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Marketing concepts and strategies 8th edition pdf free

The difference between a marketing mix and marketing strategy can be confusing, but they each play distinctive roles in governing the marketing of products. The marketing strategy is structured to develop a cost-effective way to generate sales and carve a sustainable competitive position for the company’s brands and products wherever they are sold. The product marketing mix becomes the strategic tool to focus on developing best practices and tactics to achieve marketplace success. The marketing strategy refers to how the company plans to generate sales and make its brands and products competitive in the marketplace. The product marketing mix consists of the products, prices, places and promotional vehicles associated with leading the marketing strategy. The marketing strategy defines goals for the entire scope of products or services that a company provides to consumers and clients. The strategy establishes how brands and services will be positioned in the marketplace and identifies target consumers, clients and distribution channels to achieve sales. The marketing strategy establishes the communications platform used for advertising and promotions. For example, a marketing strategy for a laundry detergent company might use research findings to claim that their brand gets out tough grease stains better than other brands. The company could then use the claim to develop the advertising messaging strategy for commercials to generate preference for the company’s brands versus competitors. If you consider one component to be the boss and the other the employee, the marketing strategy would be the boss and the marketing mix would be the employee. The objectives and goals in the marketing strategy define and set measurable results that the company wishes to achieve for the entire range of brands and services that it provides. This information is then used to develop a focused, strategic marketing mix to deliver the desired results. There are four fundamentals that comprise the marketing mix: product, price, place and promotion. Each element in the mix is analyzed to develop tactics to implement in the marketplace. Product: The product is assessed in terms of its ability to deliver on a claim better than competitive brands. Price: The price is reviewed to find the right pricing levels to make it appealing to target customers or clients. Place: The place in the marketing mix refers to where to distribute the product or service to reach the target audience (grocery stores, online, direct mail, infomercials, etc.). Promotion: Promotional vehicles are developed in order to achieve sales, volume and revenue goals (e.g., coupons, discounts, free trial periods, buy-one-get-one-free, etc.). While the marketing strategy takes a holistic approach to setting goals, the marketing mix can be customized to implement strategies based on individual products and marketplace conditions. For example, the marketing strategy for a suntan lotion company might set a goal of a 20% increase in sales during the month of April. The marketing mix can use the four P’s to target drugstores near beaches in Florida with a discount on wholesale prices and install special in-store displays that give consumers 20% off on their purchase. That marketing mix approach uses all of the four Ps: product (suntan lotion), price (discount for retailers and consumers), place (Florida pharmacies) and promotion (special in-store promotional display). Marketing strategies must be combined elements of study of the demographic markets, competitors, pricing, promotion, distribution and sales support. The goal is to offer a revolutionary product that will offer people a new experience. Effective marketers use the study of demographics to increase the visibility and profitability of their products. Demographics study segments of the population looking at factors such as age, income, gender and purchasing preferences. You must study the competition to have an effective marketing strategy. Study similar products are already on the market and evaluate their successes and failures. Pricing strategy must be competitive, while maintaining profitability factors. The prices must be in line with the major brands yet a little less expensive. Promotion involves both push and pull strategies. Push strategies create customer demand by introducing products to the public. Pull strategies requires high spending on advertising and consumer promotion. You achieve product visibility by choosing an advertising media vehicle that will provide the greatest possible exposure for your product. Some media vehicles are television, radio, newspapers, magazines, outdoor advertising and Internet advertising. The Walt Disney Company claims to do intensive research to learn about its target market, enabling it to seize growth opportunities on a global level. Disney's corporate officials say they are committed to staying current with technologies children use, with shows they are watching, and how they incorporate technology in their lives. For example, Disney offers advertising discounts on Twitter and games on Facebook. It makes sure that its licensed characters like Mickey Mouse and Spider-Man are advancing to new platforms. Demonstrating its leadership in marketing to reach kids and families, Disney unveiled the first national wireless phone service in 2006, known as Disney MobileSM. The phone used GPS capabilities to allow parents to control who their children communicate with and to monitor where they are. This is part of Disney's strategy to be relevant to contemporary family lifestyles. Disney also continues to appeal to teens and their parents by staying current with digital gaming and social media opportunities, as by its acquisition of online social gaming leader Playdom Inc. According to small-business strategist DEMC, Disney recognizes that many people do not have the opportunity to travel to the United States to visit Walt Disney World or Disneyland. As a result, Disney developed theme parks around the globe to capture the market, adapting them to local cultures. They include Disneyland Paris, Tokyo Disney, and Hong Kong Disneyland. With worldwide expansion, Disney aims to increase its marketplace and expand its brand. Disney's ownership of media networks such as ABC, Disney Channel and ESPN is a strategy the company is using to market its brand to Americans. This includes a systematic approach to television advertising, as well as radio commercials, print, outdoor advertising and mobile initiatives, promoting discounts on resorts, and family packages. To reach teenagers, Disney launched advergaming, which puts ad messages in online and video games. The goal is to reach kids directly and encourage them to urge their parents to visit a Disney park for a family experience. As part of its marketing strategy, Disney believes in innovation to stay ahead of the competition and build business. With rapid advances in technology, the traditional passive television audience is in transition, no longer captive to prime-time scheduling on major networks. Disney's strategy is to connect with kids directly via storytelling utilizing multiple technologies. A marketing strategy helps a company effectively use its resources to deliver a sales message to a target audience. A marketing strategy takes time and market research information to create. Understanding why a marketing strategy is important will help you to justify the time and financial resources required to create one. One of the functions of a marketing strategy is to identify a target audience and determine the most efficient ways of reaching that audience. Market research is done to determine how marketing funds can best be spent to deliver the advertising message. Research also is done to determine which message is most effective. In the end, the marketing strategy refines how company financial and personnel resources will be best used to get the highest revenue return for the marketing dollars invested. A marketing strategy has a starting point, a predetermined duration and a budget. Without the marketing strategy, your company would be placing advertisements at random times, in random mediums and not understanding what results to expect. A marketing strategy helps to set the budget for the advertising program, and it also creates the criteria that will be used to determine how much revenue the plan generated. A marketing strategy prevents advertising spending from being an open-ended proposition, and it works to identify successful marketing approaches that can be used to generate more revenue in future marketing campaigns. The marketplace that your company sells to changes on a regular basis. Technology alters the look and functionality of products, and changes in client needs affect how you and the competition structure your businesses. A marketing strategy identifies those changes and recommends potential courses of action that will help make your company competitive. The marketing strategy identifies customer buying trends and combines that with a competitive analysis to help you dictate what future course your company will take. As your company evolves, it also should grow in revenue and size. A marketing strategy helps to identify those areas affected by growth, and helps to create a plan to address customer needs. For example, your marketing strategy may identify new markets where your newest product would be very successful. Since you do not have distribution or sales resources in those markets, you must go out and secure those resources to meet the goals of the marketing strategy. By identifying changes or shifts in client needs and geographic distribution requirements, the marketing strategy becomes part of the blueprint for your company's growth. So far, we've discussed the equipment you will need to edit video. Now let's learn the basic concepts you will need to know in order to use that equipment.CaptureThe first concept is called capture. You have to move all of the footage out of the camera and onto your computer's hard disk. There are three ways to do this:You can capture all of the footage in a single file on your hard disk. A half hour of video footage might consume 10 gigabytes of space. (Note that some operating systems and video editing software packages limit file size to 2 gigabytes. Other packages put a 30-minute limit on file size.)You could bring it in as five or 10 smaller files, which together will total 10 gigabytes but will be a little more manageable.You can have a piece of software bring in the footage shot by shot. Adobe Premiere can do this manually, but a program like DVGate Motion (which comes standard on many Sony computers) can automatically scan the tape, find the beginning and end of every shot, and then bring them all in. Each shot will be in a different file when it's done. If you have access to a program like this, it makes your life very easy.If you have just a few minutes of footage, technique #1 is the way to go. If you have an hour of footage, techniques #2 and #3 are useful.AVI and MOV files The capture process will create AVI (on the PC) or MOV (on the Mac) files on your hard disk. These files contain your footage, frame by frame, in the maximum resolution that your camera can produce. So these files are huge. Typically, three minutes of footage will consume about 1 gigabyte of space. You can never have enough disk space when you do a lot of video editing. The Mac we use here at HowStuffWorks for most of our editing has almost 300 gigabytes of fast SCSI disk space, and Roxanne is always having to archive stuff off of it to make room for the new material we are working on.Shots Once you have all of your footage into your machine, you need a way to select the parts that you are going to use. For example, let's say that you want to include a scene in your birthday movie that shows the candles on the birthday cake being lit. You filmed this activity from three angles and have three minutes of raw footage total. But in the final movie you are going to have 15 seconds of the movie devoted to this scene, in the form of three shots:A 3-second shot showing a match being litA 5-second shot showing a close-up of one candle on the cake being litA 7-second shot of the cake with all the candles lit being carried into the roomOut of the big file of all the footage, you need a way to mark the beginning and end of these three little clips so that you can move them around as individual units and bond them together into the final scene.You do this by looking at the raw footage and marking an IN and OUT point for the little sections that you want to use. Then you drag these little clips onto the timeline.Timeline Once you have your shots figured out, you need a place to arrange them in the proper order and hook them together. The place where you do that is called a timeline. You line the shots up in sequential order. Then you can play them as a sequence.With just three concepts -- capture, shots and timeline -- you can make a movie. It will not be fancy, but it will be 10 times better than watching raw footage. Let's run through these steps and create a movie with them.

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