Marketing Stategy & Plans

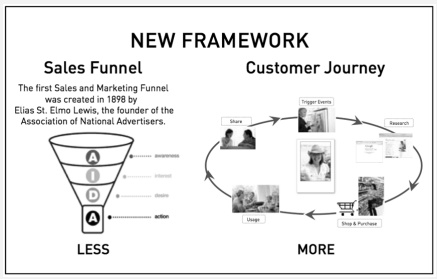
Line Extension	adding additional product to an existing product/brand line
Category Extension	creating a new product line w/ the existing brand
Adv. of Brand Extensions	- improve brand image - reduce risk perceived by customers if new product is a brand (they know) - increase chances of gaining distribution & trial - avoid costs of developing a new brand - permits consumer variety seeking - packaging & labeling efficiencies
Disadv. of Brand extensions	- many varieties confuse & frustrate consumers - some retail resistance to too many skus - cannibalization issues - dilute brand image
Speed to Market	Importance of speed - PTO - patent process
Options for a manager	product modification maket modification repositioning
Marketing Plan	outlines the company's mktg goals, timing, & resources needed to achieve those goals. Discusses current mktg position of the business Sets that company on a specific path in mktg, align & aware employees of the plans Typically once a yr

New Product Strategy: Business Model Canva

Creative Brief (includes)

1. job description
2. target audience
3. objectives
4. single minded proposition
5. sustantiation
6. key response
7. desired brand character
8. mandatory inclusions

Customer Journey map



Product Life Cycle



Campaign Management

Benefits of scheduling	use of optimum times update announcements
Pros & Cons	**Pros:**easy & convenient **Cons:**lose spontaneity aspect not part of the conversation
Social Listening	brands listening to conversations taking place online & looking for opportunities to participate & engage customers/prospects
Steps in social listening	1. identify specific words & phrases 2. Identify key influencers 3.
Conversational listening	Can be used for customer service, monitoring competitors
Influencer listening	1. follow & gain insight 2. create opportunities 3. actively participate (create links)

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Online Branding Strategy w/ Hootsuite

Hootsuite	helps monitor keywords, manage multiple Twitter, Facebook, LinkedIn, Foursquare and WordPress profiles & more
Hootsuite Functions	Keyword streams | LinkedIn job search streams | Campaigns

Product Marketing Grid

	Current Products	New Products
Current Markets	Market Penetration	Product Development
New Markets	Market Development	Diversification

The Customer Journey

Customer Journey

> mapping the customer journey to create consistently positive end-to-end experiences for them

Concerns for the customer journey

> amount of time needed to map all steps
> Companies using CX \| Kohls, JCPenny & AT&T

Steps for CX

> 1. Assemble
> 2. Share the Vision
> 3. Plan
> 4. Map
> 5. Validate
> 6. Improve
> 7. Aim high

Encouraging Engagement

Engagement	clicks | stay on | comments | shares | convos | performing intended action
uses of social media	- can be used to highlight employees - create events

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