

### Marketing Strategy & 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

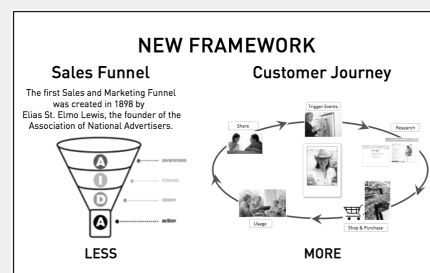
**Marketing Plan** outlines the company's mktg goals, timing, & resources needed to achieve those goals.  
Discusses current mktg position of the business  
Sets that company on a specific path in mktg, align & aware employees of the plans  
Typically once a yr

### New Product Strategy: Business Model Canva

Creative Brief (includes)

1. job description
2. target audience
3. objectives
4. single minded proposition
5. substantiation
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)

### 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

