

## Course contents



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## What is a Marketing ?

## What is a Marketing ?

### “American Marketing Association”

*“the activity and processes for creating, communicating, delivering, and exchanging value for customer”.*

### “Kotler” definition

*“marketing is about Satisfying needs and wants through an exchange process”.*

### “The Chartered Institute of Marketing”

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



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**SALES**



**MARKETING**

## Marketing Vs Sales ?

Marketing : is the collection of decisions you make about the market that leads to successful sales.

Sales : is when you're face-to-face with a customer, convincing a person to buy your product.

## Marketing Team

- Team Leads
- Content (Content Creator, Content Writer, Copy Writer)
- Designers
- Analysts
- Account Managers
- Specialists (SEO, Email, Social Media, Etc.)
- PR
- Digital Marketing
- Moderators

- Good teamwork skills.
- Communication skills and networking ability.
- Adaptability.
- Strong attention to detail.
- Web Searching Skills.
- Good planning skills.
- Creativity and writing skills.

## The STP Process





## Market Segmentation

- Segmentation Geographical
- Segmentation Demographical
- Segmentation Psychological(Lifestyle)
- Segmentation Behavioral.



## Targeting

- 18-25
- Menofia
- Female
- Class A
- Use Mobile internet
- Buy online
- Interested in Art , Fashion.



## Positioning



## Marketing funnel

- Awareness
- Attention
- Engagement
- Trust
- Satisfaction



## Marketing Process

- Marketing strategy and analysis
- Marketing mix
- Marketing Implementation
- Marketing Control.

## Consumer Behavior

- Need
- Want
- Demand



## What is The Deference between Customer & Consumer ??



## Market Research

Market research is a critical tool in helping companies understand what consumers want, develop products that those consumers will use, and maintain a competitive advantage over other companies in their industry.



## Market Research objectives

- Problems Description .
- solving problems.
- Determine the relationship between the Adjustments and the results.





## Data Collecting Resources

- Internal Records.
- Marketing Intelligence.
  - Observation
  - Survey
  - Experimentation
  - Sampling
  - Contact methods
  - Questionnaire

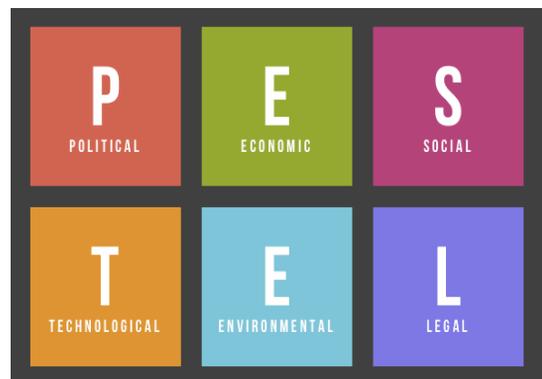


## Environment Types

Micro



Macro



## Marketing Objectives

- Profits
- Market share
- Brand Awareness

- 1 SPECIFIC**  
What do I want to accomplish?
- 2 MEASURABLE**  
How will I know when it is accomplished?
- 3 ACHIEVABLE**  
How can the goal be accomplished?
- 4 RELEVANT**  
Does this seem worthwhile?
- 5 TIME BOUND**  
When can I accomplish this goal?





## marketing strategy

- Marketing strategy is your approach to achieving your competitive advantage.
- Marketing plan contains the activities that will get you there.
- marketing strategies cover big-picture messaging, while marketing plans delineate the logistical details of specific campaigns.



## Marketing Tools

- Simple Sales.
- Marketing Research.
- Advertising/Promotion.
- Public Relations.
- sales promotions
- personal selling.
- Placement.
- direct marketing.
- Digital marketing.

## Digital Marketing

all marketing efforts that use an electronic device or the internet.



Lower cost

Segmentation  
Target

Engagement

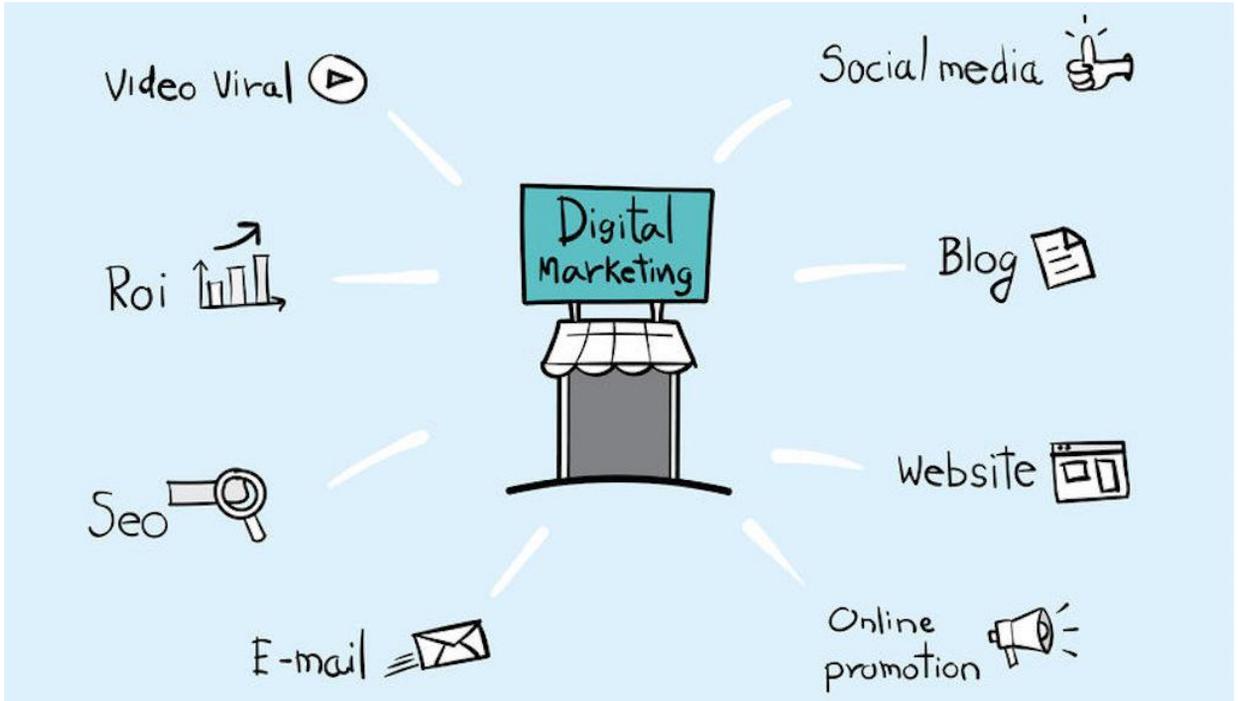
Available any  
Time

## Why Digital Marketing ?



### Digital Marketing Objectives

- Brand Awareness.
- Communications.
- Build Relationship.
- Delivering Services.
- Increasing Sales.



## Payer Persona

A [marketing persona](#) is a composite sketch of a key segment of your audience. For content marketing purposes, you need personas to help you deliver content that will be most relevant and useful to your audience.

<https://blog.bufferapp.com/marketing-personas-beginners-guide>

### Rachel

Small Business Owner



- Social Media Marketing
- Key decision-maker

#### Demographics

- Age 32-39
- Skews female
- \$90,000/yr
- Urban location
- Master's degree
- Married, no kids

#### Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

#### How we can help

- Schedule posts to a queue
- Content suggestions



## Marketing Efforts

➤ Plan

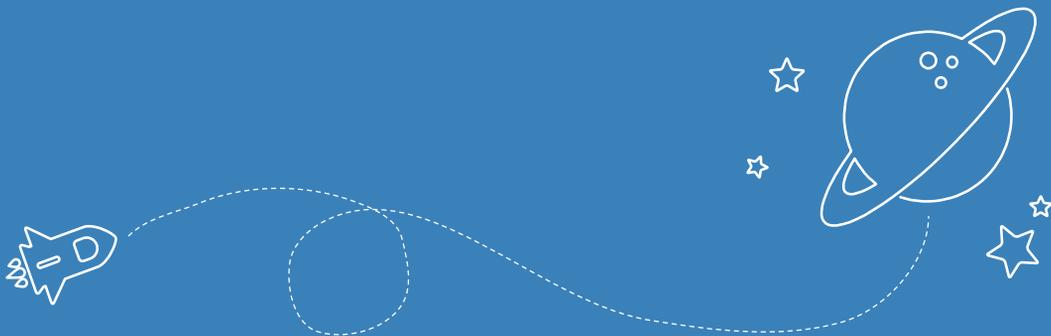
If you Fail to Plan , You Plan to Fail.

➤ Execute

Start working Now.

➤ Monitor

If you measure it , you can Mange it.



Our journey with marketing ended today  
**Any Questions ?**



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