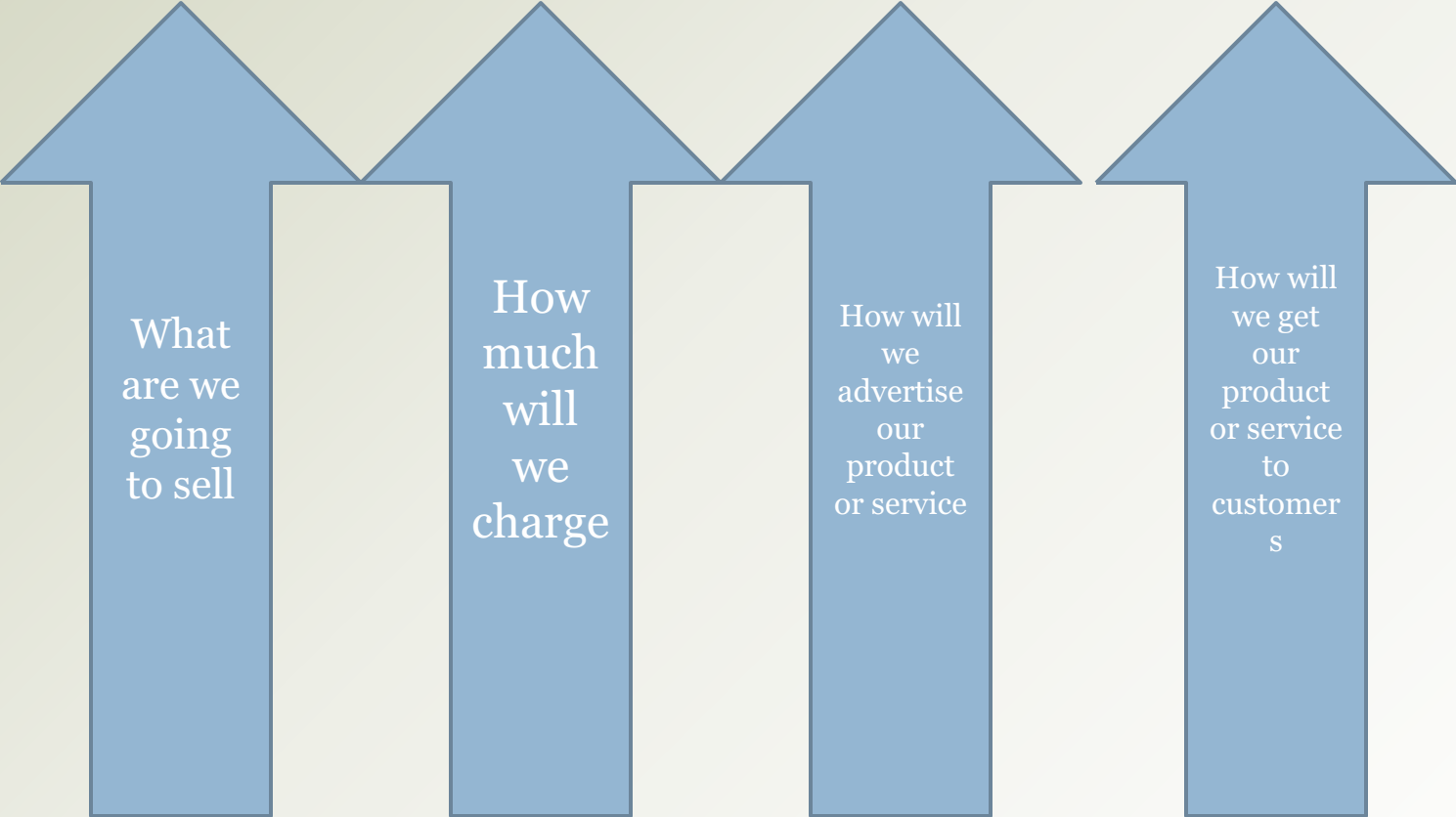




# Target Markets

# Marketing – The 4 P's

□ Product      pricing      promotion      placement



The diagram consists of four blue upward-pointing arrows arranged horizontally. Each arrow has a vertical rectangular body and a triangular head. Inside each body is a question related to one of the 4 P's of marketing. Above each arrow is a corresponding P: Product, pricing, promotion, and placement. The arrows are set against a light beige background.

What  
are we  
going  
to sell

How  
much  
will  
we  
charge

How will  
we  
advertise  
our  
product  
or service

How will  
we get  
our  
product  
or service  
to  
customer  
s

# Marketing Strategy

- We know
  - ▣ Every business engages in some form of marketing
- Marketing activities often cost 50% or more of the selling price of a product/service
- Marketing must be done RIGHT!
  - ▣ Consumer knowledge increasing
  - ▣ Competition
  - ▣ Price constraints

# Marketing Planning

- Aimed at satisfying customer needs better than competitors
- **MARKETING STRATEGY** – plan that identifies how a company will use marketing to achieve its goals



# Marketing Strategy – 2 Steps

☐ Identify Target Market

☐ Create Marketing Mix



# Target Market

- ❑ **TARGET MARKET** – specific group of consumers that have similar wants and needs
- ❑ Companies can not meet everyone's needs with any one product
- ❑ Focusing on a target market makes it easier to develop products people want



# Importance of target markets

□ No single product can meet everyone's needs

More than 30 different  
varieties/flavors



# Importance of Target Market

- “From a marketing management point of view, selection of the appropriate target market is paramount to developing successful marketing programs.” – Marketing Management 9<sup>th</sup> edition (Peter & Donnelly)





# Building a target market

- Also called market segmentation

- Relies on Demographics



# Marketing Mix

- ❑ **Marketing Mix** – blending of the four marketing elements: product, price, placement, promotion.
- ❑ Should satisfy wants and needs of target market
- ❑ AND provide a profit for the company

# Successful Marketing Strategy

## ☐ Inward focus (BAD ☹)

- ☐ Guessing/Assuming what consumer wants
- ☐ Trying to convince consumer they want it

## ☐ Outward focus (GOOD 😊)

- ☐ Marketing orientation considers customer needs first when developing marketing mix
- ☐ Use research and study customers

# Marketing Strategy – In Action





# Determining a Target Market

□ What customer group will we serve?





# Determining the Marketing Mix

