



PEMASARAN

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WHAT IS MARKETING?

The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.



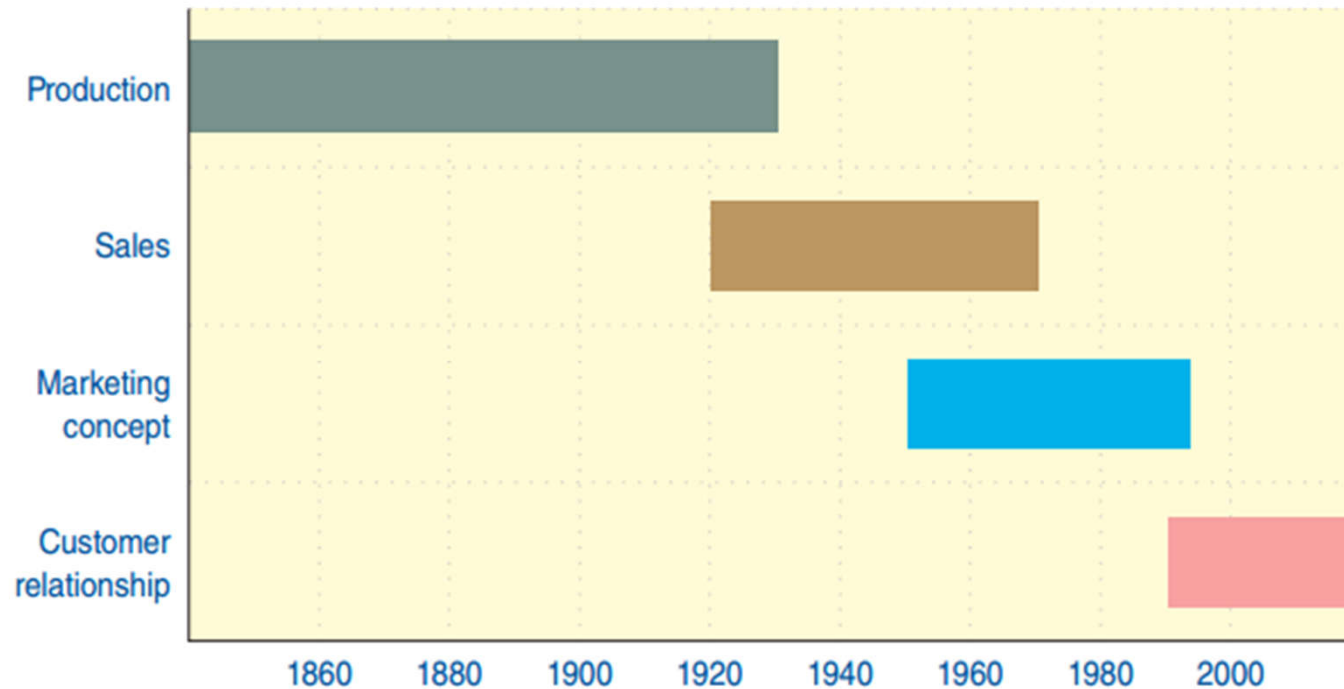
In the past marketing focused almost entirely on helping the seller sell. That's why many people still think of it as mostly selling, advertising, and distribution from the seller to the buyer. Today, much of marketing is instead about helping the buyer buy.

Let's examine a couple of examples.

Today, when people want to buy a new or used car, they often go online first. They go to a website like Cars.com to search for the vehicle they want. At other websites they compare prices and features. By the time they go to the dealer, they may know exactly which car they want and the best price available.



The Evolution of Marketing



The Marketing Concept Era

1. A customer orientation. Find out what consumers want and provide it for them. (Note the emphasis on meeting consumer needs rather than on promotion or sales.)
 2. A service orientation. Make sure everyone in the organization has the same objective: customer satisfaction. This should be a total and integrated organizational effort. That is, everyone from the president of the firm to the delivery people should be customer-oriented. Does that seem to be the norm today?
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3. A profit orientation. Focus on those goods and services that will earn the most profit and enable the organization to survive and expand to serve more consumer wants and needs.



THE MARKETING MIX

We can divide much of what marketing people do into four factors, called the four P to make them easy to remember. They are:

1. Product
 2. Price
 3. Place
 4. Promotion
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Marketing Manager



Marketing mix



Product



Price



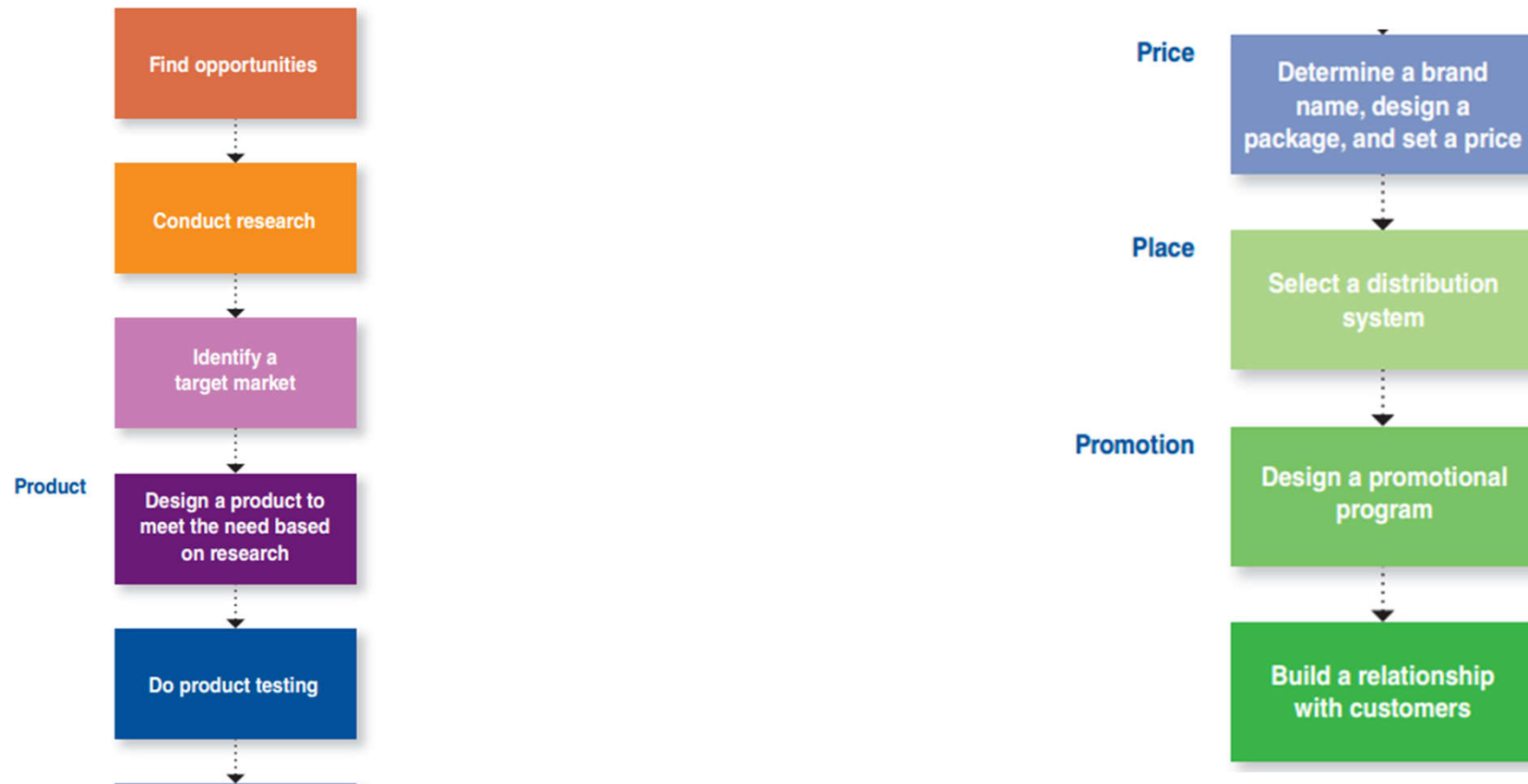
Place



Promotion



Designing a Product to Meet Consumer Needs



PROVIDING MARKETERS WITH INFORMATION

A simplified marketing research process consists of at least four key steps:

1. Defining the question (the problem or opportunity) and determining the present situation.
 2. Collecting research data.
 3. Analyzing the research data.
 4. Choosing the best solution and implementing it.
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PRIMARY SOURCES

Interviews
Surveys
Observation
Focus groups
Online surveys
Questionnaires
Customer comments
Letters from customers

SECONDARY SOURCES**Government Publications**

Statistical Abstract of the United States *Census of Transportation*
Survey of Current Business *Annual Survey of Manufacturers*
Census of Retail Trade

Commercial Publications

ACNielsen Company studies on retailing and media
Marketing Research Corporation of America studies on consumer purchases
Selling Areas—Marketing Inc. reports on food sales

Magazines

<i>Entrepreneur</i>	<i>Journal of Retailing</i>	<i>Journal of Advertising</i>
<i>Bloomberg Businessweek</i>	<i>Journal of Consumer Research</i>	<i>Research</i>
<i>Fortune</i>	<i>Journal of Advertising</i>	Trade magazines
<i>Inc.</i>	<i>Journal of Marketing Research</i>	appropriate to your
<i>Advertising Age</i>	<i>Marketing News</i>	industry such as
<i>Forbes</i>	<i>Hispanic Business</i>	<i>Progressive Grocer</i>
<i>Harvard Business Review</i>	<i>Black Enterprise</i>	Reports from various
<i>Journal of Marketing</i>		chambers of commerce

Newspapers

The Wall Street Journal, *Barron's*, your local newspapers

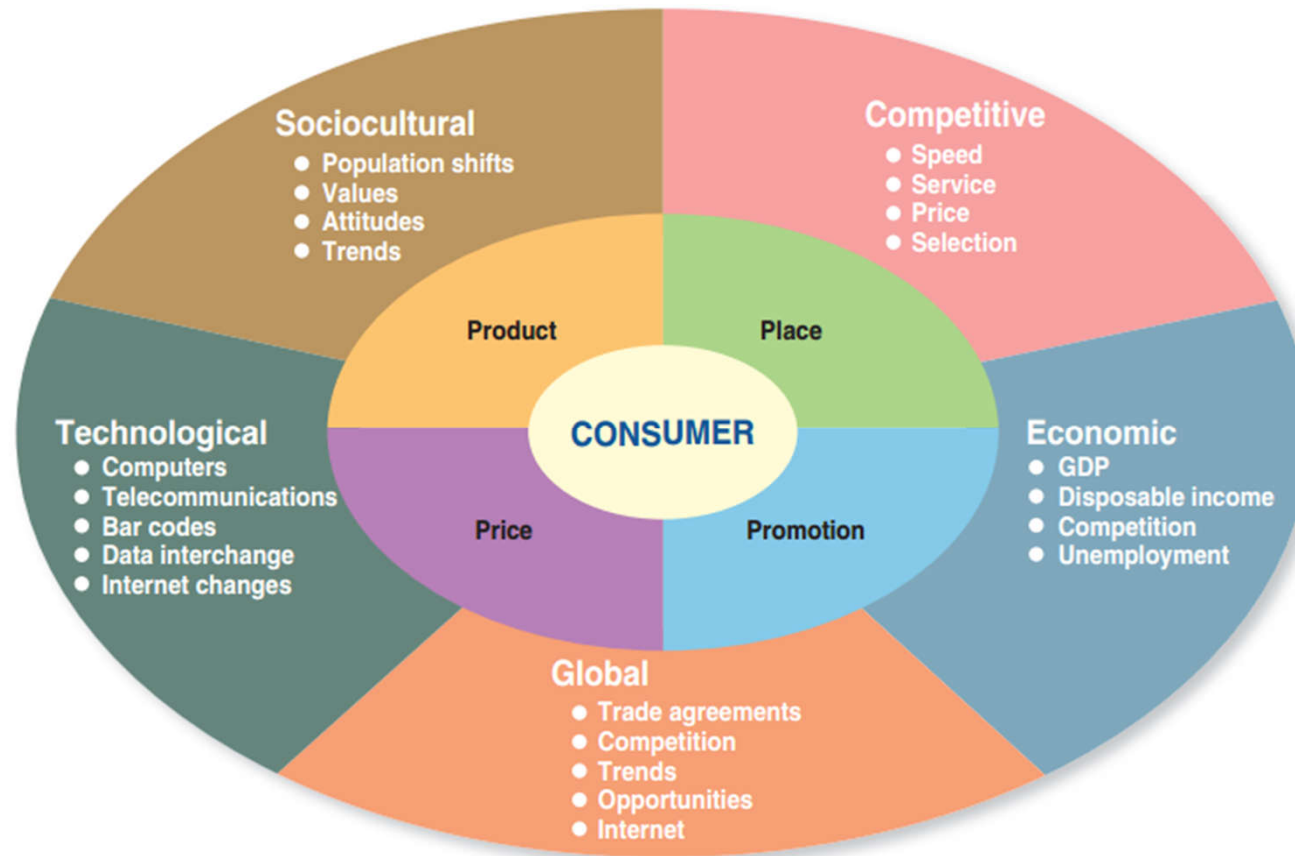
Internal Sources

Company records	Income statements
Balance sheets	Prior research reports

General Sources

Internet searches	Commercial databases
Google-type searches	

THE MARKETING ENVIRONMENT



TWO DIFFERENT MARKETS: CONSUMER AND BUSINESS-TO-BUSINESS (B2B)

THE CONSUMER MARKET

Main Dimension	Sample Variables	Typical Segments
Geographic segmentation	Region	Northeast, Midwest, South, West
	City or county size Density	Under 5,000; 5,000–10,999; 11,000–19,999; 20,000–49,000; 50,000 and up Urban, suburban, rural
Demographic segmentation	Gender	Male, female
	Age	Under 5; 5–10; 11–18; 19–34; 35–49; 50–64; 65 and over
	Education	Some high school or less, high school graduate, some college, college graduate, postgraduate
	Race	Caucasian, African American, Indian, Asian, Hispanic
	Nationality	American, Asian, Eastern European, Japanese
	Life stage	Infant, preschool, child, teenager, collegiate, adult, senior
	Income	Under \$15,000; \$15,000–\$24,999; \$25,000–\$44,999; \$45,000–\$74,999; \$75,000 and over
	Household size Occupation	1; 2; 3–4; 5 or more Professional, technical, clerical, sales supervisors, farmers, students, home-based business owners, retired, unemployed
Psychographic segmentation	Personality	Gregarious, compulsive, extroverted, aggressive, ambitious
	Values Lifestyle	Actualizers, fulfillers, achievers, experiencers, believers, strivers, makers, strugglers Upscale, moderate
Benefit segmentation	Comfort Convenience Durability Economy	(Benefit segmentation divides an already established market into smaller, more homogeneous segments. Those people who desire economy in a car would be an example. The benefit desired varies by product.)
	Health Luxury Safety Status	
Volume segmentation	Usage	Heavy users, light users, nonusers
	Loyalty status	None, medium, strong

THE BUSINESS-TO-BUSINESS MARKET

	Business-to-business Market	Consumer Market
Market Structure	Relatively few potential customers	Many potential customers
	Larger purchases	Smaller purchases
	Geographically concentrated	Geographically dispersed
Products	Require technical, complex products	Require less technical products
	Frequently require customization	Sometimes require customization
	Frequently require technical advice, delivery, and after-sale service	Sometimes require technical advice, delivery, and after-sale service
	Buyers are trained	No special training
Buying Procedures	Negotiate details of most purchases	Accept standard terms for most purchases
	Follow objective standards	Use personal judgment
	Formal process involving specific employees	Informal process involving household members
	Closer relationships between marketers and buyers	Impersonal relationships between marketers and consumers
	Often buy from multiple sources	Rarely buy from multiple sources

PERSONAL SELLING: PROVIDING PERSONAL ATTENTION

Steps in the Selling Process

1. Prospect and Qualify The first step in the selling process is prospecting, researching potential buyers and choosing those most likely to buy. The selection process is called qualifying

2. Preapproach The selling process may take a long time, and gathering information before you approach the customer is crucial.

3. Approach “You don’t have a second chance to make a good first impression.”

4. Make a Presentation In your actual presentation of the software, you’ll match the benefits of your value package to the client’s needs.

5. Answer Objections Salespeople should anticipate any objections the prospect may raise and determine the proper responses.

6. Close the Sale After a salesperson has answered questions and objections, he or she may present a trial close, a question or statement that moves the selling process toward the actual purchase.



7. Follow Up The selling process isn't over until the order is approved and the customer is happy.



TASK POINT 1

Nike wants to help its customers add soul to their soles and express their individuality by customizing their own shoes. See for yourself at www.nike.com. Enter “**customize**” in the search box and build a shoe that fits your style.

1. What if you're in the middle of your shoe design and have questions about what to do next? Where can you go for help?
 2. How does Nike's website help the company strengthen its relationships with its stakeholders? Give examples to support your answer.
 3. How do the elements of the website reflect Nike's target market?
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TASK POINT 2



REFLEKSI

- Informasi penting hari ini

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- Manfaat penting dari informasi penting hari ini

- Tindak lanjut yang dapat saudara lakukan
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Thank You