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CONNECTING WITH YOUR AUDIENCE
-MARKETING-

MK STRATEGY

- Context Analysis
  - Competitors analysis
  - SWOT
  - PESTLE
- Business Opportunities
  - Blue Ocean & User Utility Map
  - Value Proposition Design
  - Business Model CANVAS
  - Lean Startup
- Experiential MK
  - Consumer behaviour
  - Market Segmentation
  - Route to market
  - Market Positioning - Branding
  - Servitization
  - User utilitiy map
  - sense; feel; think; act; relate

Digital MK :

- Advertising (Google, Social Media, …)
- User Experience
- SEO & SEM
- Inbound MK
- E-commerce
- Social Media
- Market Places
- Cloud computing
- E-CRM & Automation
- Digital 4.0
  - BI
  - IoT & M2M
  - Location Intelligence
  - BlockChain
  - Sentiment analysis
  - Speech-to-text

MK MANAGEMENT

- MK Research
  - Goal-Question
  - Design
  - Field Research
  - Analysis-Results
- Forecast
- 4 P´s MK-Mix
  - Product-service
    - Design - lines-range
    - Packaging
    - Branding
    - Labelling
    - Production-servuction
  - Price
    - Objective
    - cost-benefits
    - Market price strategies
  - Placement
    - market places
    - omni-channel architecture
    - Logistic
    - channel structure
      - wholesalers
      - retailers
      - distributors
      - direct
  - Promotion
    - personal selling
    - advertising
    - sales promotion
    - direct MK
    - Publicity
- Strategic vs operational plans
  - Vision
  - Goals
  - budget
  - Programme
  - Monitoring-KPI
- 7 P´s MK-Mix
  - People
    - Caracteristics
    - service quality
  - service *
  - Physical evidence