

---

# Marketing Mastery – An Action Plan to Success

*Presented By: Rand Brenner  
President, Licensing Consulting Group  
Class 508*

# What Is Marketing?

---

- Authentic marketing is not the art of selling what you make but knowing what to make. It is the art of identifying and understanding customer needs and creating solutions that deliver satisfaction to the customers, profits to the producers and benefits for the stakeholders.

# Marketing in the New Economy

ISSUE	OLD INDUSTRIAL ECONOMY	NEW KNOWLEDGE ECONOMY
<b>Markets</b>		
<b>Economic Development</b>	Steady and linear, quite predictable	<b>Volatile</b> - extremely fast change, and <b>chaotic</b>
<b>Market changes</b>	Slow and linear	Fast and unpredictable
<b>Economy</b>	Supplier-driven	Customer-driven
<b>Lifecycle of Products and Technologies</b>	Long	Short
<b>Key Economy Drivers</b>	Large industrial firms	Innovative entrepreneurial knowledge-based firms
<b>Scope of Competition</b>	Local	Global hyper competition
<b>Competition: Name of the Game</b>	Size: The big eats the small	Speed: The fast eats the slow
<b>Marketing: Name of the Game</b>	Mass marketing	<b>Differentiation</b>

# The Marketing Plan

---

- Summarize the plan
- Show the need/want
- Target market segment & customer profile
- Provide industry analysis; describe trends
- Market analysis & market share
- Describe the solution/benefit (product/service; price)
- Explain the delivery method (promotion; distribution)
- Competition & plans to succeed against them
- Acknowledge barriers to success
- Provide financial projections

# Marketing is a Process...

---

- Marketing is not an event, but a process . . . It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.

# Marketing Strategy

---

## ■ The Four P's

- Product, Price, Promotion, Placement

## ■ Strategy & Timing Are Everything

### ■ Two Ways to Compete

- If you aren't different, you must have low prices. If you have high prices, you must be different!

### ■ Differentiation

- Positioning & Unique Competitive Advantage
- Customers, Value & Brand

# Differentiation

---

- *"Don't forget that it (your product or service) is not differentiated until the customer understands the difference."*

*-Tom Peters*

# How To Differentiate

---

## ■ Weak

- Quality
- Customer Orientation
- Creativity
- Price
- Breadth of Line

## ■ Strong

- Being First
- Attribute Ownership
- Leadership
- Heritage
- Market Specialty
- Customer Intimacy
- Being Latest
- Hotness

# The Differentiation Strategy

---

- Positioning: Have a simple idea that separates you from your competition
- Trust Building: Have the credentials or the product/service that makes this concept real and believable
- Awareness Creation: Build a program to make your customers and prospects aware of this difference

You must have mindshare before you can have marketshare.

# Positioning

---

- *"The easy way to get into a person's mind is to be first. If you can't be first, then you must find a way to position yourself against the products, the politicians, the persons who did get there before you."*

# Sustainable Competitive Advantage

---

- Unique
- Difficult to replicate
- Superior to competition
- Sustainable
- Applicable to multiple situations

# Creating Customers

---

- Customers buy for their reasons...not yours.
  - Establishing rapport with the prospective customer
  - Identifying the problem or need that the prospective customer has, consciously or subconsciously, or creating a need for a radically new product
  - Presenting the solution and persuading the prospective customer to buy

*There is only one valid definition of business purpose: to create a customer."*  
– Peter Drucker

# 3 Steps to Building Brand Equity

---

- Choose properly brand elements
- Develop supporting marketing programs
- Leverage secondary associations

# Value for the Customer

---

- Provider of solutions, rather than of products or services.
- Distinguish between what you are selling and what your customer is buying.
- Take a broad view of your customer's underlying problems that go beyond you and your products.
- See what your customers do with what you give them, and either do it for them or help them with it.
- Price in terms of value rather than cost.

# The Key To Success – Action

---

- Entrepreneurial creativity is about coming up with innovative ideas and turning them into value-creating profitable business activities.
- Action is the key. You can be the most talented person in the world or have the best ideas, yet still if you do not take action you will achieve nothing.

# Reference Books

---

- **Bibliography:**
- *Differentiate or Die*, Jack Trout with Steve Rivkin
- "Extreme Management," Mark Stevens
- "The Power of Simplicity," Jack Trout with Steve Rivkin
- "The 22 Immutable Laws of Marketing", Al Ries & Jack Trout.
- "Strategic Management: Competitiveness and Globalization," Edition 4
- "Competitive Strategy", Michael Porter
- "Agenda," Michael Hammer
- "Doing More with Less: Next-Generation Strategies and Best Practices for Customer Service," White Paper by eGain Communications Corp.

# Contact Info...

---

Rand Brenner  
President & CEO  
Licensing Consulting Group  
Tel: (800) 204-6584  
Email: [rbrenner@licensingcg.com](mailto:rbrenner@licensingcg.com)  
[www.licensingcg.com](http://www.licensingcg.com)

