



Bu proje Avrupa Birliđi ve Trkiye Cumhuriyeti tarafından finanse edilmektedir.



TRANSFORMATION TO TECHNICAL TEXTILES IN DENİZLİ

TRAINING COURSE ON MARKETING



MARKETING 360°

FULL CIRCLE MARKETING SURVEY
OF YOUR BUSINESS

ANTÓNIO PARAÍSO

LUXURY · MARKETING · INNOVATION

CONSULTING & TALKS

What is

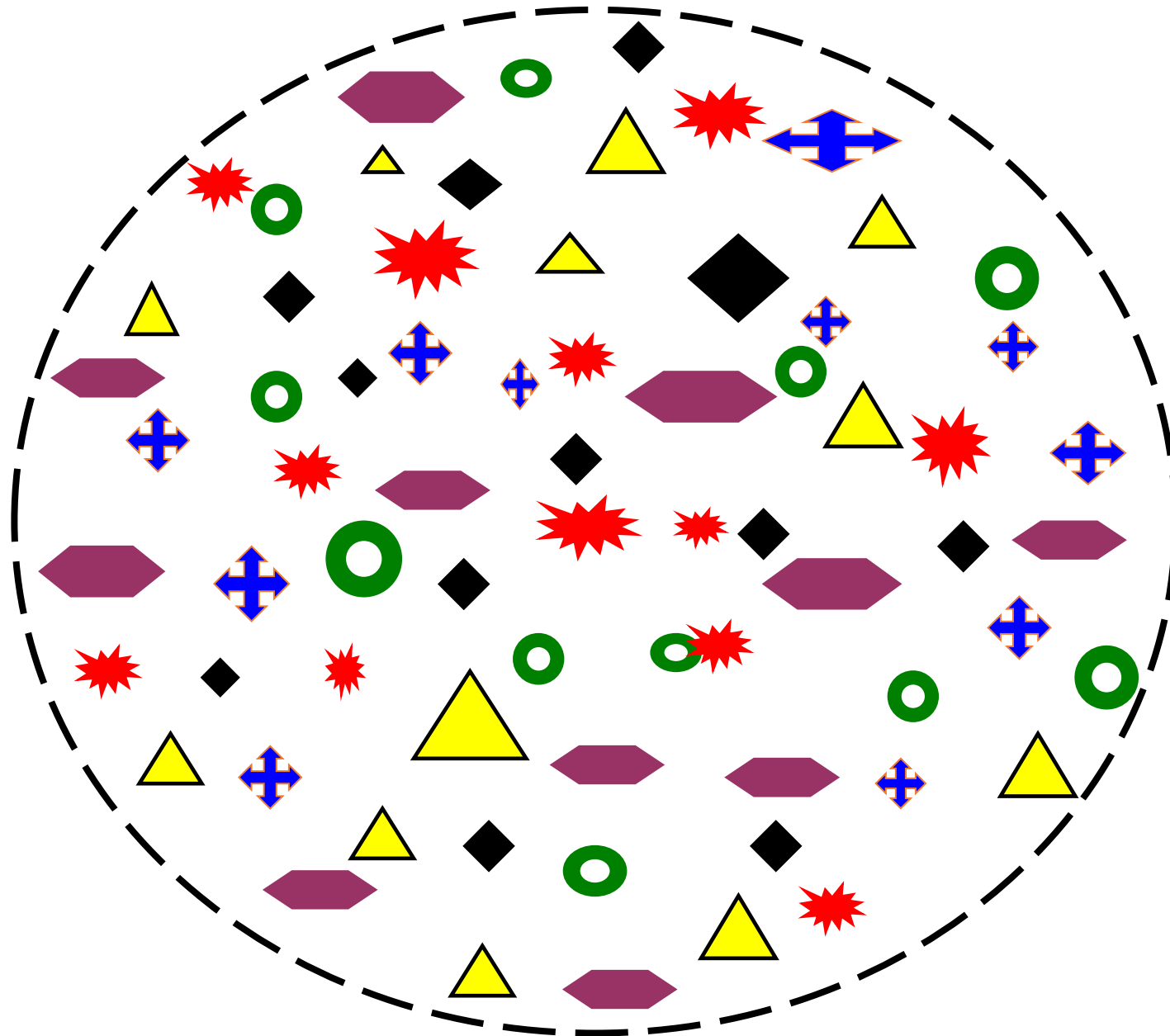
M a r k e t i n g



Market + ing



SOCIETY



The Market

People

Companies

Institutions

An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger, submerged part is below. The background is a clear blue sky and a calm blue sea.

Marketing Communication
Promoting the Product or Brand

Market Study

Market Segmentation

Understand Customer Needs

Competition Analysis

Product Development

Price Fixing

Selecting Distribution Channels

Objective Definition

Strategy Definition

Selecting the Team

Designing Action Plans

What is
Marketing



Marketing

analysing

thinking

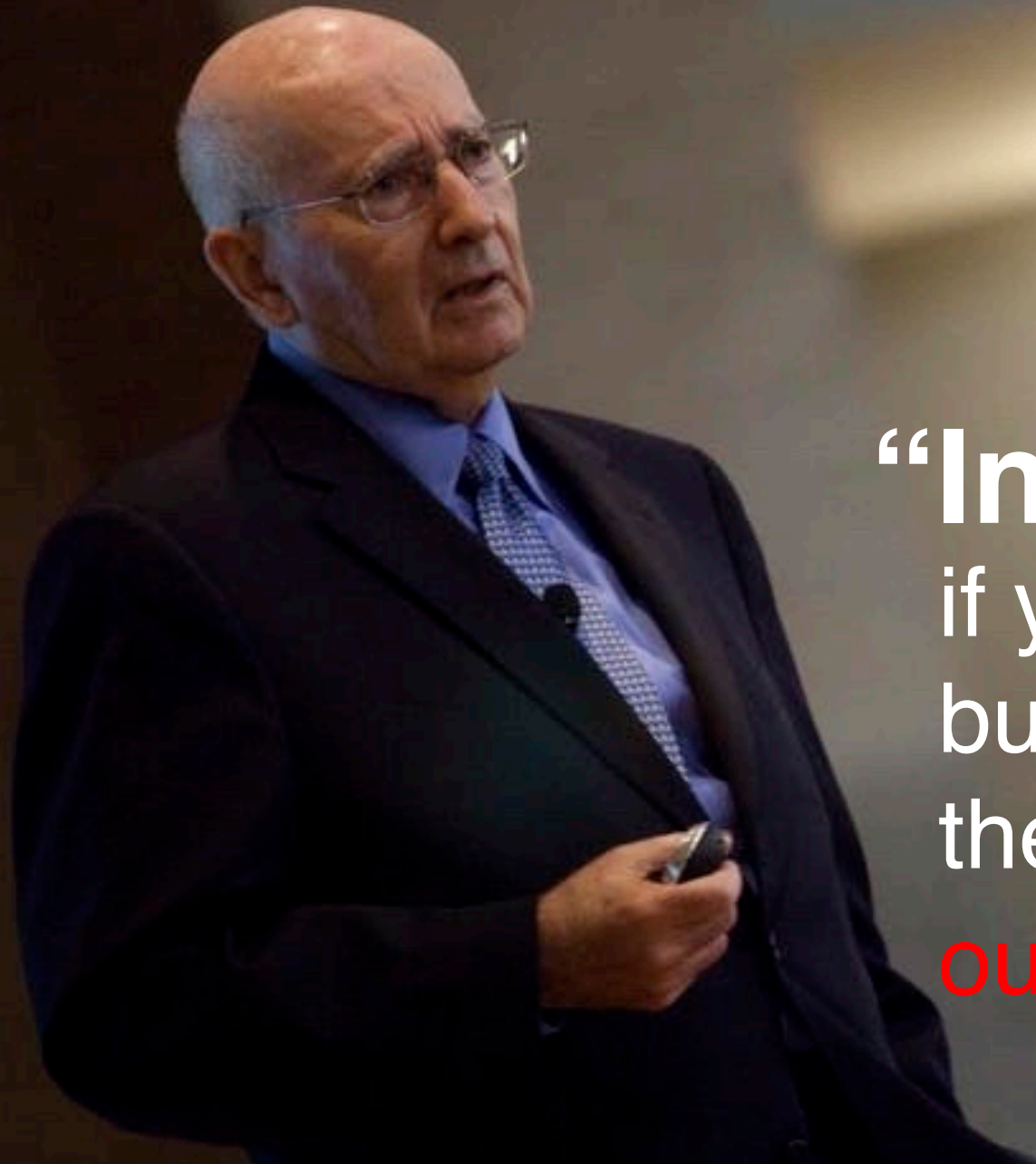
planning

communicating

selling

managing ... the business

...and this type of work must be done
everyday on a regular basis
because...



“In 5 years’ time
if you will be in the same
business that you are today,
then you will go
out of business”

Philip Kotler

Why is

Marketing

important in managing a business



Why is Marketing so important for managing a business?

In Sales you have to go searching for clients and convince them that your product is good for them.

In **Marketing**, if you do it well, clients will come to you and will want to buy from you.

Why is Marketing so important for managing a business?

Marketing activity guides you into looking for new opportunities, develop new products, find new clients, enter new markets, grow your business.

MARKETING 360°



MARKETING 360° QUESTIONS FOR BRAINSTORMING

- **PRODUCT – What is the value of your products?**
 - What is the benefit that clients actually look for and buy?
 - Do you have a portfolio of different products for different needs?
 - Do you also add some services to the main products?
 - Why is your offering better or different?
 - Do you have a brand?
 - What/Where is the value of your offering?
- **PRICE – The money you exchange for value / A representation of value**
 - Is your price range above, below or in line with those of your competitors?
 - Are your prices compatible with the value of product perceived by the client?
 - How do you fix and decide your prices?
 - Do you have a discount policy (sales and financial discounts)?
 - What are your standard payment conditions?
 - Do you give credit to your clients?
- **PLACE – How you deliver your products to your clients**
 - Which distribution channels / points of sale do you use to deliver your products to clients?
 - Do you sell and deliver directly or via intermediate companies??
 - How do they add value to our offer?
 - Does it make sense to use other channels never used before? Which ones?
 - Is your logistics operation (warehousing + transportation) well planned? Can you improve?
- **PROMOTION – What, how, where you communicate?**
 - Do you communicate regularly with your market?
 - Which platforms, media, channels do you use?
 - How does your competition communicate?
 - Which messages do you wish to transmit to the market?
 - Do you have a communication plan for your brand or company?
- **POSITIONING – How you wish to be known by the market**
 - What do clients and the market think about your product, brand or company?
 - What would you like them to think about your product, brand or company?
 - How do you wish to be known in the market? (design, colours, quality, innovation, service, price,...)
 - Which differentiating benefit do you wish to communicate and sell to the market?
- **CLIENTS - Who are your target clients?**
 - Which client profiles need or desire my products?
 - Which client profiles can pay my price level?
 - How do clients buy my products?
 - Please list the 3 most important aspects / benefits that clients want?
- **MARKET – Where you operate**
 - Do you first look inside and then go to the market?
 - Or do you first go to the market and then look inside?
 - What is your target market? (geography, type of quality, type of clients)
 - Who are your 3 most direct competitors?
- **GROWTH – The plan for attract more clients**
 - How often do you do market prospecting?
 - Which new actions will you implement regularly to grow the business?
 - Which new products will you launch in the market and when?
 - What kind of partnerships can you develop to foster growth?
 - What can you improve? What can you do differently?
 - Do you have a plan for growth? Can you make one?
 - What are your goals for the next 5 years?



**WHAT LEADS
TO SUCCESS?**



What are the main ideas that you take from the training course today?



Thank you

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