HOLA! oo

The best marketing doesn't feel like marketing.
-Tom Fishburne

Abdullah Fikri

MARKETING STRATEGY

Manajemen Pemasaran

ABDULLAH

ABDULLAH FIKRI ISMANTO
PENGUSAHA CUEVA/SPEAKER KAYU PO...

Takut difoto
Tinggi diatas rata-rata
Pernah berjualan baut

IT'S YOUR TURN!

WHAT'S IN IT FOR ME?

RELEVANCE TO YOUR FUTURE CAREER

Understanding marketing strategy, especially STP, is crucial for any career path you choose, whether it's in marketing, business development, entrepreneurship, or even non-profit organizations

MAKE INFORMED DECISIONS

Whether you're buying a product, voting in an election, or supporting a cause, understanding marketing strategy helps you analyze the messages and tactics used to influence your decisions.

BECOME A STRATEGIC THINKER

Marketing strategy requires strategic thinking and planning. By learning STP, you'll develop critical thinking skills that are valuable in any professional or personal endeavor.

CONTENS *Presentation*

MARKETING STRATEGY - STP MODEL

Marketing Management is the leading marketing text because its content and organization consistently reflect changes in marketing theory and practice. The very first edition of Marketing Management, published in 1967, introduced the concept that companies must be customer-and-market driven. But there was little mention of what have now become fundamental topics such as **segmentation, targeting, and positioning.**
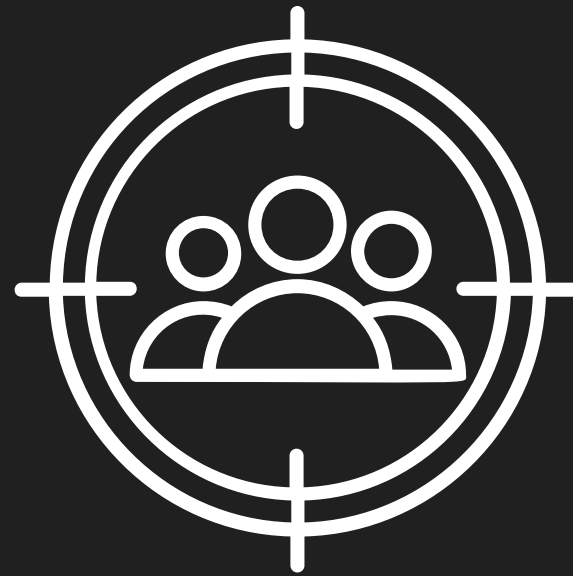
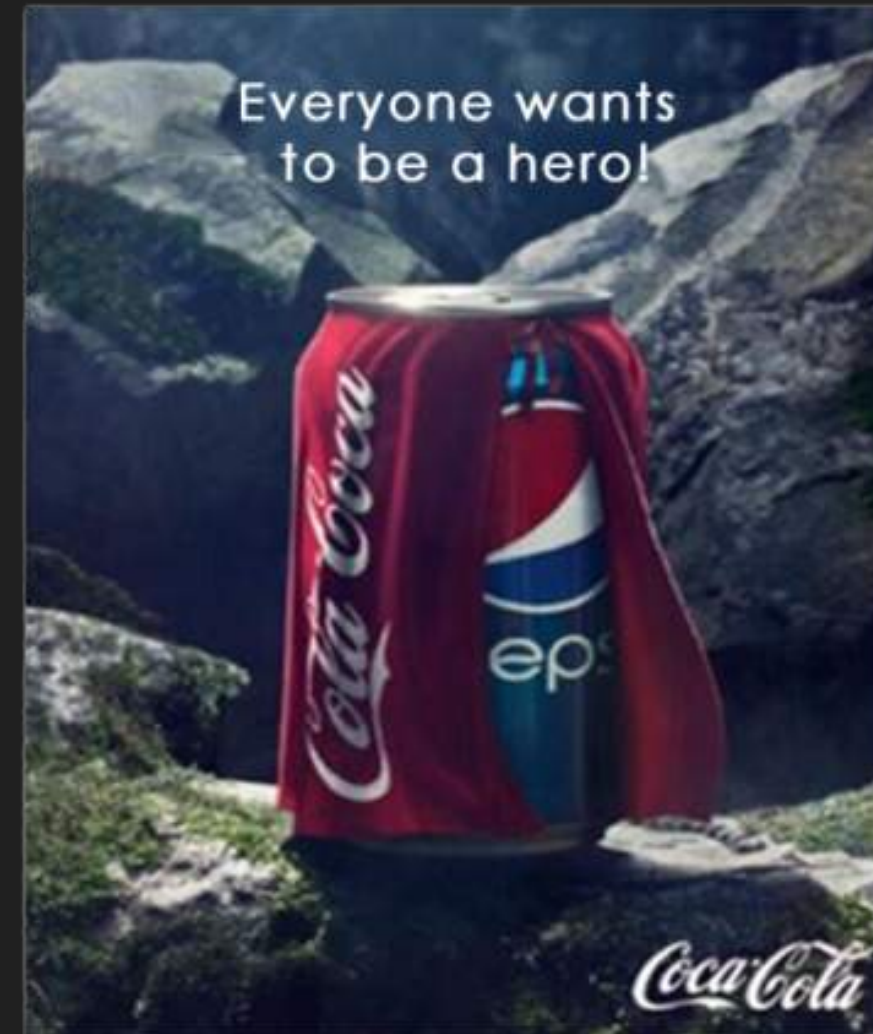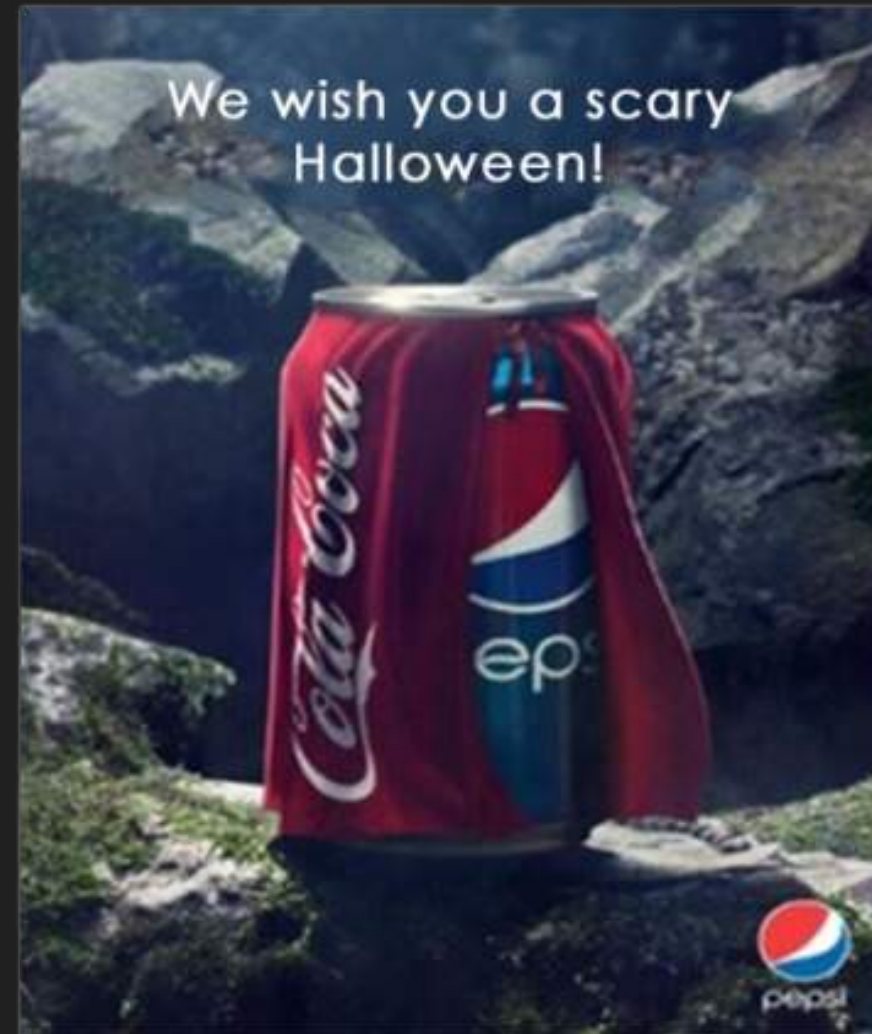Kottler and Keller (2011)

PUBLIC ≠ AUDIENCE

SEGMENTATION

TARGETING

POSITIONING

COCA-COLA VS PEPSI

We wish you a scary Halloween!

Everyone wants to be a hero!

COCA-COLA VS PEPSI
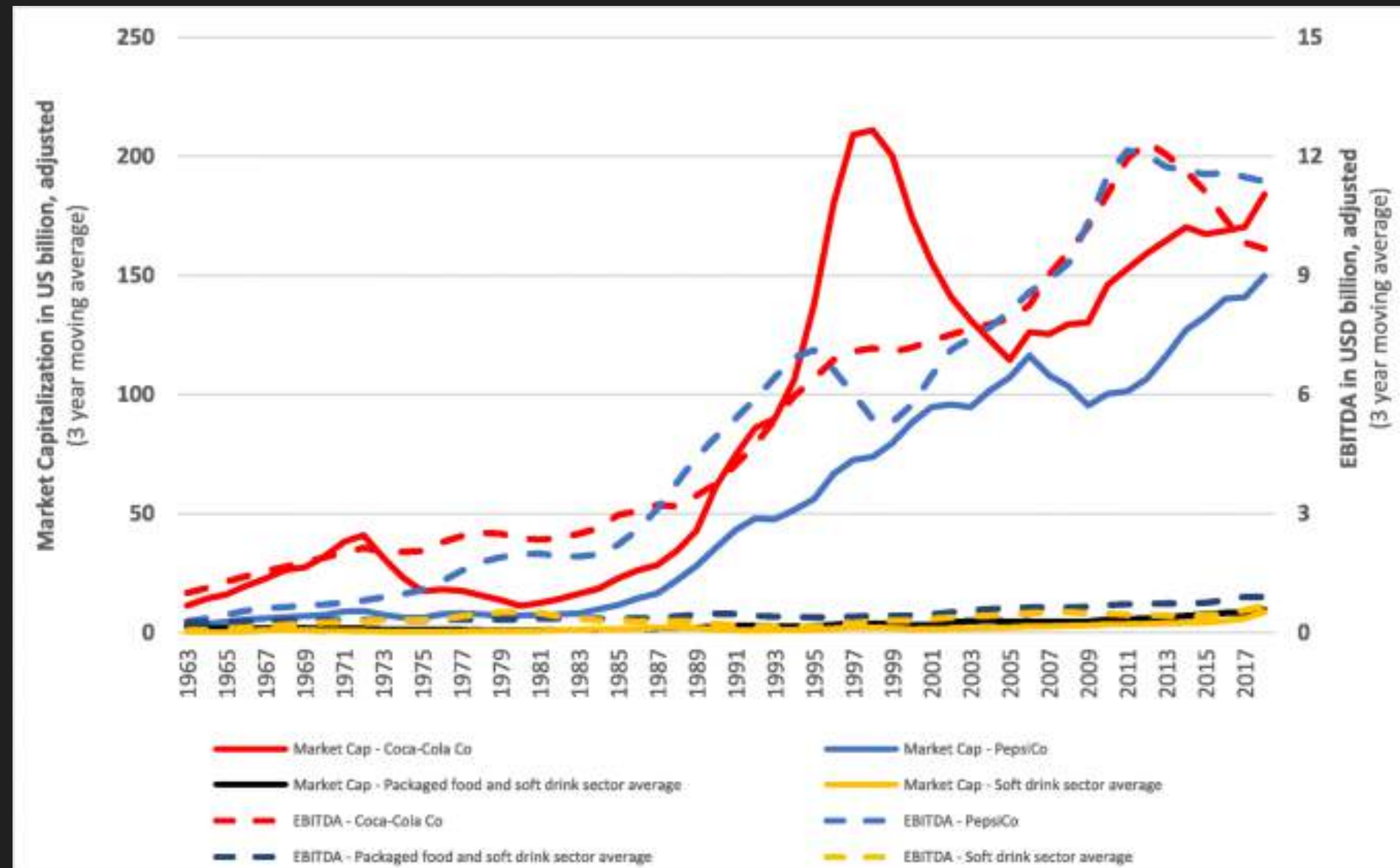
COCA-COLA VS PEPSI

Source: Compustat North America (accessed via Wharton Research Data Services). Values adjusted to USD value in 2010. Market capitalization = Share price x number of shares outstanding. Earnings = Earnings Before Interest, Tax, Depreciation, and Amortization [EBITDA].

Packaged food and soft drink sector = US-listed food and non-alcoholic beverage firms (excluding Coca-Cola Co, PepsiCo, and their bottlers) listed on U.S. stock exchanges in the Global Industry Classification Standard (GICS) sub-industries for soft drinks (30201030) and packaged foods and meats (30202030). Soft drink sector = US-listed food and non-alcoholic beverage firms (excluding Coca-Cola Co, PepsiCo, and their bottlers) listed on U.S. stock exchanges in the Global Industry Classification Standard (GICS) sub-industries for soft drinks (30201030).

SEGMENTATION

Market segmentation **divides a market into well-defined slices.** A market segment consists of a group of customers who share a similar set of needs and wants. The marketer's task is to identify the appropriate number and nature of market segments and decide which one(s) to target.

Kottler and Keller (2011)
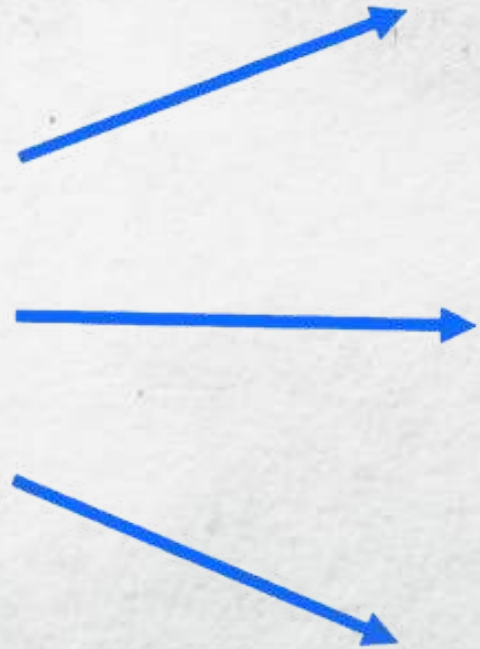
MARKET SEGMENTATION

Market segmentation involves dividing a broad market into smaller, more manageable segments of consumers or businesses with similar needs, characteristics, or behaviors.

There are different levels of market segmentation, each representing a different degree of specificity in how the market is divided. Additionally, there are various bases, or criteria, upon which market segmentation can be performed.
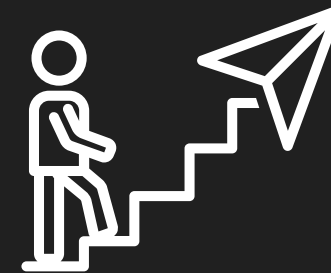
Levels of market segmentation
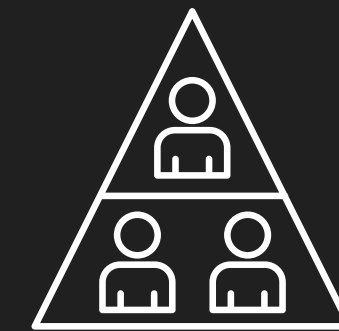
Bases for market segmentation

LEVELS OF MARKET SEGMENTATION

The different degrees of specificity in which a market can be divided. Each level represents a progressively narrower focus in terms of targeting and tailoring products or services to meet the needs and preferences of specific customer groups.

Mass Marketing

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product is offered to the entire market without differentiation. it's becoming less common due to the diverse and fragmented nature of modern markets.

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Micro Marketing

Targeting individual consumers or businesses with personalized marketing messages and offerings.

BASES FOR MARKET SEGMENTATION

The criteria or factors that businesses use to divide a heterogeneous market into smaller, more homogeneous segments of consumers or businesses.

Demographic

Such as age, gender, income, education, occupation, marital status, and family size. Demographic segmentation is one of the most common and straightforward segmentation

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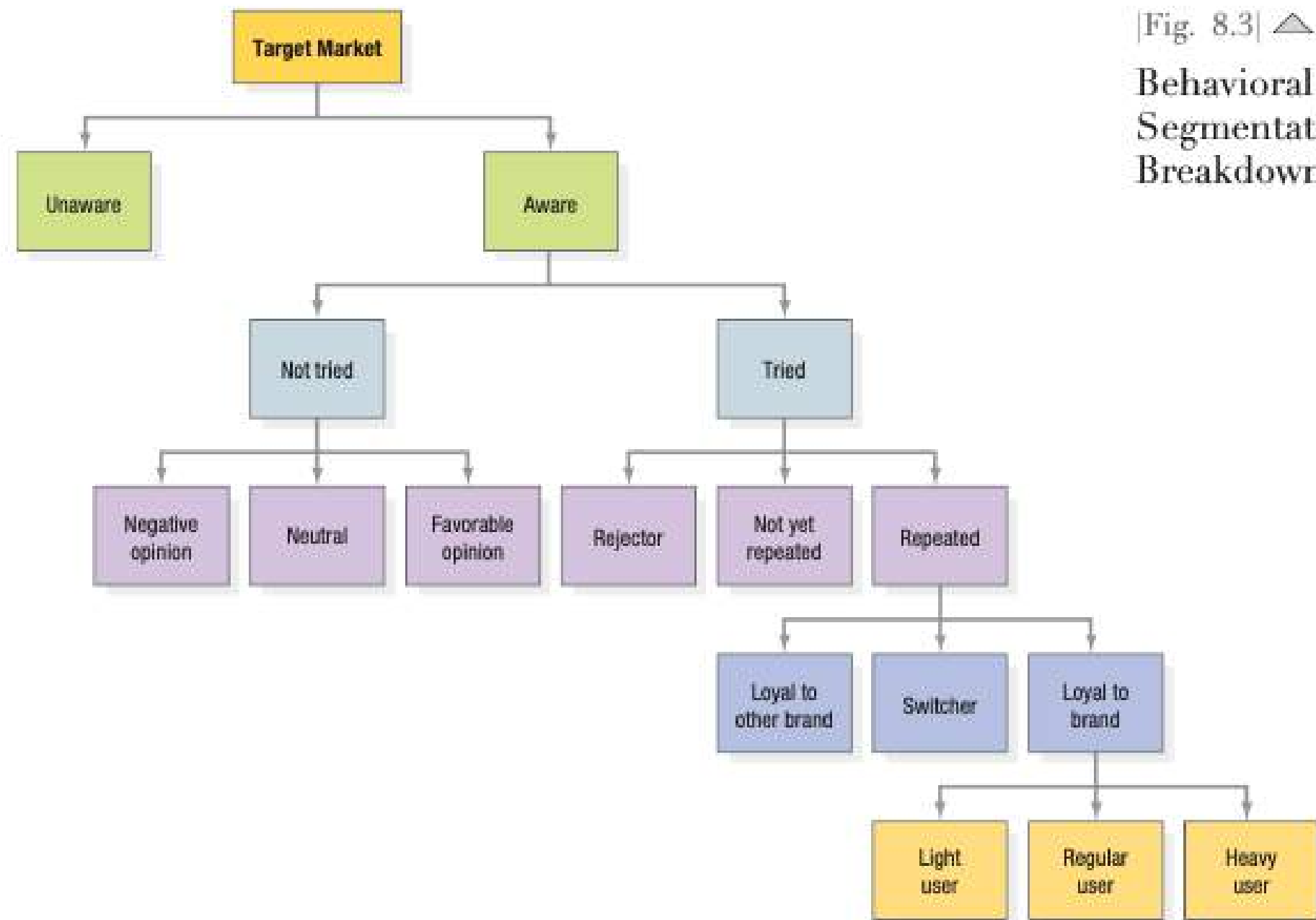

Psychographic

Psychological factors such as lifestyle, values, attitudes, personality traits, interests, and opinions.

Behavioral

Such as usage patterns, brand loyalty, purchase occasions, benefits sought, and decision-making processes.

|Fig. 8.3| △

Behavioral Segmentation Breakdown

Kottler and Keller (2011)

TARGETING

Targeting is the process of **identifying customers for whom the company will optimize its offering.** Simply put, targeting reflects the company's choice of which customers it will prioritize and which customers it will ignore when designing, communicating, and delivering its offering.

Philip Kotler, Kevin Keller, Alexander Chernev (2021)

THE LOGIC OF TARGETING

The rationale behind choosing specific market segments to target.

Model-T Ford

Henry Ford epitomized this strategy when he offered the Model-T Ford in one color, black. It creates the largest potential market, which leads to the lowest costs, which in turn can lead to lower prices or higher margins. The narrow product line keeps down the costs of research and development, production, inventory, transportation, marketing research, advertising, and product management.

MARKET TARGETING

STRATEGIC TARGETING

Strategic targeting involves evaluating the long-term compatibility and attractiveness of potential target segments.

TACTICAL TARGETING

Tactical targeting focuses on the practical aspects of defining specific customer profiles within chosen target segments.
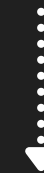
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TARGET COMPATIBILITY

This refers to how well a target segment aligns with the company's overall strategic goals, resources, and capabilities. It considers whether pursuing a particular segment **fits with the company's mission, values, and competitive advantage.**

TARGET ATTRACTIVENESS

The potential value of a segment in terms of **both monetary value** (potential revenue and profitability) **and strategic value** (alignment with long-term business objectives, brand image, and growth potential).

NETFLIX STRATEGIC TARGETING

Netflix's strategic targeting involves long-term planning to reach its target market. For instance, it started with a DVD rental service, then switched to a subscriber-based model, and finally moved to internet streaming. Each of these strategic decisions was aimed at reaching a broader audience and staying ahead of the competition.

APPLE STRATEGIC TARGETING

Apple strategically targets tech-savvy consumers who value innovation, design, and premium quality. The attractiveness of the segment is reflected in the premium pricing strategy adopted by Apple, which emphasizes the perceived value and status associated with owning Apple products. This strategic targeting has contributed to Apple's success as a market leader in the technology industry.

MARKET TARGETING

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DEFINING THE CUSTOMER PROFILE

Identifying **the key characteristics and attributes of the target customers** within selected segments. These characteristics may include demographic factors, geographic factors, behavioral factors , and psychographic factors.

ALIGNING CUSTOMER VALUE AND CUSTOMER PROFILE

Once customer profiles are defined, it's essential to **align the company's value proposition with the needs, preferences, and priorities of the target customers**. This ensures that the company's offerings resonate with the target audience and provide meaningful value.

BRINGING TARGET SEGMENTS TO LIFE WITH PERSONAS

Creating personas involves **developing detailed, fictional representations of typical customers within target segments.** Personas help bring target segments to life by humanizing demographic data and providing deeper insights into customers' motivations, behaviors, goals, and pain points.

NETFLIX TACTICAL TARGETING

On the tactical side, Netflix introduced a personalized movie recommendation system, which is a short-term action to attract target customers. This system uses user-based ratings to predict choices for Netflix members, enhancing user experience and increasing viewer engagement.

COCA-COLA TACTICAL TARGETING

In rural areas of developing countries, Coca-Cola targets lower-income consumers by offering smaller-sized and more affordable packaging options. By aligning its value proposition with the needs and preferences of these consumers, Coca-Cola effectively penetrates new markets and expands its customer base.

03

POSITIONING

Positioning is the act of **designing a company's offering and image to occupy a distinctive place in the minds of the target market.** The goal is to locate the brand in the minds of consumers to maximize the potential benefit to the firm. A good brand positioning helps guide marketing strategy by clarifying the brand's essence, identifying the goals it helps the consumer achieve, and showing how it does so in a unique way.

Philip Kotler, Kevin Keller, Alexander Chernev (2021)
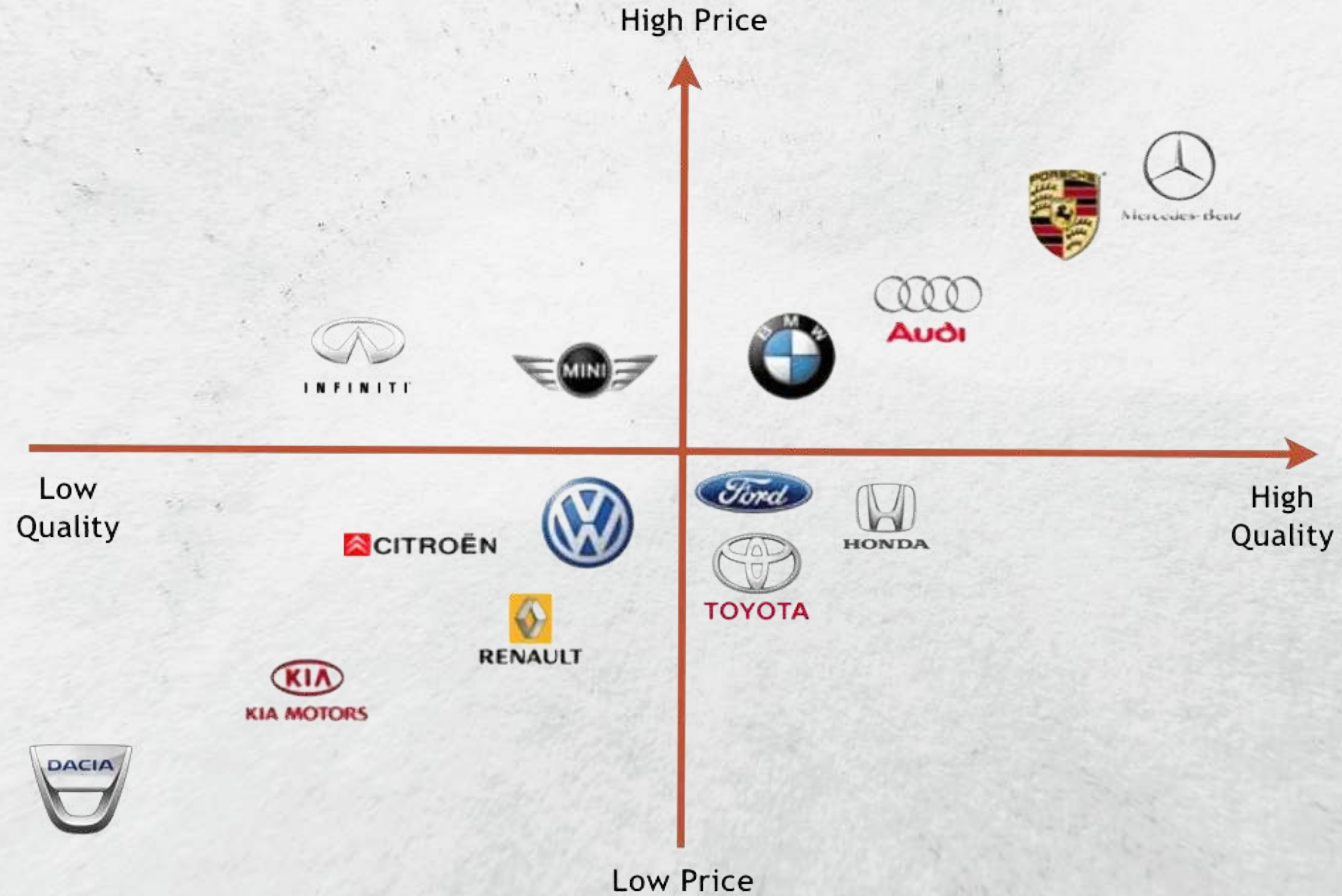
BRAND POSITIONING

DEVELOPING A VALUE PROPOSITION AND POSITIONING

A value proposition is a promise of value to be delivered. It's the primary reason a prospect should buy from you.

DEVELOPING A POSITIONING STRATEGY

This involves choosing a frame of reference or the context within which the company's offerings are compared with that of the competitors.

BRAND POSITIONING

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FUNCTIONAL VALUE

This refers to **the tangible benefits** and features that a product or service offers to customers. It includes attributes such as performance, quality, and functionality.

PSYCHOLOGICAL VALUE

Psychological value relates to **the emotional and symbolic benefits** associated with a brand. It includes aspects such as brand image, personality, and emotional connections with customers.

MONETARY VALUE

Monetary value refers to **the perceived worth** of a product or service relative to its price. It involves considerations such as affordability, value for money, and cost-effectiveness.

TESLA

Value proposition of Tesla:

1. **Functional Value:** Tesla cars are high-tech and offer great performance, with features like quick acceleration and advanced safety systems.
2. **Psychological Value**: Buying a Tesla shows you care about the environment and support innovation. It's a status symbol that reflects your commitment to sustainability and cutting-edge technology.
3. **Monetary Value**: While Tesla cars may cost more upfront, they save you money in the long run due to lower fuel and maintenance costs. Plus, you may qualify for government incentives for buying an electric vehicle.

STARBUCKS

Value proposition of Starbucks:

1. **Functional Value:** Starbucks offers great-tasting coffee, teas, and snacks made with top-notch ingredients.
2. **Psychological Value**: Starbucks is a cozy place where you can relax, hang out, or work while enjoying your favorite drinks.
3. **Monetary Value**: Although Starbucks may cost a bit more, customers are willing to pay for the quality and atmosphere they get. Plus, there are loyalty programs and occasional deals to save money.

BRAND POSITIONING

DEVELOPING A POSITIONING STRATEGY

This involves choosing a frame of reference or the context within which the company's offerings are compared with that of the competitors.

1. **CHOOSING A FRAME OF REFERENCE**

Brands must identify a frame of reference or context within which they want consumers to perceive their products or services. This could be based on product category, customer need, or competitive set.

E.g: **Electric Car, Light Snacks, Gaming Laptop**

BRAND POSITIONING

DEVELOPING A POSITIONING STRATEGY

This involves choosing a frame of reference or the context within which the company's offerings are compared with that of the competitors.

2. POINTS OF DIFFERENCE (PODS)

PODs are attributes or benefits of a product or service that are unique and desirable to consumers, deliverable by the company, and **differentiate the brand from competitors.**

3. POINTS OF PARITY (POPS)

POPs are **similarities or equivalences between a brand** and its competitors that are necessary for the brand to be considered a legitimate player in the market.

4. ALIGNING

This involves ensuring that the frame of reference, PODs, and POPs align with each other and support the overall brand positioning.

APPLE VS SAMSUNG

Frame of Reference

Both Apple and Samsung compete in the premium smartphone market, targeting customers who want high-quality and innovative devices.

Points of Parity (POPs)

- Both offer standard features like high-resolution displays, powerful processors, and access to app stores.
- They both sell related products like tablets and smartwatches.
- They provide similar warranty services and distribution through retailers and carriers.

Points of Difference (PODs):

- Apple's PODs:
  - Tight integration with other Apple devices.
  - Focus on sleek design and unique software features like Face ID.
- Samsung's PODs:
  - Customization options and innovation in hardware, such as larger displays and stylus support.
  - Emphasis on productivity features like Multi-Window mode.

Alignment

Both companies position themselves as leaders in the premium smartphone market. They ensure their phones have all the expected features (POPs) while highlighting what makes them different (PODs). This helps them stand out and appeal to different types of customers.
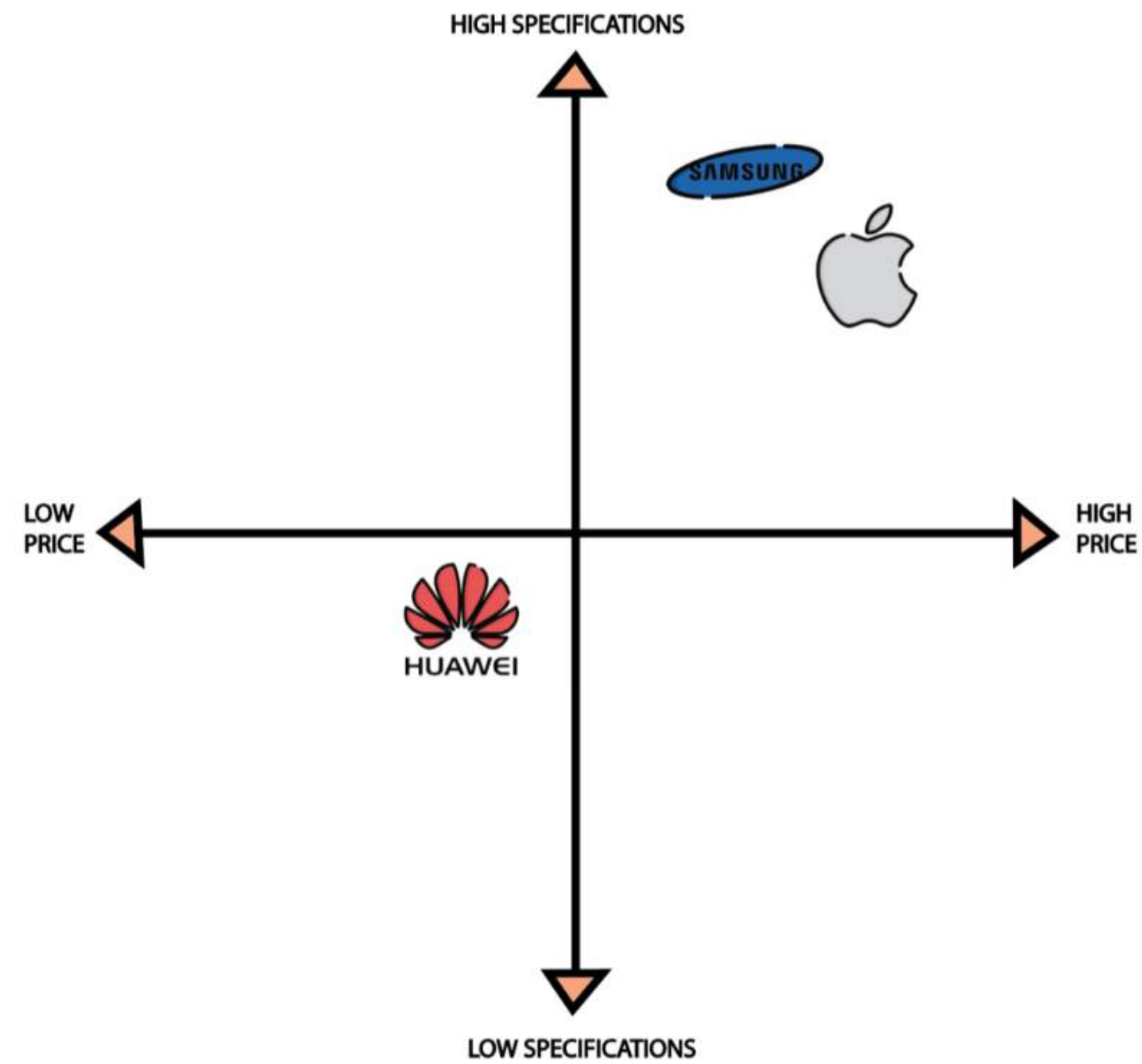
PERCEPTUAL MAP SAMSUNG VS APPLE

Figure 2. Positioning Maps

DIFFERENTIATION STRATEGIES

CREATING A SUSTAINABLE COMPETITIVE ADVANTAGE

- **Differentiate on an Existing Attribute**: Companies can enhance their competitive position by emphasizing existing attributes that set them apart. *For instance, Apple's focus on sleek design and user experience differentiates its products.*
- **Introduce a New Attribute:** Innovating and adding new features or benefits can create a fresh competitive edge. *Think of how Tesla introduced electric cars with cutting-edge technology.*
- **Build a Strong Brand:** A well-crafted brand identity can be a powerful differentiator. *Brands like Coca-Cola and Nike have built enduring competitive advantages through strong brand equity.*

COMMUNICATING THE OFFERING'S POSITIONING

- **Crafting a Positioning Statement**: Clearly articulating your product or service's unique value proposition helps position it in customers' minds. *FedEx's "When it absolutely, positively has to be there overnight" is a memorable positioning statement.*
- **Communicating Category Membership**: Associating your offering with a specific category helps customers understand its purpose. *For example, Google's search engine is synonymous with online search.*
- **Communicating Conflicting Benefits:** Sometimes, a product can offer seemingly contradictory benefits. *Volvo, known for safety, also emphasizes performance, creating a unique position.*
- **Positioning as Storytelling:** Narratives and storytelling can shape perceptions. *Disney, with its magical storytelling, has maintained a competitive advantage in the entertainment industry.*