# 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



#### Research

Marketing research types and goals



## Concepts

Universal Key Concepts in Marketing



## **Key Tools**

Traditional and digital marketing tools



### **Strategy**

Stages of development and types of marketing research



## Key Trends 2024

Tools that provide ROI



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# 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

1920-1950s

1950-1980s

1980-present day









#### **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

#### Sales period

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

#### Marketing period

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

#### 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



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Key concepts

## The components of marketing

Communicating **Delivering Exchanging** Creating The process of Broadly, describing Getting those Trading value for those collaborating with those offerings as offerings to the offerings suppliers and customers customer in a way well as learning from

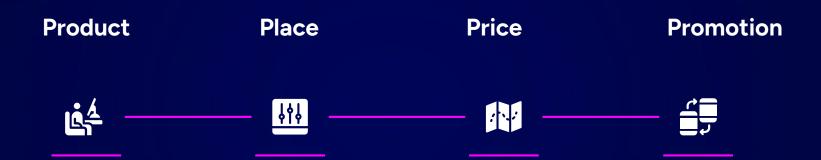
customers

that optimizes value

to create offerings that

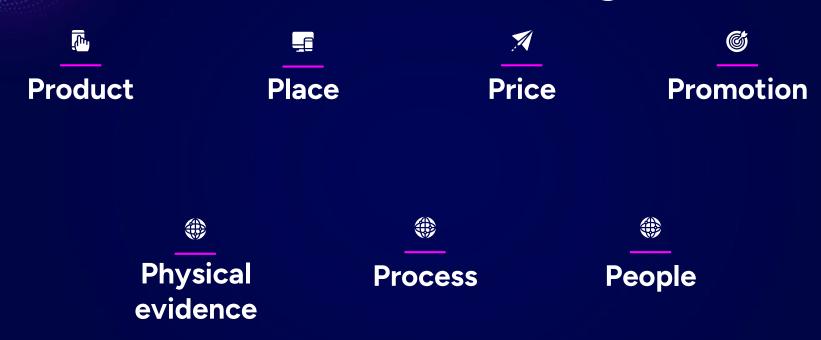
have value

## The 4Ps of the marketing mix



Neil Borden, 1950 Eugene McCarthy, 1960

## The 7Ps of the marketing mix



**Booms and Bitner, 1981** 



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# 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



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# 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





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

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





Foundation of marketing strategy

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 our 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

#### **Concept testing**

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

## Brand association

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

#### Trend spotting

Identifying changes in cultural trends and new trends in buyer behaviours

#### Buyer decisionmaking

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

## **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

# Marketing analytics

Building scenario models and measuring the results of theoretical marketing actions

## Distribution trends

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

# Mystery shopping

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

# Internet intelligence

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

# 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





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Key tools

## Key traditional marketing tools













## Key digital marketing tools

**SEO** 









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# Key trends

## Marketing trends 2024

#### **Al Marketing Automation**

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

#### **Hyper-Personalization**

With advancements in Al 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 microinfluencers—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? m.markova@bmu-edu.uz +998 91 779 08 83







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