



TAKING
COOPERATION
FORWARD

 D.T3.1.1. Social Innovation Hub training Podravje, 26. February 2021

 **PREDSTAVLJANJE IDEJE IN KOMUNICIRANJE**

 IN SITU, mag. Bojan Krajnc, LOPIS

DANAŠNJA AGENDA...

1. Uvod v današnjo virtualno delavnico – kratek rezime iz 3. modula
2. Marketing mix in 4 Cs.
3. Promocijski mix.
4. Marketinška avtomatizacija.
5. Moč osebne komunikacije kot strateški element vaše osebne prodaje.

IZZIV DO 5.MODULA:

1. Izdelajte vaš poslovni model:

- Določite ključne elemente vašega poslovnega modela znotraj vseh 9 gradnikov.
- Razmišljajte o povezavah med gradniki tudi iz vidika družbeno odgovornega konteksta
- Pripravite kratko predstavitev vašega poslov.modela in jo pošljete meni in mentorici do 15. februarja (lahko je pdf, Word ali skica). Na 5. modulu predstavite vaš poslovni model.

2. Izpolnite Vprašalnik za pripravo strateškega načrta podjetniške ideje, in sicer naslednja vprašanja: 16, 17, 18, 19, 20, 21, 22, 27, 32, 33, 34 ideje in meni + mentorjem pošljete feedback/odgovore na mail.

Partnerji

**Ključne
aktivnosti**

**Ponudba
vrednosti**

**Odnosi s
strankami**

Stranke

Ključni viri

**Poti do
strank**

Stroški

Tokovi prihodkov

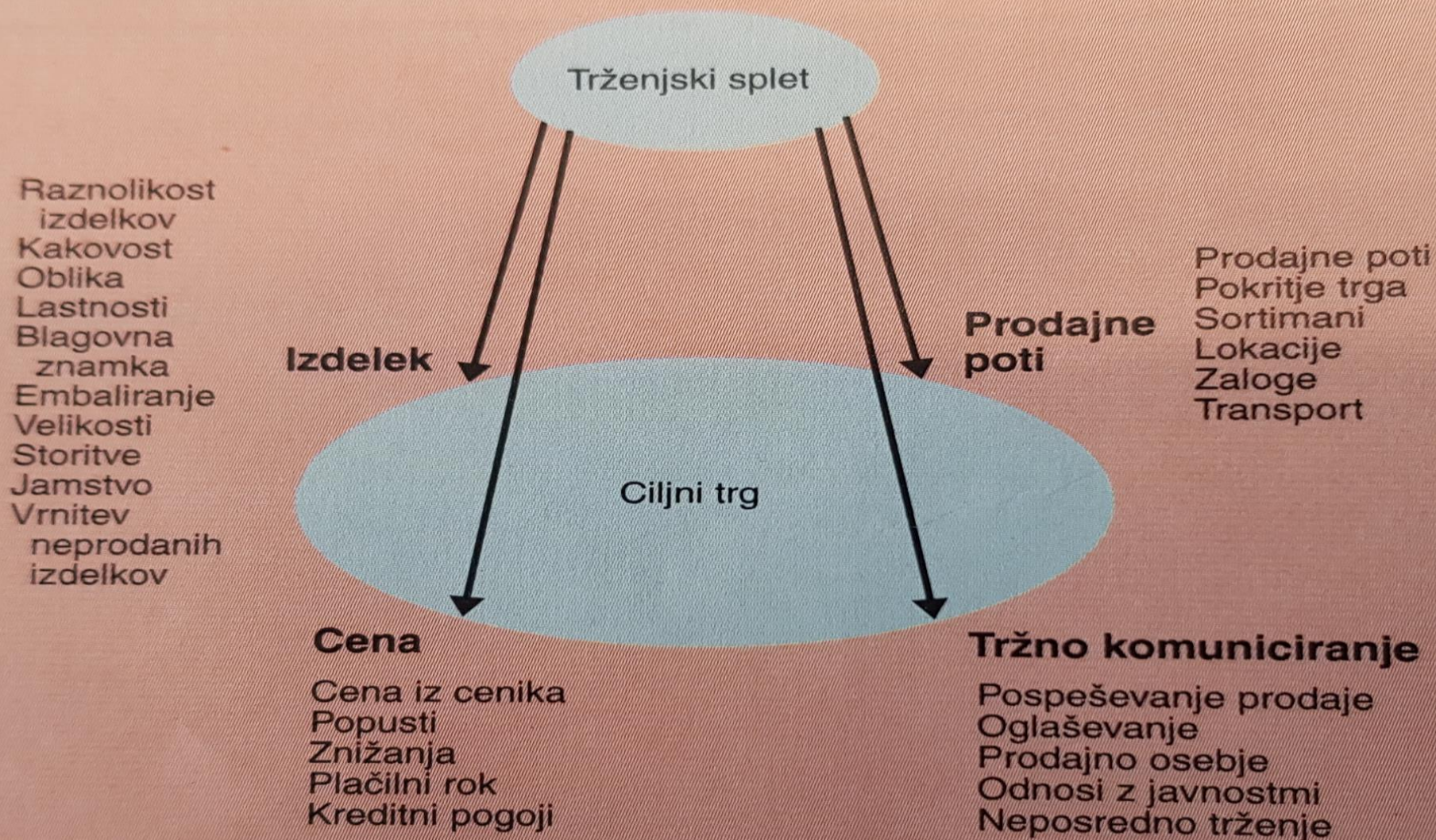
Marketing mix



Marketing mix



Marketing mix



Marketing Mix Example – iPhone6

Product

Advanced smartphone
Leading-edge performance
High-res camera
Vast App ecosystem

Price

£539-£789 depending on configuration
Discounted if bought with data tariffs

Place

Direct from Apple
Sold by mobile phone networks
most electronic retailers / e-tailers

Promotion

Widespread launch PR
Social media
Extensive online & other media advertising
Product placement

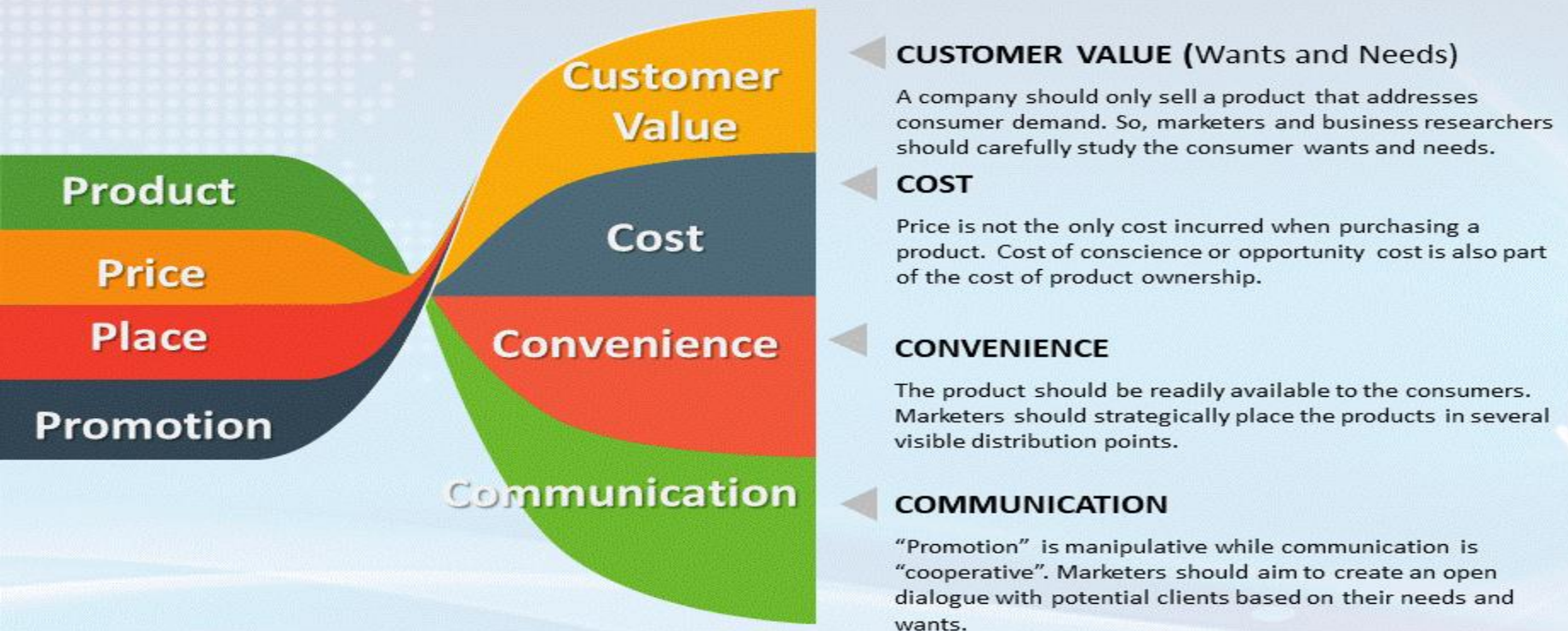


Marketing mix – 4 Cs



Marketing mix – 4 Cs

Marketing Mix – 4Cs



Marketing mix – 4 Cs

| 4Cs Element | Current situation at Apple |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Consumer wants and needs | The Hurun Report into the Chinese Luxury Consumer Survey 2015 showed that in 2015, the most wanted brand (by millionaires in China) was China. The brand is desirable, current and innovative. Consumers are seeking innovation and the brand name, is wanted by consumers, regardless of the price. |
| Communication | Apple has well-established community forums where users share tips and tricks as well as best practice. Apple facilitates these forums but does not always participate. |
| Convenience to buy | Consumers can buy direct from the Apple online store, in traditional stores as well as via partner online and offline stores. |
| Cost to satisfy | The price charged reflects the premium nature of the product. |

7 elementov/orodij marketing mixa = 7 P



7 elementov/orodij marketing mixa = 7 P

Using the Internet to vary the marketing mix

Product

- Quality
- Image
- Branding
- Features
- Variants
- Mix
- Support
- Customer service
- Use occasion
- Availability
- Warranties

Promotion

- Marketing communications
- Personal promotion
- Sales promotion
- PR
- Branding
- Direct marketing

Price

- Positioning
- List
- Discounts
- Credit
- Payment methods
- Free or value-added elements

Place

- Trade channels
- Sales support
- Channel number
- Segmented channels

People

- Individuals on marketing activities
- Individuals on customer contact
- Recruitment
- Culture/image
- Training and skills
- Remuneration

Process

- Customer focus
- Business-led
- IT-supported
- Design features
- Research and development

Physical evidence

- Sales/staff contact experience of brand
- Product packaging
- Online experience

The 7Ps of the marketing mix



Figure 1.4 The 7Ps components of the marketing mix



7PS OF MCDONALDS

1P-Product.

Product Profile

- Vegetarian Menu.
- Non-Vegetarian Menu.
- Beverages.
- Frozen Deserts.

Product Attributes.

- Care for customers sentiments towards religion & Culture.
- It has separate cooking areas & Equipment's.



2P-PRICE

- ❑ Quite Affordable Products.
 - Brand Affordability.[B.A] Ex-McAloo tikki Rs20 to 39etc.
 - Brand Core Value product[B.C.V]Ex- McVeggie Rs 50 to 60etc
 - ❑ Psychological Connotations.
 - ❑ Cost Leadership.
 - ❑ Heavily Marketed “Happy price Menu”.
 - ❑ Many Combos.
 - ❑ Low Cost Food Franchise
- Source-www.marketing91.com



HAPPY PRICE MENU

| | | | |
|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| * Veg Pizza McPuff* ₹25  | * McFloat (Coke / Fanta) ₹25  | * Soft Serve (Reg.) (Hot Fudge / Strawberry) ₹25  | * Iced Tea ₹27  |
| * McAloo Tikki* ₹29  | * McEgg* ₹29  | * Chicken McGrill* ₹44  | |
| * Masala Grill* Veg ₹51  | * Masala Grill* Chicken ₹56  | * Aloo Wrap ₹52  | * Egg Wrap ₹52  |
| | | * Grilled Chicken Wrap ₹62  | |

CLASSIC LOVE SPICE IT UP

| | | | |
|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| * McVeggie* ₹67  | * McChicken* ₹80  | * McSpicy Paneer* ₹116  | * BigSpicy Paneer Wrap* ₹141  |
| * Filet-O-Fish* ₹96  | * Chicken Maharaja Mac* ₹100  | * McSpicy Chicken* ₹120  | * BigSpicy Chicken Wrap* ₹149  |

3P-PLACE

- Located in Prime Locations[Malls, Shopping Complex's].
- Almost In all big cities-Easily accesible.
- Drive-in & Drive through Options MC-D Future Convenient to consumer.
- Covering many residential areas ex-NCR.
- Right of the High-ways.



4P-PROMOTION

- ❖ Advertising through T.V, Radio, Cinema, Online, Postersites & Press like News Paper & magazines
- ❖ Other Promotional methods include-Point of Sales Display, Merchandising, Direct mail, Loyalty Schemes, Door Drops etc.
- ❖ McDonalds Prime focus is on targeting children in “Happy Meals” to which are targeted at children-Small toys are given along with meal.
- ❖ Lucky draws, Scratch Cards.
- ❖ Hoardings at Major Places.



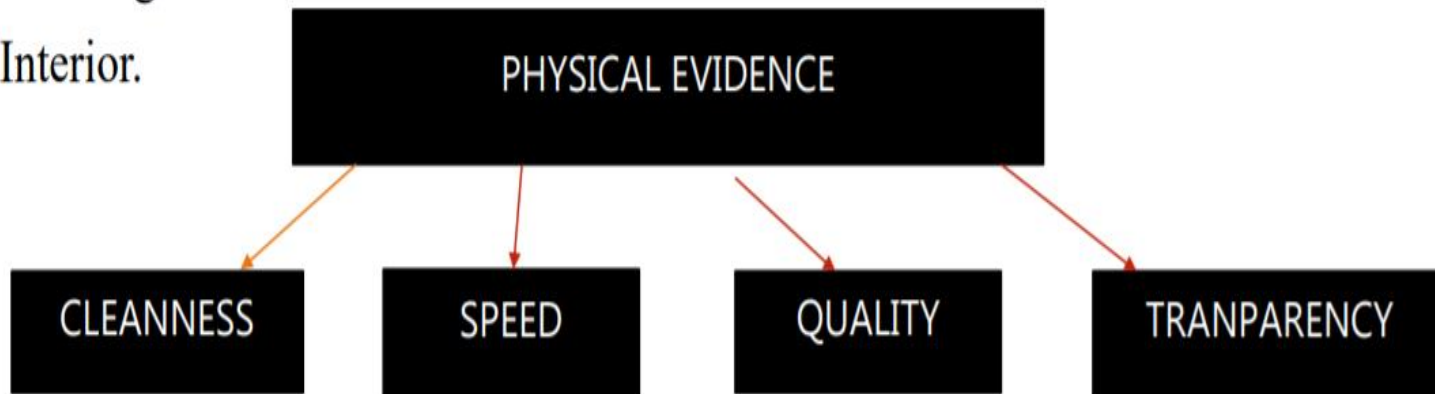
5P-PEOPLE

- Philosophy of quality, services, cleanliness and value is the guiding force behind its service.
- Fast friendly service.
- McD has standard uniform for employs for equality service treatment
- Delivery crew members carries basic operation of a restaurant. Ensure customer satisfaction at the restaurants.



6P- PHYSICAL EVIDENCE

- The physical evidence appearance affects not only the impression outsiders have of a business but all the way that business functions
- Staff members
- Location and appearance
- Buildings Maintenance.
- Interior.



- Food Producing Transparent to consumers.
- New method of packaging & distribution.
- Invented most Efficient cooking equipment.
- Customers are invited to check the ingredients used in food.
- It allows customer to enter the area where the Process takes place to have a Clearview of what they are consuming.



Product

- High quality athletic footwear, apparel and equipment
- Using the latest technology
- Sustainability

Price

- Value-based, premium pricing
- Still competitive with other competitors

Promotion

- Sponsorships
- Advertising
- Event partners

The Nike logo, consisting of the word "NIKE" in a bold, italicized, sans-serif font.

An Overview of the 7P's

Place

- Multiple distribution channels
- Retail experience
- Nike Town

People

- Associated brand ambassadors
- Trained staff

Physical evidence

- Distinct brand image
- Website and social media reflective of brand

Process

- Transparency in their manufacturing process
- Create your own shoe online

POSTANI ČLAN MILKA EKIPE!

KUPI* MILKA ČOKOLADO V VREDNOSTI 5 EUR
IN SE PRIJAVI NA WWW.MILKASKI.SI

3X
SMUČANJE
S TINO

3X
SMUČANJE
Z ILKO

100X
DNEVNA
SMUČARSKA KARTA

300X
MILKA KAPA

***NAKUP NI POGOJ ZA SODELOVANJE.**

Sodeluješ lahko tudi tako, da nam pošlješ svojo najljubšo fotografijo iz smučanja. Uporabnik, ki sodeluje v nagradni igri, se strinja s pogoji nagradne igre ki so objavljeni na www.milkaski.si. Organizator nagradne igre je MPG Plus doo. Nagradna igra traja od 1.2. do 28.2.2019.

Milka

Nežnost prihaja od znotraj.

Netflix Marketing Mix

Play



Outline

11 frames

1 Save to library

Netflix Marketing mix

2 Save to library

Product

The product I am picking is Netflix. Netflix is an app where you can watch your favorite t.v. shows and movies. It doesn't cost that much and you can have more than one profile on an account.

3 Save to library

4 Save to library

Target Market

The age range for Netflix is anywhere from 3-80. It's male and female. People like to watch it because if you were to miss an episode of your favorite show you could go back and watch it.

5 Save to library

Target Market cont.

Netflix also has more than a lot of other movie apps, like HULU. HULU has a lot of old like movies and you can't make more than one profile so Netflix is better anyway.

7 Save to library

Price

The price of Netflix is 7.99 for basic, which you only get one screen meaning you can't watch it on two different things at the same time. It's 8.99 for standard which is HD and two screens. Lastly it's 11.99 for premium which is Ultra HD (when available), HD, and four screens. All of the prices come with the first month free.

6 Save to library

Place

Netflix is online. You can watch it from your gaming system, t.v., cell phone, and computer. It's online so you can access it from anywhere. They sell it online because they want you to be able to watch it anywhere anytime and they also have their own app.

8 Save to library

Promotion

They promote it on t.v. by saying if you want to watch a show anytime you can on Netflix. Online Portals "Marketing was key in the early adoption and success of Netflix. By getting the word out through major portals, Yahoo, MSN, and AOL, and through its relationship with BestBuy, consumers were deluged with information about the Netflix service"

9 Save to library

Price Picture

11 Save to library

Netflix Marketing mix

5 elementov promocijskega miksa



5 elementov promocijskega miksa

PREGLEDNICA 22-1 Najpogostejša orodja za trženjsko komuniciranje

| OGLAŠEVANJE | POSPEŠEVANJE PRODAJE | ODNOSI Z JAVNOSTMI | OSEBNA PRODAJA | NEPOSREDNO TRŽENJE |
|-------------------------------------|-------------------------------------|----------------------------|----------------------------|-----------------------|
| Tiskani in radiotelevizijski oglasi | Nagradna tekmovanja, igre, žrebanja | Tiskovna poročila | Prodajne predstavitve | Katalogi |
| Zunanja stran embalaže | Darila | Govori | Prodajna srečanja | Neposredna pošta |
| Priloge v embalaži | Vzorci | Seminarji | Spodbujevalni programi | Trženje po telefonu |
| Filmi | Sejmi in prodajne razstave | Letna poročila | Vzorci | Elektronska prodaja |
| Brošure in knjižice | Razstave | Dobrodelna darila | Sejmi in prodajne razstave | Televizijska prodaja |
| Lepaki in zgibanke | Predstavitve | Sponzorstvo | | |
| Imeniki | Kuponi | Objave | | |
| Ponatisi oglasov | Znižanja | Odnosi s krajevnim okoljem | | |
| Oglasne deske | Nizkoobrestni krediti | Lobiranje | | |
| Znaki na prikazovalnikih | Zabave | Predstavitvena občila | | |
| Prikazovalniki na prodajnih mestih | Prodaja »staro za novo« | Revije podjetij | | |
| Avdiovizualni materiali | Prodajne znamke | Dogodki | | |
| Simboli in logotipi | Vezana prodaja | | | |

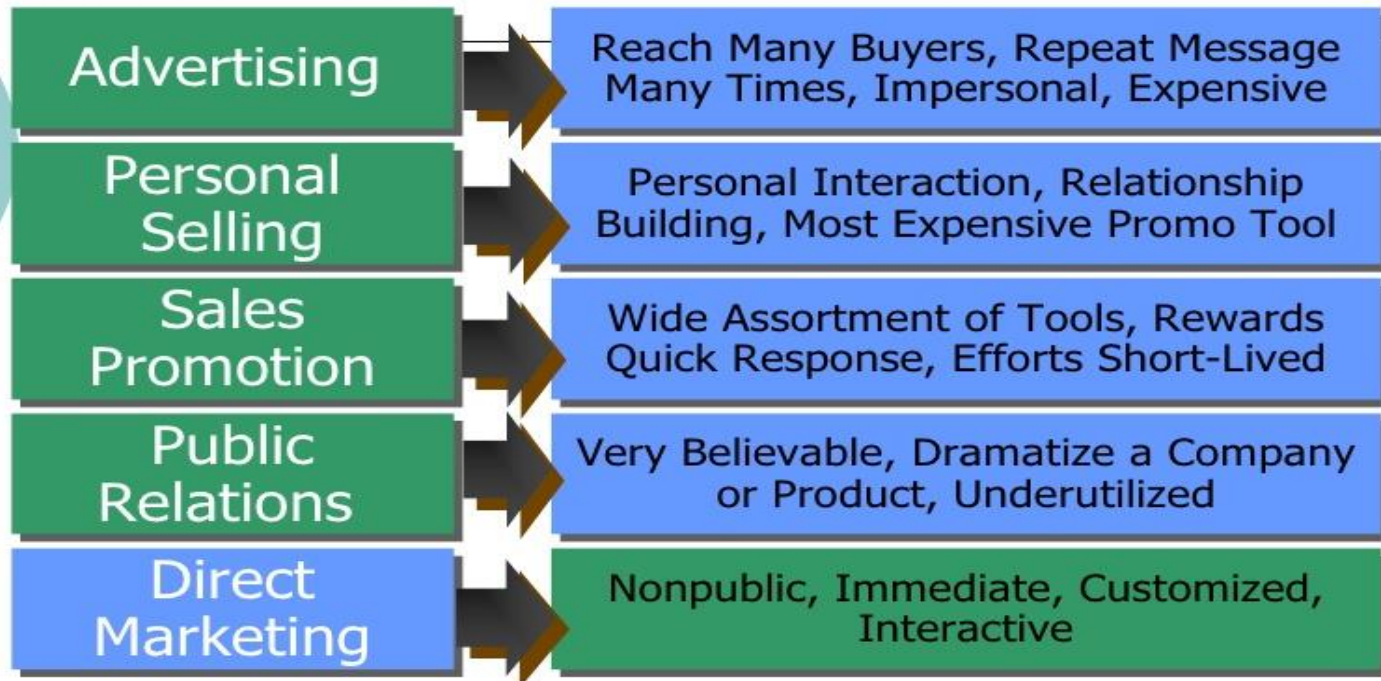
5 elementov promocijskega miksa

Promotional Mix Elements

| Element | Description |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Personal selling | Presenting a product to a prospective customer by a firm's sales representative, usually face-to-face; often used for 'purchasing' intermediaries |
| Advertising | Paid, non-personal mass communication, in which the sponsor is clearly identified; often used for end-users |
| Sales promotion | Demand-stimulating activity designed to supplement advertising and complement personal selling |
| Direct Marketing | Directly selling goods to consumers rather than via retailers – usually by direct-mail, telephone selling, or the internet |
| Public Relations | Planned communication effort by an organisation to contribute to generally favourable attitudes and opinions toward an organisation and its products |

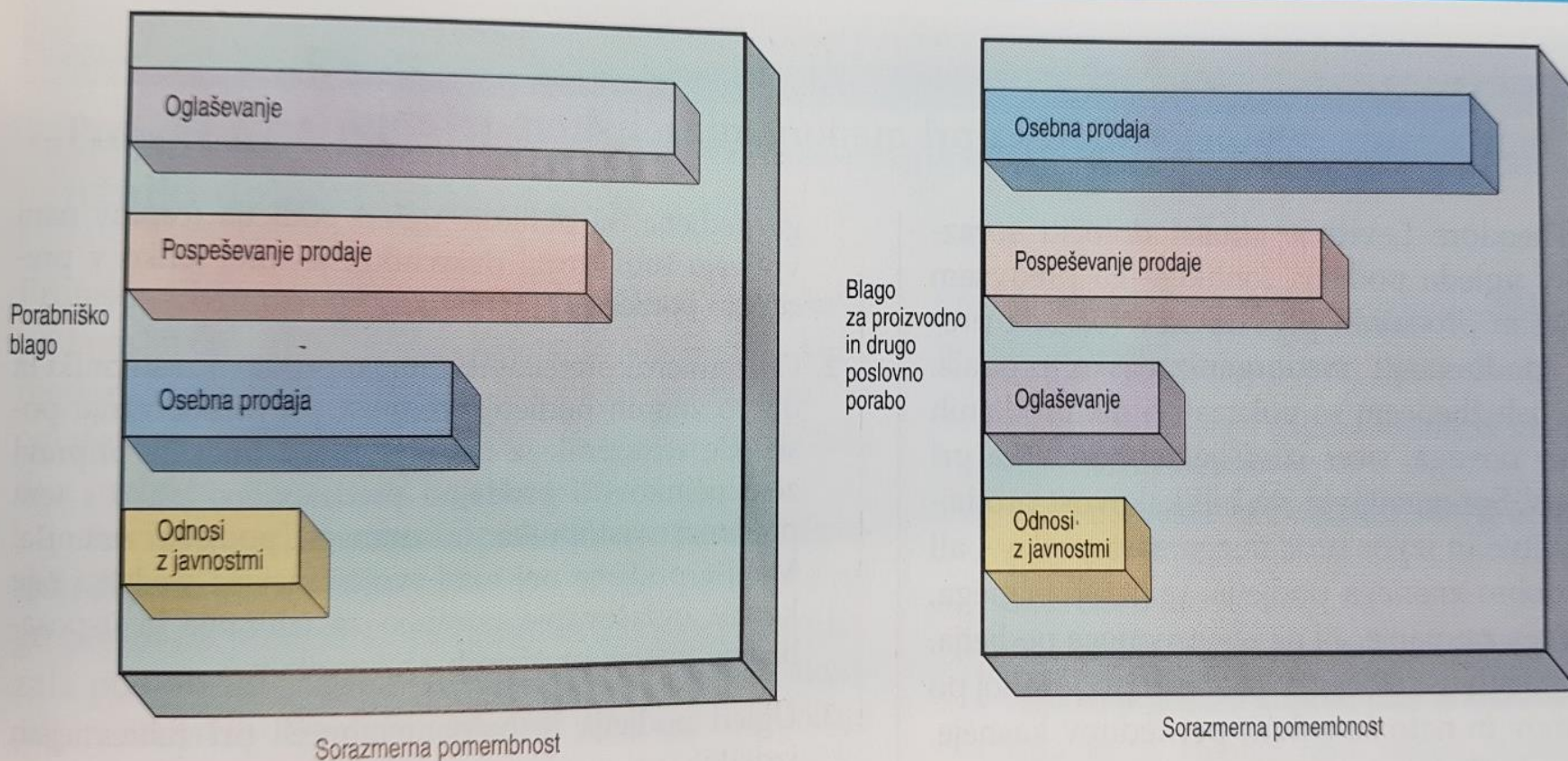
5 elementov promocijskega miksa

Setting the Promotion Mix



5 elementov promocijskega miksa

SLIKA 22-5 Sorazmerna pomembnost promocijskih orodij na porabniških in medorganizacijskih trgih



Promotional Mix

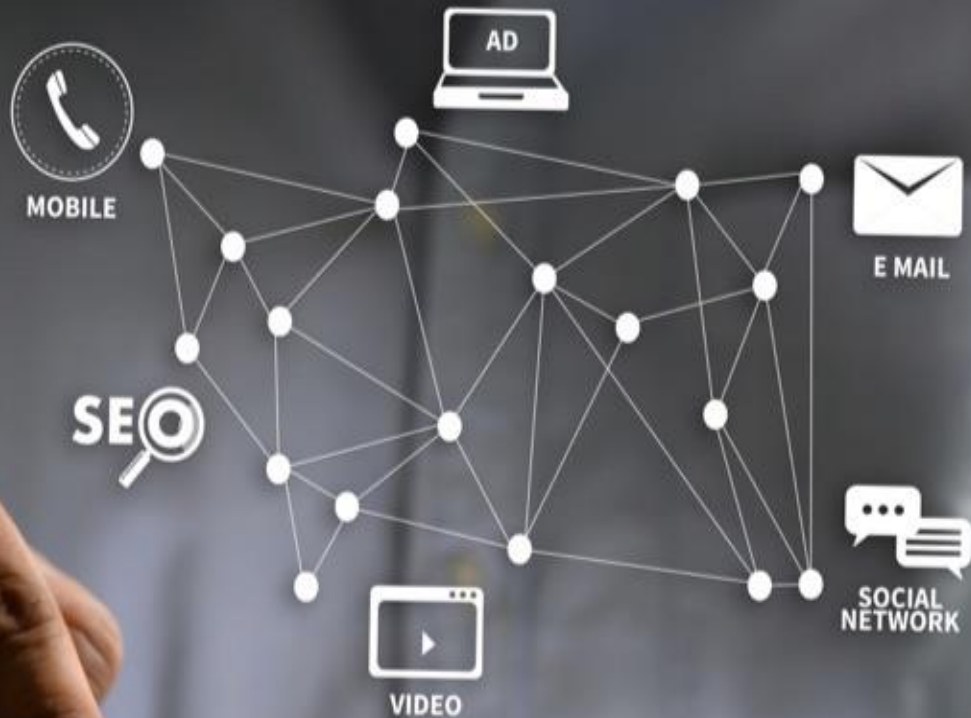
The different forms of promotion can be combined into a company's **promotional mix**.

Example: Russell Athletic

- Target of 12-25 year olds
- Theme "Are you Russell Material?"
- Used print, broadcast, stadium signs, online adv. and sales promotion (ESPN, Sports Illus. Yahoo!, espn.com, etc.)

promotional mix any combination of advertising, sales promotion, publicity, direct marketing, and personal selling



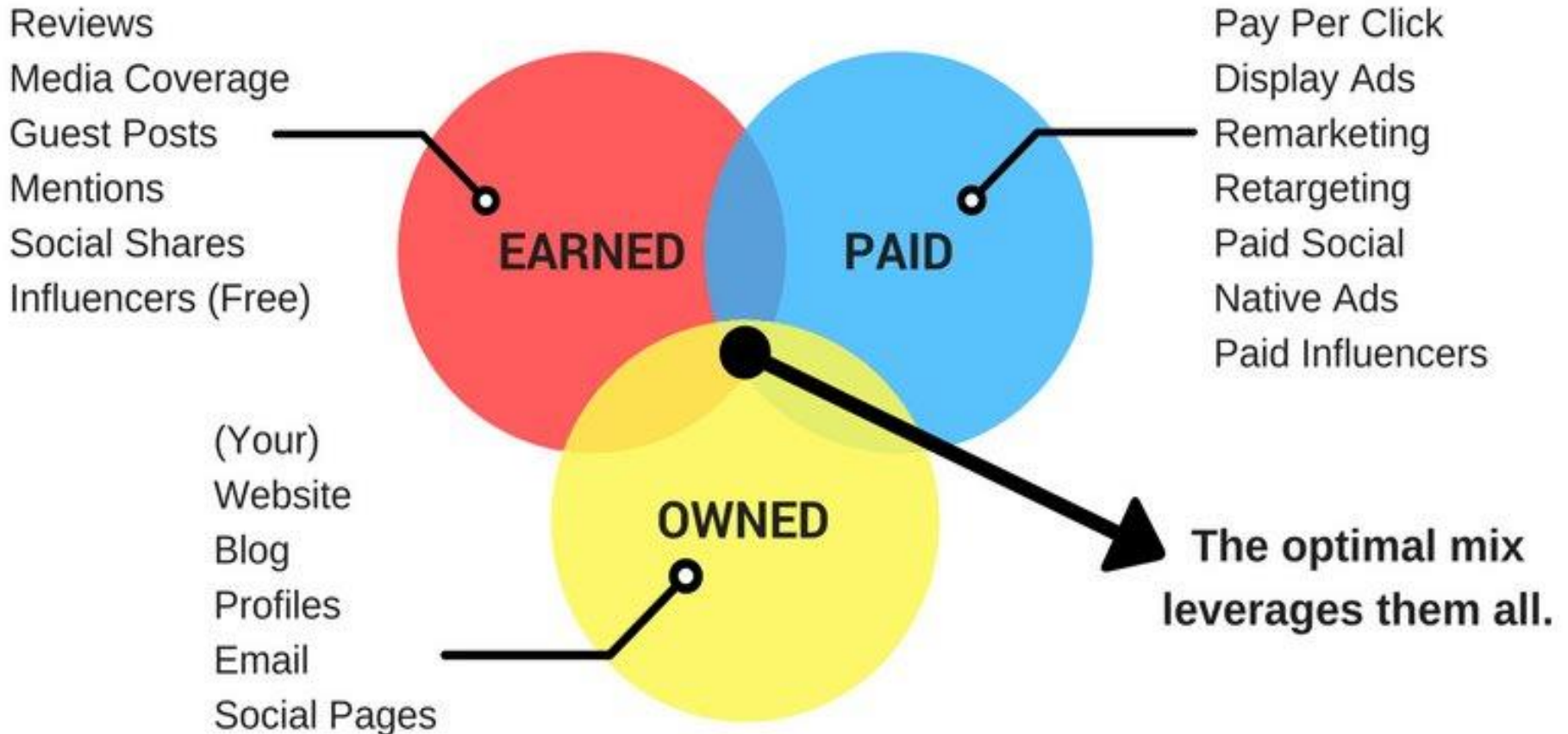


DIGITAL MARKETING

Kaj je digitalni marketing?



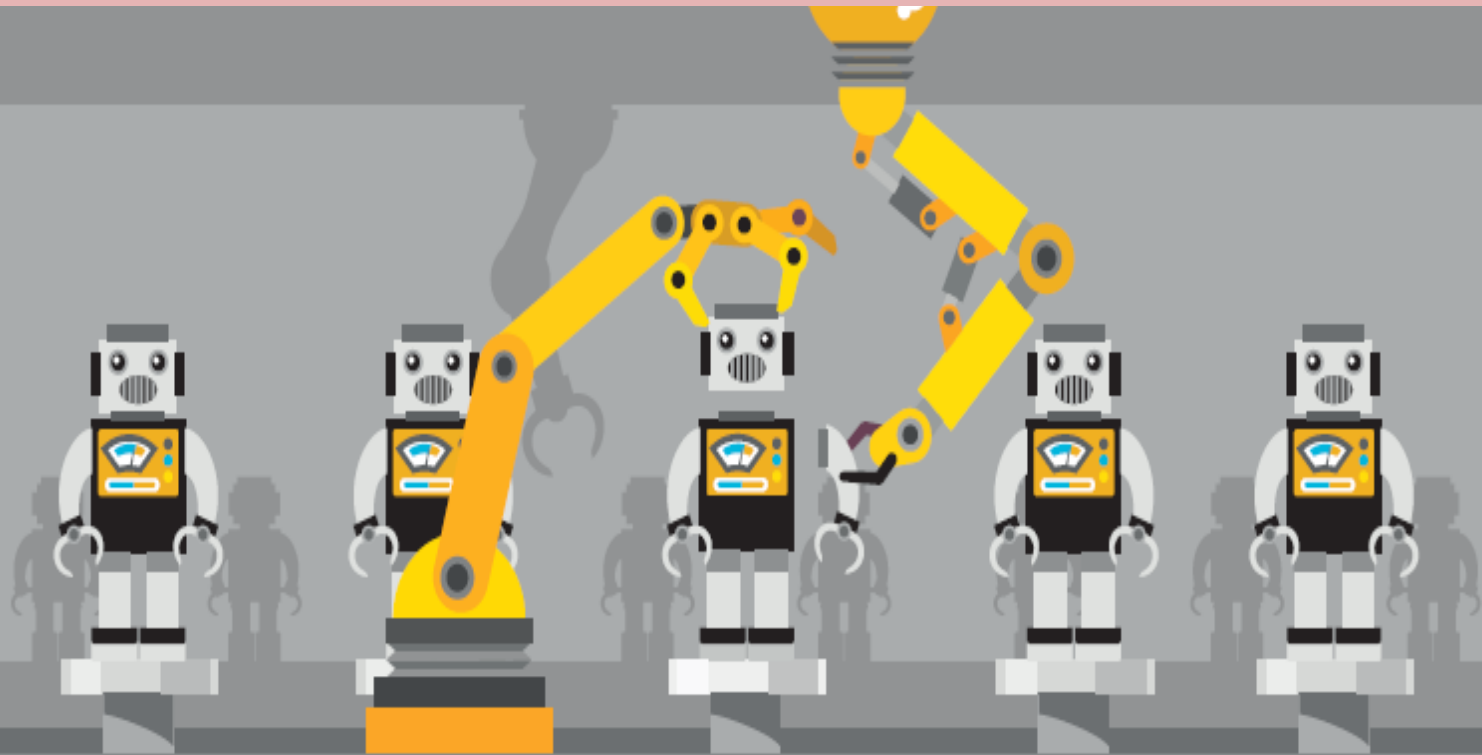
The Digital Marketing Mix



TRENDI ZA DIGITALNI MARKETING V LETU 2021...

1. Proračuni za digitalni marketing predstavljajo v povprečju 12% celotnih prihodkov podjetja in se bodo še povečevali.
2. 50% dejavnosti digitalnega marketinga je oddanih zunanjim izvajalcem.
3. Najpomembnejše dejavnosti digitalnega marketinga so: prisotnost na spletu (spletna stran), digitalno poslovanje, digitalno oglaševanje.
4. Najboljše naložbe v digitalni marketing bodo namenjene e-trgovini, trženju na družabnih omrežjih, ustvarjanju vsebin in mobilnemu trženju.

Avtomatizacija OMNI kanalnega marketinga



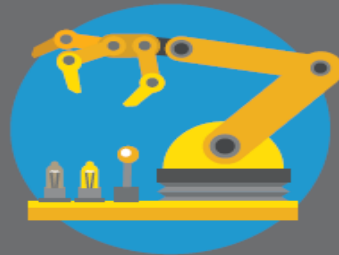
Avtomatizacija OMNI kanalnega marketinga

1. KAJ JE MARKETING AUTOMATION?



Avtomatizacija OMNI kanalnega marketinga

2. ZAKAJ POTREBUJETE MARKETING AUTOMATION?



Avtomatizacija OMNI kanalnega marketinga

▷ **70% NAKUPNE POTI SE ZGODI NA SPLETU, PREDEN KUPEC SPLOH NAVEŽE STIK Z VAMI!**

ZANIMIVO:

Uporaba marketing automation sistema lahko poviša stopnje konverzije e-mailov tudi do 50%.

Aberdeen Group, 2014

- Ker vam pomaga, da zgodaj navežete stik s kupcem.
- Ker vam omogoča več marketinga z manj budgeta.
- Ker vam pomaga prodati več.



Avtomatizacija OMNI kanalnega marketinga

3. PREDNOSTI MARKETING AUTOMATION SYSTEMA

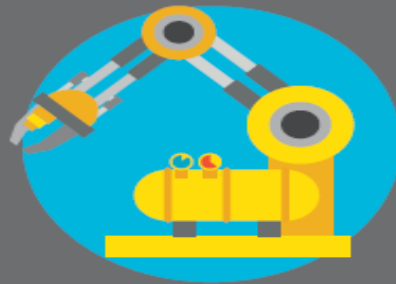


PREDNOSTI MARKETING AUTOMATION SISTEMA

1. Marketinški vidik (razumevanje kupca, merjenje aktivnosti, optimizacija aktivnost).
2. IT vidik (povezovanje različnih sistemov, preglednost).
3. Prodajni vidik (poznavanje nakupne poti kupca, krajši nakupni procesi, cros-sell in up-sell, dvig konkurenčnosti).
4. Vodstveni vidik (prihranek časa in denarja, hitrejša rast podjetja).

Avtomatizacija OMNI kanalnega marketinga

4. ZMOŽNOSTI MARKETING AUTOMATION SYSTEMA



Avtomatizacija OMNI kanalnega marketinga

| KLASIČNE | NE ČISTO SAMOUMEVNE | BUTIČNE |
|---------------------------------|--------------------------------------|--------------------------------------|
| Generiranje leadov | Segmentacija | Dinamične vsebine |
| Spremljanje obnašanja na spletu | Lead scoring | Progresivni obrazci |
| Negovanje leadov | A/B testiranje | Prediktivna analitika |
| E-mail marketing | Trigger e-mail | Integracija z mobilnimi aplikacijami |
| Upravljanje s kampanjami | Revenue cycle modeling | Analitika konverzijskih poti |
| Avtomatična obvestila | Event marketing | Integracija s klicnim centrom |
| Analitika | Social media marketing | Integracija z RTB mrežami |
| Pristajalne strani | ROI analiza | Spremljanje offline obnašanja |
| Kontaktne obrazci | Integracija z oglaševalskimi sistemi | |
| | API integracije | |

Avtomatizacija OMNI kanalnega marketinga

5. MARKETING AUTOMATION V PRAKSI



Avtomatizacija OMNI kanalnega marketinga

Marko je včeraj za 14 dni odpotoval v Indonezijo. Ker ve, da je pred potovanjem pametno poskrbeti za zavarovanje, je začel iskati najboljšo možnost zase že pred mesecem dni. **Oglejte si, kako marketing automation stopi naproti potencialnemu kupcu in kako je Zavarovalnica Zmaga dobila novo stranko.** Marko bo tudi v prihodnosti potreboval zavarovanje in Zmaga bo lahko vedela kdaj in kakšno naj mu ponudi.

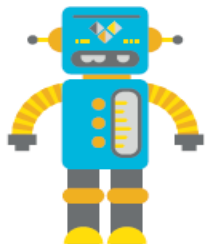
MARKO



| DAN 1 | DAN 1 | DAN 1 | DAN 8 | DAN 8 | DAN 10 | DAN 20 | DAN 21 | DAN 60 | DAN 62 |
|----------------------------------------|---------------------------------------------------|------------------------------------------------|----------------------------------------------|---------------------------------------------|-----------------------------------------------------------------------------|--------|------------------------------------------------------------------------------------------------------|--------|-------------------------------------------------------------|
| V Google vpiše "zavarovanje v tujini". | Obišče spletno stran produkta Zavarovalnice Zmaga | Si ogleda specifikke, ki veljajo za Indonezijo | Ponovno obišče spletno stran produkta Tujina | Za prenos ponudbe izpolni kontaktni obrazec | Marko odpre sporočilo, obišče stran s kalkulatorjem in si izračuna premijo. | | Marko odpre sporočilo. Strinja se, da je čas za odločitev in sklene Zmaga zavarovanje kar na spletu. | | Marko odpre sporočilo in klikne na povezavo za smučanje ... |



MARKETING AUTOMATION



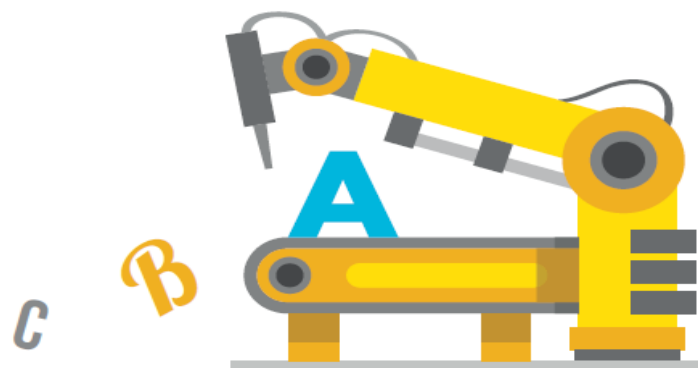
| Zapiše vir, ki je obiskovalca pripeljal na stran. | Obiskovalcu dodeli piškotek in zabeleži, da je obiskal www. zavzmaga.si/tujina | Zabeleži, da je obiskal www. zavzmaga.si/tujina-indonezija in mu dodeli značko Indonezija | Ker je obiskovalec že drugič tu, mu ponudi 'popup' okno s kuponom s posebno ponudbo | Poveže piškotek z e-mailom. Sedaj ve, da je Marko ta obiskovalec, ki ga spremlja. Pošlje Marku zahvalno sporočilo in povezavo na kalkulator premije. | Zabeleži čas odhoda in trajanje Markovega potovanja. | 10 dni pred Markovim odhodom samodejno pošlje personalizirano sporočilo z izračunom premije za Indonezijo in opomnikom. | | Samodejno pošlje sporočilo z dvema možnostima za zimske počitnice: Smučarsko in potovalno vsebino | |
|---------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------|---------------------------------------------------------------------------------------------------|--------|
| DAN 1 | DAN 1 | DAN 1 | DAN 8 | DAN 8 | DAN 10 | DAN 20 | DAN 21 | DAN 60 | DAN 62 |

Avtomatizacija OMNI kanalnega marketinga

| | |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Customer lifetime value (CLV) | Predvidena vrednost kupca. Ocena celotnega dobička, ki nam ga bo kupec prinesel skozi celoten odnos z nami. |
| Drip campaign | Drip kampanja se od lead nurturing kampanje razlikuje po tem, da temelji samo na času. Če je obiskovalec na vaši spletni strani prenesel vodič, dobi na primer prvi dan zahvalni e-mail, tretji dan e-mail s sorodno vsebino, šesti dan e-mail s prodajno vsebino ... |
| Inbound marketing | Novejša oblika marketinga, ki kupcu pomaga najti vaše podjetje. Temelji na poznavanju digitalne nakupne poti raziskovanja in pripravi vsebin, ki jih kupec na svoji poti potrebuje. Od tradicionalnega (outbound) marketinga se bistveno razlikuje, saj s svojimi aktivnostmi ne prekine obnašanja kupca, kot je to značilno na primer za hladni klic ali oglas. |
| Landing page | Pristajalna stran je spletna stran, kamor peljete obiskovalca, ko želite, da vam v zameno za želeno vsebino pusti svoje kontaktne podatke. Dobra pristajalna stran je usklajena s ponujeno vsebino in zagotavlja optimalno uporabniško izkušnjo. |
| Lead | Potencialni kontakt, ki je izkazal interes za vaše podjetje. |
| Lead nurturing | Proces razvijanja odnosa s potencialno stranko v vsaki fazi nakupnega procesa. Osredotoča se na stranko in s pomočjo tehnologije zagotavlja vsebine, ki jih ta potrebuje na nakupni poti. Za razliko od drip kampanje ne temelji le na časovni komponenti, temveč na obnašanju obiskovalca. |

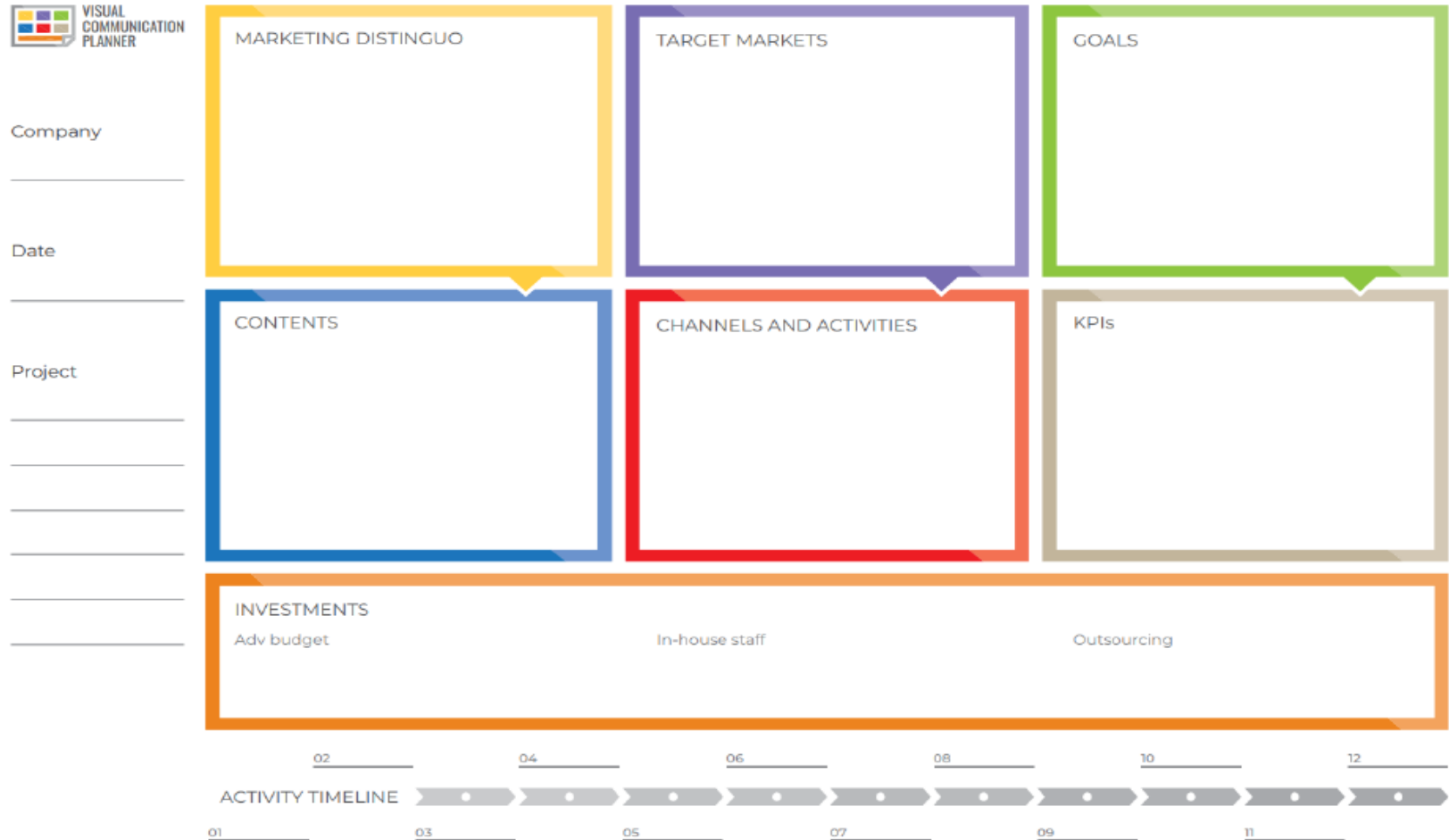
Avtomatizacija OMNI kanalnega marketinga

| | |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lead scoring | Zmogljivost marketing automation sistema, ki kontaktom na podlagi njihovih aktivnosti dodeljuje dogovorjeno število točk. Tovrstno ocenjevanje se izkaže za zelo koristno pri kvalificiranju leadov in predaji iz marketinga v prodajo. |
| Marketing automation | Orodje, ki omogoča podjetjem avtomatizirati marketinške procese in naloge. S (potencialno) stranko vzpostavlja odnos, z avtomatizacijo, merjenjem in optimizacijo pa prinaša višjo operativno učinkovitost. Rezultat uporabe je višja prodaja. |
| Revenue performance management | Strategija optimizacije interakcij s kupci na vseh komunikacijskih kanalih z namenom pospešiti predvidljivo rast prihodkov. |
| Trigger e-mail | Avtomatizirano sporočilo, ki ga obiskovalec dobi po določeni akciji ali njihovem zaporedju. Primeri tovrstnih sporočil so: rojstnodnevni e-maili, čestitke za rojstni dan, sporočilo ob zaključku nakupa, "Pogrešamo vas" sporočilo, ... |
| Vsebinski (content) marketing | Content oziroma vsebinski marketing je strateški marketinški pristop ustvarjanja in distribucije vsebin z namenom pritegniti točno določeno ciljno skupino in ustvariti prodajne rezultate. |



VISUAL COMMUNICATION PLANNER

The visual communication planner tool helps visually analyse, highlight and create a graphic plan for the initiative's communication strategy.



The Visual Communication Planner tool interface consists of several sections:

- Logo:** A small icon with colored squares and the text "VISUAL COMMUNICATION PLANNER".
- Form Fields:** On the left side, there are input fields for "Company", "Date", and "Project", each followed by a horizontal line.
- Main Grid:** A grid of six colored boxes for planning:
 - MARKETING DISTINGUO** (Yellow border)
 - TARGET MARKETS** (Purple border)
 - GOALS** (Green border)
 - CONTENTS** (Blue border)
 - CHANNELS AND ACTIVITIES** (Red border)
 - KPIs** (Brown border)
- INVESTMENTS:** A wide orange-bordered box at the bottom containing three categories: "Adv budget", "In-house staff", and "Outsourcing".
- ACTIVITY TIMELINE:** A horizontal timeline at the bottom with 12 numbered segments (01 to 12) and arrowheads pointing right.

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<https://visualcommunicationplanner.com/>

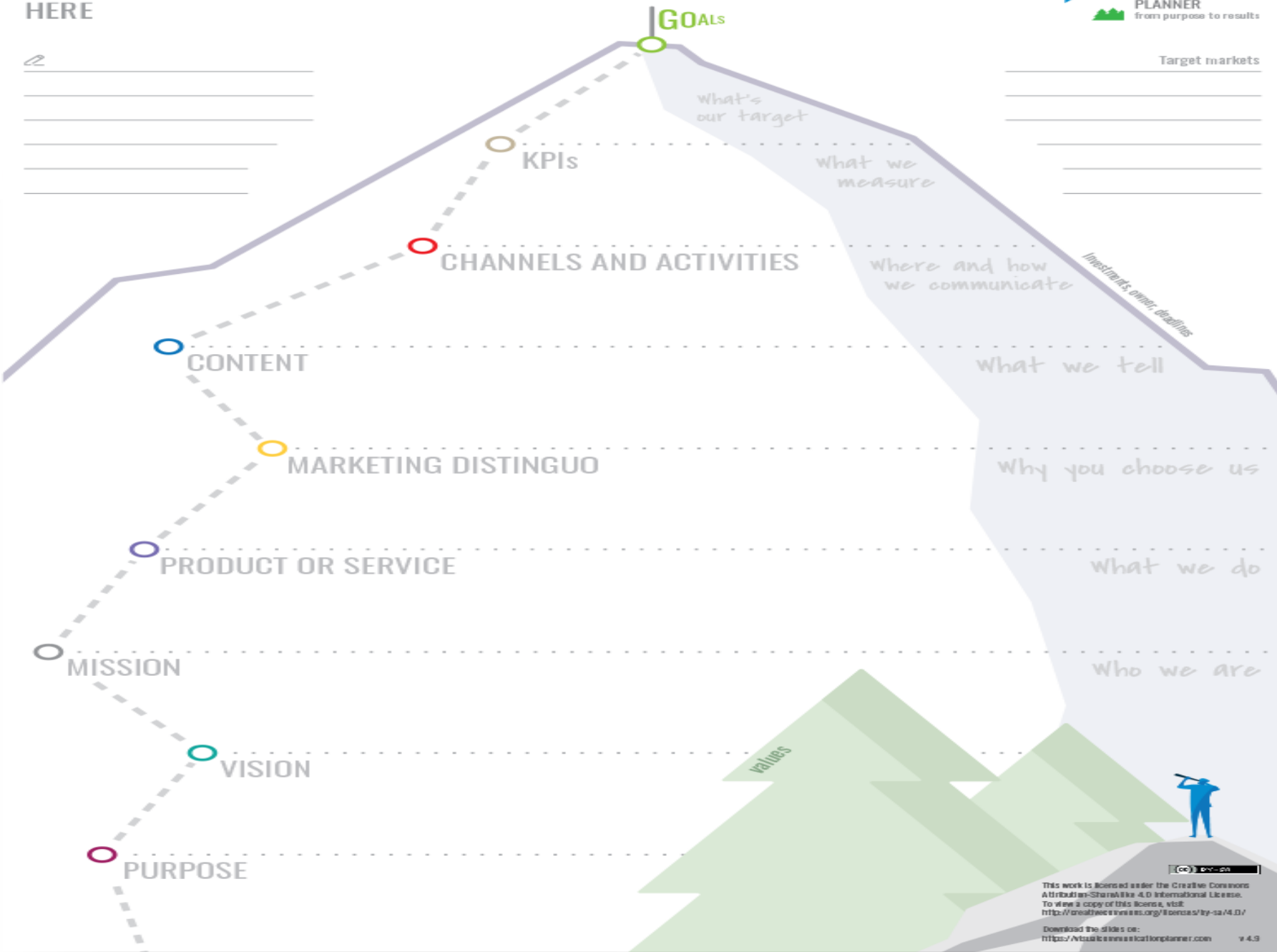
www.visualcommunicationplanner.com - v.3.0

SOURCE AND FURTHER INFO:

Visual Communication Planner by Gabriele Carboni - Weevo <https://visualcommunicationplanner.com/>

YOUR LOGO
HERE

Target markets



Pritisnite Esc za zapiranje celozaslonskega načina

GOALS

What are the business goals for your target market?

- First approach to the market;
- search for distributors or retailers;
- business partnership research;
- commercial follow-up;
- customer care;
- consolidating position on the market;
- consumer involvement;
- sales growth:
 - increase number of customers;
 - increase in transaction number per customer;
 - increase in average purchase value;
- expanding contact database;
- qualification and segmentation of the contact database.

GOALS VS. METRICS

Pritisnite za zapiranje celozaslonskega načina

Don't confuse metrics with goals



Some metrics often referred to as goals:

- ▶ attract more visits to the website / e-commerce / blog, through specific sources;
- ▶ increase the number of followers or likes on Social Media;
- ▶ generate share of your posts on social media;
- ▶ get clicks from advertisements;
- ▶ increase openings or clicks on newsletters.

Pritisnite za zapiranje celozaslonskega načina

PURPOSE

- Why do you do this job? Or why did you start doing it?
- What is it that gives you joy and makes you alive?
- What are your innate strengths?
- In what do you express your greatest value?
- How do you measure your life?
- What impact would you like to have on the world around you?
- Is there a moment in your life when you have understood this?
- Is your purpose aligned with your vision or your company's vision?

Pritisnite za zapiranje celozaslonskega načina

VISION

- What world is it? How would that be different?
- What problem did you solve?
- Why do you think that problem needs to be addressed?
- Is it a major problem for others too?
- Do you really believe your business can solve that problem?
- If it's a personal vision, is it in line with your company's vision?
- Is it consistent or inconsistent with that of your suppliers?
- And with that of your customers?

Pritisnite za zapiranje celozaslonskega načina

MISSION

- How do you do your activities to achieve your vision?
- Who do you help with your work?
- What is the result they get with your help?
- How do you help them in practice?
- Why do you want to help them?

PRODUCT OR SERVICE

Pritisnite za zapiranje celozaslonskega načina

- Do you offer a product, a service or a solution?
- Are product and service related? How?
- Is your product/service ready for the market you have targeted?
- What core problem do you solve for your ideal customers?
- Is your offer consistent in relation to the market you want to approach?
- Do you need to change the product or service to sell to the target you have set and the goal you want to achieve?
- Do you have to change the packaging, the labels of your product for the market you have selected?
- To achieve the goal, do you have to modify the product in some way?
- How is your product or service perceived in terms of target's culture?

MARKETING DISTINGUO

Pritisnite  za zapiranje celozaslonskega načina

Why should I buy your product?

The Marketing Distinguo is a simple process to answer the most challenging question: “Why should I buy your company’s product rather than your competitor’s?”

On the one hand, Positioning refers to the “place” the brand occupies in the consumer’s mind. On the other hand, USP positions the product within a particular market to create the perfect advertising.

A glue between these two concepts is essential to simplify the job of the marketing manager and development of a communications strategy.

MARKETING DISTINGUO

Pritisnite za zapiranje celozaslonskega načina

So, why should I buy your product?

If the answer is “my product is the best”, you’re off track.

The first step to verify the marketing or communication strategy is to understand what distinguishes the company, the brands, the products from the competitors.

The goal is to respond to that question through strengths that offer tangible value to the customer:

- the characteristics of the product or service,
- of the company,
- of the people who work there,
- of the industry in which it operates.

I call the method that leads to the answer to that question **Marketing Distinguo: the unique and distinctive reason to buy a product or a service.**

Zakaj prav ta brand?



ZA LEPŠI DAN



Zakaj bi se vaše stranke odločile za vas?

**Tukaj si predstavljajte vaš
logotip/blagovno
znamko/podjetje**

3 možni viri strateške diferenciacije



Današnji kupec



Ali je čas klasične

„F2F“

prodaje/komunikacije

mimo?



The moral of the story: perceptions are everything. During each moment you are in contact with a customer, you are the organization.

— Jan Carlzon —

AZ QUOTES



Moments of Truth

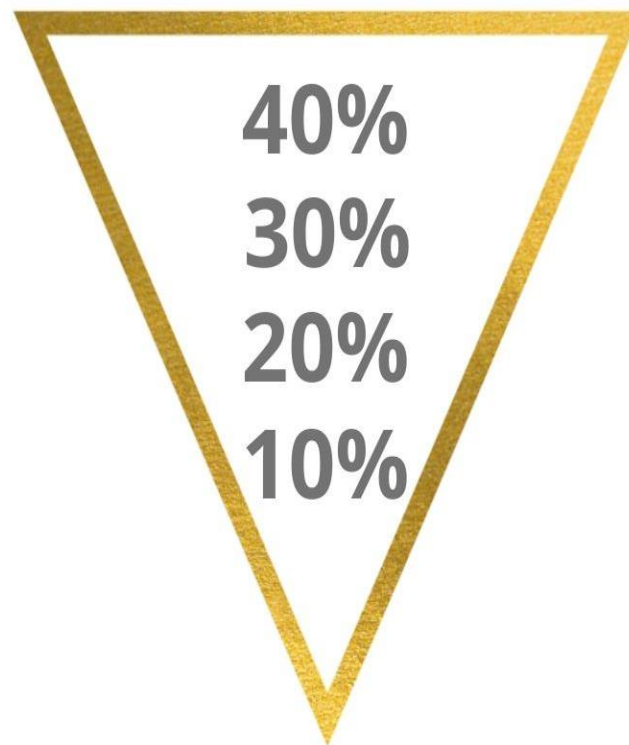
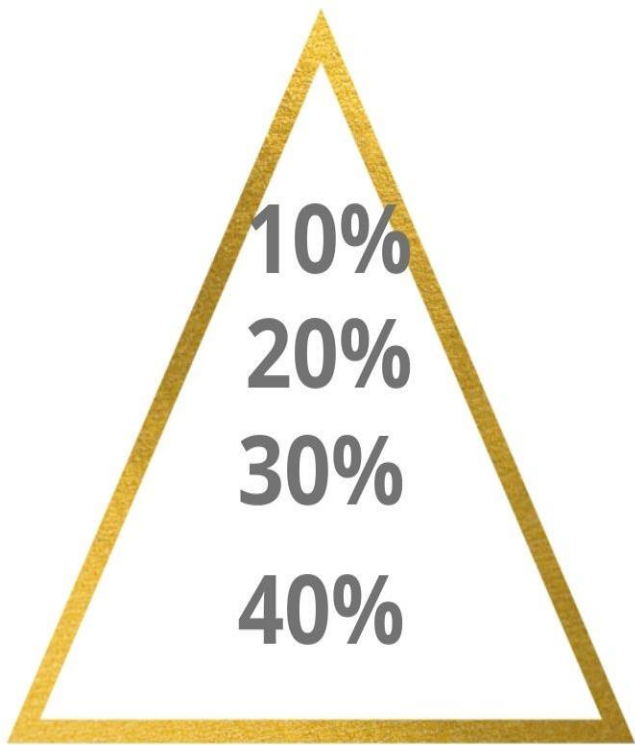
Define the Customer's "Moments of Truth"



Moments of Magic



Moments of Misery



1.STIK

AS-IS

FBI

ABC



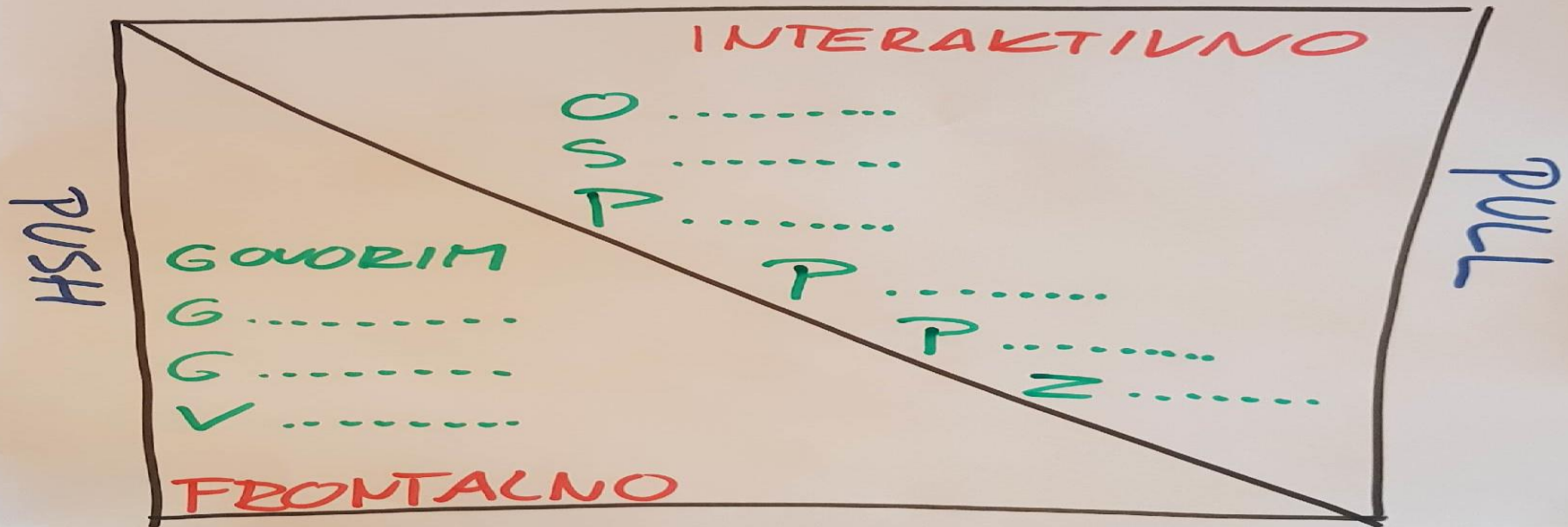
"BONDING"

RAZUMEM

REŠIM

KORAK K ZAKLJUČKU

FRONTALNO VS INTERAKTIVNO!





‘Ljudje kupujemo od ljudi, ne od podjetij.’

Lee J. Colan

80%

85 % - 15%

**Koliko % naše
komunikacije in
ravnanja/delovanja
poteka vedno na
enak način?**

Osnovna zakonitost komunikacije

Tudi ko ne komuniciraš,



Samo 4% nezadovoljnih strank...

Več kot 90% nezadovoljnih strank...

Zadovoljne stranke so pripravljene...

14% strank zapusti...

68% strank zapusti ponudnika zaradi...

**Kaj je dobra
komunikacija
s stranko?**

P

P

+

P

-

- 1. Prisotni – pri stvari**
- 2. Pozorni**
- 3. Prijazni**
- 4. Pomagamo**
- 5. Pristopimo proaktivno**
- 6. Pohvalimo**
- 7. Prilagodimo pristop**

PPPPPPP past

P -

P -

P -

P -

P -

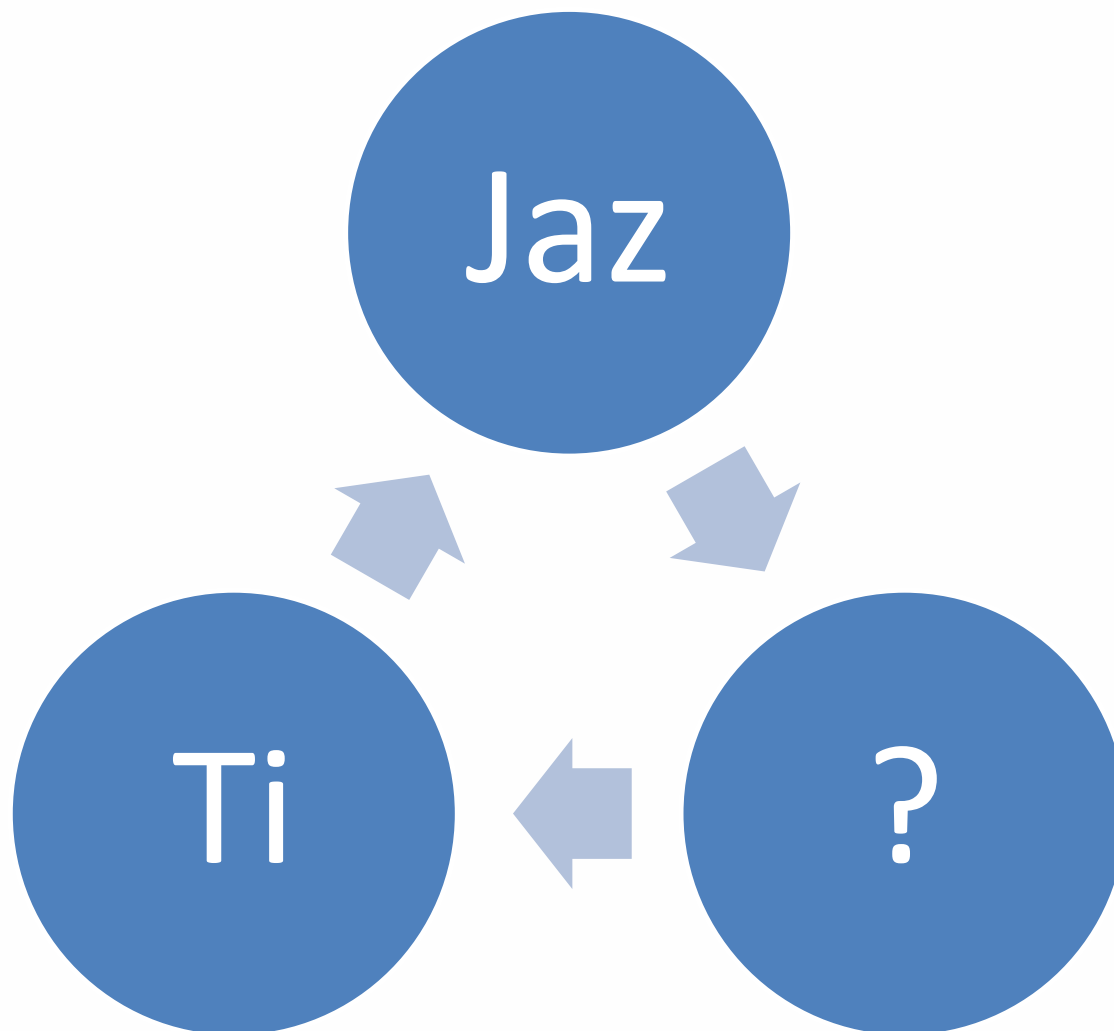
P -

P -

PPPPPP past

- P - predpostavke/predstave**
- P - prehitro sklepanje/domneve**
- P - pričakovanja**
- P - potreba po imeti prav**
- P - preveč po istem principu**
- P - prehitro/prepočasi.....**
- P - preveč/premalo ...**

3 akterji komunikacije:



Princip logike v komunikaciji:

1. Če ne vprašaš, ne dobiš.
2. Če ne vprašaš, je odgovor NE.
3. Če ne vprašaš, ne daš stranki možnost, da reče DA.

Srce ali razum?





Z navdihom do uspeha

Mini kviz

- **MIT ali RESNICA:** Večina naših nakupnih odločitev je racionalnih.

Mini kviz

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- **VEČ ALI MANJ:** kot 60% uspešne komunikacije s stranko je posledica naše energije, navdušenja in interesa, ki ju vložimo v komunikacijo s stranko.

Mini kviz

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- **DRŽI ALI NE DRŽI:** Stranke še vedno „trznejo“ na komplimente.

**6 ključnih vprašanj,
na katera stranke
iščejo odgovore...?**

6 ključnih vprašanj:

1. Kemija → 1. vtis
2. Zaupanje
3. Strokovnost
4. Jasna in direktna komunikacija
5. EPP → zakaj ravno vi/ti?
6. Korist → dodana vrednost

**Kaj menite koliko %
predstavnikov podjetja je iz
strani kupcev »klasificiranih«
kot zaupanja vredni?**

**Ali ste vi tistih 18 %,
ki jim stranke
zaupajo?**

ZDAJ JE ČAS ZA UTRJEVANJE ZAUPANJA

CUSTOMER TRUST IS BOTH CRITICAL & ELUSIVE



63% think most companies aren't transparent about how they use their data

65% have stopped buying from companies that did something distrustful



Formula zaupanja



Kredibilnost + Zanesljivost + Domačnost

= Zaupanje



Usmerjenost k sebi



LOPIS

Z navdihom do uspeha

MOJA FORMULA ZAUPANJA

Kredibilnost

Zanesljivost

Pravi odnos

Ego – usmerjenost k sebi

**Ljudje vam bodo verjeli, če vam
bodo ZAUPALI! Če vam ne
ZAUPAJO, vas ne poslušajo. Če v
ljudih ne boste vzbujali ZAUPANJA,
boste zelo malo prodali.**