

Marketing Strategies



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Marketing Templates

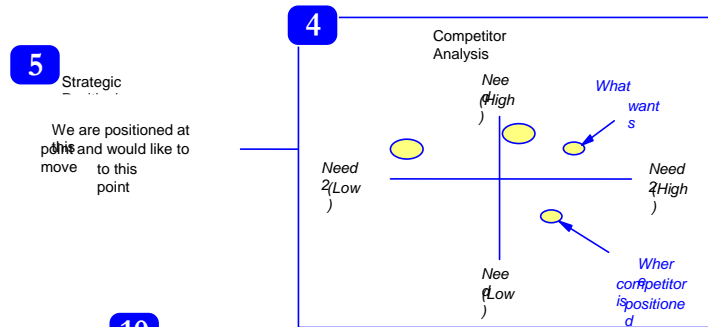
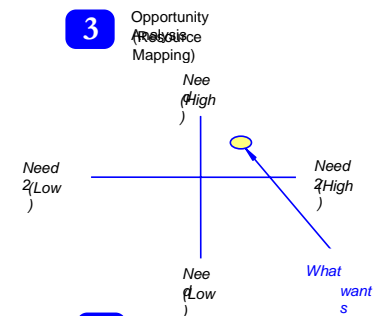
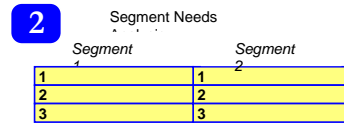
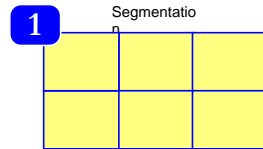
Marketing Tools

There are many strategic planning tools that have been developed which can help you develop strategies to improve your sales and profitability.

In many cases business leaders, managers and employees are so busy firefighting that they are not able to look at the business from a guidance and "big picture" perspective.

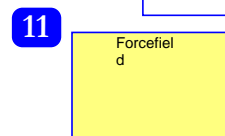
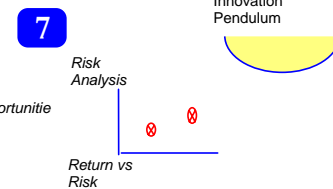
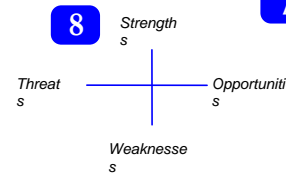
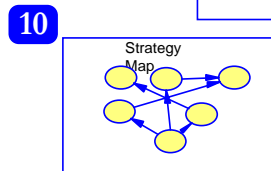
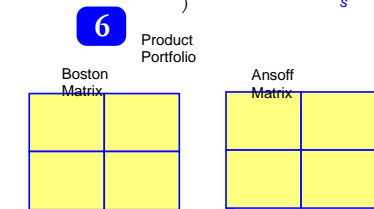
Forcing yourself and your staff members to utilise at least some of these tools in a systematic and disciplined manner will help your business to develop better quality strategies.

Some of the tools include strategic exercises such as the Boston Matrix, GE Matrix, SWOT analysis, Ansoff Matrix, Competitor Mapping and Positioning, Product Positioning, Strategy Mapping and the Balanced Scorecard.



5 Strategic

We are positioned at this point and would like to move to this point



Marketing Tools – your strategy

Q. Select the tools that your staff should use.

Segmentation

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Segment Needs Analysis

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Segment 1	Segment 2
1.	1.
2.	2.
3.	3.

Opportunity Analysis (Resource Mapping)

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Competitor Analysis

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Strategic Positioning

We are positioned at this point and would like to move to this point

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Product Portfolio

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Boston Matrix

Ansoff Matrix

Strategy Map

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Forcefield

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Marketing Warfare Strategies

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Strengths

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Risk Analysis

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Innovation Pendulum

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Segmentation Analysis

Probably one of the most powerful tools that are used in strategic planning is "segmentation analysis".

For each product or service that you market look at the "types of people" that actually purchase your product. Each "type of person" is defined as a segment.

Segments can be based on tangible characteristics such as age, sex, income, city size, occupation or even nationality.

Another way of segmenting markets is to look at "need based" segmentation. For example the segments for toothpaste may be people that are seeking bright teeth, people that want fresh breath and people that are trying to prevent tooth decay.

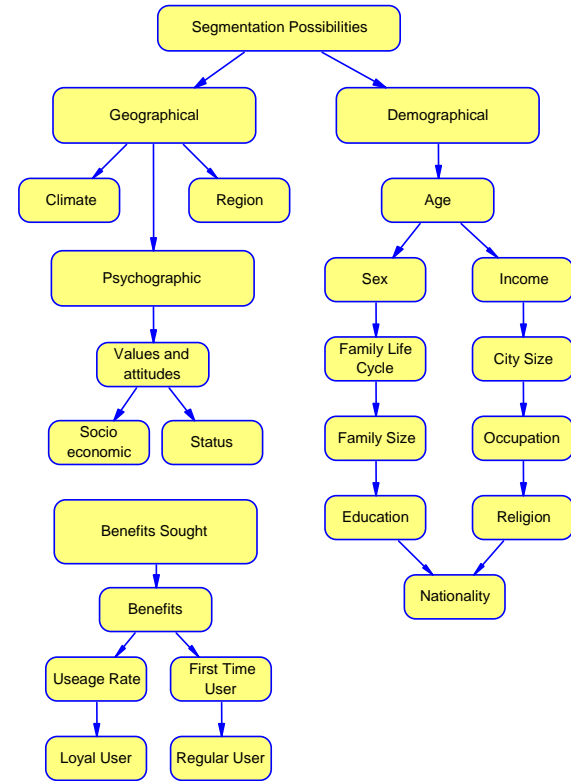
Often the combining of multiple segmentation criteria leads to more effective strategies.

Segmentation Analysis

Market		
Think Tank Software Market		

Corporate Market	Consultant Market	Trainer Market
Education (Universities, Schools and TAFE colleges)		OEM
SME Market	New Start Business Market	New Start Consultant Market

List your market segments
(Above example based on who would purchase the Think Tank Software)



Segmentation Analysis - your strategy

Q. Define your market segments

1) Product/Service 1 _____

2) What market are you attacking? _____

3) Break this total market into market segments.

In the boxes on the right, write down the names of the segments. Then in the boxes below, outline the profitability of each segment.

Segment Name:	
<i>Is this segment increasing or decreasing? Are there any threats or opportunities? What is the approximate size and profitability?</i>	
PRIORITY LEVEL	<input type="radio"/> <input type="radio"/> <input type="radio"/>

Segment Name:	
<i>Is this segment increasing or decreasing? Are there any threats or opportunities? What is the approximate size and profitability?</i>	
PRIORITY LEVEL	<input type="radio"/> <input type="radio"/> <input type="radio"/>

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