

TOPIC 9

Marketing Management

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Lecturer: Javier Ortega

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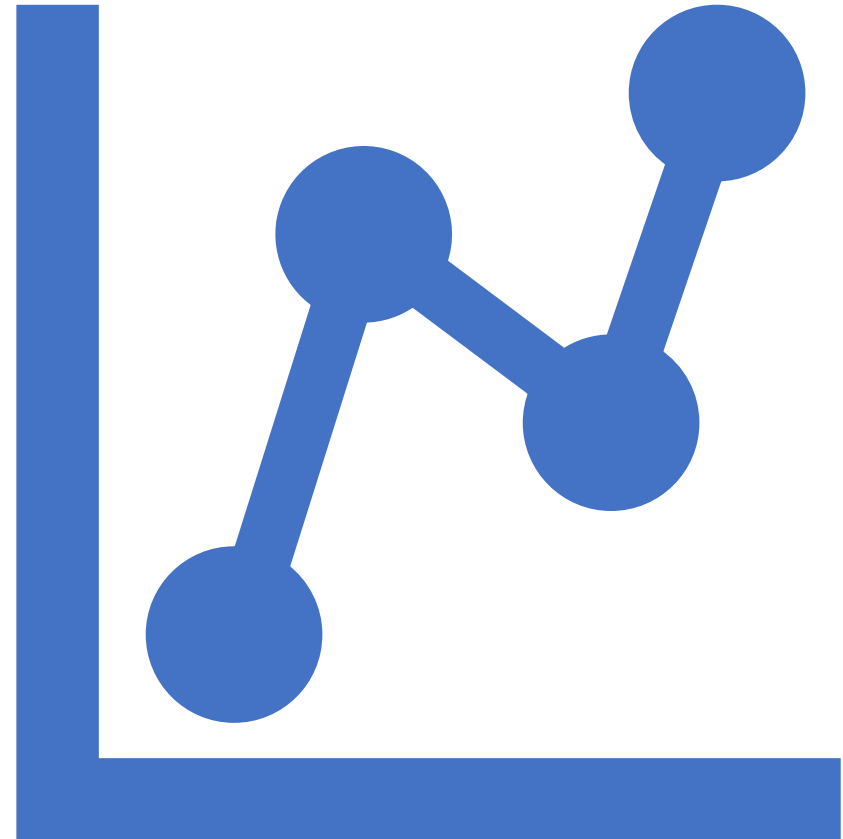
New trends

Commercial or marketing management

- Marketing is a set of procedures designed to create, communicate and transmit value to customers and to manage relationships with customers in such a way that the organisation and its stakeholders (consumers, workers, suppliers, etc.) benefit (AMA, 2004).
- **FUNCTIONS OF MARKETING MANAGEMENT**
 1. Market analysis is a market research process aimed at determining potential demand and consumer purchasing behaviour and establishing the opportunity to segment the market.
 2. Designing marketing actions involves establishing the actions that are needed on product, price, promotion and distribution (operational marketing or 4Ps).

Market research

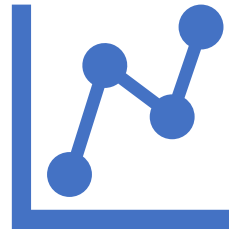
- Market research involves designing, collecting and analysing data and other relevant information to solve a specific marketing problem the company is facing.



Market research



Market research also involves analysing consumer behaviour and determining the possibility of segmenting markets.



Consumer behaviour analysis attempts to determine general patterns with regard to consumers' purchasing decision-making processes.



Market segmentation is a process in which the market is divided into homogeneous groups of consumers in order to design a different commercial strategy for each group.

The 4 Ps of Marketing

These refer to strategic decisions in relation to:

PRODUCT

PRICE

PROMOTION

PLACEMENT



Customer orientation

This is a fundamental principle in marketing that focuses on meeting the needs and wishes of customers. It is vitally important in marketing for several key reasons:

- Customer satisfaction
- Customer retention
- Improved brand reputation
- Adaptation to the changing market
- Competitive differentiation
- Continuous innovation
- Maximising customer value
- Effective marketing

Customer orientation



Transactional marketing focuses on the product, optimising its quality and constantly increasing the number of transactions.



It is a short-term vision in which customer acquisition prevails.



In this case, the passive role of the customer and the active role of the salesperson are fully defined and no two-way communication is established.



The 'seller' hardly receives information from his audiences and communication is usually massive.



In short, customer orientation is product-oriented marketing in which the financial transaction and the acquisition of new customers to increase sales prevail.

Customer orientation



Relationship marketing focuses on the customers and on establishing a stable and satisfactory relationship with them.



Rather than recruitment, it seeks loyalty and the greater economic value of each already captured customer.



It seeks to improve results in the long term: thanks to the amount of information obtained from customers, a user life cycle can be established that helps to define marketing actions based on the phase in which users find themselves.



Actions are more personalised and, although audiences are less massive, the response and conversion rates are usually higher.



The role of users in the relationship is also important; they adopt a more active role, thus establishing two-way communication between company and client.

Customer orientation



Transactional Marketing	Relational Marketing
Short term	Long term
Goal: get customers	Goal: maintain and retain customers rather than get new ones
Search for one-off transactions	Develop an ongoing relationship with value for both parties
Little customer contact	Direct contact with the client
Product-oriented	Market-oriented
Aimed at the masses	Customised
Philosophy of rivalry and conflict with suppliers, competitors and distributors	Philosophy of mutual cooperation between organisations
Clearly established role of buyer (passive) and seller (active)	Blurred buyer and seller roles
Look for the result in the transaction	Resources aimed at creating value and satisfaction
Marketing develops only in your department	Marketing is developed throughout the organisation
Search for customers who are satisfied with a transaction	Search for every satisfied customer with a relationship
Little emphasis on customer service	Great emphasis on customer service

Loyalty

Customer loyalty involves maintaining strong, long-term relationships.

A loyal customer is one who repeatedly purchases a certain brand.

Why is loyalty needed?

- Consumers are now more informed, more demanding and more sophisticated.
- The life cycle of products is being reduced.
- The markets are hyper-segmented.
- Markets are more competitive.
- Competitors are more global.
- Supply is greater than demand.
- The media are fragmented.
- Distributors have the greatest bargaining power.
- Distributors are developing their own brands.
- Brand awareness is declining.

Loyalty

Perceptions are created once the customer consumes the product or service.

Perceptions are defined by:

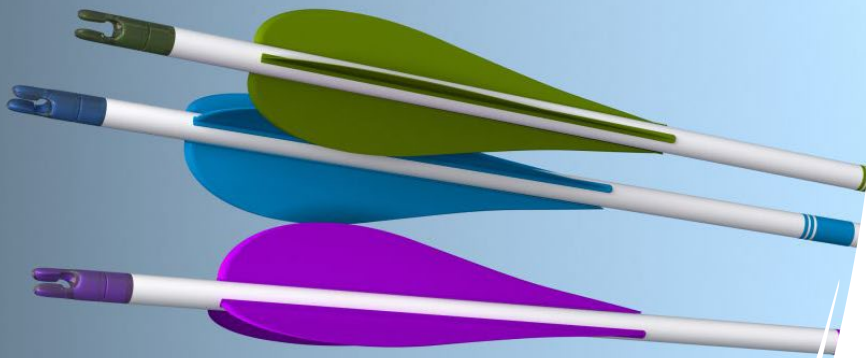
- the quality of the product or service, and
- the quality of the service provided during the purchase process, consumption and after-sales care.

Loyalty

Perceptions are based on: (1) the attributes of the product that condition its operation, and (2) the image of the product the consumer has in mind.

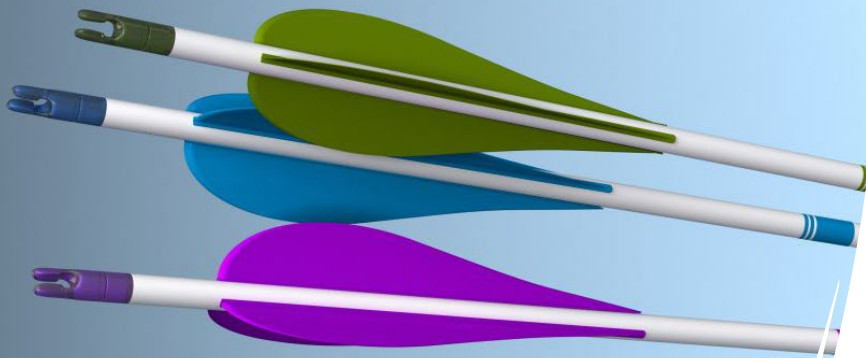
New trends – Inbound Marketing

- Inbound marketing is a digital marketing strategy that focuses on engaging potential customers in a non-intrusive way rather than interrupting them with invasive advertising.
- The goal of inbound marketing is to create high-quality and relevant content that attracts people interested in your product or service in order to convert them into loyal customers and promoters of your brand.



Characteristics of Inbound Marketing

- Quality content
- SEO
- Social media
- Email marketing
- Marketing automation
- Conversion
- Analysis and measurement



Advantages of Inbound Marketing

- Less intrusion
- Increased engagement
- Lower cost in the long run
- Precise segmentation
- Lead generation
- Detailed measurement and analysis
- Organic growth
- Flexibility and adaptability
- Establishment of authority

