

## CHAPTER 15

# THE MARKETING PLAN

### Author's Note

---

Determining how to make the customer aware of the product or service you're offering and demonstrating the benefits requires a plan in much the same way that starting the business did. The marketing plan includes all the strategies, tactics, and techniques used to raise customer awareness to promote a product, service, or business.

This chapter takes a more entrepreneurial approach to marketing, recognizing that start-up entrepreneurs have limited resources and must make every marketing dollar count. It looks at relationship marketing strategies and guerrilla marketing tactics.

### Learning Objectives

---

This chapter will give students an understanding of:

- The nature of relationship marketing
- How to develop a marketing plan
- Product/service promotion
- Online marketing

### Supplementary Lecture Material

---

#### ***You Can Brand Your Product***

It's one thing to make your packaged product stand out on a cluttered shelf in a retail outlet; it's quite another to make a product or service that can't be packaged physically stand out. Suppose you have a financial services firm that consults to clients on their financial portfolios. Here are some ways you can make this type of company stand out in a crowd.

- Identify an important core value of the company that relates to the customer, such as reliability or that the customer is always right, and make that value a mantra. Put it into every piece of communication and promotion you create.
- Partner with a cause that means something to you. Reebok linked itself to Amnesty International; Kellogg connected with the Kids Helpline. Then be a visible part of any major decisions or opinions relative to that cause.
- Invest in your employees and showcase their achievements.
- Be the opinion leader in your niche and in your industry trade association.
- Differentiate your company on emotional values more than functional differences.

Source: Anish Koshy, "If You Can See It, You Can Brand It," *MarketingProfs.com*.  
<http://www.marketingprofs.com/Perspect/koshy1.asp>

## Films to Rent

---

### *Branding: The Marketing Advantage*

Using case studies of well-known companies, the film investigates the role of service and relationship marketing as well as how a company should approach globalization.

www.films.com

Item: **BVL7229**

Format: **VHS**

List Price: **\$799.95**

### *Creating Customer Value: The Essentials of Marketing*

This film deals with how companies successfully challenge industry leaders, turn around negative public perceptions, or secure a niche in a crowded market.

www.films.com

46 minutes

Item: **BVL10804**

Format: **VHS**

List Price: **\$149.95**

Rental Price: **\$75.00**

### *Marketing Research and Information*

This film provides information on how to gather consumer data.

www.films.com

9 minutes

Item: **BVL10140**

Format: **VHS**

List Price: **\$89.95**

## Cases Relevant to This Chapter

---

Mrs. Gooch's

Alcoholes de Centrolamerica, S.A. de C.V.

Wizards of the Coast

## Answers to Issues to Consider

---

1. *What are the differences between an entrepreneurial marketing strategy and a large corporation's marketing strategy?*

Entrepreneurial strategies mimic what big companies do, but they do it for much less money and for a shorter period of time. Entrepreneurial companies seek out opportunities for free publicity and ways to build long-term customer relationships.

2. *Why is it important to stick with your marketing plan even if it isn't returning immediate results?*

Stick with the marketing plan because it takes time to make customers aware of the product or service and for a particular marketing strategy to take hold and build confidence in the customer.

3. *Why should an entrepreneurial venture not engage in image positioning like large corporations often do?*

Entrepreneurial companies should not engage in image positioning because it is costly and if the image does not reflect reality, the lie will eventually catch up with the company.

4. *Suppose you have invented a new product and you're trying to determine an appropriate price. What should you consider when setting your initial price?*

First you must decide on your pricing strategy which relates to your company's goals. Is your goal to increase sales? Maximize cash flow? Control demand? You can find other strategies on page 345. Price is determined by the demand for the product, the level of competition, additional features, new technology, and product positioning.

5. *How does the promotion strategy for consumer-oriented businesses differ from that of industrial businesses?*

Consumer products and services require a considerable amount of high-profile advertising and promotion to entice customers away from numerous other possible choices. With industrial products and services, the focus is on letting the targeted businesses know that the product or service is available and what it can do for the business.

### **Suggestions for Experiencing Entrepreneurship**

---

1. *Compare and contrast the marketing strategies of two companies in the same industry in terms of the points in the marketing plan on pages 340-344.*

Have students find out whether the companies have thought about and included the issues in the marketing plan in their own plans. They might also consider how successful those strategies have been and draw some conclusions to explain the results.

2. *Find an entrepreneurial company that is using relationship marketing strategies; interview the entrepreneur or the person in charge of implementing their marketing strategy to discuss how they build effective customer relationships.*

Have the students identify the particular relationship market strategies. See if the class can compile a list of strategies that go beyond those mentioned in the text.