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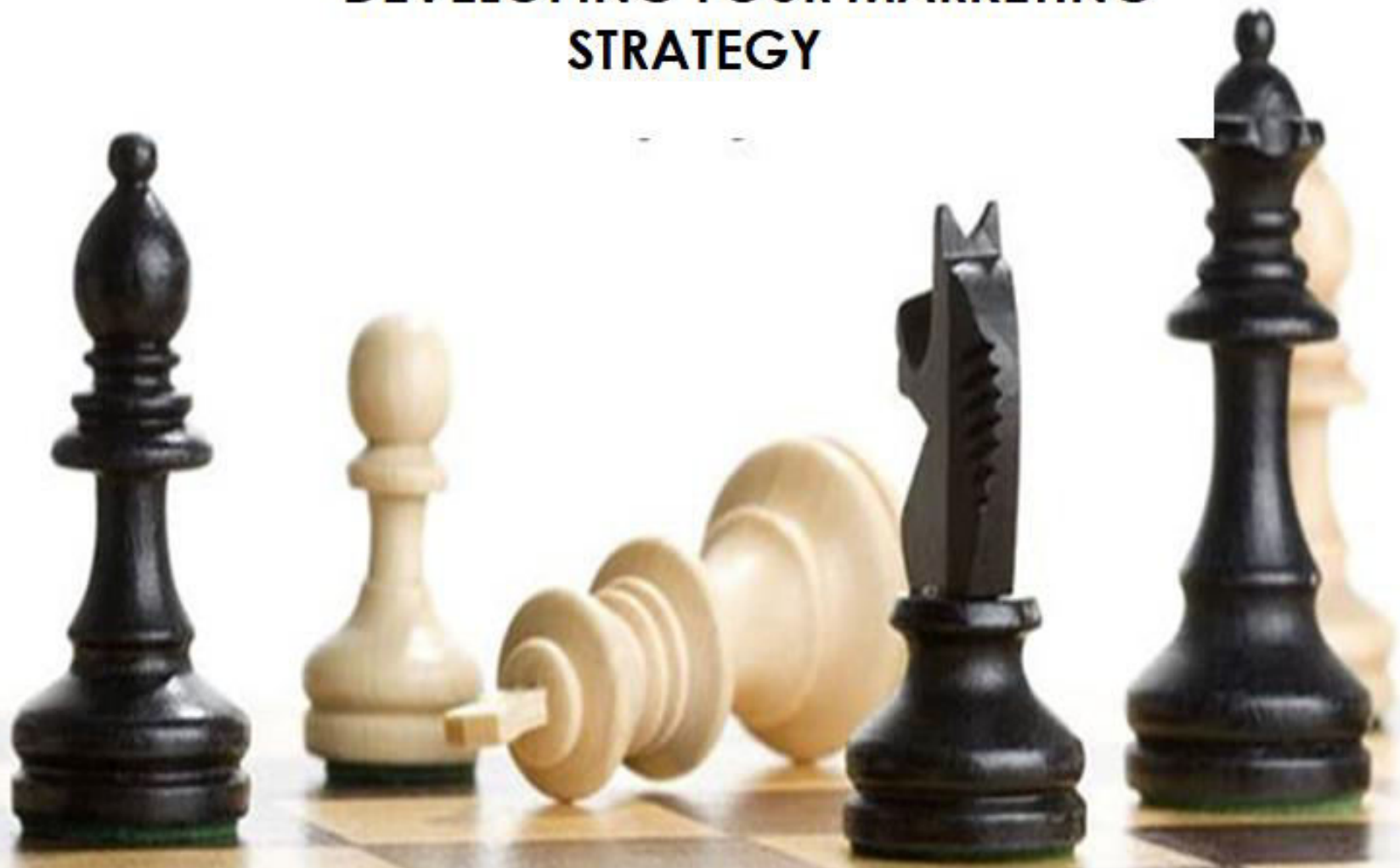
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Strategic planning is key to warfare; to win, you need good counsel

Proverbs 24: 6

DEVELOPING YOUR MARKETING STRATEGY





What is Marketing?



WHAT IS
strategy?

STRATEGY IS ALL ABOUT “HOW”

- Developing A product or service offering
- How to attract and please customer
- How to compete with rivals
- How to position the firm in the market place

WHERE DO YOU START ?



1st advice is simple: Who matters!

- For any strategy to work, they must appeal to someone



2nd advice is also simple: Why matters!

- Why should somebody use your services or hire you?



UNIQUE SELLING PROPOSITION(USP)



UNIQUE SELLING PROPOSITION (USP)



UNIQUE SELLING PROPOSITION(USP)

UNIQUE SELLING PROPOSITION



3rd advice is still simple: How matters!

- How will you install your ideal customer and unique selling proposition into marketing efforts?



CUSTOMER JOURNEY



CONCEPT OF CUSTOMER JOURNEY

Awareness

- Website, Advertising, Material, Networking, Networks, Referrals, Location, Public Relations

Educate

- Events, Physical presence, Social, Graphics, Content, People, Community involvement, Testimonials

Sample

- Demos, Trail offer, Introduction offer, Proof of concept, Events, Audits, Assessments, Evaluation

Purchase

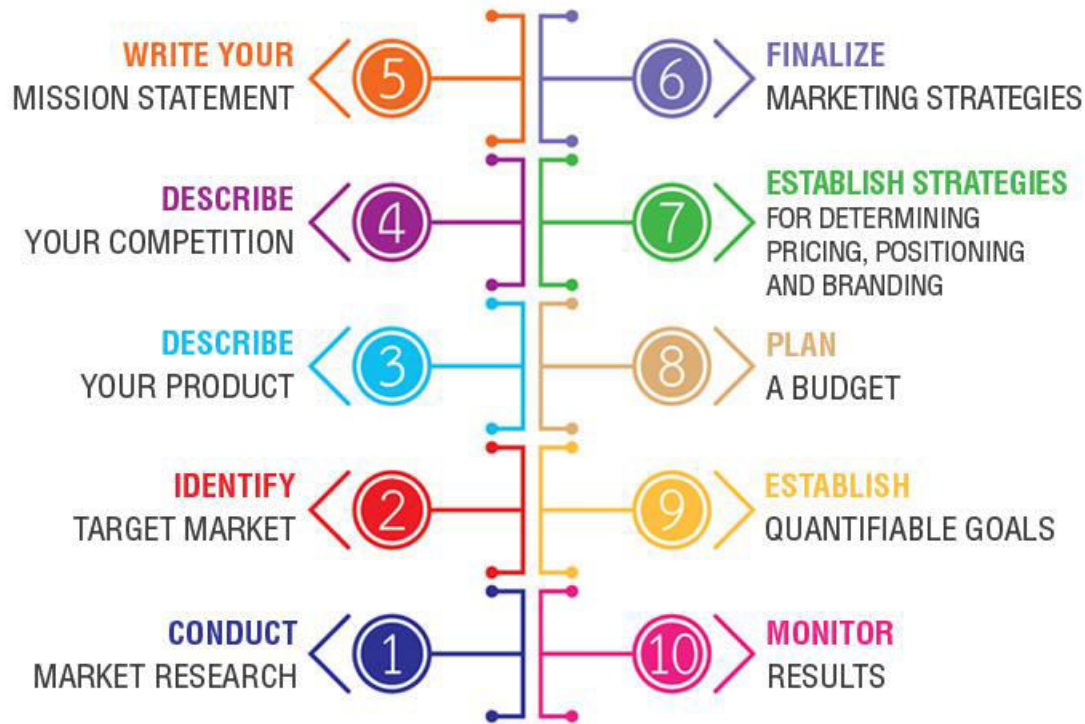
- Sales process, Nurturing process, Onboarding process, Training, Cross sell, Check out, Delivery

Refer

- Events, Offers, Education, Materials, Outreach, Co-marketing, Content

MARKETING PLAN

10 Step Marketing Plan



MARKETING BUDGET

- A Marketing Budget is Marketing Plan in terms of costs
- It is an estimated amount of cost that will be required to promote products or services.
- It includes all promotional costs, including marketing communications like website development, advertising and public relations .



MARKETING CHECKLIST

- Example of items on the Checklist could be;
 - a. Presence of Facebook, Instagram, twitter e.t.c
 - b. Radio jingles
 - c. Bill Boards
 - d. Product Sampling
 - e. Sponsorship of Community Project



PURPOSE OF MARKETING CHECKLIST

- Reminder when developing a marketing strategy
- Improve the marketing activities
- Analyze problem statement and opportunities
- Sustains target market efficiency



THE MARKETING MIX

Marketing mix consists of everything that a company can do to influence demand for its product .



Marketing Mix



Marketing Mix



Quality
Brand
Warranty
Service
Packaging



Discounts
Credit Terms
List Price
Bundling



Retail
Wholesale
Direct Sales
eCommerce



Advertising
Special Offers
Direct Marketing
Direct Mailing
Leaflets/Posters

MARKET RESEARCH



EFFECTIVE MARKETING STRATEGY

You require a strategic planning tool that;

- Describes your business and its products
- Explains the position and role of your products
- Profiles your customers and your competition
- Identifies the marketing tactics you will use
- Allows you to build a marketing plan and measure its effectiveness

EFFECTIVE MARKETING STRATEGY

- Your marketing strategy should start with a customer problem. A successful product or service solves a problem for the customer.
- Perform market research to find out what your potential customers want.

EFFECTIVE MARKETING STRATEGY

- Use that research to determine how to position the product to meet their needs.
- Then, you can create a marketing strategy to attract your audience to this product.

EFFECTIVE MARKETING STRATEGY

- With this strategy, you want to create brand awareness, generate new leads and ultimately sell your product or service.

*Thank
you*

