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| Icon Digital Enertia Icondigitalmarketing - Marketing Icon Png Black,  Transparent Png - kindpngMarketingBy Elvira Anthea Adjei |  HpMajor: Masters in Nutrition Student ID: UM74503SNU83673 |

Description of course

This course is to understand and identify target customers and come up with strategies to communicate the benefit and uniqueness of product and services to better serve and satisfy customers.

Objectives

* This course will give me a perspective of marketing.
* It would also help in marketing my products and services, creating awareness, deliver customer satisfaction and make profits.
* It course would teach me tactics and strategies needed in the marketing field
* It will help give me a better view on consumer analysis

**MARKETING**

Recently I have been battling with how I can find new ways to create an awareness about my NGO, (Who we are and what we do and where you can find us). Especially about our existence and also where can I identify people who my NGO can be of help to. Just like that, social media just came to mind that I can use it to advertise and gain more subscribers, likes and share to advertise my non-profit organization.

Technology is a powerful tools and nowadays digital advertising like social media, online advertising, search engine marketing and emails as well are taking over the traditional way of marketing like radio advertising, television adverts, magazines, newspapers etc.

There are several definitions of marketing and I picked the definition I like best from Dr. Philip Kotler. He defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.  Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.

Why marketing?

To maintain the reputation of my NGO, marketing helps the reputation of my organization by building a brand. Mostly business’s reputation is built when it effectively meets the expectations of its customers.

Also, marketing is an effective way of engaging customers and telling them what your product is about as a result you also receive feedback from them.

Marketing is the foundation of having a great relationship between the business and customer. Trust is the key and it always produce loyal customers.

Marketing brings information across to the customers; information like the value of the products, ingredients, methods or of preparation or cooking or usage, manufacture and expired date, discount information and any other additional information that might be helpful to the customers. It creates brand awareness and makes the business or organization outstanding.

Advertised product helps to boast Sales. A company becomes the upper hand when its product is being advertised. Mostly customers buy a different product may be triggered to buy yours. Businesses must ensure you offer high-quality products and services to complement your marketing efforts.

When it’s comes to companies decision making, Marketing helps the management team to make informed decisions. Decisions like how a business can market to makes its customers aware of its services and products. Companies make decisions on how to position its products in the marketplace and its target market. What should the product be named, and how will the advertising campaign be rolled out? What will make customers decide to try it? Marketing professionals or staffs first come up with those answers and decisions and then put a plan into place.

**MARKETING ASPECTS**

The ultimate goal of marketing is the exchange of goods and services from producers to consumers. Marketing seek to communicate the value of a product or service through customer positioning.

The key factor involved in marketing goods and services are; Product, Price, Promotion, and Place or Location. Which is often called the marketing mix.
The Hospitality industry and the field of Nutrition is mostly service focused.

The key elements involved in marketing a good or service, and they interact significantly with each other.

The 4Ps helps in the industry especially when you are planning a new business to venture or evaluating an existing offer, or trying to optimize your sales with your target group. It can also be used to test your current marketing strategy.

**CONCEPTS OF MARKETING**
These are strategies that a business’s implement to satisfy customer’s needs, raise sales and increase profit as well as beat competition.

Below are five marketing concepts that businesses adopt;

Production concepts

Product concepts

Selling concepts

Marketing concepts

Societal concepts

The main idea is to serve customer better than their competitors

Depending on marketing situations like competitions, business might use a mix of these concepts or choose to better serve their client and remain in business.

**FUNCTION OF DISTRIBUTION**

How do a business get products to customers? What companies come to together to get product to customers, information and finances as well from the producers to customers?

The main target is the customer so business should made products and services available and accessible to them wherever they are or to their particular target group. There right distribution channel must be selected for the product in other to get to the customers especially in good conditions.

A distribution channel is a network of intermediaries that facilitates product delivery from the manufacturer to the end consumer and transfers payments from the buyer to the producer. In other words, it is the route through which a product travels from the production end to the point of consumption and its main function is to provide a link between production and consumption.

Below are some functions to look into:

1. Information – Gathering and transferring information to customers about the company.

2. Promotion – Mostly the hospitality industry have it lean and peak season, this helps in when to promote at a certain time to develop and spread awareness about what to offers

3. Contact – having the right contact to get your product distributed. Finding and communicating with prospective buyers

4. Matching- Choosing the right distribution channel that matches the product price is the key to the success of the business.

5. Negotiation – distribution channels reaching an agreement on price and other terns of the offer on your company’s behalf

6. Physical distribution – Transporting and proper way of storing goods

7. Financing – Acquiring and using funds to cover the costs of the distribution.

Bulk purchase by a wholesalers and retailers helps the company’s inventory. It’s great news for the manufacturers and the customers as well. That’s how long the distribution channel facilitates the product to minimize the cost.

8. Risk taking – Assuming some commercial risks by operating the channel (e.g., holding stock) Sometimes, distributors have to take risk of buying a company’s product without knowing whether the product would sell or not.

All of the above functions need to be undertaken in any market. The question is – who performs them and how many levels there need to be in the distribution channel in order to make it cost effective.

According to Alderson the main objective of distribution channel is to match the supply and demand of each segment. This matching process is undertaken by the distribution channel by performing various functions such as contracting, sorting, stimulating demand, maintaining inventory and transmitting information.

MARKETING PLANNIG

A well comprehensive making plan is the key to all business venture which focus on attracting and retaining customers.

Marketing plan is a document that details how you’re going to execute your strategy. This written document is for a specific period of time and it gives explanation about current situation and future plans.

A good marketing plan includes several elements such as:

* Executive Summary
* Mission Statement
* Situation Analysis
* Target Market
* Buyer Personas
* Marketing Objectives and Performance
* Pricing Strategy
* Distribution Strategy
* Promotion Strategy
* Budgeting

Marketing plan is definitely a good way to increase sales and profit margins.

The most important reason is to be able to convince customers that your product and service is the best among other brand at the market and thus has the best price offer.

The marketing plan offers numerous advantages and a good marketing plan can be an excellent tool to extract from the market place as develop strategies to take a market share. However there is a disadvantages as well and Identifies weaknesses in business and it’s important to Identifies weaknesses in your overall business plan and work on it.

ORGANIZATIONAL MARKETING;

An Organization is often defined as a group of people or a system working together towards the attainment of certain common objectives of a business. For a long term growth and a successful business, business need to push in resources especially time and finances on marketing to build a successful business.

And also, thanks to the advancements of technology, people are more connected and it’s has become easy to get messages across, there are also more ways for people to communicate with each other than one can count and effectively communicating through marketing help to message products and services to your target market also, making products known and as a result gain visibility for your company and attracting both potential and maintaining existing consumers.

In organization marketing, its discipline is to create, maintain or change a public opinion of an organization. One may ask, is it really important to organize? Organizing your marketing makes everything goes according to plan, and allows you to be more effectively when managing your resources.Organize are the skills acquired by an individual to keep the Companies in profits or maintain business

Understanding each orientation can help you better decide which one best suits your business.

* Orientation
* Product orientation
* Market orientation
* Societal marketing orientation

For instance Product Orientation focuses on Product quality alone. In Product Orientation, the organization put efforts indicating the correct price, product quality and compare with products with others in the market. In a word, Companies manufacture the products with quality and fixed rate.

MARKETING STAFF

Marketing staff are important in businesses today. Today, marketing is a huge aspect in industry and it requires stuffs with a lot of different types and levels of roles, so marketing staff duties and responsibilities vary a lot. Staff promote marketing in the industry and it’s their job is to reach out to prospects, customers, investors and/or the community, while creating an awareness image that represents the industry.

Depending on the organization some duties of the marketing department may include;

* Defining and managing your brand
* Creating content and providing search engine optimization for your website
* Producing marketing and promotional materials
* Conducting campaign management for marketing initiatives
* Monitoring and managing social media.
* Conducting customer and market research.
* Producing internal communications and so on…

# DATABASE MARKETING;

Database marketing is a form of marketing that seek to collect customer information or data like names, addresses, emails, gender, age, buying behaviors, and phone numbers, transaction histories, customer support tickets, and so on. This information is then analyzed and used to create a personalized experience for each customer, or to attract potential customers.

Data base marketing is becoming very important in today’s marketing in that client data can be monitored on a frequent purchased items. This help firms to target a client base on items that have been purchased frequently and marketers gain a better understanding of the customers the organization is serving and how they are performing in relation to its goals for sales, customer satisfaction, and other priorities.

This information, helps the company to apply marketing techniques to increase sales, profitability, and customer retention.

Tactical marketing- Tactical marketing involves specific tools and techniques which your business will utilize to meet its goals.

Marketing research identifies the problem to be solved or the opportunity to be explored, as well as the information required to address research questions. It also involves processes for collecting the information, analyzing it, identifying insights, and reporting findings and recommendations to those who will take action based on the results.

CONSUMER ANALYSIS

Marketing research professionals use consumer research to determine the wants and needs of their consumers. Ones these research have been made companies use this information to develop marketing strategies to meet the consumer's wants and needs. Companies that meet the needs of their consumers can usually expect greater sales and profits.

Consumer analysis can help businesses to improve in the area of efficiently marketing well, retain consumer, increase sales, and improve profit. This help to define who your target market is, and decide how you’ll reach them and it requires a combination of data collection, good management decisions based on the data and a willingness to experiment with alternative strategies to create new data.

Customer analysis is vital to any effective business strategy. If a business doesn’t know who its customers are or what its customers want, then they cannot meet their needs.

Business conduct customer analysis to better understand and examine the consumers most likely to purchase its product or service.

Consumer analysis moves through these points

* Identify the target client or customers you want to target
* Understand the needs and wants of the customer
* Show how the company’s product or service meets the customers’ needs or wants

Consumers can be learnt in a variety of ways to help segment the market.

Some of their ways are to gather much information about consumer such as age details, gender, location, demographics and so on.

How Segmentation helps in marketing.

Segmentation helps to increase sales,

Improve marketing and increase customer retentions. A company chose a piece of the market they want to attract. Company does separate potential and existing customers into groups that shares similar characteristics.

There are different segmentation method are;

Demographic; age, gender, education, religion income.

Psychographics; character, lifestyle, values, interest

Geographical methods; countries, cities and areas

For example a person on a diet or a health conscious person may have a lifestyle and preferences of purchasing a nutritious food or healthy diet over other.

What drives or motivate customers to make a purchase, what causes consumer to behave the way they do for instance why do some people choose to eat healthy food over junk foods.

It’s important as a marketer to understand the need of the consumer. Customers need to feel unique and special and this every human being have this desire, tastes, preferences and personalities that set us apart from other people. The products that we buy, wear or use show our identity to the world.

Customers who have a strong sense of their identity are drawn to highly customizable products that can be adapted to their need and also prefer something over other.

**COMPETITIVE ANALYSES**

It’s is always normal for a small business owner to panic especially when you think about your competitors but the information you get from your competitors can help you to develop strategies that can help you get a share in the market or counter attack competitors.

A competitive analysis is a strategy that identify competitors in your industry and researching their different marketing strategies. You can use this information as a point of comparison to identify your company’s strengths and weaknesses relative to each competitor.

The following are benefits of conducting competitive analysis;

* Helps you identify uniqueness of your product that makes your product stand out and differ from your competitor this helps in future marketing efforts.
* Enables you to identify what your competitor is doing right. This information is critical for staying relevant and ensuring both your product and your marketing campaigns are outperforming industry standards.
* It also help you to know where your competitors are falling short so you can identify areas of opportunities in the marketplace, and test out new, unique marketing strategies they haven't taken advantage of.
* Learn through customer reviews what's missing in a competitor's product, and consider how you can take advantage of to add features to your own product to meet those needs.
* Provides you with a benchmark against which you can measure your growth.

When a company does research to perform a competitor analysis, they will be able to:

* Identify your competitors; both direct and indirect competitor
* Information on companies’ history, location and size of a business.
* Identify gaps or loop holes in the market
* Keep focus on 4 Ps (place, people , price and promotion )
* Identify your business’s strengths and weaknesses.
* Come up with or develop new products and services
* Uncover market trends
* and Market and sell more effectively

Business can conduct SWOT Analysis

To evaluate strengths, weaknesses, opportunities, and threats. This help you sift through the information you collected during your competitor analysis and identify actionable next steps for your business.

MARKETING OBJECTIVES

Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved within a given time frame.

They are the direction a company use to takes a clear specific actions. They are specific, measurable, attainable, relevant, and time-based.

There’s a difference between Goals and objectives and most businesses confuse these two. Business goals define the endpoint, while objectives are a more specific outline of how your marketing team will get there. Company’s objectives differ from one another, a company may have an objective of increasing product awareness among targeted customers, to increase market share by 15% a year, month or building the image of company through products etc.

For marketing to be effective starts with clear, measurable marketing objectives that are relevant to short-term goals and tied to marketing strategies.

When you know where you are headed, then the marketing team is better prepared to measure success as you go and make necessary adjustments when the need arises.

**MARKET STRATEGY DEVELOPMENT**

The main focus of marketing strategies development is the introduction of existing products to new markets.

A market development strategy is a kind of growth strategy that enables companies to bring their current products into the new market.

A market development strategy supports businesses in a growing period to recognize and enhance new sales, this strategy is use develop the current market instead of seeking a new market. With this the company searches for new customers to introduce the product and services to a varied segment of consumers to diversify and expand the sales.

Decision can be made on a target segment based on demographic, customer needs, lifestyle, interests, and preferences of the new customers.

There are few steps to efficient market strategy:

* Research
* Establish growth goals
* Allocation of resources
* Market new plan development
* Product lunch
* Result analysis

Marketing strategy development requires capital investment as well as resources, for a business to be effective especially developing new markets by offering new products and services that are not readily available.

**PRODUCT DESIGN**

Product decisions are decisions to be made about the product or service a company wants to sell. These decisions are very important and help create successful marketing mix to meet the company’s objectives.

There are also other decisions businesses can make and these are extra services that comes with the product such as guarantee, installation, customer support, warranty and maintenance.

Great products are the result of business making good decisions. These decisions that deliver value bring friendship, hope, inspiration etc. to customers or clients.

PLACE AND PROMOTION DECISIONS

Place decision is making sure that your product and services are at the right place, time and in a quantity and quality which should be available or accessible to customers and also making sure you’ve satisfied a particular demand.

Decision on

1. Where your customers buy from ; distributors, retailers or direct
2. Also the information on how they buy
3. Sell direct or hat intermediary( distribution channel)
4. Technology and traditional distribution method decisions

Promotion decision is used to find the appropriate and effective method to promote a particular product or services to increase the sales.

In conclusion, marketing is identifying, analyzing, creating, appealing or assessing, providing and making available products and services for consumer satisfaction in that an environment a person is brought up influencing his choices. What a person needs, you provide and give satisfaction through these products or services.

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