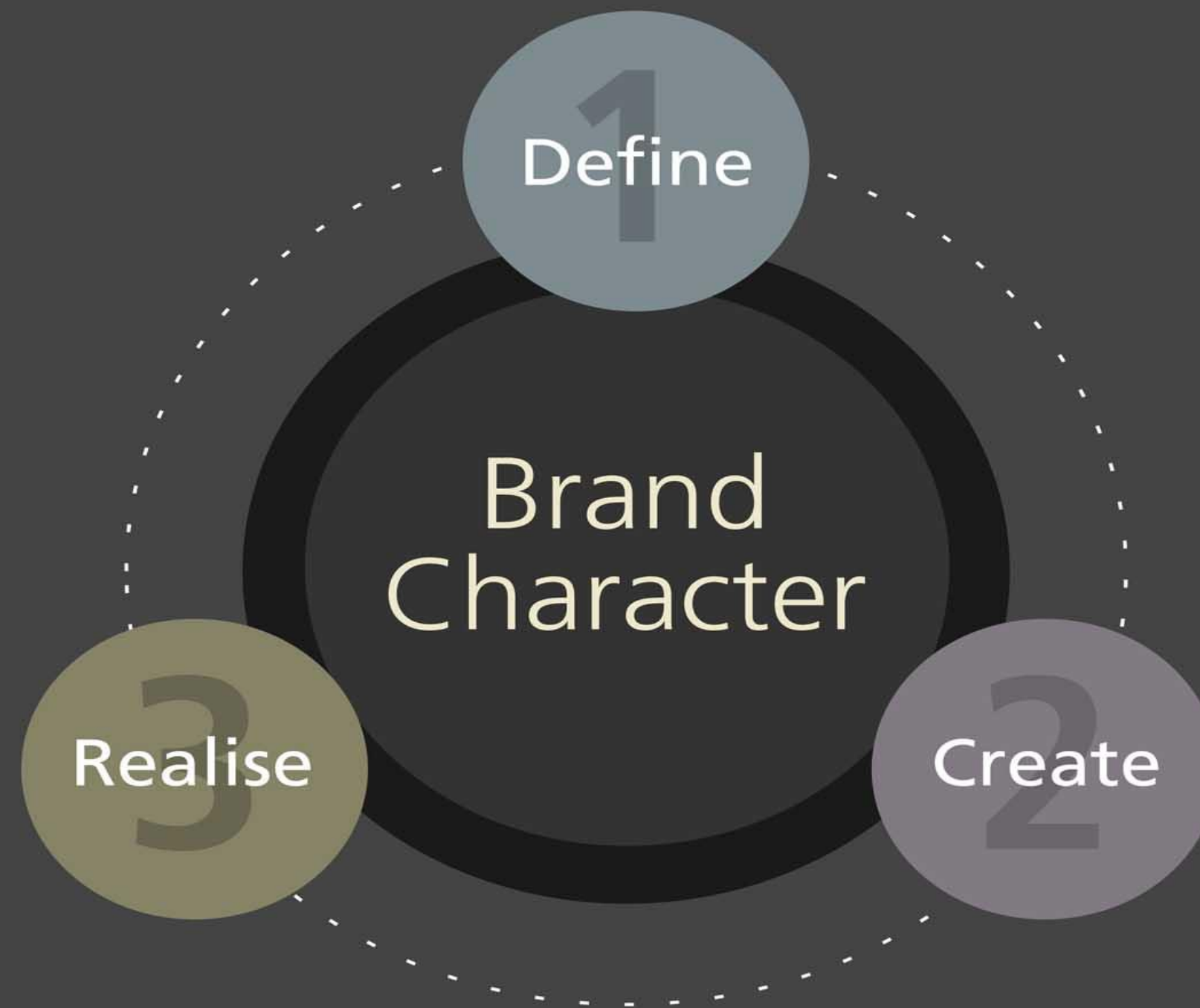


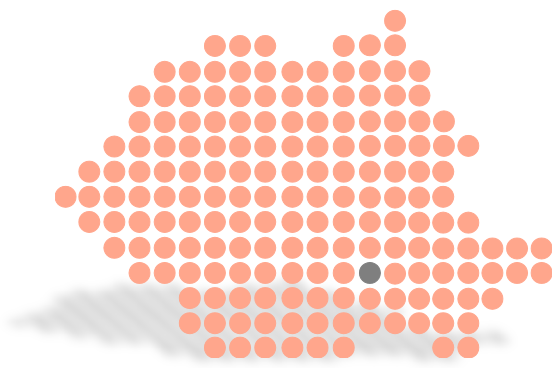
Brand: Core of customer experience





How to build the Brand character





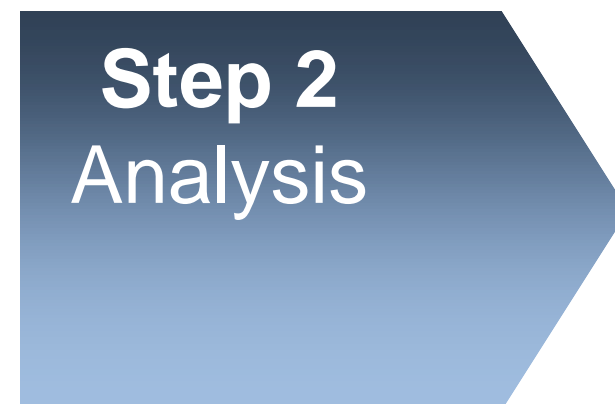
Define: Key steps



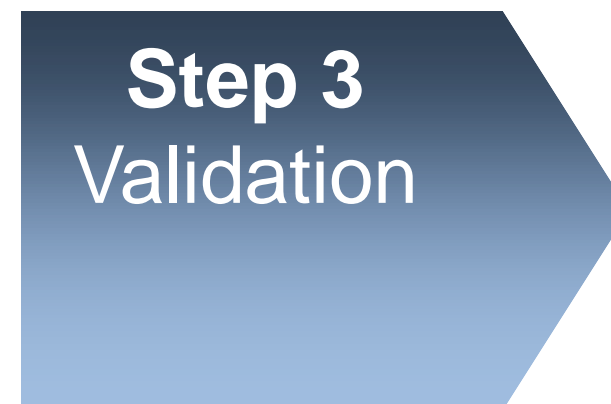
- > Brand Research
- > Brand Architecture
- > Brand Strategy



- Research review
 - Interviews
- Comms audit
- Market review



- Consolidate input
- Competitive analysis
 - Best practice
- Strategy options



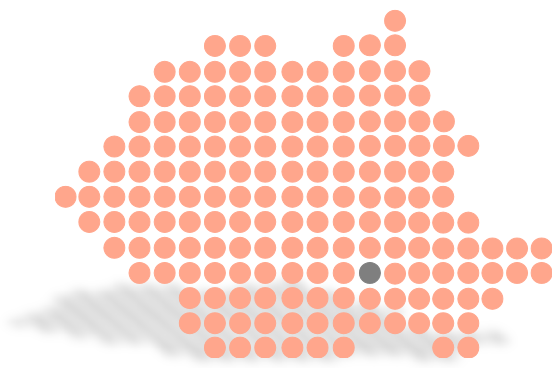
- Team workshop
- Refine strategy
- Management input



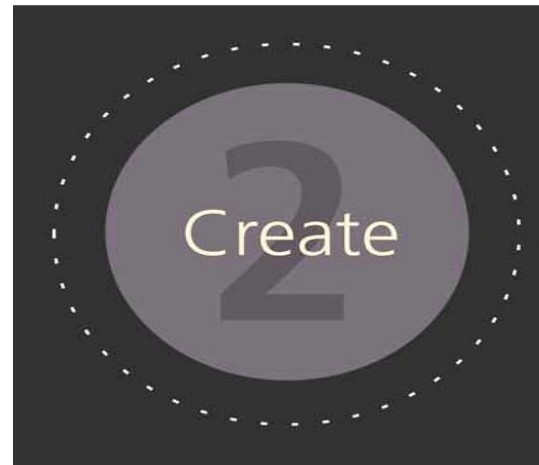
- Brand architecture sessions
- Hierarchy principles
- Comms workshop
- Brand arch rec's
 - Creative brief



- Final strategy doc.
 - Brief team
- Mngmnt. sign-off
- Team briefings



Create: Key steps



- > Brand Naming
- > Brand Identity
- > Tone of Voice

Step 1 Concept

- Briefing session
 - Creative development
- TOV principles

Step 2 Review

- Review session
 - Team input
- Choose concept
- Refinement brief

Step 3 Refinement

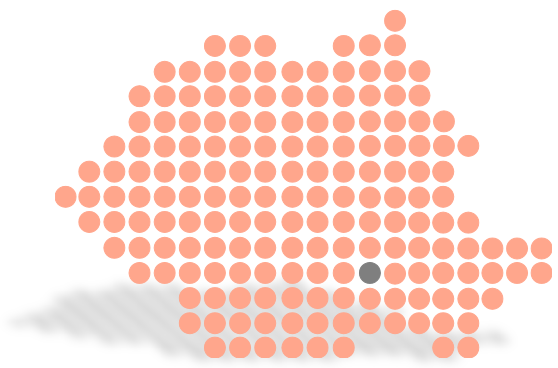
- Refine concept
- Apply brand arch.
- Prepare approval presentations

Step 4 Approval

- Team sign-off
- Owner briefing
- Mngmnt. sign-off
- Registration briefing

Step 5 Implications

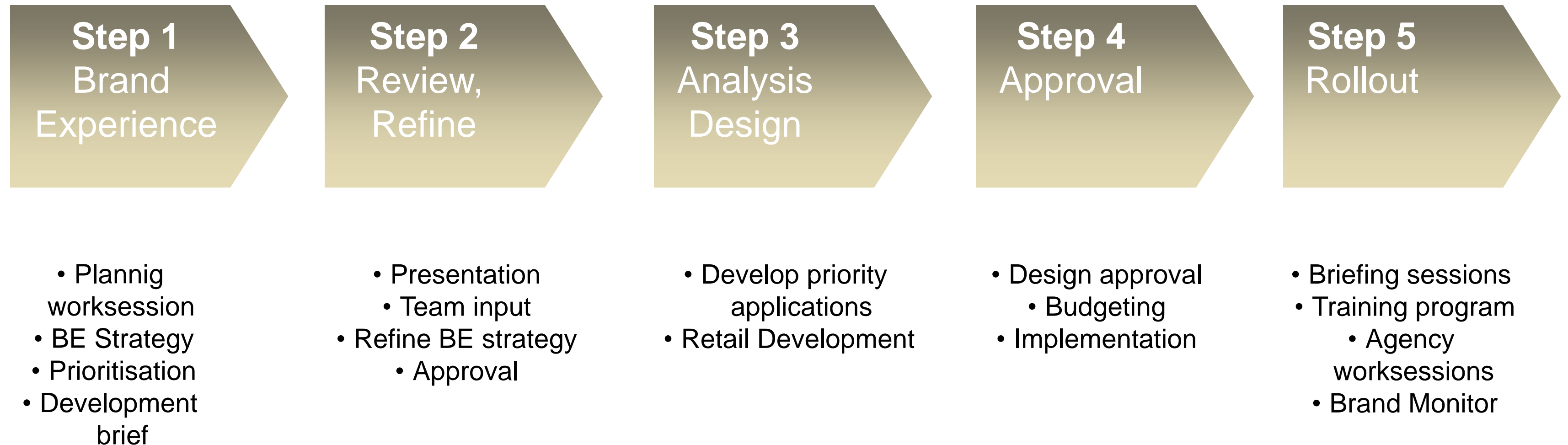
- Team planning
 - Brief agency
 - Brief photog's.

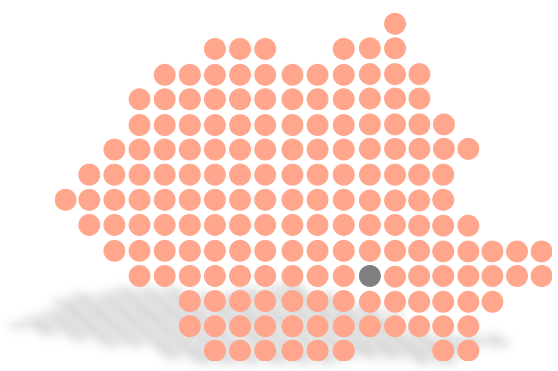


Realise: Key steps



- > TOV applications
- > Brand Training
- > Brand Experience (BE)
- > Brand Management



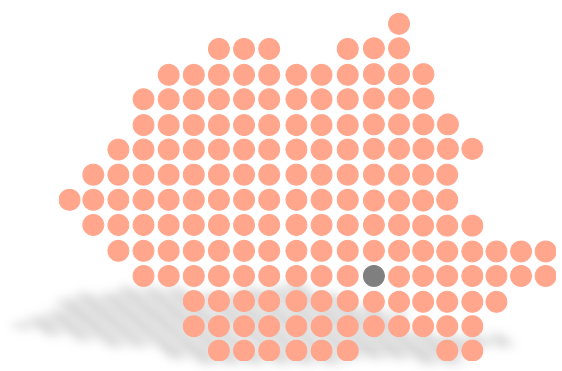


Why worry about Branding?



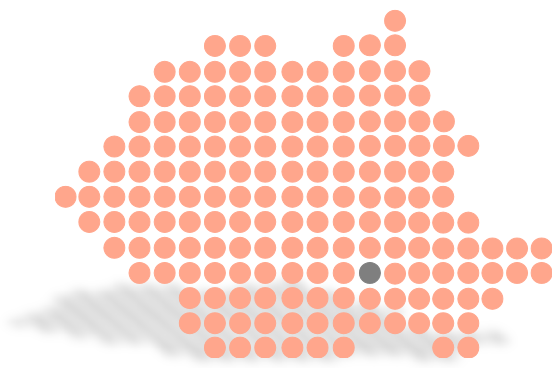
- **Strong brands can**
 - Create sustainable competitive advantage
 - Increase demand and market share
 - Attract premium pricing
 - Drive revenue growth
 - Improve profitability

- Brands account for almost one-third of the value of Fortune 500 companies



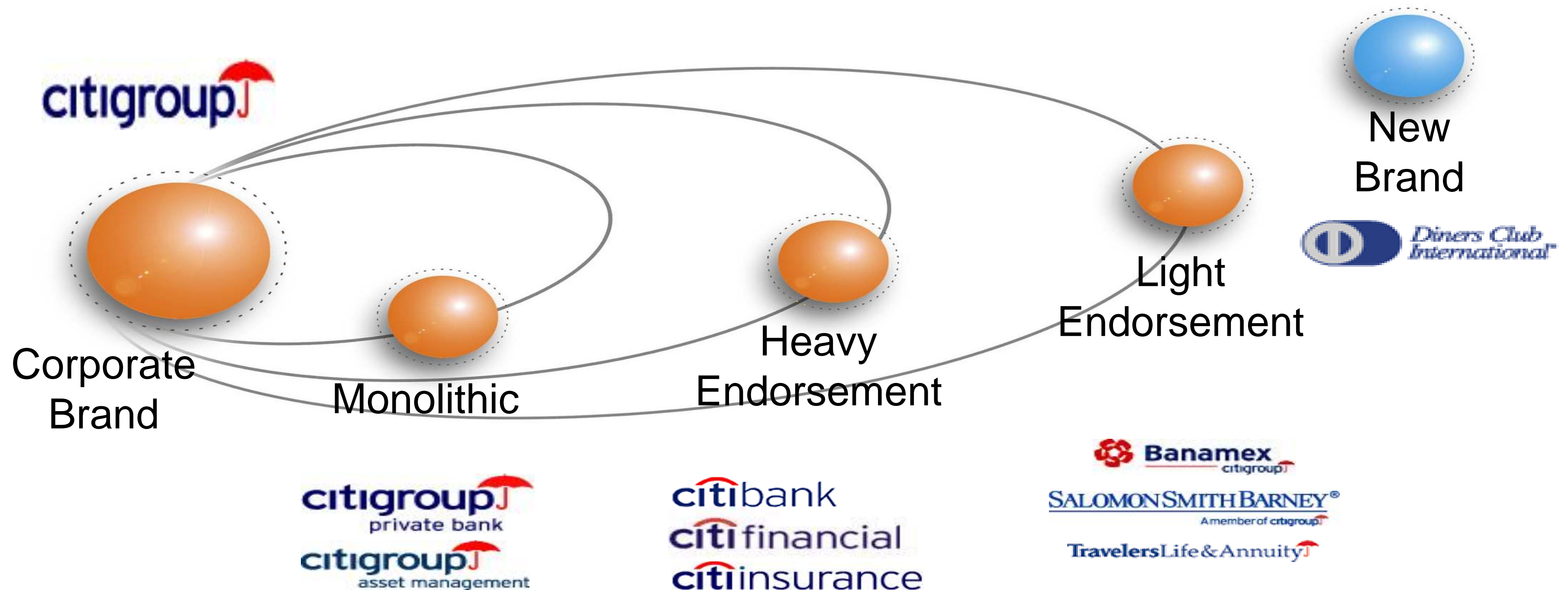
This is a promise to help me see things differently

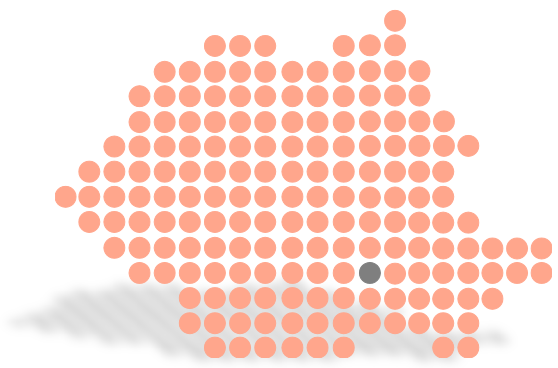




Brand Architecture

Brand architecture = strategic and visual relationship between two or more brands, or a brand and various descriptors





Brand Architecture

Masterbrand dominant (monolithic)



Masterbrand



Sectors



Cards



Travel



**Financial
Services**

Business areas/services



Cards



**Small Business
Services**



**Corporate
Travel**



Travel



**American
Centurion
Life**



**Financial
Advisors**



**Institutional
Services**



**Corporate
Services**



Telecom



**Relationship
Services**



**Travel
Agency**



**American
Enterprise
Life**



**Financial
Direct**



**Tax & Business
Services**



**Establishment
Services**



**Relationship
Services**



**Small Business
Services**



**Travelers
Cheques**



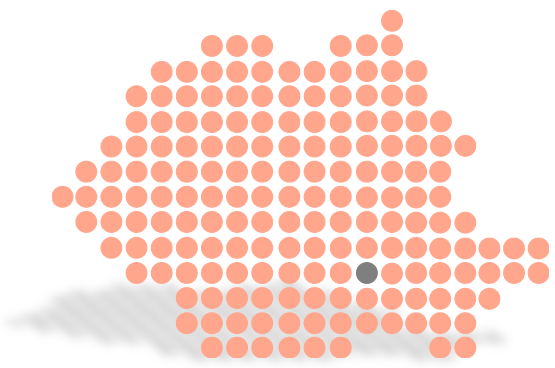
**Centurion
Bank**



**IDS Life of
New York**



Trust



Brand Architecture

Masterbrand + sub-brands (heavy endorsed)

Corporation

Ford Motor Company

Masterbrand



Operative companies



Ford of Europe



Ford Espana

Product brands



KA



Puma



Fiesta



EXPLORER



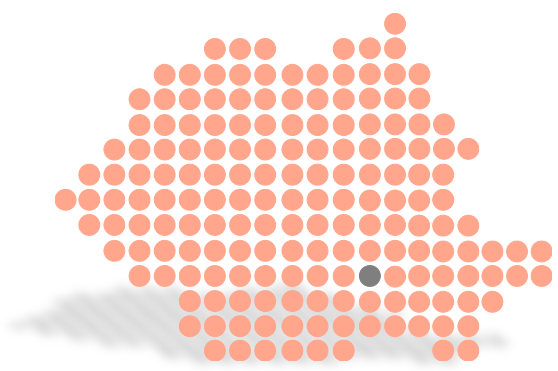
MAVERICK



Galaxy

Subbrands





Brand Architecture

Corporate + product brands (light endorsed)

Corporate brand

P&G

Product brands

Secret

OLAY



always



Ohm
OLAY

IVORY

TAMPAX



Eukanuba



CAMAY

CLAIROL

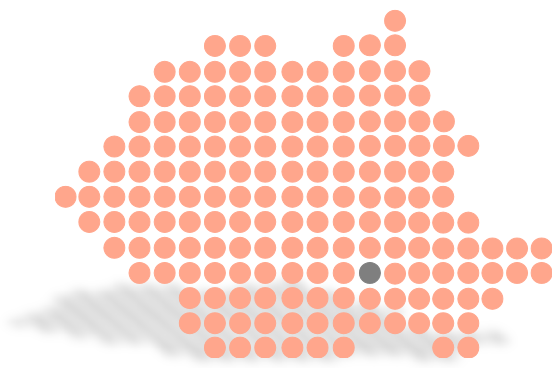


MAX FACTOR



COVERGIRL



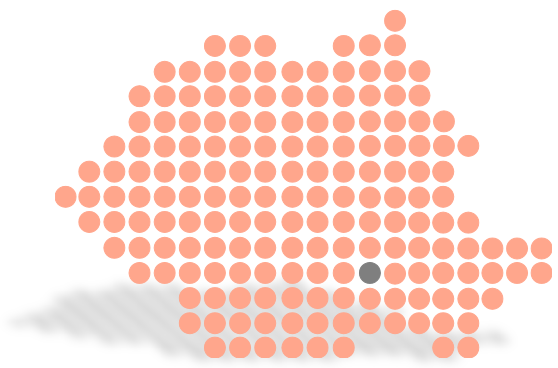


Why worry about Branding?

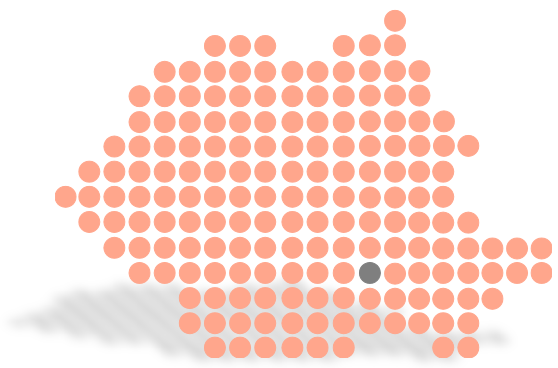


“If this business were split up, I would give you the land and bricks and mortar, and I would take the brands and trade marks, and I would fare better than you.”

John Stuart, Chairman of Quaker Oats, 1900.



So what?



Marketing Manager survivor skill #4

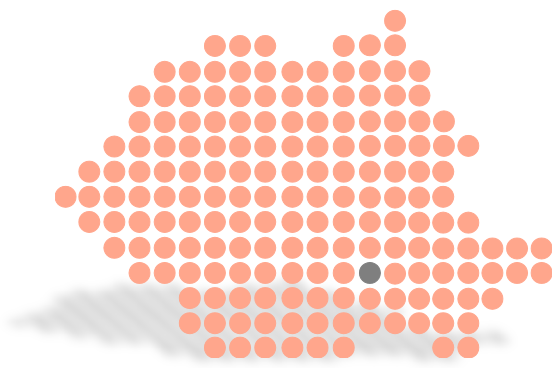
Refine your *own* brand: Find a *Mentor* or *Coach*

- **Mentor:**

- Someone that has enormous influence on our lives.
- Opens doors; generous of spirit and time
- “People you trust to provide feedback and advice” (Jeff Imelt, GE).
- Mostly free

- **Coach:**

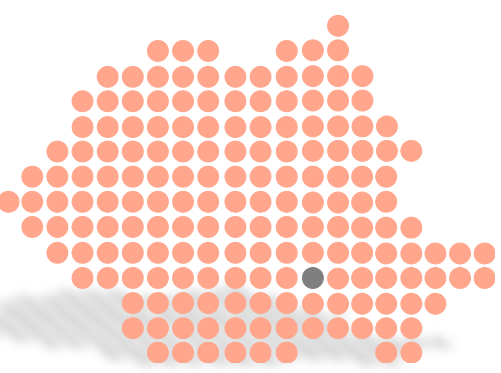
- Will unlock a person’s potential to maximize their own performance.
It is helping them to learn rather than teaching them (Sir John Whitmore).
- Mostly fee based



Why do you need a Coach?

- You are too involved - you do not see what is vital.
- Coach and Mentor will tell you that you are wrong.
- Learn from experience..."There is no substitute for experience" L. Renaud
- Complement what you have learned
- Practice your presentation skills

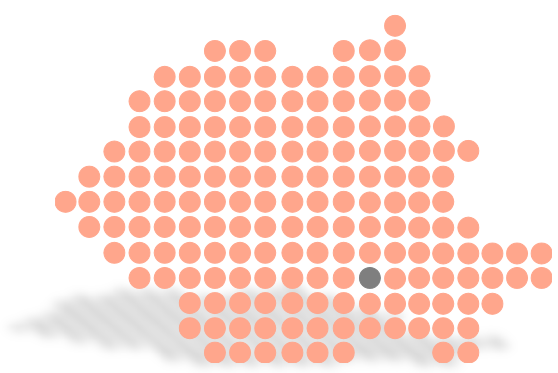
You will learn from a Maastricht School of Management MBA (MSM-MBA) that:



Marketing communications consist of:

- Advertising
- Sales promotion
- Events and experiences
- Public relations
- Direct marketing
- Interactive marketing
- Word-of-mouth marketing
- Personal selling





Common advertising communication platforms

- Print and broadcast ads
- Packaging
- Brochures and booklets
- Posters and leaflets
- Social Media Marketing

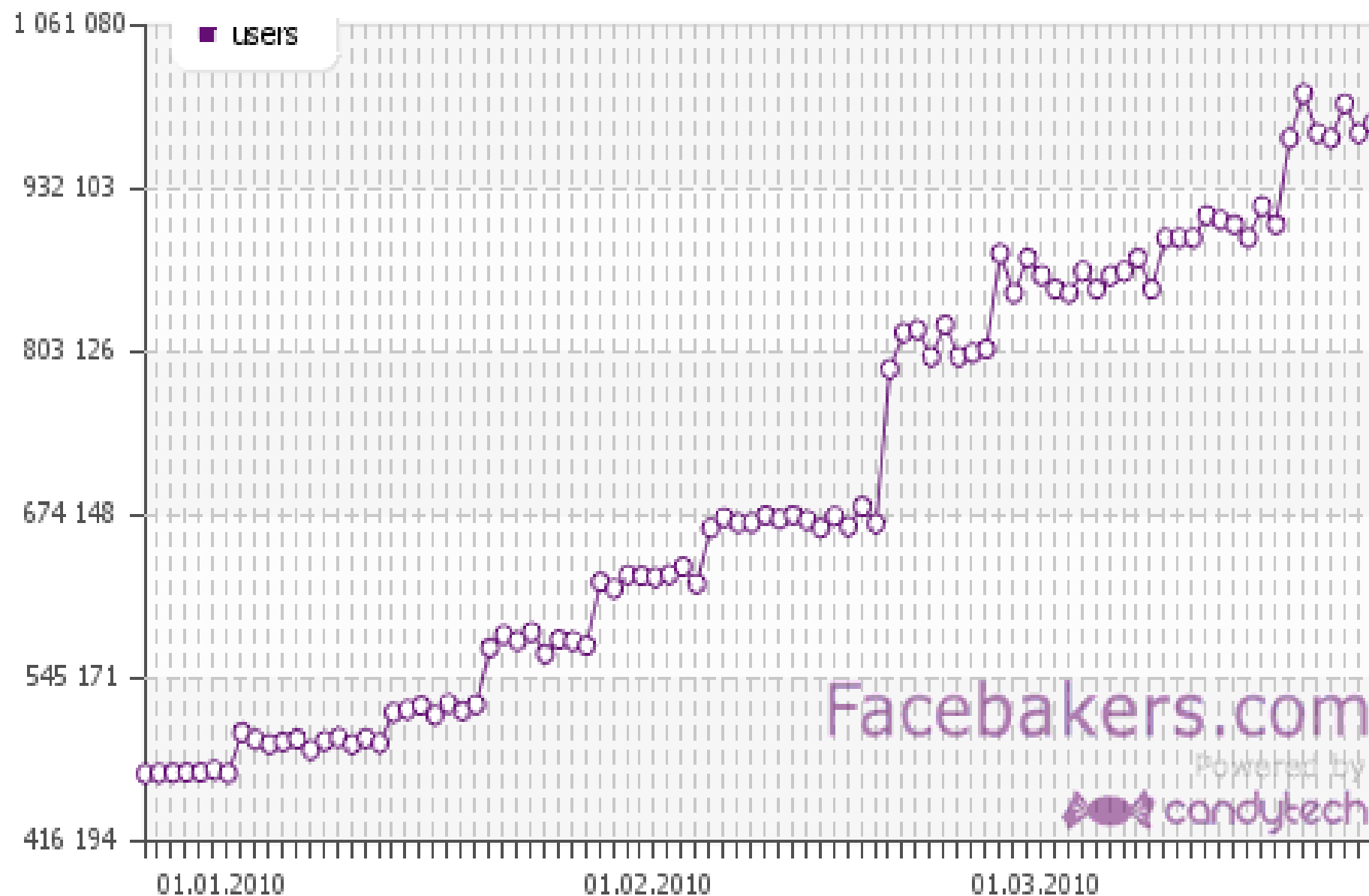
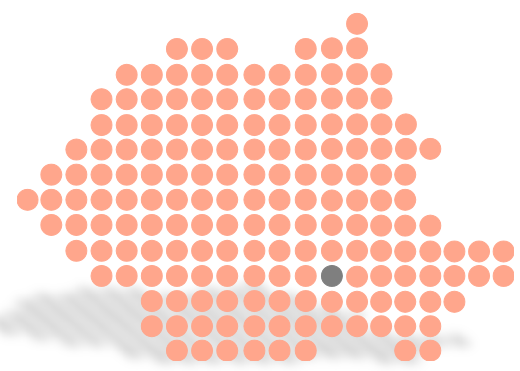
facebook

twitter

- E-marketing
- Billboards
- Display signs
- Point-of-purchase displays
- Symbols and logos

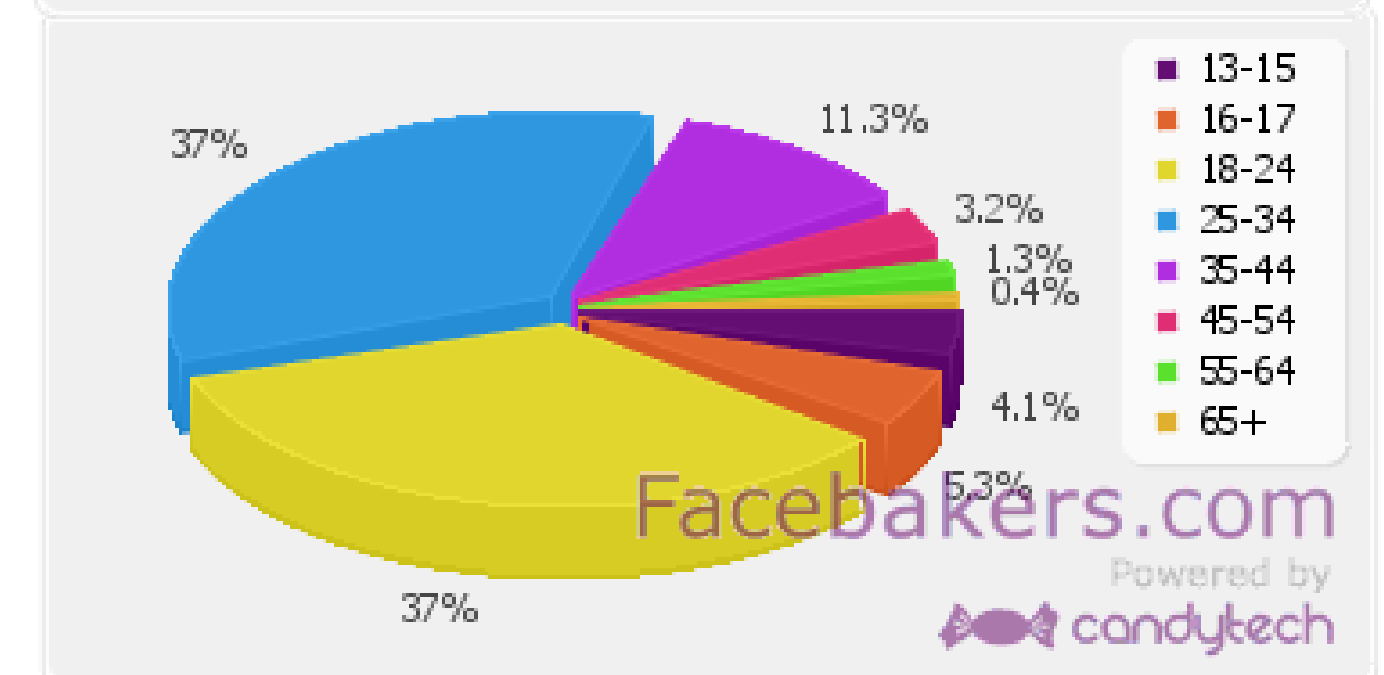
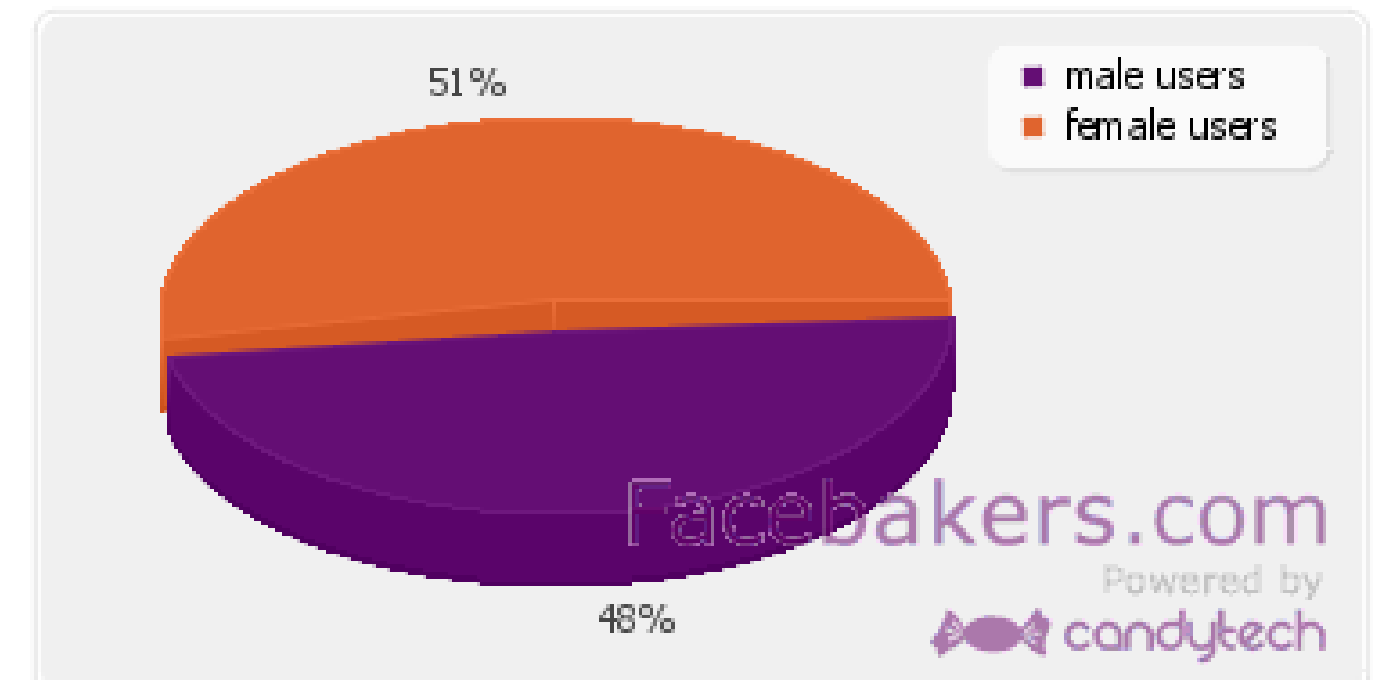


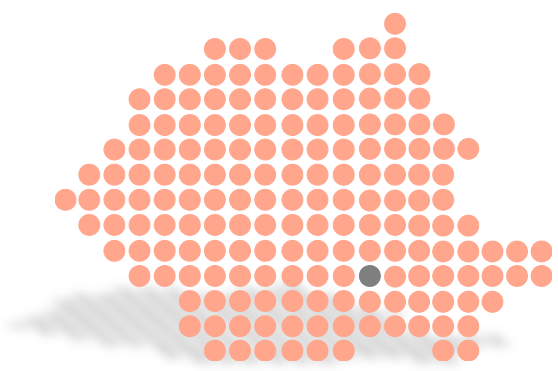
Facebook Popularity in Romania



RO audience:

- ~1,000,000 active users
- 51% females, 49% males
- 37% are aged 18-24 and 37% 25-34





How to deal?

Blogs

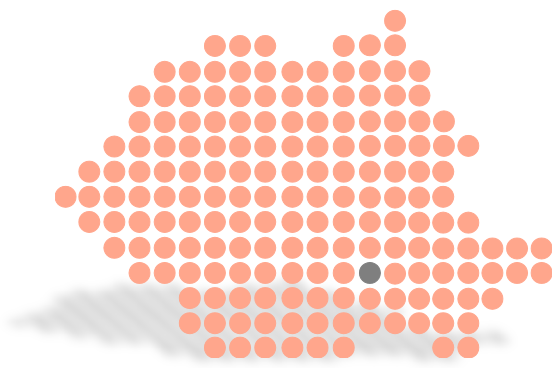
Rules of interaction with SM

Listen/ learn

- SMPs have an open persona online: you can understand what makes them tick by reading what they write
- SMPs usually have a code of conduct about interacting with brands which they post online
 - E.g. Manafu, Voicu
- SMPs usually like to see they are “known”
 - E.g. Zoso lives in Berlin and Oradea – do not invite him overnight to Bucharest
- SMPs have a “penchant” – meaning they write about a specific topic more than about others: make sure your brand is integrated in that topic
 - E.g. LG and communities in the LG contest

Operational

- Hire someone to monitor SM – it cannot be done properly in between other tasks
- Take time to shake hands and go to conferences

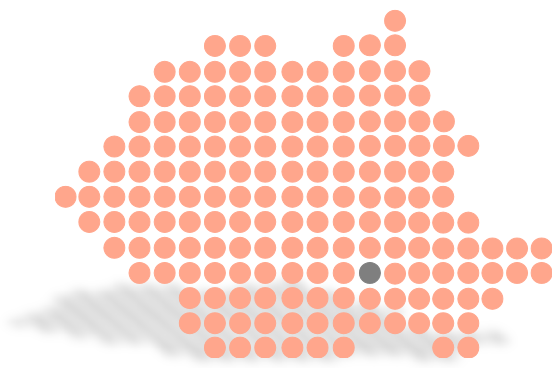


Case study

LG Bloggers' Competition

- Instead of simply asking bloggers to test a wide screen TV – which made no sense and put a dent in everyone's credibility, the bloggers were required to create marketing campaigns for the TV in order to get them as prizes to give away.





Case study UGC

Chevvy Tahoe UGC debacle

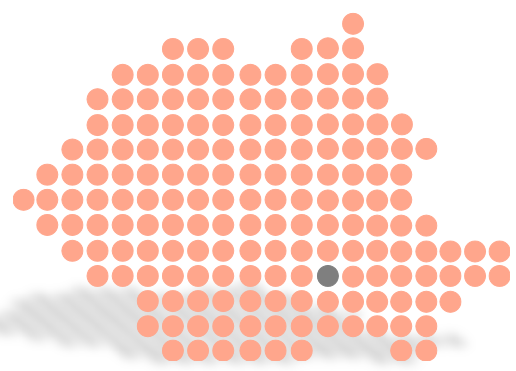
- Tahoe wants to become a user generated, blogger loved brand. BUT it does not understand the Internet community of creators and brands. So it gets hit with a wave of UG hate.
- They should have listened more

Lessons:

- The more you try and succeed in SM, the less things go wrong.
- The more seldom you tried, you can expect things to go wrong.

Fundamentals: Previous engagement in SM and Brand likeability





Sales promotion communication platforms

- Contests, games, sweepstakes and lotteries
- Premiums and gifts
- Sampling
- Fairs and trade shows
- Exhibits
- Demonstrations
- Coupons
- Rebates
- Low-interest financing
- Entertainment
- Trade-in allowances
- Continuity programmes
- Tie-ins

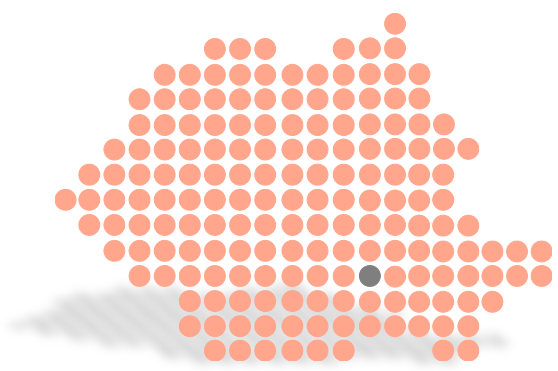


Events and experience platforms

- Sports
- Entertainment
- Festivals
- Arts
- Causes
- Factory tours
- Company museums
- Street activities

Red Bull's flugtag event

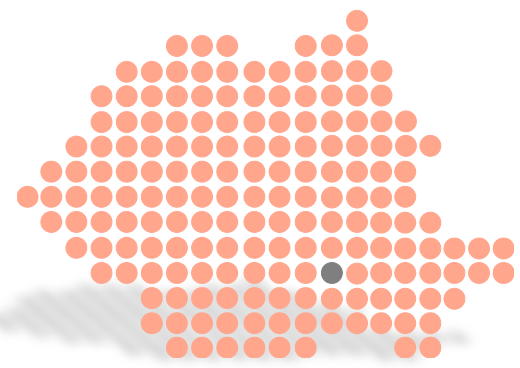




Public relations communication platforms

- Press kits
- Speeches
- Seminars
- Annual reports
- Charitable donations
- Publications
- Community relations
- Lobbying
- Identity media
- Company magazine





Direct and interactive marketing platforms

- Catalogues
- Mailings
- Telemarketing
- Electronic shopping
- Blogs

- TV shopping
- Fax
- Email
- Voicemail
- Websites





Other common communication platforms

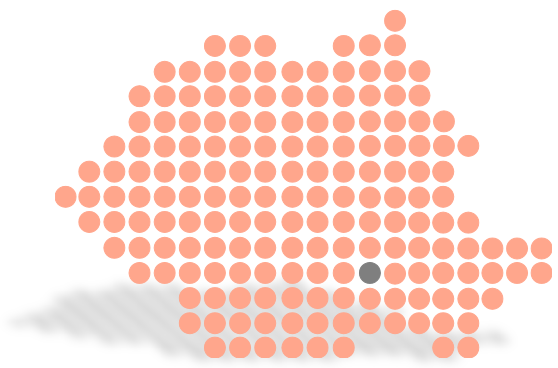
Word-of-mouth marketing

- Person to person
- Chatrooms
- Blogs

Personal selling

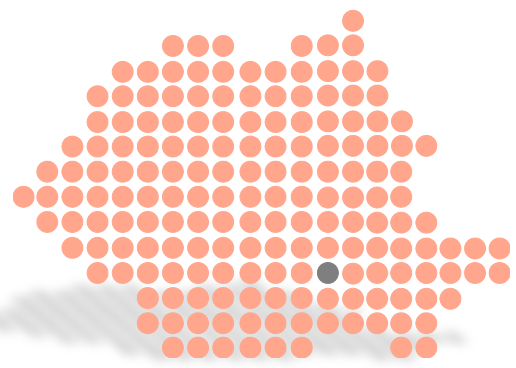
- Sales presentations
- Sales meetings
- Incentive programmes
- Samples
- Fairs and trade shows





Deci...

So what?



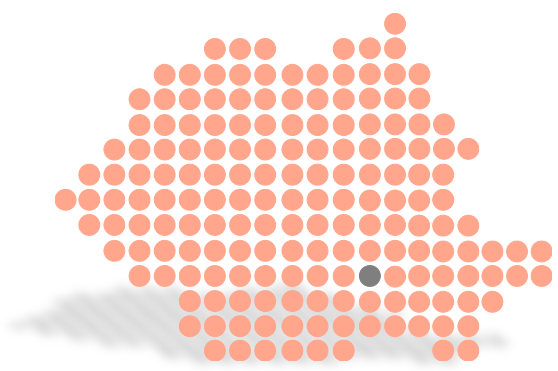
Marketing Manager survivor skill #5

Promote/invest in yourself

Fitness: Your key to resiliency

Start slow then move up





Marketing Manager survivor skill #5

Promote/invest in yourself

Spend time for YOU – it's OK to be selfish ...for you.

Not your spouse, kids, mother but YOU.

You have to like the person in the mirror





Marketing Manager survivor skill #5

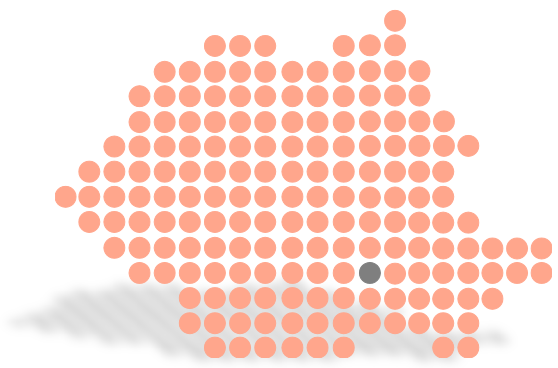
Promote/invest in yourself:

Charity or worthy cause:

Giving some of your time provides many rewards:

- Contribution of 'making a difference'
- Feel better about yourself
- Meet people



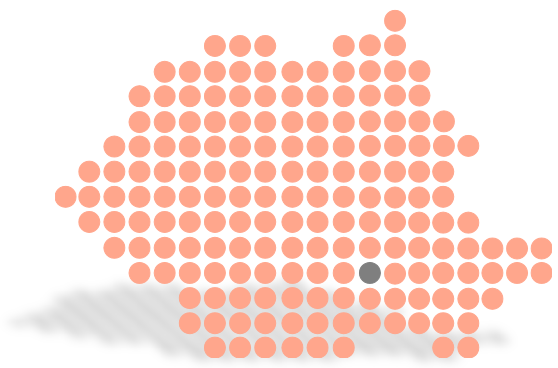


Marketing Manager survivor skill #5

Promote/invest in yourself.

Benefits:

- Develop your resilience
- Optimism
- Positive attitude becomes contagious; people, friends, peers, clients want to be around you.



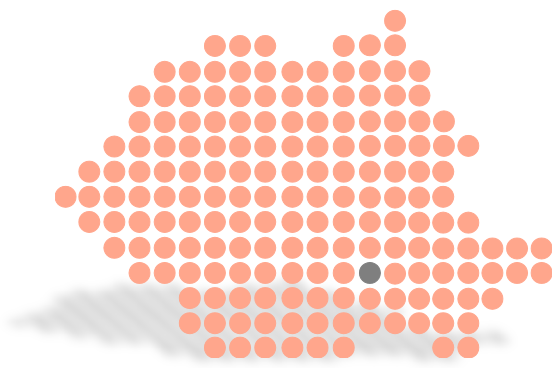
Let's summarize...



1) ***You are going to work on your Marketing plan.***

“A company without a plan is like a ship without a rudder”

You can do it because you now understand the importance of protecting your time and *time management*.



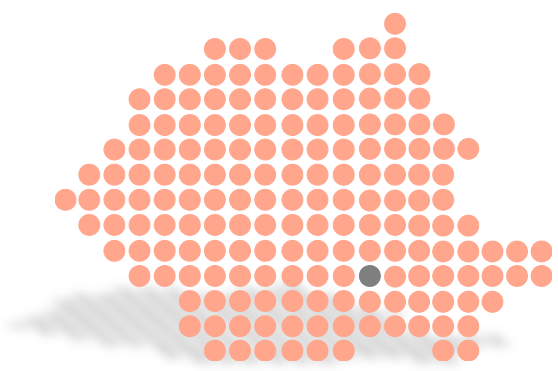
Let's summarize



2) Despite huge amount of data in Market research, YOU as the Leader need to find what is relevant.

You now understand the importance of Networking in order to discover your own insights.

Networking is a continuous way of learning.



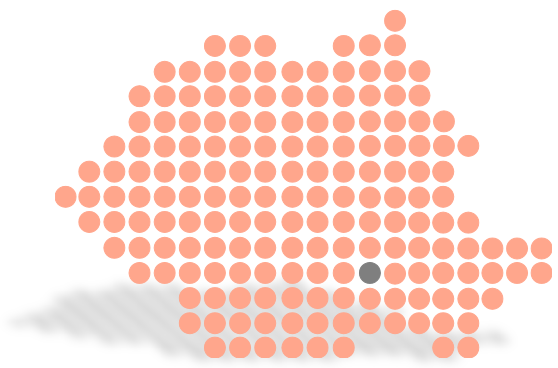
Let's summarize



3) You are going to invest in segmentation since your competition is probably not...

However a Segmentation approach requires you to *Improve your inter-peer dynamics.*

Lead by example by *'Seeking first to understand, then to be understood'.*



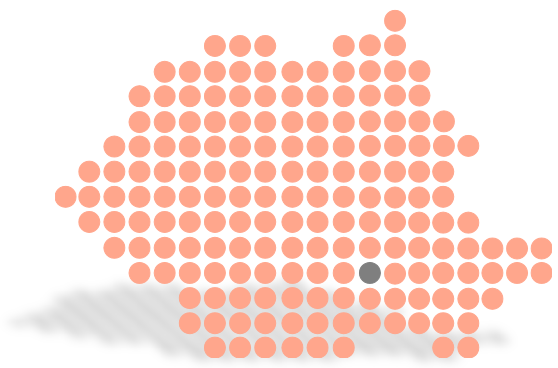
Let's summarize



4) A brand is a promise, delivered. You will ensure the brand experience delivers this promise.

You will refine your own brand with a *Mentor or Coach*.

Improvement of the product called... *YOU* requires feedback from sources that are not involved.

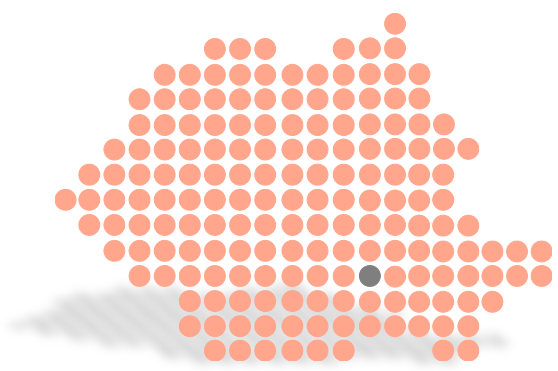


Let's summarize



5) Marketing communications = activities that deliver the Brand's promise. Try something different, be bold and push the limits.

Promote/invest in yourself: You cannot take care of your employer or others until you first take care of yourself!



Lastly,

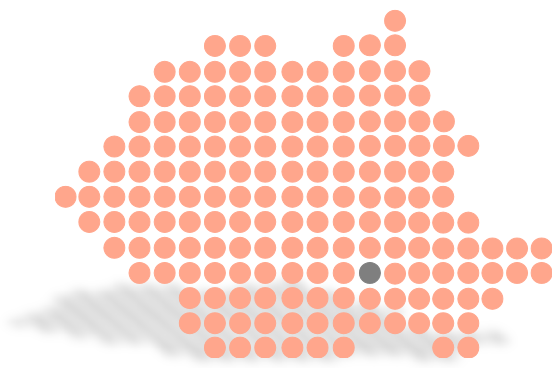


Learning never ends...

Attend these conferences

- Read
- Share your knowledge
- Further your education, get your skills up to date.



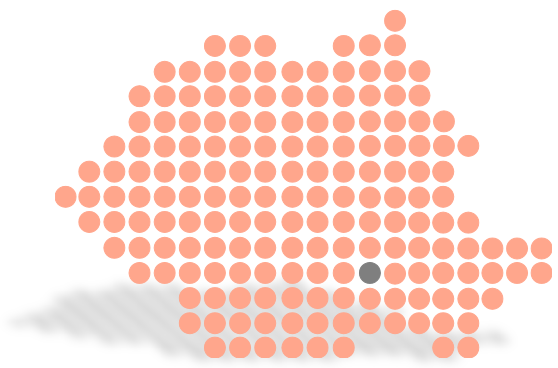


Will you Survive?



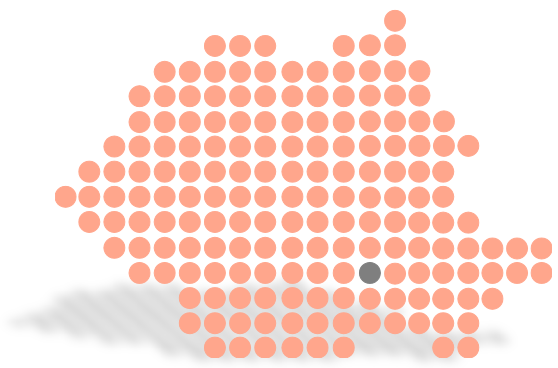
“Hell” (4 letter word) ... Yes!

Now you know what you need to survive...



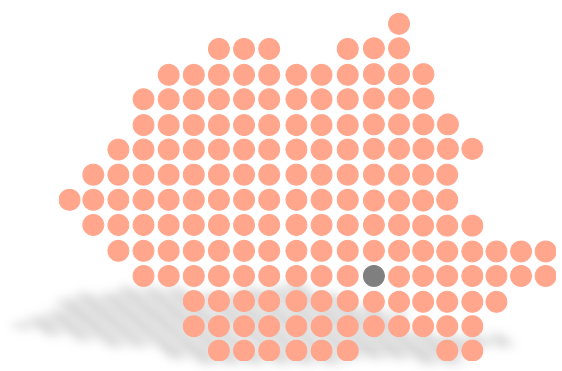
Worse case scenario – Buy an Anti depressant!





Humor and Fun in Business

- Sesame street and the Muppets: early innovators in time management.
- Remember the lamp post = Time waster



Renaud is Romania's leading Marketing and strategy consultancy

Areas of expertise:

- Restructuring commercial teams
- Sales and Business development tools
- Interim management
- Strategic plan elaboration, rollout and management team alignment

Our clients:

Renaud has Coached and provided effective solutions to both Fortune 500 and Small and Medium size (SME) companies.

www.renaud-investments.ro

Thank you

