



Marketing 101

Steliana Moraru
Bucuresti, Octombrie 2018

SUMAR

Despre ce vorbim astazi



Marketing in era Marketingului

P1

P2

P3

P4

P5

P6

Rolul Marketing managerului

AMA



Mai mult digital

Hipertargetat

Mai mult social

Global

Native

Mai mult mobile

Experiential

Uman

Marketing

Sofisticare

**Capacitate
scazuta de
atentie**

**"Imun" la
mesajele de
marketing / Ad
blindness**

**Incredere in
recomandarile
online**

Tehnologie

Povesti

Valoare

Fericire

Consumatorul / Client

Gratuitatea

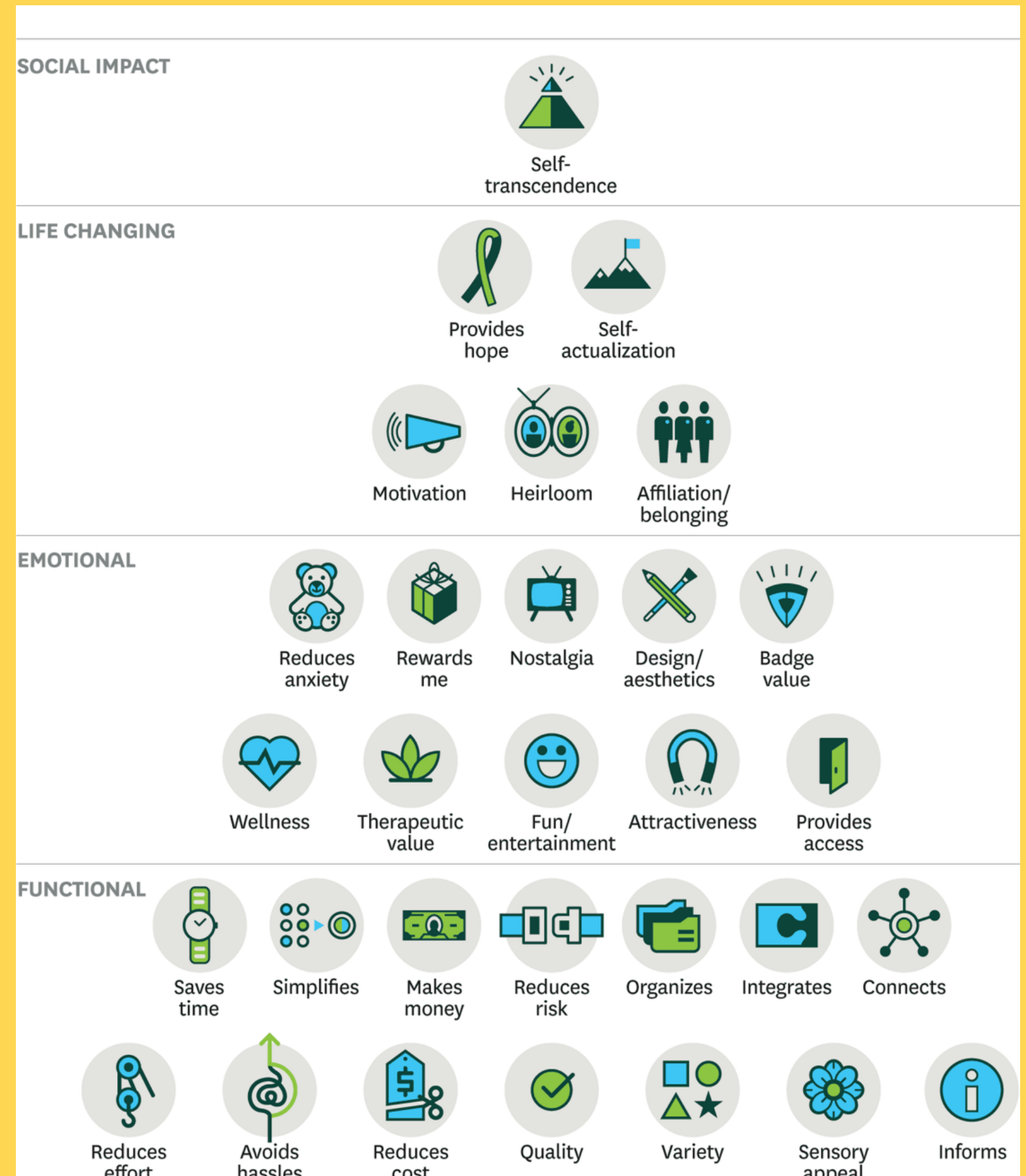
Alternativa
Dominanta

"Paralizia"
deciziei

Behavioral Economics

Elementele Piramidei Valorilor

- > Functional
- > Emotional
- > Schimba viata
- > Impact Social



P1 - PRODUSUL

> Cea mai buna strategie de marketing - un produs excelent, pe care consumatorii il doresc pentru ca le face viata mai buna din anumite puncte de vedere

> De la "meh" la "eu-vreau (mewant)" > marketingul incepe de la R&D, imbunatatire continua, inventia unor noi produse, cu beneficii si aplicatii care chiar conteaza

> Check points:

> Vindem "meh" sau "eu-vreau"?

> Suntem la nivelul de bine sau grozav?

> Impingem atat de tare acest produs pentru ca nu avem sustinere de cealalta parte? De ce aplicam aceasta strategie?

> "Marketing is what you do when your product is no good" (Edwin Land, founder Polaroid)

> [American Red Cross - Blood Donation Campaign \(link\)](#)





"YOU CANNOT MARKET "MEH"
FOREVER"

P2 - PLASAMENTUL

- > Consumatorii / Clientii au standarde din ce in ce mai mari, stiu ce doresc, cand doresc (in general, foarte rapid) si la un pret corect
- > Organizatiile merg catre toate canalele posibile
- > Check-point: nu intrebam pe cate canale astfel incat sa ajungem la cat mai multi clienti? ==> Ce canale selectam pentru a vinde in volumul cel mai mare + profitabil?
- > [Domino's Pizza Anyware \(link\)](#)



P3 - PRET

- > Technology killed the pricing star
- > Formule & strategii de pricing:
 - > Strategii de pret bazate pe competitie
 - > Strategii de pret bazate pe costuri
 - > Strategii de pret bazate pe consumator
- > Pricing dynamic
- > Discount pricing
- > Loss Leader pricing
- > Anchor pricing
- > [Steve Jobs anunta pretul iPad \(link\)](#)



P4 - PROMOVAREA

> [Ceasurile Bulova \(link\)](#)

> [SuperBowl 2018 \(link\)](#)

> Unique Selling Proposition: e.g Basecamp " the top choice of entrepreneurs, freelancers, small businesses, and groups inside big organizations"

- > Advertising
- > Sales Promotion
- > Materiale de marketing
- > Evenimente offline
- > Email marketing
- > Content marketing
- > Experiential Marketing

> [Red Bull >>> Experiential Marketing \(link\)](#)

> [Game of Thrones \(link\)](#)

> [Bates Motel \(link\)](#)



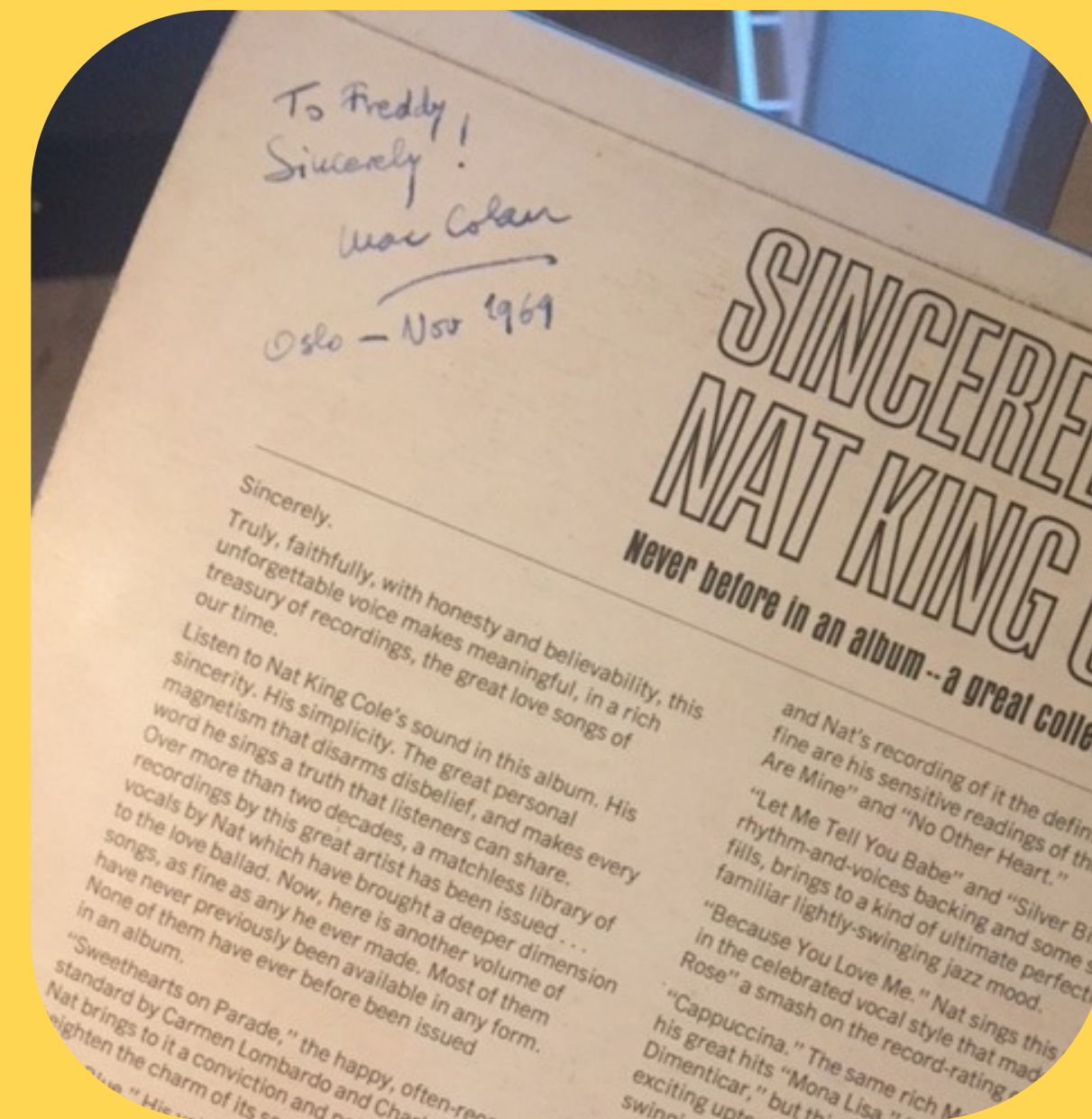
P5 - PERSOANELE (PEOPLE)

- > [Oreo - You can still dunk in dark \(link\)](#)
- > Zappos (Cum sa livrezi fericire, Tony Hsieh)
- > "Get all the right people on the bus, and the wrong people off the buss". Get the right people on the right seat (Good to Great, Jim Collins)



P6 - POVESTEA

- > "For Sale: Baby shoes, never worn"
- > Exercițiu
- > [If You Want to Raise Prices, Tell a Better Story \(link\)](#)
- > Valorile pe care le promovezi
- > Brand promise



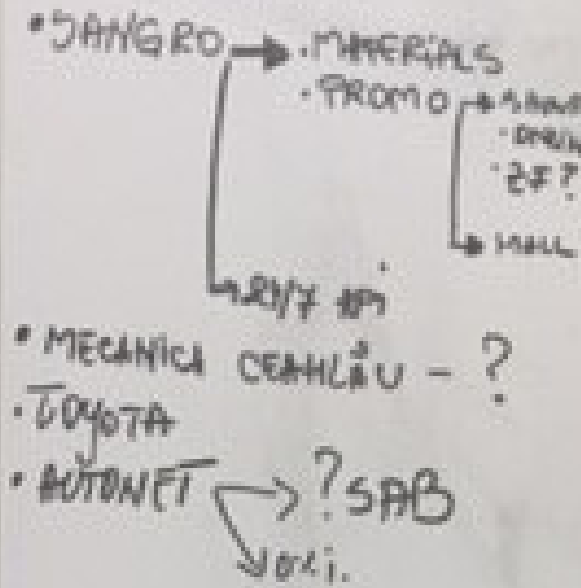


MARKETING MANAGER - A PERPETUAL STUDENT

APROBARE 24/7 → INTEGRARE WEB CAR
STATISTICA

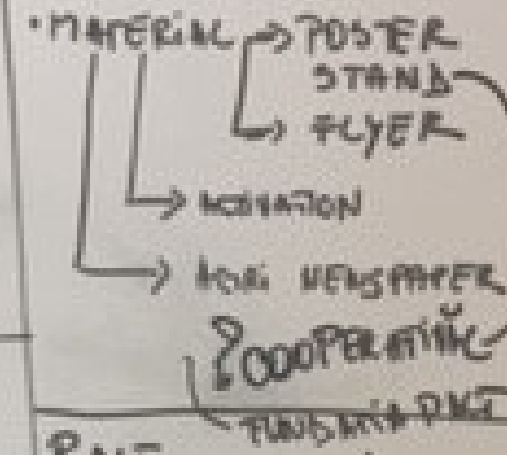
----- → GA CAMPAIGN → CANOPY

PARTNERSHIPS



INDAGRA

• FAST BGR → WEBSITE
CONTEST CAMPAIGN
→ ? PRIZE
MECHANISM



• NEWSLETTER INTERN
INTERNATIONAL
• CP

RALE

OTP AGRO → CALC
→ NEWS

EVA ENERGY | CALL
⇒ 1 OCT

BENTA → MATERIALS





Ask me anything





MULTUMESC!

Steliana Moraru

steliana.moraru@gmail.com

