Marketing Principles
Delivering Value Through HST.921 Projects

March 8, 2007
What is Marketing?

• Marketing is an **organizational function** and a **set of processes** for:
  – creating, communicating, and delivering value to customers and
  – for managing customer relationships in ways that benefit the organization and its stakeholders.

*American Marketing Association Website*
General concepts

- Target market identification (segmentation)
- Timing of the marketplace (may vary by segment)
- Goals for product initiative (share? revenue?)
- Problems being solved by product (by segment)
- Competitive advantages (by segment)
Why is marketing important?
How do I think about marketing my product?

• Some helpful frameworks:
  – STP - segmentation
  – The 4Ps – decision variables
  – The 5Ms – demand development
First of all...

Who is your customer?

i.e.

• Define the population of people with an unmet need you are trying to address through your project

• Segment your customers to better serve them
The 4Ps

Product
Place ment
Promotion
Pricing
Product

What is your Product?
• Consumable? Service? Information delivery? Other?

What features does your product have?
• Differentiation from incumbents?
• Quality?
• Variations (models, sizes, etc)

Is your product part of an overall solution?
• Or is your product a full solution in and of itself?
Placement

How will this service be made available to customers?

• Value chain
  – Pre-sales, Implementation, Support

• Channels
  – Incentives & continuity

• Geographic placement
Promotion

How will you generate demand for your product?

• Conditioning/generation of awareness
• Targeted campaigns
Pricing

How will you monetize the value of your product?

• One-time fee vs subscription
• Discounts
• Bundling
• Distributor/retail mark-ups