

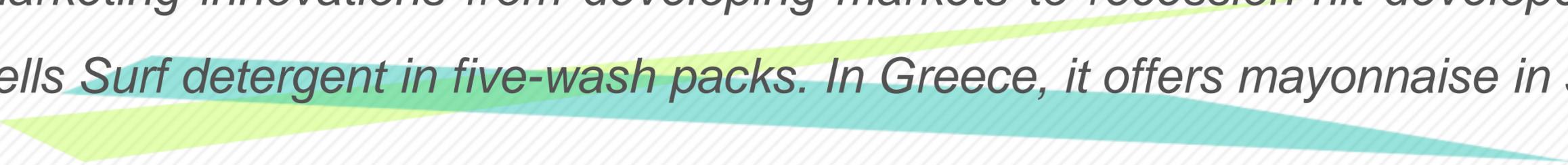
RUANG LINGKUP PEMASARAN



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Marketing Management at Unilever

Under the leadership of ex-P&G marketing executive Paul Polman and marketing whiz Keith Weed, Unilever is steering in an aggressive new direction. Its “Crafting Brands for Life” model establishes social, economic, and product missions for each brand, including Dove, Ben & Jerry’s, and Knorr. One part of the mission, for instance, is sustainability—specifically, to halve its ecological footprint while doubling revenues. To improve marketing communications, it aims to strike a balance between “magic” and “logic,” doubling marketing training expenditures and emphasizing ad research. Unilever has set its sights on developing and emerging markets, hoping to draw 70 percent to 75 percent of revenues from these markets by 2020. The company has also adopted “reverse innovation” by applying marketing innovations from developing markets to recession-hit developed markets. In Spain, it now sells Surf detergent in five-wash packs. In Greece, it offers mayonnaise in small packages.¹

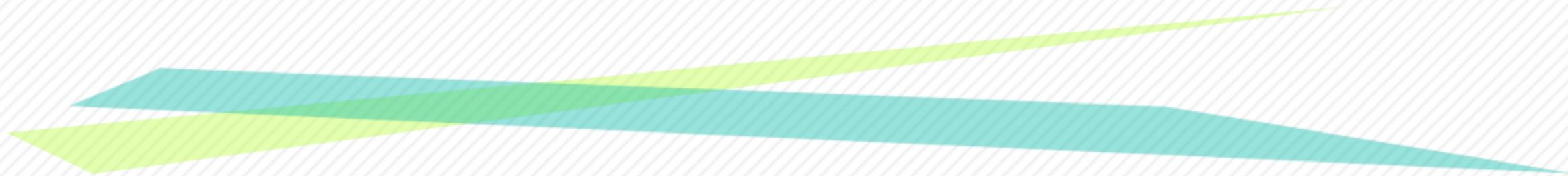


we will address the following questions:

- Why is marketing important ?
- What is the scope of marketing?
- What are some core marketing concepts?
- What forces are defining the new marketing realities?
- What tasks are necessary for successful marketing management?



“Good marketing is no accident. It is both an art and a science, and it results from careful planning and execution using state-of-the-art tools and techniques”



The Value of Marketing

Keuangan, operasional, akuntansi, dan fungsi bisnis lainnya tidak akan berarti tanpa cukup permintaan untuk produk dan jasa sehingga perusahaan dapat menghasilkan keuntungan (profit).



The Scope of Marketing

Untuk paham mengenai pemasaran, Anda perlu memahami apa itu pemasaran, bagaimana cara kerjanya, cara melakukannya, dan apa yang dipasarkan ?



What Is Marketing?

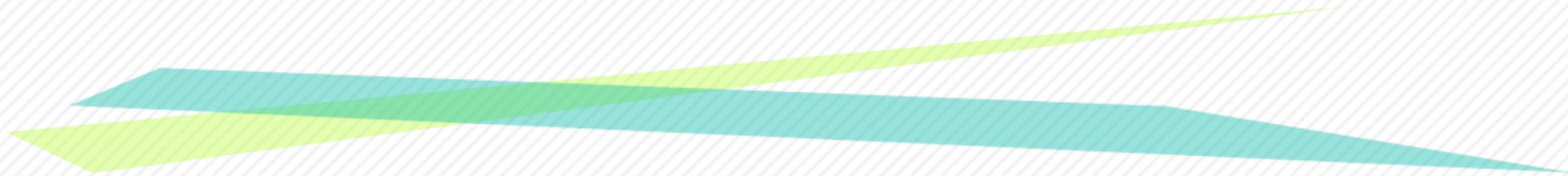
Pemasaran adalah tentang mengidentifikasi dan memenuhi kebutuhan manusia (social).

Salah satu definisi pemasaran adalah “***meeting needs profitably.***”



Ex:

- When Google recognized that people **needed** to more effectively and efficiently access information on the Internet, **it created a powerful** search engine that organized and prioritized queries.
- When IKEA noticed that people **wanted** good furnishings at substantially lower prices, it created knockdown furniture



The American Marketing Association

Pemasaran adalah kegiatan, mengatur, dan proses untuk menciptakan, mengkomunikasikan, menyampaikan, dan bertukar penawaran yang memiliki nilai bagi pelanggan, klien, mitra, dan masyarakat.

Manajemen pemasaran sebagai seni dan ilmu dalam memilih pasar sasaran untuk mendapatkan, menjaga, dan meningkatkan pertumbuhan pelanggan melalui penciptaan, delivering, dan berkomunikasi.



What Is Marketed?

Marketers market 10 main types of entities:

- goods,
 - services,
 - events,
 - experiences,
 - persons,
 - places,
 - properties,
 - organizations,
 - information, and
 - ideas.
- 

Who Markets?

A **marketer** is someone who seeks a response—attention, a purchase, a vote, a donation—from another party, called the **prospect**.

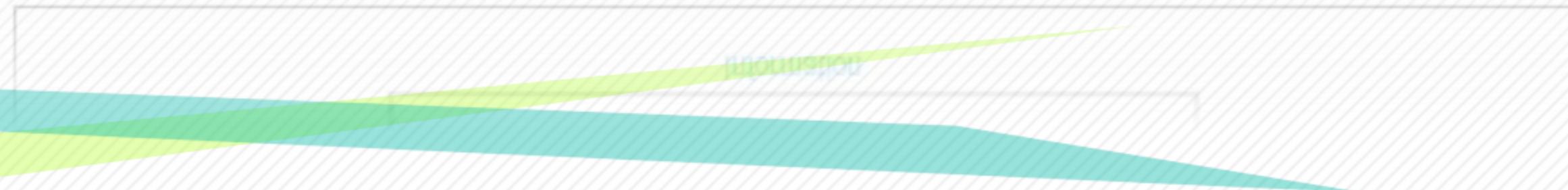
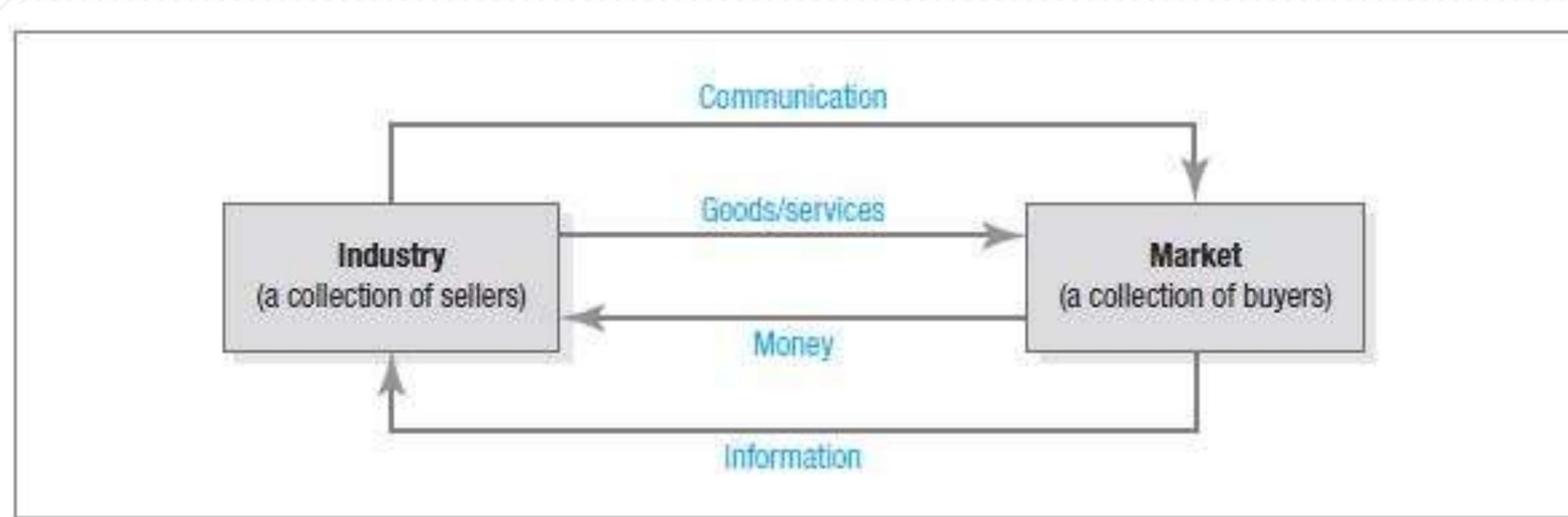


What Is a Market?

Traditionally, a “market” was a physical place where buyers and sellers gathered to buy and sell goods.



A Simple Marketing System



Core Marketing Concepts

Needs, Wants, and Demands

- **Needs** are the basic human requirements such as for air, food, water, clothing, and shelter. Humans also have strong needs for recreation, education, and entertainment.
- These needs become **wants** when directed to specific objects that might satisfy the need.
- **Demands** are wants for specific products backed by an ability to pay. Many people want a Mercedes; only a few can buy one.

“marketers get people to buy things they don’t want.”

Marketers do not create needs

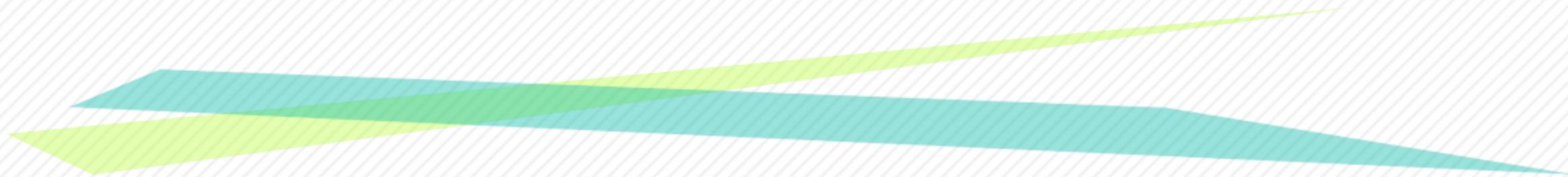


- Stated needs (The customer wants an inexpensive car.)
- Real needs (The customer wants a car whose operating cost, not initial price, is low.)
- Unstated needs (The customer expects good service from the dealer.)
- Delight needs (The customer would like the dealer to include an onboard GPS system.)
- Secret needs (The customer wants friends to see him or her as a savvy consumer.)

Target Markets, Positioning, and Segmentation

Not everyone likes the same cereal, restaurant, university, or movie.

Marketers therefore identify distinct segments of buyers by identifying demographic, psychographic, and behavioral differences between them.



Offerings and Brands

brand is an offering from a known source.

A brand name such as Apple carries many different kinds of associations in people's minds that make up its image: creative, innovative, easy-to-use, fun, cool, iPhone, and iPad to name just a few.

All companies strive to build a brand image with strong, favorable, and unique brand associations.



Marketing Channels

- Communication channels deliver and receive messages from target buyers and include newspapers, magazines, radio, television, mail, telephone, smart phone, billboards, posters, and the Internet
- Distribution channels help display, sell, or deliver the physical product or service(s) to the buyer or user.



Paid, Owned, and Earned Media

- Paid media include TV, magazine and display ads, paid search, and sponsorships, all of which allow marketers to show their ad or brand for a fee
- Owned media are communication channels marketers actually own, like a company or brand brochure, Web site, blog, Facebook page, or Twitter account.
- Earned media are streams in which consumers, the press, or other outsiders voluntarily communicate something about the brand via word of mouth, buzz, or viral marketing methods.

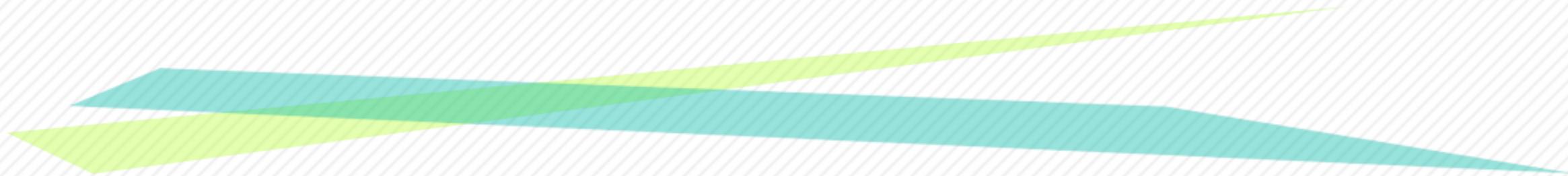
Value and Satisfaction

- Value, a central marketing concept, is primarily a combination of quality, service, and price, called the customer value triad. Value perceptions increase with quality and service but decrease with price.
- Satisfaction reflects a person's judgment of a product's perceived performance in relationship to expectations.



Competition

Competition includes all the actual and potential rival offerings and substitutes a buyer might consider.



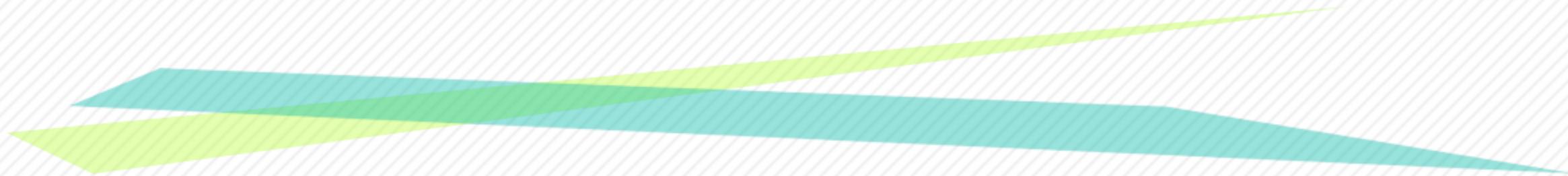
Marketing Environment

- The task environment includes the actors engaged in producing, distributing, and promoting the offering.
- The broad environment consists of six components: demographic environment, economic environment, social-cultural environment, natural environment, technological environment, and political-legal environment.



REFLEKSI

- Informasi penting hari ini
- Manfaat penting dari informasi penting hari ini
- Tindak lanjut yang dapat saudara lakukan





Thank You! 😊

Any Questions?