

## Designing Marketing Strategy :

Marketing Management (the art and science of choosing target markets and building profitable relationships with them.) wants to design strategies that will build profitable relationship with target consumers. But what philosophy should guide these marketing strategies? What weight should be given to the interests of customers, the organization, and society? Very often, these interests conflict.

There are five alternative concepts under which organizations design and carry out their marketing strategies — the production, product, selling, marketing and Societal marketing concepts.

⇒ **Production concept** — The idea that consumers will favour/prefer products that are widely available and highly affordable/cheap and that the organization should therefore focus on improving production and mass distribution, costs etc.

This is one of the oldest orientations that guides sellers.

- \* Production Efficiency
- \* Low Costs
- \* Mass Distribution

⇒ **Product Concept** — The product concept holds that consumers will favour products that offer the most quality performance, or innovative features. Managers in these organizations focus on making superior products and improving them over time.

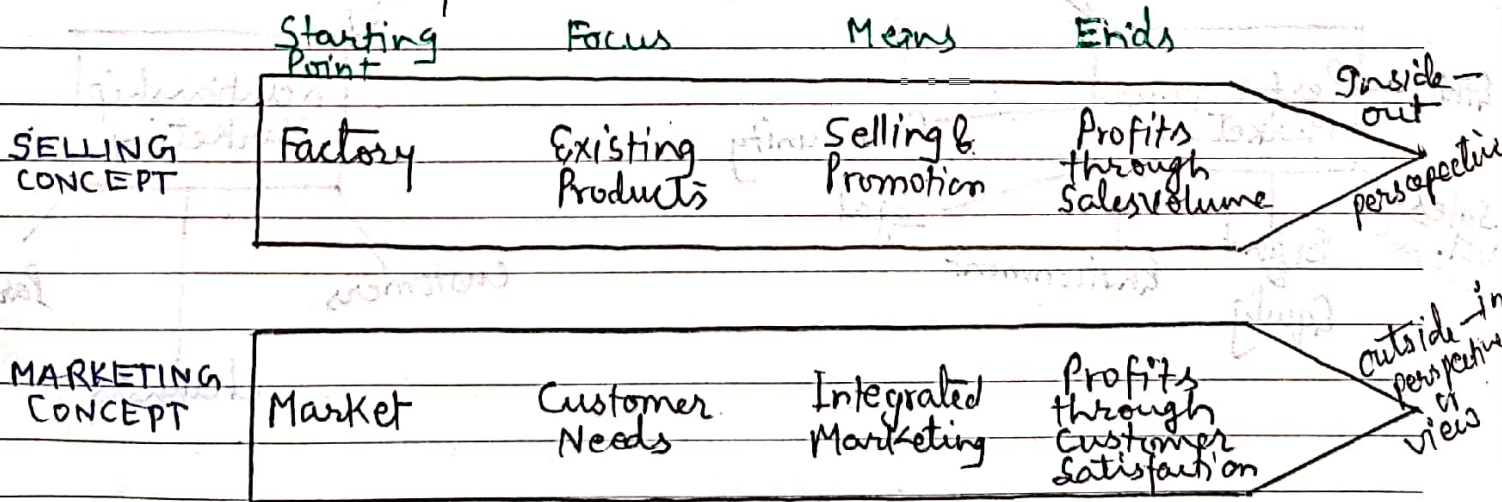
- \* Quality Assurance
- \* Product Attributes
- \* Focus on R&D
- \* New Products



⇒ **Selling Concept** — The idea that consumers will not buy enough of the firm's product unless it undertakes a large-scale selling and promotion effort. The selling concept is typically practiced with unsought goods — those that buyers do not normally think of buying, such as insurance or blood donations. The aim often is to sell what the company makes rather than making what the market wants. \* Aggressively Promotion \* Pushing Product

⇒ **Marketing Concept** — The marketing <sup>concept</sup> emerged in the mid-1950s. Instead of a product-centered, 'make-and-sell' philosophy, business shifted to a customer-centered, "sense-and-respond" philosophy. The job is not to find the right customers for your products, but to find the right product for your customers. viz - Dell Computer

This concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfaction better than competitors do.

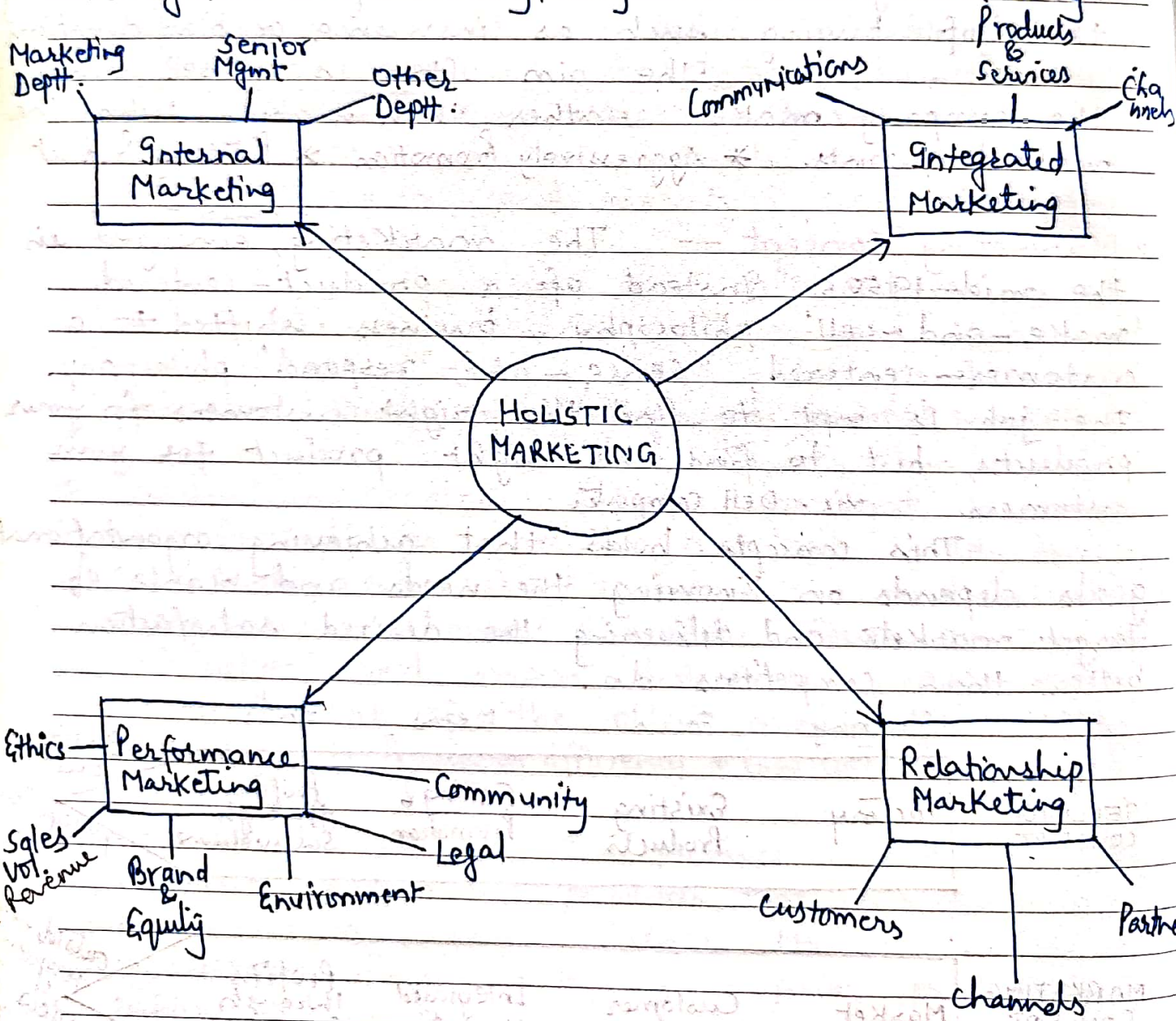


\* Four Pillars of Marketing Concept → ① Target Market .

② Customer Needs ③ Integrated Marketing ④ Profitability. This concept puts the customer at both the beginning & end of business cycle.



**Holistic Marketing Concept** — It is based on the development, design and implementation of marketing programs, processes and activities that recognizes their breadth and interdependencies. Holistic marketing recognizes that "everything matters" in marketing





Daily Notes

DATE

**Societal Marketing Concept** - The idea that a company's marketing decisions should consider consumers' wants, the company's requirements, consumers' long-run interests, and society's long-run interests.