MARKETING STRATEGIES
GOALS AND MARKET ANALYSIS

Justus M. Munyoki, PhD
WHAT IS STRATEGY?

• ...series of **activities** done to achieve a **goal** (game plan)
A marketing strategy

- outlines the **strategic directions** and **tactical plans** that marketing teams must implement to support their company's overall business objectives, including:
  - *Increasing revenue*
  - *Growing profits*
  - *Reducing costs*
A marketing strategy

...contains a number of important decisions about

- product offerings,
- pricing,
- communications, and
- distribution channels.
Marketing strategy could be:

1. Corporate, Long term: Overall organization, resource allocation, highest risk

2. Business, mid term: Divisional, resource utilization, competency, efficiency

3. Operational, short term: day to day operations, tactical
Determining how much marketing strategy you need
The level of detail and the effort associated with your marketing strategy depends on several factors, including:

- **Size** of your company.
- Where your company is in its life cycle (for example, starting up, growing, maturing, declining).
- Whether you are making strategic decisions about the company's entire product portfolio, a particular product line, or just one product.
- How much marketing strategy formulation you have done in the past.
Use A Structured Process

• Developing a marketing strategy is important, but it's difficult work.
• It takes time and commitment to create.
• A marketing strategy is often developed by a committee that is using information collected
The **key to creating** a usable marketing strategy is to

- follow a clear, structured, well-thought-out process.

- Doing so helps you keep the team focused, ensures the consistent use of information, and streamlines decision-making.

- A more structured process also involves some front-end preparation, but this process ultimately saves you time and money.

- This leads to the **Marketing Plan**
MARKETING PLANNING
Introduction

- Each product level (product line, brand) must develop a marketing plan for achieving its goals.
- The marketing plan is the outputs of the marketing process.
- Marketing plans are becoming more customer- and competitor-oriented and better reasoned and more realistic than in the past.
- The plans draw more inputs from all the functions and are team-developed.
(1.) Table of contents & Executive summary:

- A table of contents
- Abstract: summary of the main goals and recommendations.
- Permits senior management to grasp the plan's major thrust.
(2). Current marketing situation

This section presents relevant background data on

- sales,
- costs,
- profits,
- the market,
- competitors,
- channels, and
- the forces in the macro-environment.

Use this information to carry out a SWOT (strengths, weaknesses, opportunities, threats) analysis.
(3). **Opportunity and issue analysis**

- **Task:** Reviews the main opportunities found in the SWOT analysis and identify the key issues likely to affect the organization's attainment of its objectives.
(4). **Marketing Objectives**

The product manager outlines the plan's major financial and marketing goals. Expressed in:

- sales volume,
- market share,
- profit, and
- other relevant terms
(5). Marketing strategy

• Brand manager defines the
  • Market Segmentation
  • Market Targeting and
  • Market Positioning
(5). Marketing strategy—Cont’d

• All this is done with inputs from other departments, to ensure that the company can provide proper support for effective implementation.
Specifying the actual marketing programs, derived from the marketing strategy, to be used in achieving the business objectives.

**Marketing mix elements**

- Product
- Pricing
- Distribution
- Promotion
• Each marketing strategy element must be elaborated to answer these questions:
  a) What will be done?
  b) When will it be done?
  c) Who will do it?
  d) How much will it cost?
  e) How will progress be measured?
(7). **Financial projections**

- Action plans allow the brand manager to build a supporting budget.

  On the **revenue side**, this budget shows the forecasted
  ✓ sales volume in units and average price.

  On the **expense side**, it shows the expected
  • costs of production,
  • Marketing expenses.

  The difference between revenues and sales is projected profit.

- Once approved, the budget is the basis for developing plans and schedules for material procurement, production scheduling, employee recruitment, and marketing operations.
(8). Controls

- Show the controls for **monitoring** and **adjusting implementation** of the plan.

- Typically, the goals and budget are spelled out for each month or quarter so management can review each period's results and take corrective action as needed.

- Some organizations include contingency plans outlining the steps management would take in response to specific environmental developments, such as price wars or strikes, etc.
(9). Implementation matrix

• Very important to implement the plan
• Shows
• Strategic objectives
• Strategies
• Activities
• Responsibilities
• Time frame
• Cost implication
• Example;

• Strategic Issue 1. Resources and Governance

• Strategic Objective: To manage the Company efficiently and effectively

• Strategies:
  i. Review and strengthen governance practices at the company
• i. Institutionalize high performance culture in the company
ii. Safeguard, upgrade and fully exploit the company’s assets