



# PEMASARAN DI PEREKONOMIAN SAAT INI

# The Challenges and Opportunities of Marketing in Today's Economy



**EXHIBIT 1.1** Change in Daily Media Usage by U.S. Adults, 2008–2011

	Percent Change (%)
Television and Video	7.9
Internet	21.9
Radio	-7.8
Mobile	103.1
Newspapers	-31.8
Magazines	-28.0
Other	0.0

Source: Media Literacy Clearinghouse, "Media Use Statistics," <http://www.frankwbaker.com/mediause.htm>, accessed July 18, 2012.



# Basic Marketing Concepts

Marketing is many different things. Many people, especially those not employed in marketing, see marketing as a function of business. From this perspective, marketing parallels other business functions such as production/operations, research, management, human resources, and accounting. As a business function, the goal of marketing is to connect the organization to its customers. Other individuals, particularly those working in marketing jobs, tend to see marketing as a process of managing the flow of products from the point of conception to the point of consumption. The field's major trade organization, the American Marketing Association, has changed the definition of marketing over time to reflect changes in the economic and business environments. From 1985 until 2005, the AMA defined marketing this way:

*"Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives."*<sup>7</sup>



# What Is a Product?

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It should come as no surprise that the primary focus of marketing is the customer and how the organization can design and deliver products that meet customers' needs. Organizations create essentially all marketing activities as a means toward this end; this includes product design, pricing, promotion, and distribution. In short, an organization would have no reason to exist without customers and a product to offer them.

But what exactly is a product? A very simple definition is that a *product* is something that can be acquired via exchange to satisfy a need or a want. This definition permits us to classify a broad number of “things” as products:<sup>13</sup>



- **Goods.** Goods are tangible items ranging from canned food to fighter jets, from sports memorabilia to used clothing. The marketing of tangible goods is arguably one of the most widely recognizable business activities in the world.
- **Services.** Services are intangible products consisting of acts or deeds directed towards people or their possessions. Banks, hospitals, lawyers, package delivery companies, airlines, hotels, repair technicians, nannies, housekeepers, consultants, and taxi drivers all offer services. Services, rather than tangible goods, dominate modern economies like the U.S. economy.
- **Ideas.** Ideas include issues aimed at promoting a benefit for the customer. Examples include cause-related or charitable organizations such as the Red Cross, the American Cancer Society, Mothers Against Drunk Drivers, or the American Legacy Foundation's campaign against smoking.<sup>14</sup>
- **Information.** Marketers of information include websites, magazine and book publishers, schools and universities, research firms, churches, and charitable organizations. Examples include iTunesU, Khan Academy, and the popular TED Talks website.<sup>15</sup> In the digital age, the production and distribution of information has become a vital part of our economy.



- **Digital Products.** Digital products, such as software, music, and movies are among the most profitable in our economy. Advancements in technology have also wreaked havoc in these industries because pirates can easily copy and redistribute digital products in violation of copyright law. Digital products are interesting because content producers grant customers a license to use them, rather than outright ownership.
- **People.** The individual promotion of people, such as athletes or celebrities, is a huge business around the world. The exchange and trading of professional athletes takes place in a complex system of drafts, contracts, and free agency. Other professions, such as politicians, actors, professional speakers, and news reporters, also engage in people marketing.



- **Places.** When we think of the marketing of a place, we usually think of vacation destinations like Rome or Orlando. However, the marketing of places is quite diverse. Cities, states, and nations all market themselves to tourists, businesses, and potential residents. The state of Alabama, for example, has done quite well in attracting direct investment by foreign firms. Over the last twenty years, Alabama has landed assembly plants from Mercedes, Honda, and Hyundai, as well as many different parts plants and related firms. It's no wonder that some people think of Alabama as the new Detroit.<sup>16</sup>
- **Experiences and Events.** Marketers can bring together a combination of goods, services, ideas, information, or people to create one-of-a-kind experiences or single events. Examples include theme parks such as Disney World and Universal Studios, sporting events like the Daytona 500 or the Super Bowl, or stage and musical performances like *The Phantom of the Opera* or a concert by Rihanna.
- **Real or Financial Property.** The exchange of stocks, bonds, and real estate, once marketed completely offline via real estate agents and investment companies, now occurs increasingly online. For example, Realtor.com is the nation's largest real estate listing service, with almost 4 million searchable listings. Likewise, Schwab.com is the world's largest and top-rated online brokerage.



# Major Marketing Activities and Decisions

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## Strategic Planning

If an organization is to have any chance of reaching its goals and objectives, it must have a game plan or road map for getting there. A strategy, in effect, outlines the organization's game plan for success. Effective marketing requires sound strategic planning at a number of levels in an organization.



# Innovative Marketing Strategies for a Tough Economy

Innovation has long been considered the lifeblood of business, especially in terms of growth and new market opportunities. Unfortunately, our economy's most recent struggles have made it difficult for companies to maintain the pace of innovation they have enjoyed over the past decade. The reason is purely financial: It is hard to be innovative when you are forced to cut costs, layoff employees, close plants, and maintain market standing. The same is true for consumers as they have reigned in spending due to the economy.

Still, some companies have managed to maintain their creativity and innovation even in a weakened economy. They do so by looking for the new opportunities that come along with changing customer spending patterns. Here are three cases in point:



## Walmart

When customers have fewer dollars to spend, they try to make those dollars go further. In the grocery business, this translates into stronger sales for store brands (private labels). Many of Walmart's store brands are well known: Great Value, Sam's Choice, Faded Glory, HomeTrends, Ol' Roy, and Equate. To further take advantage of changing shopping patterns, Walmart decided to reinvigorate Great Value—its top-selling private label brand. To do this, Walmart improved the quality of roughly 750 food and grocery products, updated the Great Value logo, and freshened the packaging. In one bold move, Walmart pulled Hefty brand storage bags from its shelves in favor of their lower-priced Great Value brand. The company later returned Hefty to the shelves, but only after Hefty agreed to make the Great Value brand for Walmart. Other chains, such as CVS, Walgreens, Kroger, and Target, are now copying Walmart's strategy. Industry analysts expect other retailers to adopt the same strategy as customers look to private labels as a way to save money.



## Procter & Gamble

One result of a weakened economy is that customers forgo buying new cars and instead begin taking better care of the cars they currently own. P&G decided to capitalize on this trend by launching a national chain of franchised car washes under its Mr. Clean brand. Since the car wash industry did not have a dominant national brand, P&G hoped that its Mr. Clean units

would capture a good share of the \$35 billion industry. To begin, P&G acquired Carnett's—a small car wash chain. Next, P&G took advantage of lower real estate prices to find suitable locations, and rising unemployment to find talented employees. The result, a 14-unit chain of Mr. Clean Car Wash franchisees (most are in the Atlanta area), has been a success. Buoyed by this success, P&G now plans to launch 150 Tide-branded dry cleaners over the next four years. One major benefit of the Tide concept is the lower franchise fee. It costs \$950,000 to open a Tide Dry Cleaner, but up to \$5 million to open a Mr. Clean Car Wash.



# Research and Analysis

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Strategic planning depends heavily on the availability and interpretation of information. Without this lifeblood, strategic planning would be a mindless exercise and a waste of time. Thankfully, today's planners are blessed with an abundance of information due to improving technology and the Internet. However, the challenge of finding and analyzing the right information remains. As many marketing planners have found, having the right information is just as important as having the right product.







## REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan





That's all. Thank you! 😊

Any Questions?