

Principals of marketing

What you need to know to succeed



Markova Mariia

20 years of professional experience

Enthusiastic, detail-oriented communications, event management professional, business coach with 24 years of experience and more than 100 projects implemented all over the world.

I exhibit a strong passion for producing effective PR and marketing strategies, compelling press releases as well as building strong media relations.

I am an expert in social media, budget management, event planning and execution, journalism.

8 years of teaching

- more than 300 graduates in Russia who work all over the world
- 150 graduates of marketing and PR module in Tashkent
- Development and teaching of a Bachelor's programs in PR (first time in Uzbekistan) and Marketing (validated by Queen Margaret University (UK))



My experince and interests

2024

PHD in Business Administration

Eastern Mediterranean University

2024

Lecturer (Marketing&PR)

British Management University in Tashkent (QMU UK), UZBEKISTAN

2022

Global MBA (Marketing pathway)

Berlin School of Business and Innovations, GERMANY

2018

Master's degree in pedagogy and psychology

Master's thesis: The Methodology on Building Successful Corporate Culture

RUSSIAN STATE SOCIAL UNIVERSITY MOSCOW, RUSSIA

2005

Bachelor's degree in Physiology

MOSCOW STATE UNIVERSITY MOSCOW, RUSSIA



Five topics for today



History

Key dates of marketing history



Concepts

Universal Key Concepts in Marketing



Strategy

Stages of development and types of marketing research



Research

Marketing research types and goals



Key Tools

Traditional and digital marketing tools



Key Trends 2024

Tools that provide ROI



1

Key history milestones

First mention of marketing

During the Song Dynasty (960–1127 CE) in **China** merchants used branding to pass-off lower grade garden tea as the higher grade hill tea by using brand names, like «Cloudy Mountain Tea» and others



Brief History of Marketing

1890s-1920s



Production period

Focus in the firm on physical production and supply, where demand exceeded supply, there was little competition, and the range of products was limited. This phase came after the Industrial revolution

1920-1950s



Sales period

After First World War. Characterized by a focus in the firm on personal selling supported by market research and advertising.

1950-1980s



Marketing period

More advanced focus in the firm on the customer's needs. After Second World War

1980-present day



Societal marketing period

Stronger focus on social and ethical concerns in marketing in the firm and recognition that non-for-profits could also undertake marketing. Information revolution



02

Key concepts

The components of marketing

Creating



The process of collaborating with suppliers and customers to create offerings that have value

Communicating



Broadly, describing those offerings as well as learning from customers

Delivering



Getting those offerings to the customer in a way that optimizes value

Exchanging



Trading value for those offerings

The 4Ps of the marketing mix

Product



Place



Price



Promotion



Neil Borden, 1950
Eugene McCarthy, 1960

The 7Ps of the marketing mix



Product



Place



Price



Promotion



**Physical
evidence**



Process



People

Booms and Bitner, 1981



03

Marketing strategy

Marketing strategy term

Marketing strategy is the company's overall forward-looking approach and a game plan to reach potential customers and convert them into actual customers for the product/service that you're selling.

A **marketing strategy** usually comprises customers' demographic data, brand message, core values of your company, and some other important elements.

Some people confuse **marketing strategy** with the **marketing plan**.



Marketing strategy goals



**Drive Organic
Website Traffic**



**Boost Brand
Awareness**



**Generate Quality
Leads**



**Improve Customer
Retention**



**Increase Customer
Engagement**



**Expand Market
Reach**

Marketing strategy dev stages



**Choose
the goal**



**Analyze
the market**



**Describe
customer's
avatar**



**Develop
the strategy**



**Create promo
materials**



**Draw up
cost estimate**



**Develop
final plan**



**Check the ROI of the
strategy**



04

Marketing research

Goals of MarRes

- Primary Information Gathering.
- Obtaining data on market prospects, on the ratio of supply and demand.
- Proposing and testing different hypotheses regarding product or consumer.
- Find out why some products are popular and others are unpopular.
- Determination of consumer loyalty to certain brands, goods and services.
- Reinforce or refute existing development and advancement strategies.
- Identification of strengths and weaknesses of competitors, analysis of their ways of promotion.

Key goals of marketing research



1

Opportunity to evaluate marketing performance, uncover customer behaviours and explore their preferences

3

Explores market not customers, changes of business environment, market structure and trends



2

Foundation of marketing strategy

4

Marketing and market researches both are more than increasing sales



MarRes Classification



Internal

MIS systems provide up-to-date information about company's operations – records of sales, customer activities, accounts, cash flow data and others



External

Collection of information on the behavior and results of direct and indirect competitors, research of legislative changes, media fields

MarRes Classification



Primary or field data

«+» Is carried out by the company, data is original and designed to provide information to answer questions and solve specific problems

«-» Is costly to carry out and analyse



Secondary or desk research

«+» Is carried out through interrogating existing sources of information from external sources – marketing reports, statistics, economic performance and other sources. Cheaper than primary research.

Best decision – combination of Primary and Secondary research

MarRes Classification



Quantitative

Is collected from questionnaires and large data sets.

FE – size of population, usability of website, behaviour patterns



Qualitative

Is opinion-based and is used to increase our understanding of why things happen.

Can be based on quantitative research to go deeper and focus on insights

Answer questions – What, why and how

Types of MarRes and thier goals

Advertising research

Including copy testing of text, gauging customers' response, brand awareness and organizational visibility

Brand association

Identifying what customers associate with certain brand names and what they understand are the brands' values

Buyer decision-making

Determining what motivates people to buy, what is involved in the process, and what are the buying triggers

Concept testing

Testing the reaction of customers to a particular concept or new product offering

Trend spotting

Identifying changes in cultural trends and new trends in buyer behaviours

Customer satisfaction

Identifying what constitutes satisfaction in a range of customer group and markets

Types of MarRes and thier goals

Demand forecasting

Estimating the approximate total level of demand for a specific product or product group

Distribution trends

Investigating the attitude of retailers and associated distributors towards certain brands and how they should be conveyed to the marketplace

Internet intelligence

Searching for customers' opinions and trends via chatrooms, web pages, blogs, and following opinion formers

Marketing analytics

Building scenario models and measuring the results of theoretical marketing actions

Mystery shopping

The anonymous gathering of data on the customers' interaction wiyh the product of distribution. Often used for quality control

Market positioning

Positioning research is used to identify the brand/product's position in the market compared to other offers

Research methods

Survey

Collecting data from a selected group of respondents
Right and same questions to right target audience with common features (questionnaires)

Experiment

Observation under controlled conditions, they can be changed and results are recorded.
Participants are awared.

Focus Group

Group of 6-12 of target customers with moderator, answers are recorded

Observation

Without interference of the researcher, participants don/t know about observation.
Everything have to be recorded

Interview

Personalized interactions with a researcher, set of semi-structured questions, explored in greater depth

Mystery shopping

Organisation employ someone to purchase products, services and record of their experiences

Neuromarketing

Researcher measures neural activities

- Eye movement
- Eye dilation
- Facial expressions
- Brain activity



The marketing research process

Step 1



Define the problem

Step 2



Decide the research
plan

Step 3



Undertake the data
collection

Step 4



Undertake the data
analysis/interpretation

Step 5

Write a report and deliver the presentation



05

Key tools

Key traditional marketing tools



TV



Radio



Outdoor



Mailing



Flyers



Events

Key digital marketing tools



SMM



E-mail



SEO



Contextual Ads



Target Ads



Landing pages



Messaging



Affiliation



Video



06

Key trends

Marketing trends 2024

AI Marketing Automation

AI-powered marketing tools like chatbots, voice search optimization and predictive analytics will become even more widespread

Hyper-Personalization

With advancements in AI and machine learning, sales and marketing teams can tap into a wealth of customer data to better curate and personalize content, product recommendations and offers.



Augmented Reality (AR) And Virtual Reality (VR)

Immersive technologies like AR and VR can help to create immersive brand storytelling and consumer engagement avenues.

Influencer Marketing

Drive the growth of micro-influencers—individuals with smaller but highly engaged followings

Video Marketing

Short-form videos, live streaming and interactive content are increasingly important in video marketing.

Marketing trends 2024

Voice Search Optimization

Understanding and incorporating voice search optimization techniques will help to make your content more discoverable and rank higher in voice search results.

User-Generated Content (UGC)

Brands can encourage UGC creation by launching engaging contests and challenges with specific hashtags, themes or formats, rewarding the best entries. Partnering with relevant influencers can also amplify reach and engagement.



Social Commerce

Social media platforms are increasingly becoming e-commerce ecosystems, which is expected to impact the digital shopping landscape significantly.

Privacy and Data Protection

As data privacy comes under increased scrutiny, businesses must prioritize consumer trust and data protection.

Sustainability And Purpose-Driven Marketing

As environmental concerns continue to take center stage, consumers increasingly seek brands that align with their values.

Thanks!

Do you have any questions?
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