



Marketing Forge

Rand Brenner
CEO Space 708





The Purpose of Any Business is...

- "Because the purpose of business is to create a customer, the business enterprise has two--and only these two--basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs." *Peter Drucker*



Marketing is...

- An ongoing **process of planning and executing** the marketing mix for products, services or ideas to create exchange between individuals and organizations.



The Marketing Mix is...

S olution (Product / Service)	How appropriate is the solution to the customer's problem/need?
I nformation (Promotion / Tangible)	Does the customer know about the solution? If so, how and from whom do they know enough to let them make a buying decision?
V alue (Price)	Does the customer know the value of the transaction, what it will cost, what are the benefits, what might they have to sacrifice, what will be their reward?
A ccess (Place / Process / People)	Where can the customer find the solution? How easily/locally/remotely can they buy it and take delivery?



A Marketing Plan is...

- An **action plan** for a given period (one year usually) to offer promote and sell on the market a range of products and services.
- A written document that details the **necessary actions** to achieve one or more marketing objectives.



The Marketing Strategy is...

- A process that can allow an organization to concentrate its limited resources on the ***greatest opportunities*** to increase sales and achieve a sustainable competitive advantage.



A Plan Must be...

- Clear – Exactly what will be done
- Quantified – How it will be measured
- Focused – Where and when (the 80/20 Rule)
- Realistic – What can really be achieved
- Agreed – Team commitment



What's In Your Marketing Plan...

- Let's Find Out....



Marketing Gets You in the Game...

- An ongoing process of planning and action
 - Keep It Clear (and Simple)
 - Focus on your customer
 - Know where you want to go
 - Execute, Execute and Execute
 - Evaluate and Adjust



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Rand Brenner

Pres & CEO

Licensing Consulting Group

Tel: (800) 204-6584

www.licensingconsultinggroup.com

