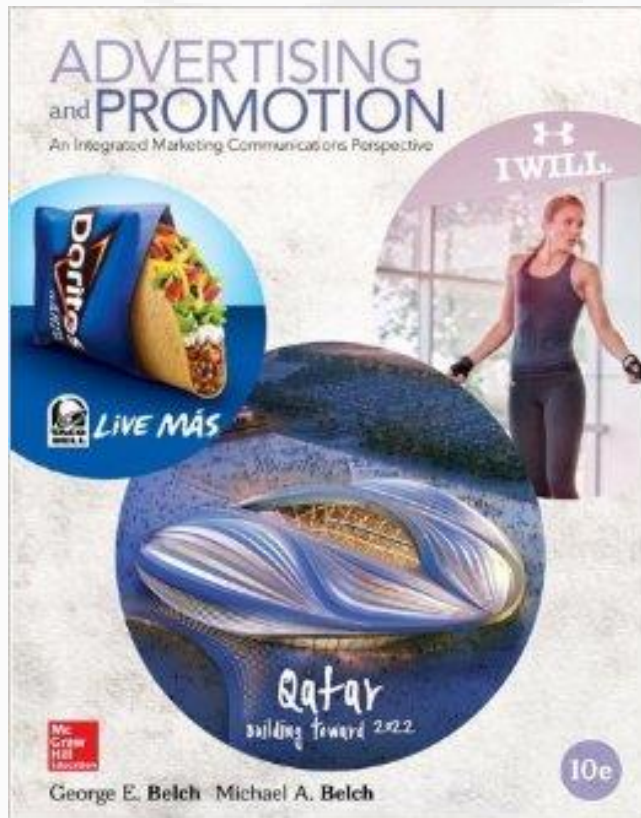


# Chapter 2

## The role of IMC in the marketing process (part 1)

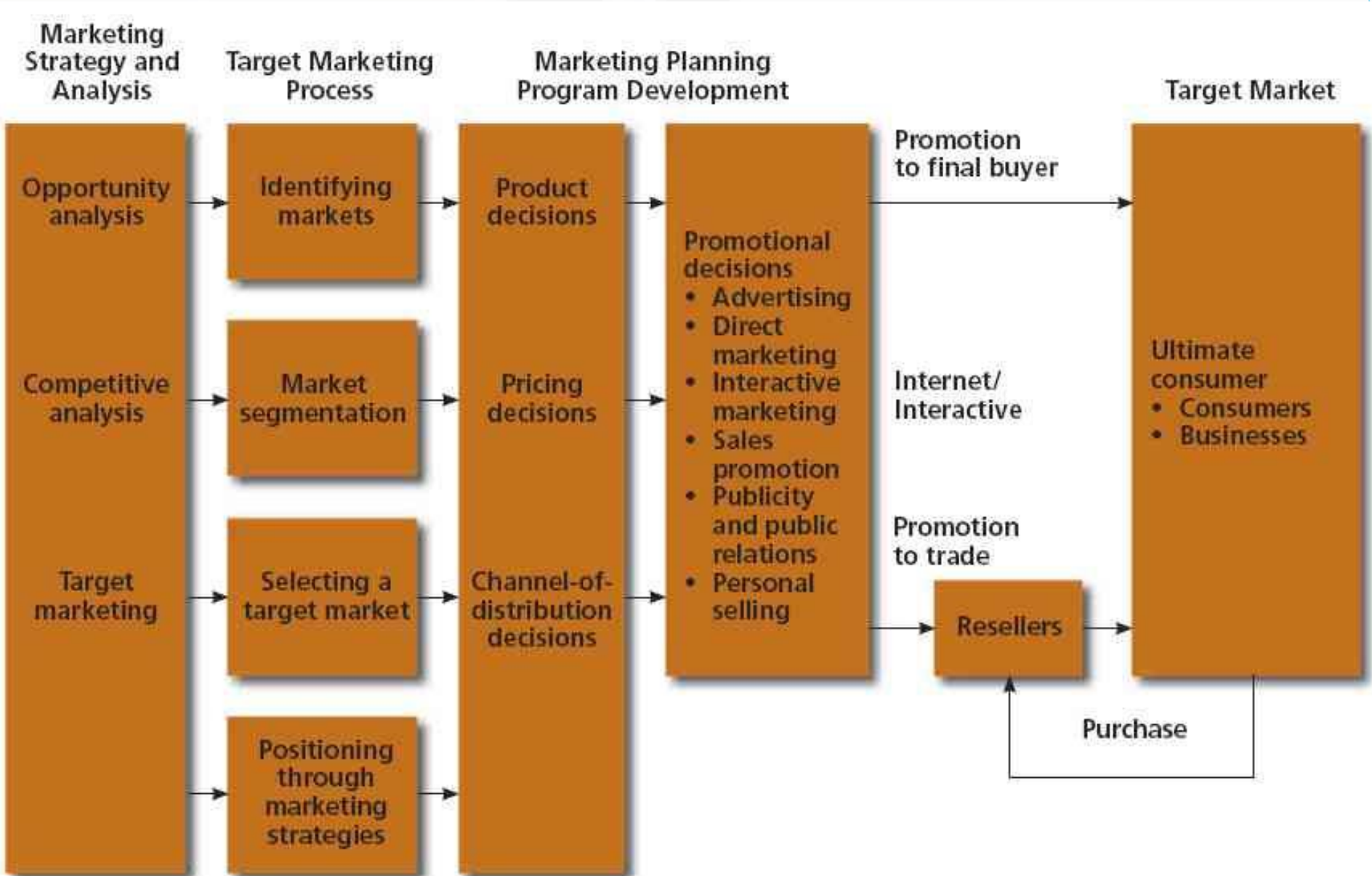


By

Emran Mohammad (Emd)

Mkt 337 (sections 3)

# Marketing & Promotions Process Model



# Marketing Strategy and Analysis

## Strategic Marketing Plan

```
graph TD; A[Strategic Marketing Plan] --> B[Opportunity Analysis]; A --> C[Competitive Analysis]; A --> D[Target Market Selection];
```

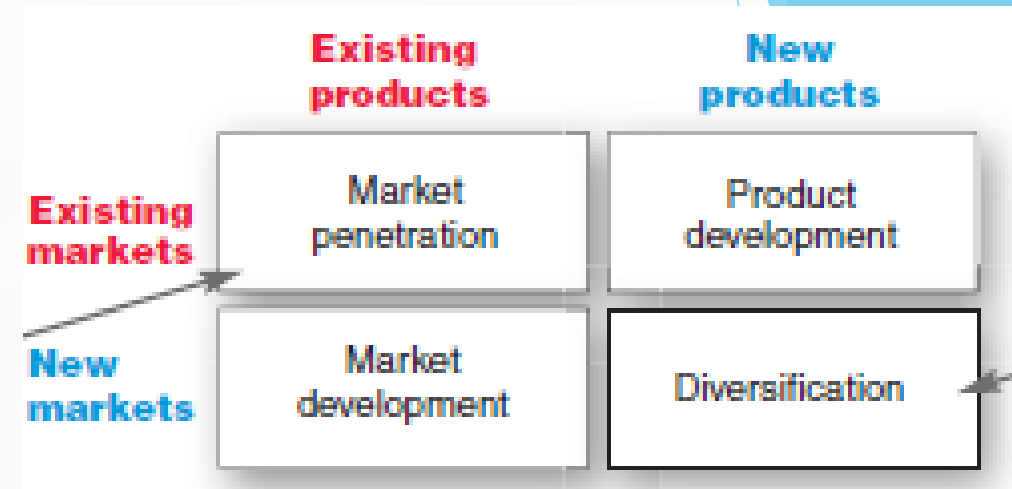
Opportunity  
Analysis

Competitive  
Analysis

Target  
Market  
Selection

# Strategic marketing plan

- ▶ Opportunity analysis
  - ▶ Based on the product-market expansion grid
- ▶ Opportunities exist where
  - ▶ Demand trends are favorable
  - ▶ Customer needs are not satisfied
  - ▶ Compete effectively



# Competitive Analysis

- ▶ Direct brand competition
- ▶ Indirect brand competition



- ▶ One needs competitive advantage

- ▶ An edge over the others
- ▶ Brand revitalization

- ▶ A strategy to recapture lost sources of brand equity and identify and establish new sources of brand equity. This may include product modification or brand repositioning.





# Target market selection

- ▶ One or more segments with difference in communication objectives, promotions, budget etc.
- ▶ Both marketing and communication objectives are derived from situation analysis and promotion mix



Ben's home Posing with his Mom



# The Target Marketing Process

Identify markets with unfulfilled needs

Determine market segmentation

Select a market to target

Position through marketing strategies

# Marketing Strategy and Analysis

**Isolate Consumers With Similar...**

Lifestyles

Social class

Economic status

Geographic  
location

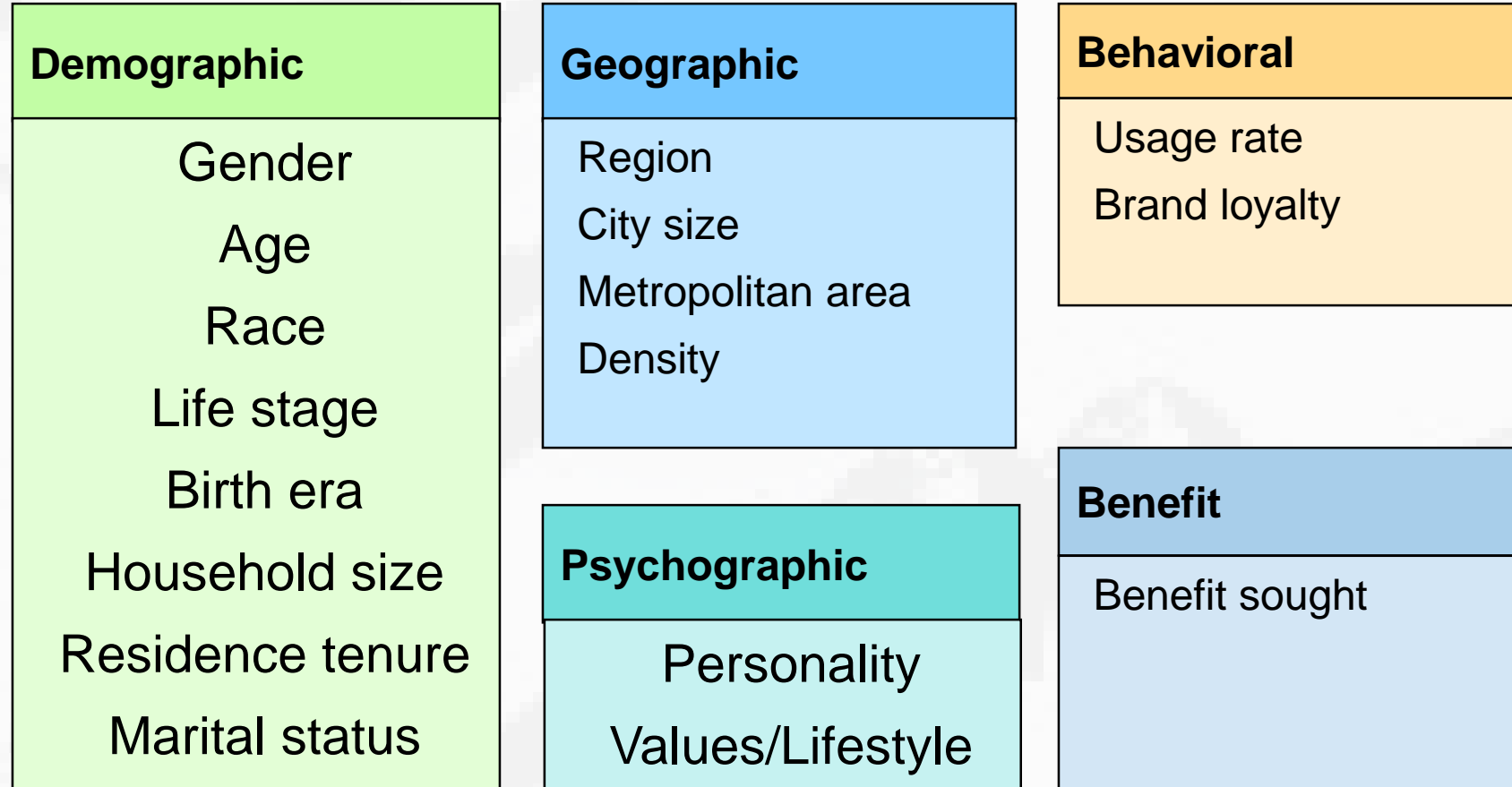
Age

Marital status

Needs



# Types of Market Segmentation



# Selecting a target market

- ▶ Undifferentiated market
- ▶ Differentiated market
- ▶ Concentrated market



# Positioning

- ▶ Positioning is what comes to the mind of the customers hear or see the name of a brand. So for different brands, there are different positioning
- ▶ Position is done by
  - ▶ Product attributed/benefits
  - ▶ Price/Quality
  - ▶ Use/Application
  - ▶ Product class
  - ▶ Product user
  - ▶ Competitor
  - ▶ Cultural symbols