

Welcome

Marketing Planning: The Basics

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For Crafts Council

# Outline of the Day

10.00	Introductions & Planning Overview
11.00	<i>The Marketplace: where do you fit in?</i>
11.40	<b>Tea Break</b>
12.00	<i>Who wants what you have to offer?</i>
1.00	<b>Lunch Break</b>
2.00	Gallery Tour
2.30	<i>What are you <u>really</u> offering?</i>
3.30	<i>What's missing?</i>
4.30	End & Evaluation forms

# *What is Marketing?*

## Marketing Planning - An Overview

***“Creating and keeping customers”***

Peter Drucker, Management Guru

***“...the art of finding, developing and profiting from opportunities”***

Philip Kotler, Marketing Guru

***“...the management process responsible for identifying, anticipating and satisfying customer requirements profitably”***

Chartered Institute of Marketing

## *Where are you heading?*

### Marketing Planning - An Overview

- Definitions:
  - Marketing = philosophy, management system, tactical activity
  - Publicity = look: this is what's available
  - Sales = the purchase, exchange

## *Where are you heading?*

### Marketing Planning - An Overview

- Why Plan?

***Everything*** your shop, gallery or organisation does sends out a communication.

**The opportunity:**

Planning conscious, effective and powerful communications

## *Where are you heading?*

### Marketing Planning - An Overview

- Why Plan?
  - Helps you to prioritise effort and resources
  - Builds on what you know and learn – so you can replicate successes and reduce risk
  - Uses facts not just assumption or guesswork
  - Maximises resources
  - Supports thriving over the long-term
  - Makes publicity more effective, sales more possible

## *Where are you heading?*

### Marketing Planning - An Overview

- What do we want to achieve? (Overall Goals)
- Where are we now? (Internal Research & Audit)
- What's our Environment? (External Research & Audit inc. Competitors)
- Summary of Status Quo (SWOT)
- What's the best way for us to grow? (Growth Strategies)
- Marketing Aims & Objectives
- Who wants what we have to offer? (Target segments)
- What must we say, do, be to attract and serve them? (The Marketing Mix)
- What Actions should we take?
- What Resources will we need?
- Monitor, Review, Revise

## *Where are you heading?*

### Marketing Planning - An Overview

- What do we want to achieve? (Overall Goals)
- Where are we now? (Internal Audit)
- What's our Environment? (External Audit)
- Summary of Status Quo (SWOT)
- What's the best way for us to grow? (Growth Strategies)
- Marketing Aims & Objectives
- Who wants what we have to offer? (Target segments)
- **What must we say, do, be to attract and serve them?  
(The Marketing Mix - Promotion)**
- **What Actions should we take?**
- **What Resources will we need?**
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- What do we want to achieve? (Overall Goals)
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- **What's our Environment? (External Audit)**
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*Where are you heading?*

Marketing Planning - An Overview

Exercise: Planning Overview

Where are your Gaps?

## *Where do you fit in?*

### The Marketplace & Competition

- The Market – the people actively (or passively) open to your product: eg. craft attending and buying
- Marketplace – place where crafts can be bought: country, region, street etc
- Catchment area – the area you could serve
- **Competition** – other craft retailers, other shopping outlets, other leisure providers..

## *Where do you fit in?*

### The Marketplace & Competition

- **Brands:**

= a shorthand that helps people choose between everything that is on offer, *"The promise you make to your customer"*.

Brands communicate a lot of information about you in a simple way

- **Market Position:**

= your place in the marketplace as perceived in the mind of the Customer

- Customers don't think in terms of, 'market position'. They experience and remember emotions, images or messages

- Customers compare, rate and place you on a mental map eg: "cheap" v "expensive" or "innovative" v "old-fashioned"

*Where do you fit in?*

The Marketplace & Competition

**Brand Feedback Exercise**

## *Who wants what you have to offer?*

### Market segmentation

- Mass marketing v individuals
- The point in-between is target marketing
- Not everyone is interested in your offer
  
- 'Crafts Buyers' – how can we break down this general description?

## *Who wants what you have to offer?*

### Market segmentation

- Find common attributes, needs and interests
- For example:
  - Demographic (age, sex, income)
  - Geographic (location)
  - Psychographic (lifestyle, personality type, benefits sought)
  - Behavioural (frequency, occasions, usage)

## *Who wants what you have to offer?*

### Market segmentation

- Defining Your Target Segments:
  - Who are you already attracting?
  - Who would you like to attract that you don't already?
- Catchment area analysis

## *Who wants what you have to offer?*

### Market segmentation

- New Audiences: choosing target markets:
  - Is it a big enough segment to bother with?
  - Can we access them well enough? (and vice versa)
  - Is it profitable?
  - Can we really provide what they need?
  - What is the competition like?
  - Does it make sense to us?

*What are you really offering?*

Value & Benefits

Features & Benefits Game

*What are you really offering?*

## Value & Benefits

- Once you are clear who you are targeting you can plan how to communicate with them.
- Value = total set of benefits perceived and weighed up by the customer
- People buy solutions to needs and problems
- Communicating benefits instead of features...

## *What are you really offering?*

### Value & Benefits

- Features = facts, descriptions
- Benefits = what you get: tangible or otherwise
- Customers pick what they think will provide the best value in terms of what they need.
- The more you know about what your customers want, the more you can convey that you can deliver the benefits they seek.
- Can be conveyed through words or images

## *What are you really offering?*

### Value & Benefits

- Benefits are not just the obvious ones, what about...
  - Prestige by association
  - Being different
  - Power
  - Escapism and Romance
  - Superiority
  - Fun and Play
  - Talking points, social connection

*What are you really offering?*

Value & Benefits

**Exercise: Features & Benefits**

What's missing?

Thank You

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