

The background features the LIUC logo in a dark blue serif font, with the word "LIUC" on the top line and "Università" on the bottom line. In the upper left corner, there are four yellow stars of varying sizes, arranged in a pattern similar to the European Union flag. A white diagonal banner with red text is positioned in the upper right area.

Students' version

International Marketing

October 14, 2019

Università

Contents of the session



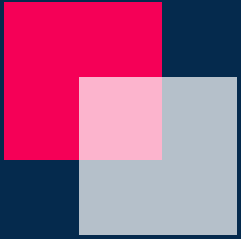
1. Segmentation
2. Targeting
3. Positioning

Learning Objective 2

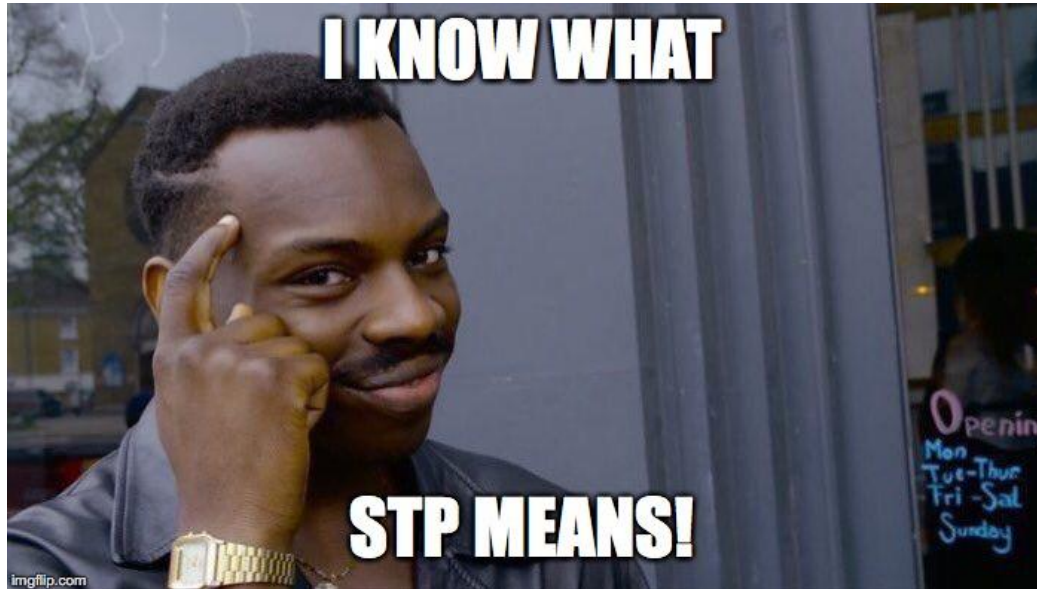
Evaluate different entry modes

The background features a dark blue world map with glowing white and light blue lines and dots, symbolizing global networks and international trade. The text "International Marketing Course" is centered over the map in a large, white, sans-serif font.

International Marketing Course



0. Intro



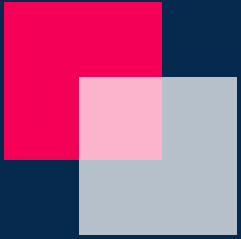
Marketing Strategy

1) Segmentation

2) Target Market
Selection

3) Positioning



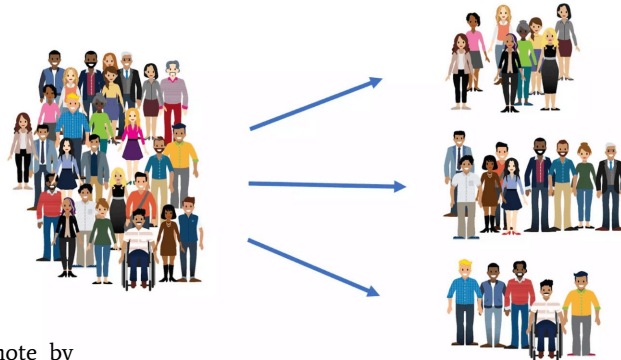


1. How to SEGMENT Markets

1. Segmentation

Segmentation consists of dividing the market into groups of (potential) customers - called market segments- with distinct characteristics, behaviours and/or needs.

The goal of segmentation is to cluster in groups that clearly differ from one to another but show a great deal of homogeneity within the group



1. Segmentation

Segments **must be sufficiently different one from another**

Compared with large heterogeneous market **segments can be served better more efficiently and effectively with products and through channels that match their needs and their customer journey**

Critical → segmentation must be based in one or more customer characteristics relevant to the company marketing effort

1. Segmentation

Segmentation based on:

1. **Perceived benefits** from our product's attributes: benefits sought by customers
2. **Observable characteristics** of customers → persona analysis
3. **Customer Convenience** → based on how the customers wants to buy (CX: Customer eXperience). This is trendy now, segmenting customers based on behavior + channel

1. Segmentation

Customer Convenience → Segmenting customers based on behavior + channel with customer centricity has brought *omnichannel*

Multichannel

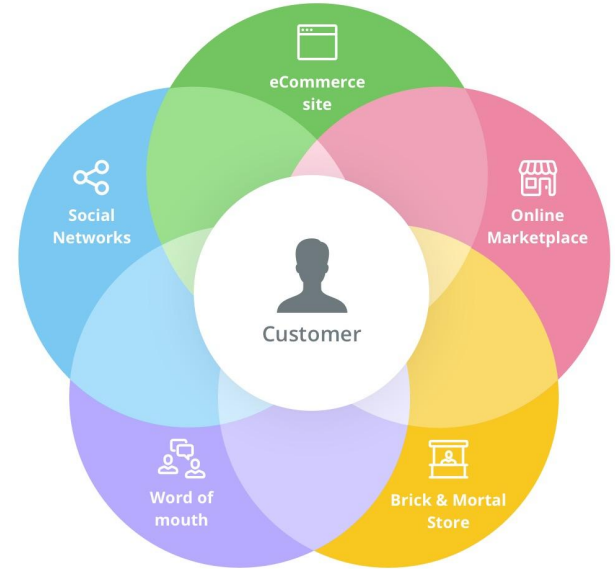


All channels available to the consumer but are not integrated.

Omnichannel



All channels available to the consumer and they are connected.



1. Segmentation

Segmentation groups created based on:

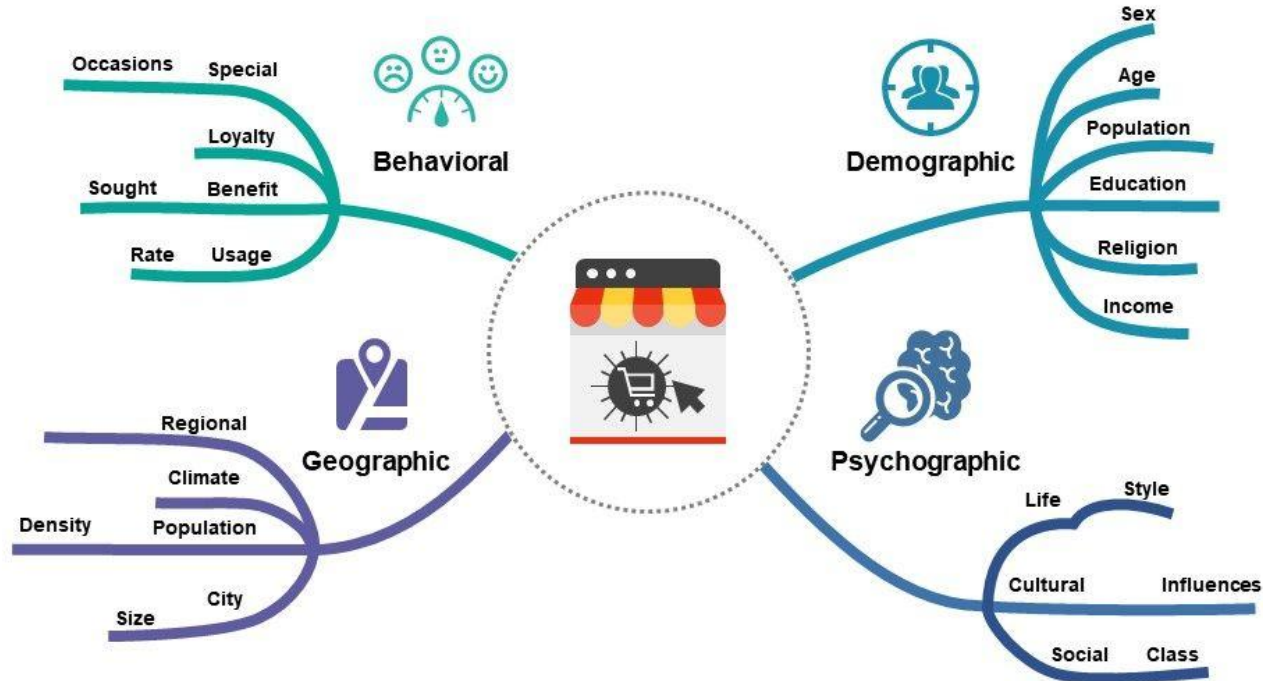
- Consumer demographics (age, gender, incomes, ...)
- Geographic location (city, country,)
- Lifestyle (sportive, luxurious, etc)
- Behavioral characteristics (such as usage ie)

Are easy to identify and to address through marketing communication

Segmentation only works to the extent that is correlated with benefit segments



1. Segmentation



1. Segmentation

Segmentation requires the following steps from marketers:

1. Understand the benefits customer's seeking
2. Segment the market and develop prototypical customer profiles
3. Find observable variables most likely to discriminate among the benefit segments to identify membership in specific segments

Segmentation is an iterative process that requires both creativity and experience


1. Segmentation *Buyer Persona Analysis*

Buyer persona analysis is an ideal profile of an individual that represents the segment that marketers are addressing.

He or she can be a actual person or a character crafted based on the traits of the segment

BPA is very useful for marketers to propose actions based on marketing-mix model

Full Name



"A quotation that captures the essence of this person's personality."

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City, state
Character: Type

Trait Trait Trait Trait Trait

Goals

- The goals this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The frustrations this user would like to avoid.
- The obstacle that prevents this user from achieving their goals.
- The problems with the solutions already available.
- The product or service that currently does not exist.

Motivations

Incentive

Fear




Achievement

Growth

Power

Social

Brands

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Personality

Introvert Extrovert

Analytical Creative

Conservative Liberal

Passive Active

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

1. Segmentation: *BPA profile example*

JOHN EDWARDS



"Stakeholders don't look at huge blurbs unless it is eye-catching, I am looking for a tool that makes data pop."

AGE 35
 OCCUPATION Program Coordinator
 STATUS Married
 LOCATION Seattle, WA
 TIER Multi-use
 ARCHETYPE Creator

Creative

Intelligent

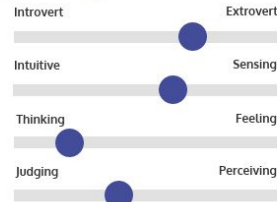
Productive

Hard working

Bio

John is a Program Coordinator for a children's early education program. He is responsible for keeping stakeholders informed about program enhancements and its impact. Since his reports have an impact on future decision making and program funding, he is looking for a new and engaging way to make his data "pop". Mark thinks of himself as more of a data guy.

Personality



Brands



Goals

- Sed ut perspiciatis unde omnis iste
- Emo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit
- Quis autem vel eum iure

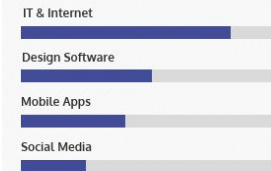
Frustrations

- Ut enim ad minima veniam
- Neque porro quisquam est, qui dolorem ipsum
- At vero eos et accusamus et iusto odio

Motivations



Technology



1. Segmentation

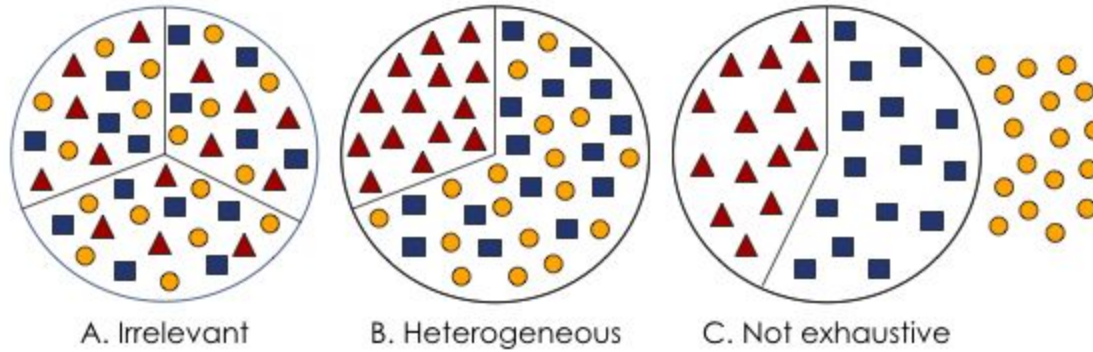
Segmentation at McDonald's



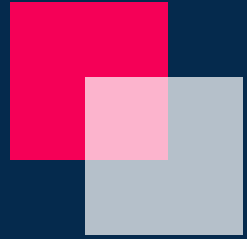
Prof. Antonio González Ph.D.

1. Segmentation

Common segmentation mistakes

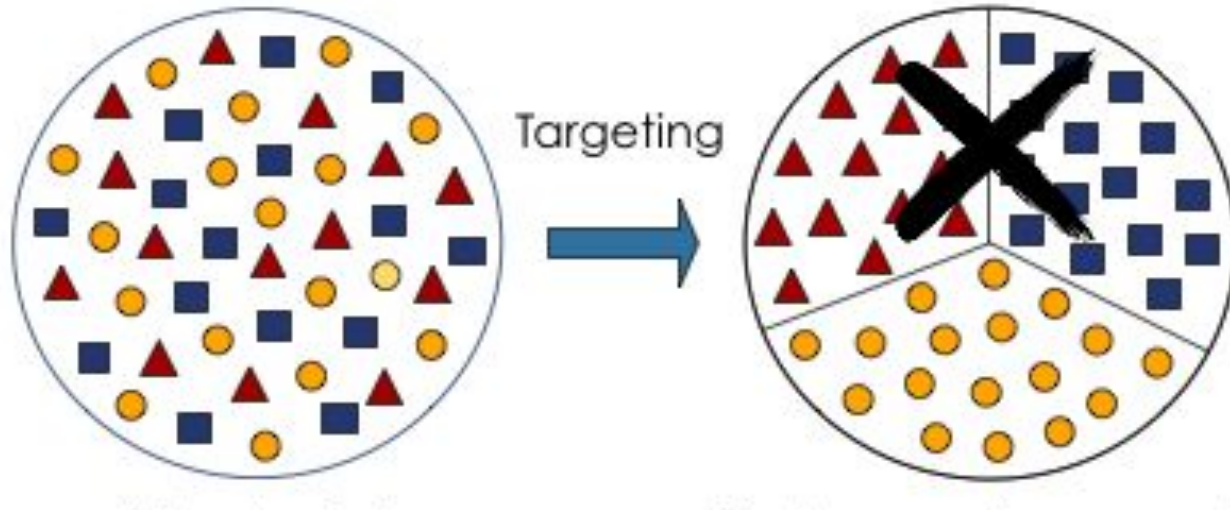


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2. Targeting

2. From Segmentation to Targeting



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2. From Segmentation to Targeting

Targeting involves the assessment of the attractiveness of one or more market segments to enter.

Once the venture understands the structure of customer demand it's time to decide what segments serve and how.

The goal of targeting is to select segments where the company maximizes profits!

The key to market selection is to understanding differentiation→ involves collecting and comparing data on company and its rivals in 5 areas

2. From Segmentation to Targeting

**New product development:
Ability to conceive and
design**

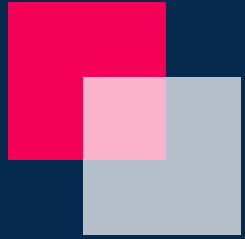
**Supply chain and its ability
to produce**
(quality and quantity)



Managerial skills

Financial strength

Marketing capabilities



3. Positioning

What is the first idea/image that comes into your mind when you see these images?



3. Positioning

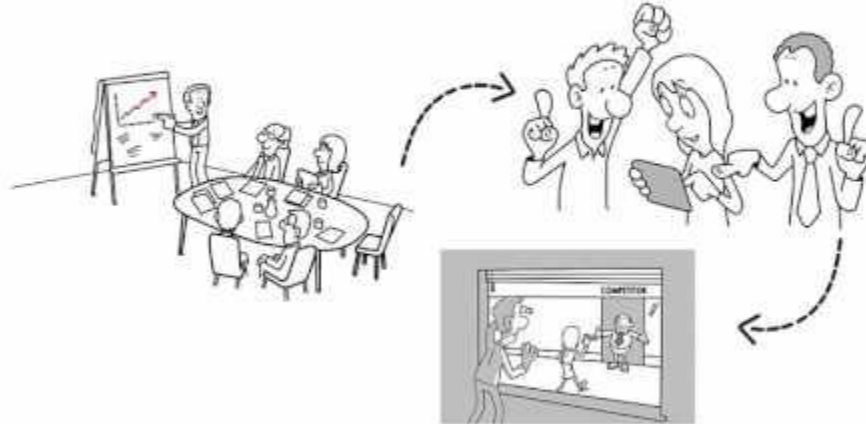
“Truth is irrelevant (...) what really matters is perception because it’s individual’s truth (...) that’s why positioning is the key”

“Positioning is the first body of thought to come to grips (...) and is about how you differentiate in prospect’s mind (how we -our products- are perceived)”

Ries & Trout, 2001

3. Positioning

Strategy #2 Have a memorable, trendy marketing approach:



3. Positioning

A good positioning statement answers 3 questions:

1. Who are the customers?
2. What is the set of needs that this products fulfills or the problem it solves?
3. Why is this product the best option to satisfy those needs/solve these problems?

A good positioning statement **highlights the *difference*** between the **BRAND and its competitors**

3. Positioning

Positioning Statement



Adapted by prof. Antonio González Ph.D. from Chernev, A. (2014). *Strategic marketing management*. Chicago: Cerebellum Press.

3. Positioning: addressing positioning statement

1. 3 Elements of Positioning Statement
2. 4 Structures of Positioning Statement
3. Examples of Positioning Statements

3. Positioning: addressing positioning statement

3 Elements of Positioning Statement

1. **Target Customer:** whom the company will tailor its offerings and key benefit(s) for them, behavioral or demographic profile.

Target Customer also applies to group of users or a set of people facing the same need.

Target Customer is your “target audience”. The same offer may required different Positioning Statements when, ie, we are selling to channel partners (wholesalers, retailers, distribution chain, etc)

2. **Frame of Reference:** is the reference point used to define offering that can leverage different frames regarding different market or company conditions:

- a. Need-based framing, which relates benefits with particular customer need
- b. User-based framing, which relates with particular type of buyer
- c. Category-based, (...) through membership in a particular product category
- d. Competitive and product-line framing

REMEMBER: try to link your offer to one concept in customer's mind



3. **Reason for Choice:** identifying primary reason why customers will consider, buy and use the offering; highlighting key benefit (functional, psychological, monetary...) that creates the difference regarding other options your customer may choose





3. Positioning: addressing positioning statement

4 Structures for Positioning Statement



1

For (target customers, group of users/need) who seek (key benefit), (offering) is an excellent (product category) because (justification of the benefit)

2

For (target customers, group of users/need) who seek (key benefit), (offering) is a better (product category) than (competitive offering) because (justification of the benefit)

3

To *(target customers, group of users/need)*, *(brand name)* is the brand of *(frame of reference: product category or competitive offering)* that *(justification of the benefit)* because *(reason why)*

4

(Offering) is a better choice for *(target customers, group of users/need)* than *(competitive offering)* because *(justification of the primary reason to choose the offer)*

3. Positioning: addressing positioning statement

Positioning Statement

Examples



[Target customers]

To active athletes of all ages and performance levels who love to compete and rely heavily on liquid replenishment to stay at their competitive best,

[Category is the frame of reference in this example]

Gatorade is the brand of **thirst-quencher/body replenisher** that best satisfies thirst and replenishes you, so you can keep achieving your personal best because

[Reasons to choose]

(1) it's the only brand endorsed and used by all major US pro sports (NFL, NBA, MLBB) and

(2) Gatorade's well-known, athletically proven formula

[Target customers]

To shoppers and consumers,

[Frame of reference]

Lay's is the brand of fresh tasting and perfectly crispy chips that shares the moment because

[Reasons to choose]

it has been America's favorite snack for more than 75 years

[Target customers]

For tradesman who uses power tools to make a living,

[Frame of reference]

DeWalt offers dependable professional tools that

[Reasons to choose]

- (1) are engineered to be tough and
- (2) are backed by a guarantee of repair or replacement within 48 hours

Remember:
We r selling

24/7!

Thanks for
your attention

