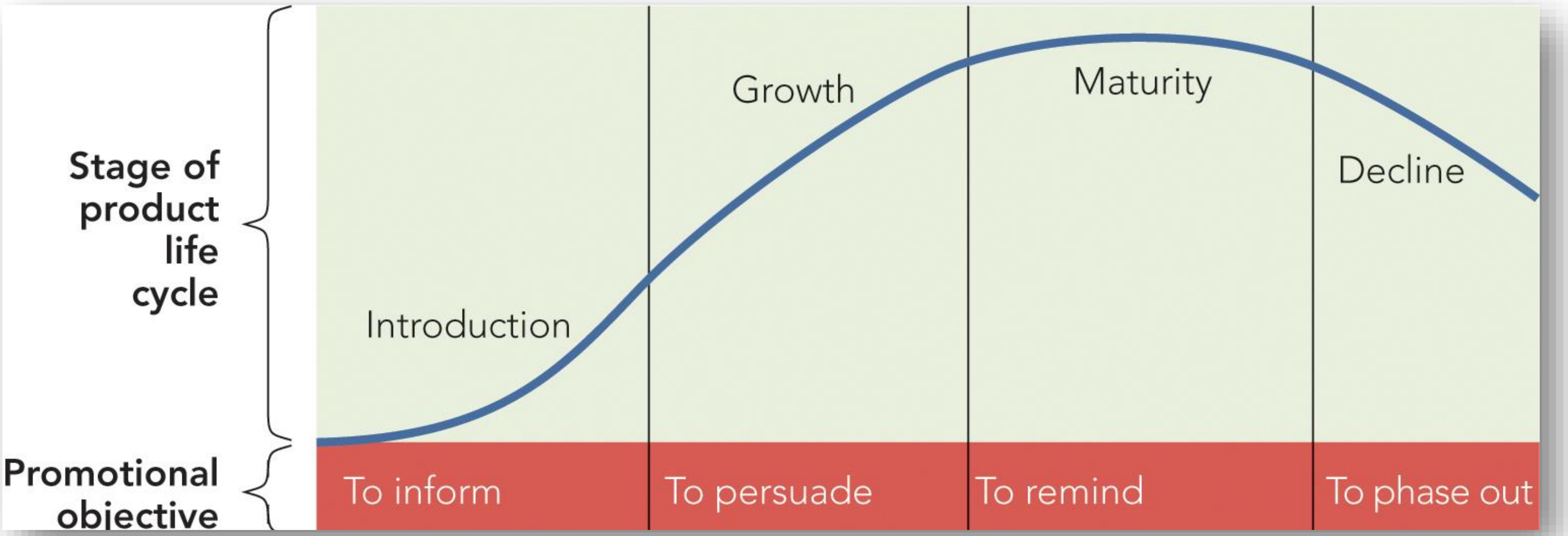
DIGITAL MARKETING FOR SCHOOL LEADERS

DATE: WEDNESDAY 8 SEPTEMBER, 2021

Module 2

STRATEGIC MARKETING PLANNING

THE PRODUCT LIFE CYCLE ILLUSTRATES HOW PROMOTIONAL OBJECTIVES AND ACTIVITIES CHANGE OVER THE FOUR STAGES.



16%
(Innovators: 2.5% + Early adopters: 13.5 %)

34%
(Early majority)

34%
(Late majority)

16%
(Laggards)

DIFFERENT TYPES OF SOCIAL MEDIA CONTENT

1. Educational content
2. Inspirational content
3. Interactive content
4. Connecting content
5. Promotional content
6. Newsworthy content
7. Entertaining content
8. …

MARKETING IN EDUCATION

https://padlet.com/natieso/ys5sbl34jvwovafv

MANAGING CUSTOMER RELATIONSHIPS AND CAPTURING CUSTOMER VALUE

Customer relationship management—the overall process of building and maintaining profitable customer relationships by delivering superior **customer value and satisfaction**.

Customer-Engagement Marketing: fosters direct and continuous customer involvement in shaping brand conversations, experiences, and community.

Consumer-Generated Marketing: brand exchanges created by consumers themselves. Consumers are playing an increasing role in shaping brand experiences.

LEARNING OBJECTIVES

STRATEGIC PLAN

WHY?

WHAT?

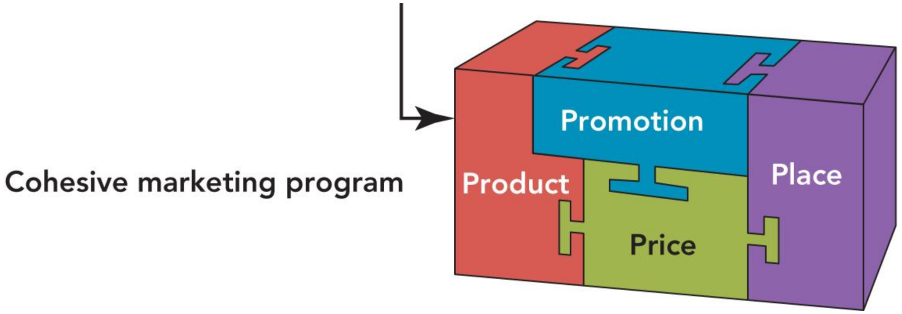
HOW?

THE STRATEGIC MARKETING PROCESS

Strategic planning is the process of developing and maintaining a strategic fit between the organization’s goals and capabilities, and its changing marketing opportunities.

Four principles and assumptions:

1. Customers are different.
2. Customers change.
3. Competitors change and react.
4. Organizational resources are limited.



VISIONARY ORGANIZATIONS USE KEY ELEMENTS TO (1) ESTABLISH A FOUNDATION AND (2) SET A DIRECTION USING (3) STRATEGIES THAT ENABLE THEM TO DEVELOP AND MARKET THEIR PRODUCTS SUCCESSFULLY.

STRATEGY IN VISIONARY ORGANIZATIONS.
ORGANIZATIONAL FOUNDATION (WHY)

- Core values
- Mission
- Organizational culture

THE STRATEGIC MARKETING PROCESS. THE PLANNING PHASE (WHAT)

Situation (SWOT) analysis

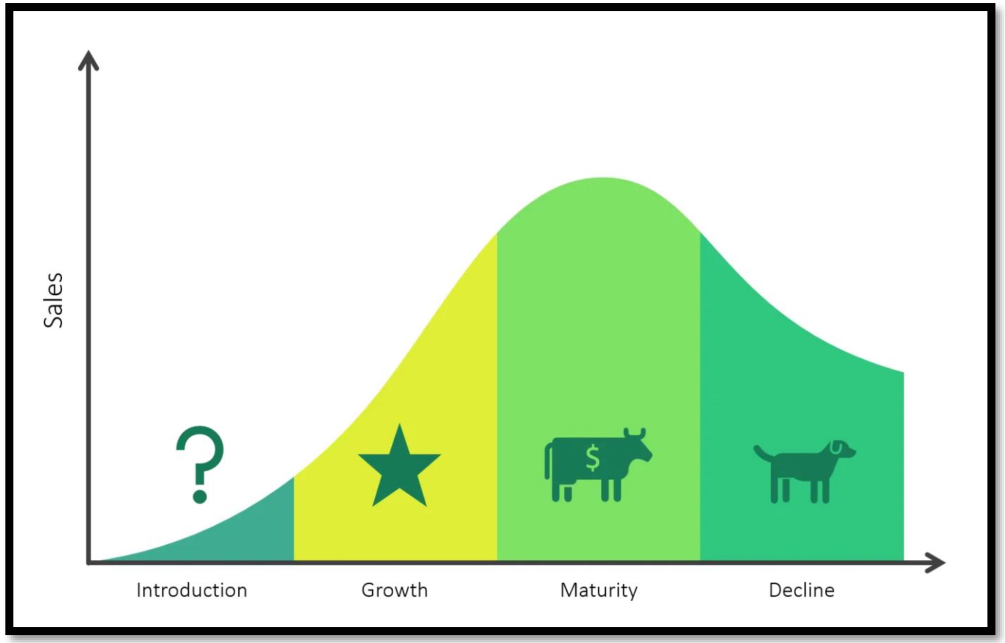
- Strengths
- Weaknesses
- Opportunities
- Threats

PESTLE/PESTEL ANALYSIS

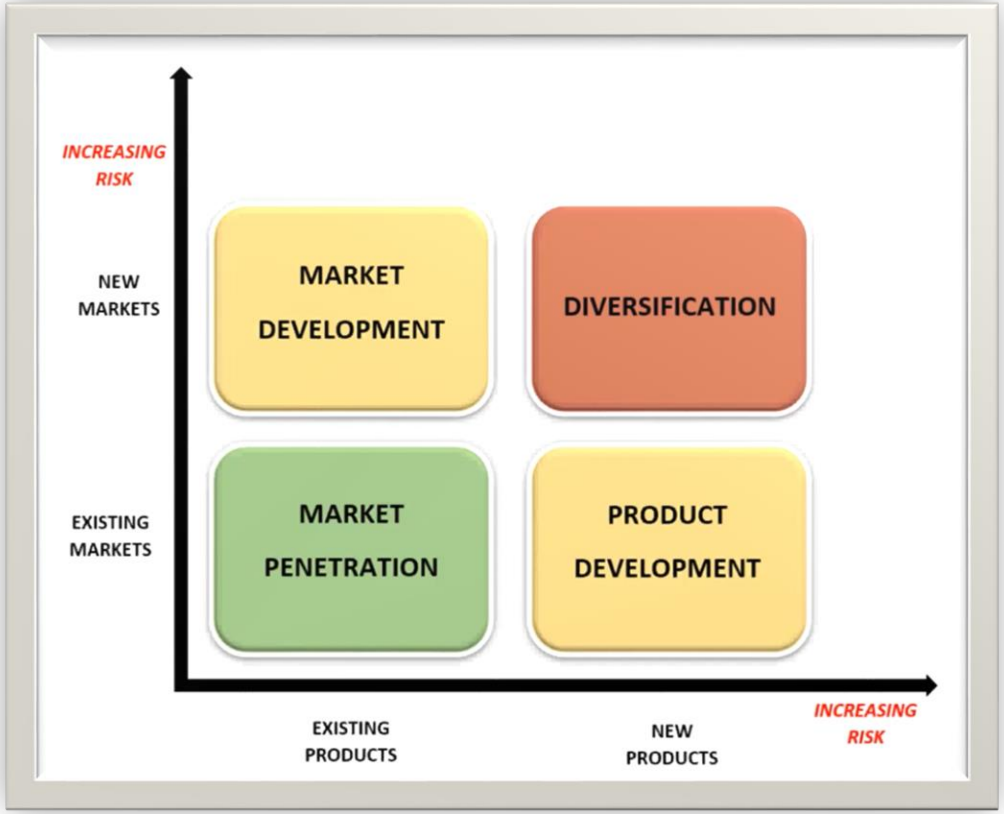
Political and Legal: Legislation, political stability, taxes, permits
Economic: Employment, income, inflation, interest rates, productivity, wealth
Social: Demographic characteristics, culture, population values
Technological: Innovation, automation, digital currencies, apps, mobile use
Environment / Natural: Climate, weather, natural resources

BUSINESS PORTFOLIO ANALYSIS (BCG MATRIX)

1. Question marks: Low share of high-growth market.
2. Stars: High share of high-growth markets.
3. Cash cows: Generate large amounts of cash.
4. Dogs: Low share of slow-growth markets.



DIVERSIFICATION ANALYSIS (ANSOFF MATRIX)



1. Market penetration: current product in current markets
2. Market development: current products in new markets
3. Product development: new products in current markets
4. Diversification: new products in new markets

SETTING STRATEGIC DIRECTIONS. WHERE AND HOW DO WE WANT TO GO?

Develop MKT plan with a market-orientated focus, customer value proposition and goals.

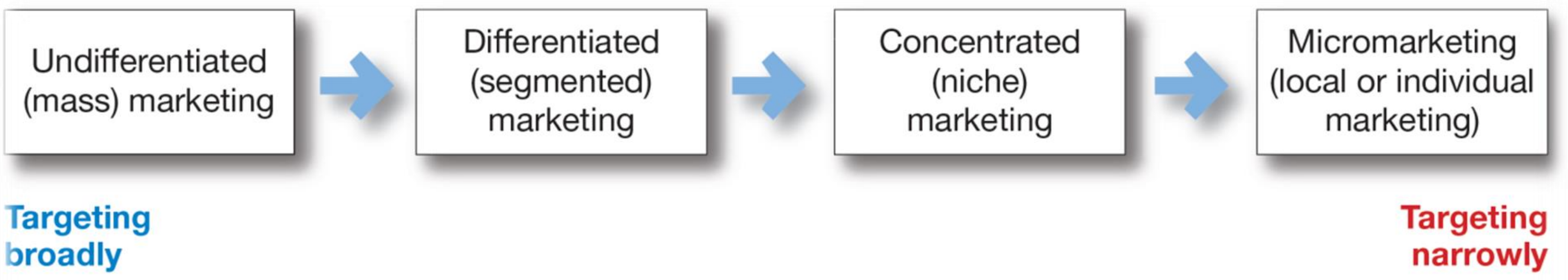
- Market segmentation
- Points of difference

MARKET SEGMENTATION

1. Geographic segmentation
2. Demographic segmentation
3. Psychographic segmentation (lifestyle)
4. Behavioral segmentation

MARKET TARGETING STRATEGIES. SELECTING TARGET MARKET SEGMENTS

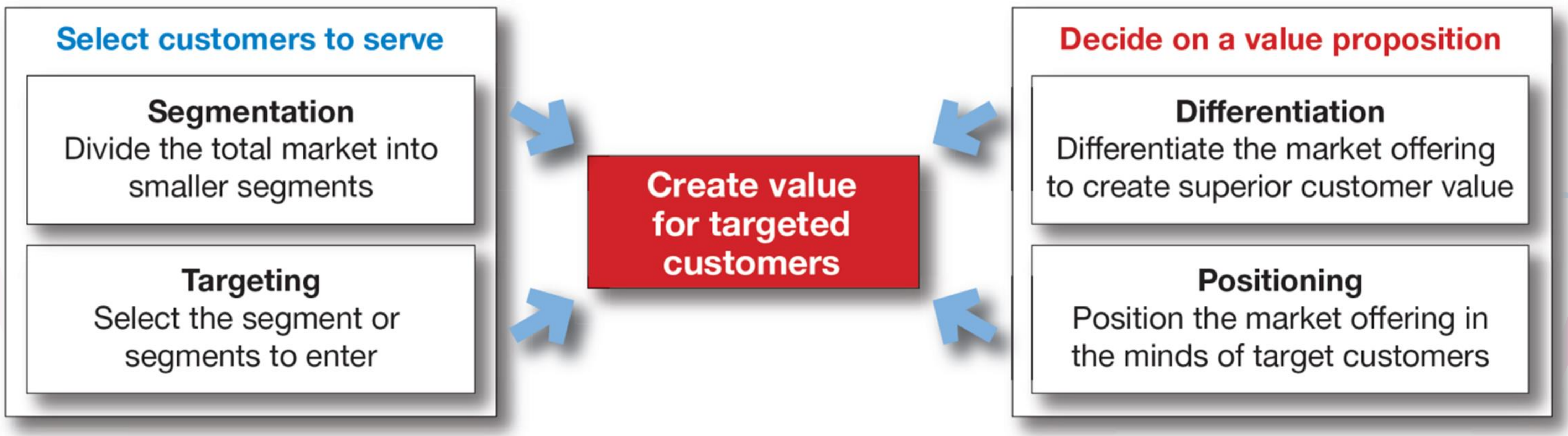
A **target market** is a set of consumers who share common needs or characteristics that the company decides to serve.



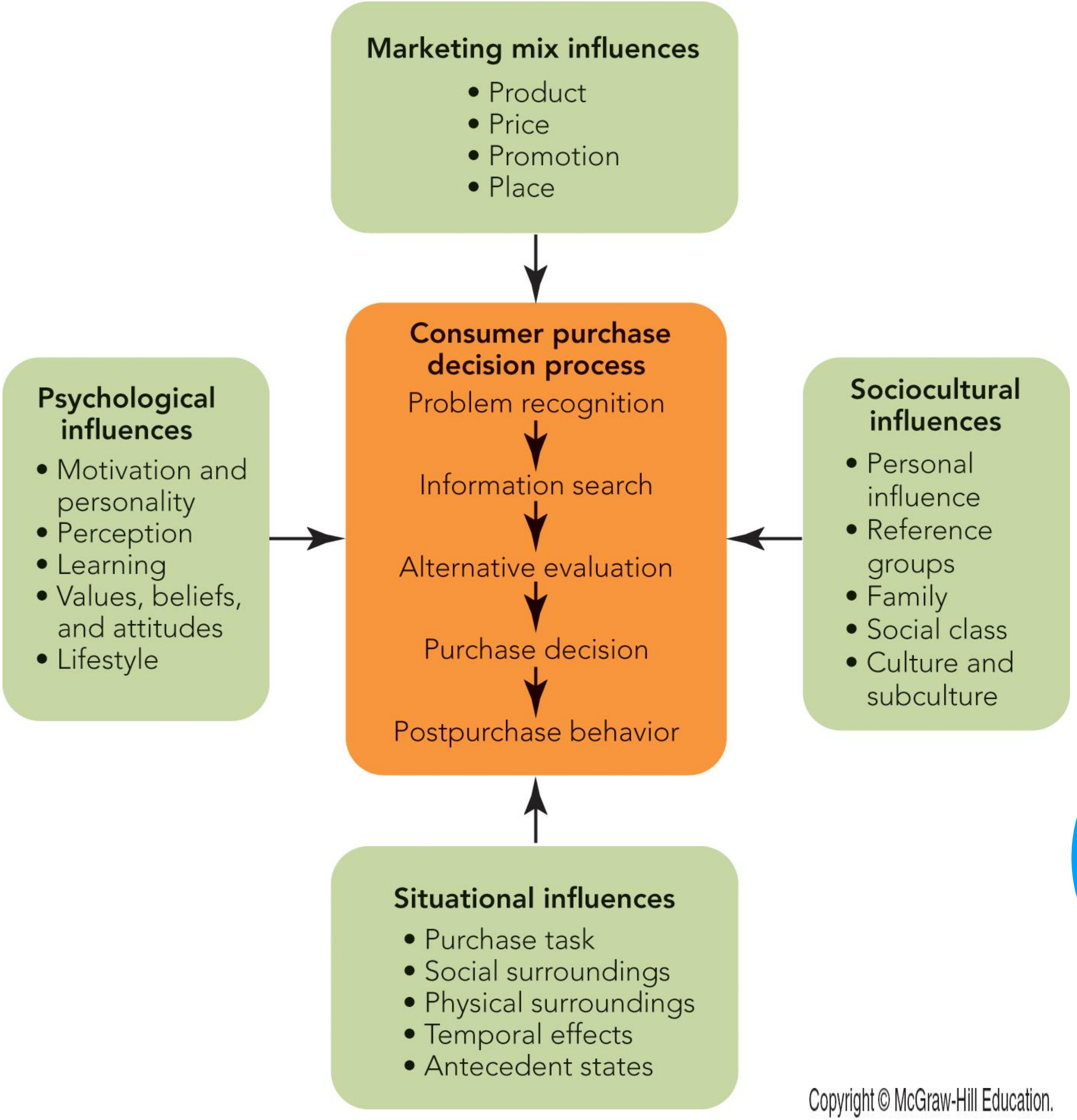
CUSTOMER-DRIVEN MARKETING STRATEGY

Who (which customers) do we serve?

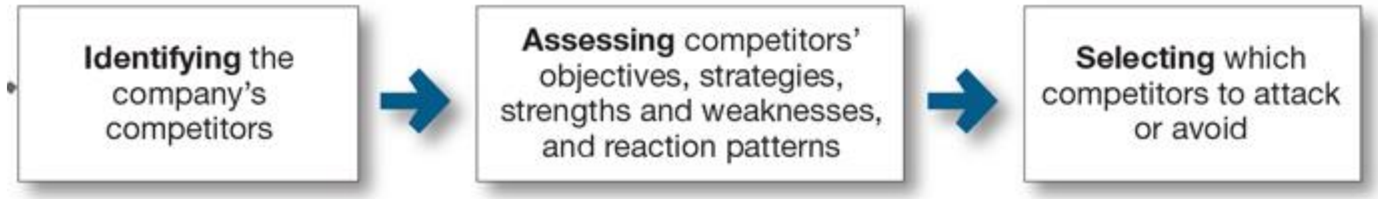
How do we serve them?



INFLUENCES ON THE CONSUMER PURCHASE DECISION PROCESS FROM BOTH INTERNAL AND EXTERNAL SOURCES.



SETTING STRATEGIC DIRECTIONS. A LOOK AROUND: WHERE ARE YOU NOW? COMPETITOR ANALYSIS.



Competitors can include:

- All firms making the same product or class of products.
- All firms making products that supply the same service.
- All firms competing for the same consumer dollars.

COMPETITOR STRATEGIES. MICHAEL PORTER

- **Overall cost leadership strategy:** A company achieves the lowest production and distribution costs and allows it to lower its prices and gain market share.
- **Differentiation strategy:** A company concentrates on creating a highly differentiated product line and marketing program so it comes across as an industry class leader.
- **Focus strategy:** A company focuses its effort on serving few market segments well rather than going after the whole market.
- A company that pursues a clear strategy will achieve superior performance. A company without a clear strategy, “**a middle-of-the-roader**”, will not succeed.

COMPETITIVE MARKET POSITIONS AND ROLES

Market Leader Strategies	Market Challenger Strategies	Market Follower Strategies	Market Nicher Strategies
Expand total market Protect market share Expand market share	Full frontal attack Indirect attack	Follow closely Follow at a distance	By customer, market, quality, price, service Multiple niching

CHOOSING A DIFFERENTIATION AND (RE)POSITIONING STRATEGY

- Identifying a set of possible competitive advantages to build a position
- Choosing the right competitive advantages
- Selecting an overall positioning strategy
- Communicating and delivering the chosen position to the market

Competitive advantage is an advantage over competitors gained by offering consumers greater value, either through lower prices or by providing more benefits that justify higher prices.

CHOOSING A DIFFERENTIATION AND POSITIONING STRATEGY

A competitive advantage should be:

- ✓ **Important**
- ✓ **Distinctive**
- ✓ **Superior**
- ✓ **Communicable**
- ✓ **Affordable**
- ✓ **Profitable**

WRITING A POSITIONING STATEMENT: DERIVED FROM YOUR VALUE PROPOSITION

Positioning statement summarizes company or brand positioning using this form: **To** (target segment and need) our (brand) **is** (concept) **that** (point of difference)

Positioning Statement Example : "**To** busy Catholic families who **need** high quality and social and emotional education for their children, NT School **is** a bilingual learning experience **that** prepares children for life."

LET’S REVIEW MIS CASE