

Lecture 13

Territorial Marketing



1. Evaluating market segments

- Segment size and growth
- Segment structural attractiveness
 - ✓ Level of competition
 - ✓ Substitute products
 - ✓ Power of buyers
 - ✓ Powerful suppliers
- Company objectives and resources

2. Choosing a Target-Marketing Strategy Requires Consideration of:

- Company resources
- The degree of product variability
- Product's life-cycle stage
- Market variability
- Competitors' marketing strategies

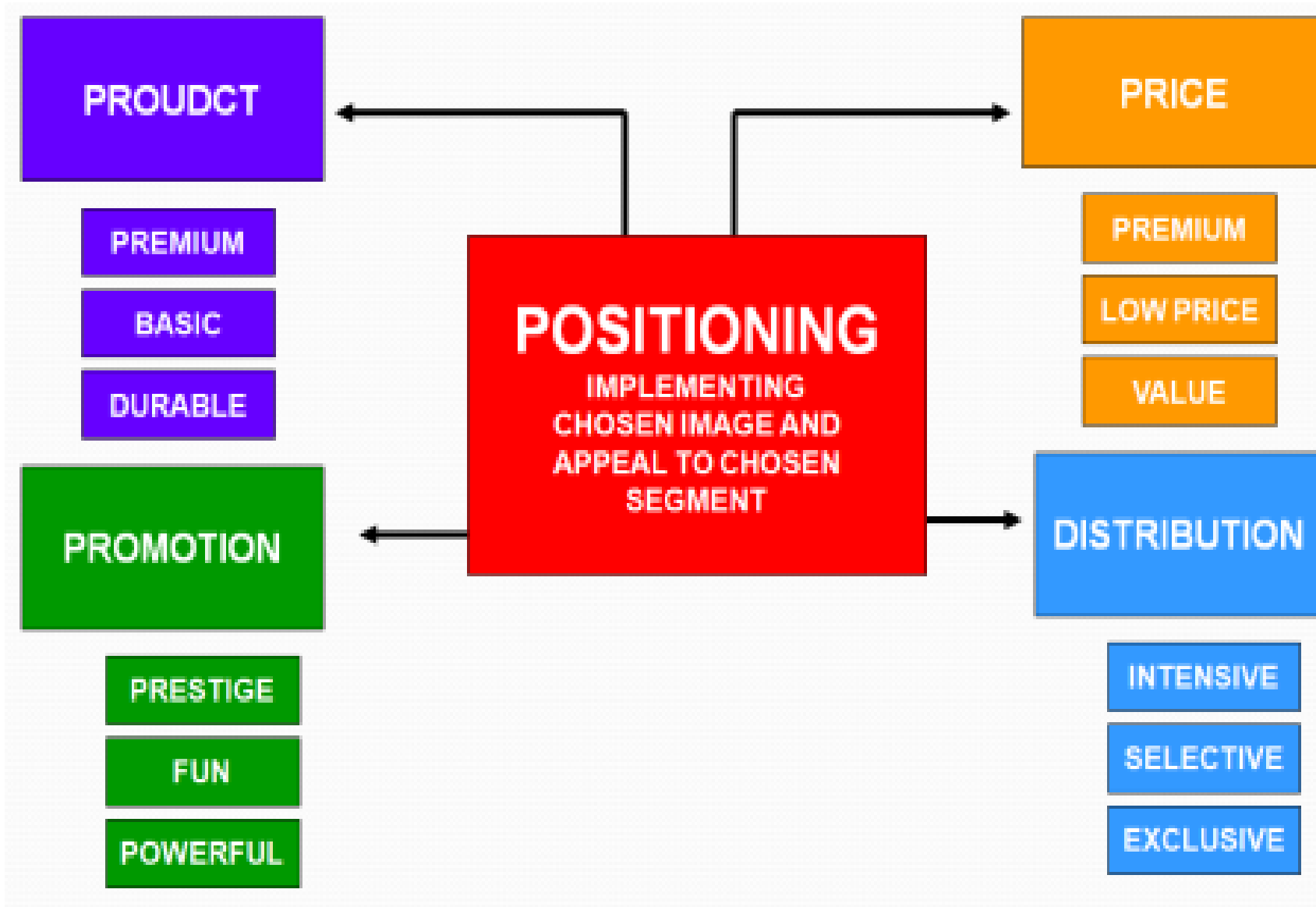
Positioning focuses on how the customer ultimately views your product or service in comparison to your competitors and is important in gaining a competitive advantage in the market

Positioning:

- Positioning involves implementing our targeting
- The place the product occupies in consumers' minds relative to competing products.
- Typically defined by consumers on the basis of important attributes.

Choosing a Positioning Strategy:

- Choosing the right competitive advantage
 - ❖ How many differences to promote?
 - Unique selling proposition
 - Positioning errors to avoid
 - ❖ Which differences to promote?



Prestigious to own High

Financial effectiveness



Mercedes-Benz



MITSUBISHI
MOTORS



JAGUAR



Audi



High

Low

Low

Thirteen Positioning Examples

1. Key Features/
Attributes



2. Benefits



3. Price:

a) Low (bargain)



b) Moderately
low (value)



c) Moderately
high (premium)



d) High
(status)



4. Relative to
the Leader



5. Usage



6. Target User



7. Problem –
Solution



8. Emotion



9. Personality



10. Aspiration



11. Corporate Identity



12. Causes and Values



13. Leadership (#1 or #2
in category)



Sources: Paul Temporal, "Advanced Brand Management"; PLM Associates