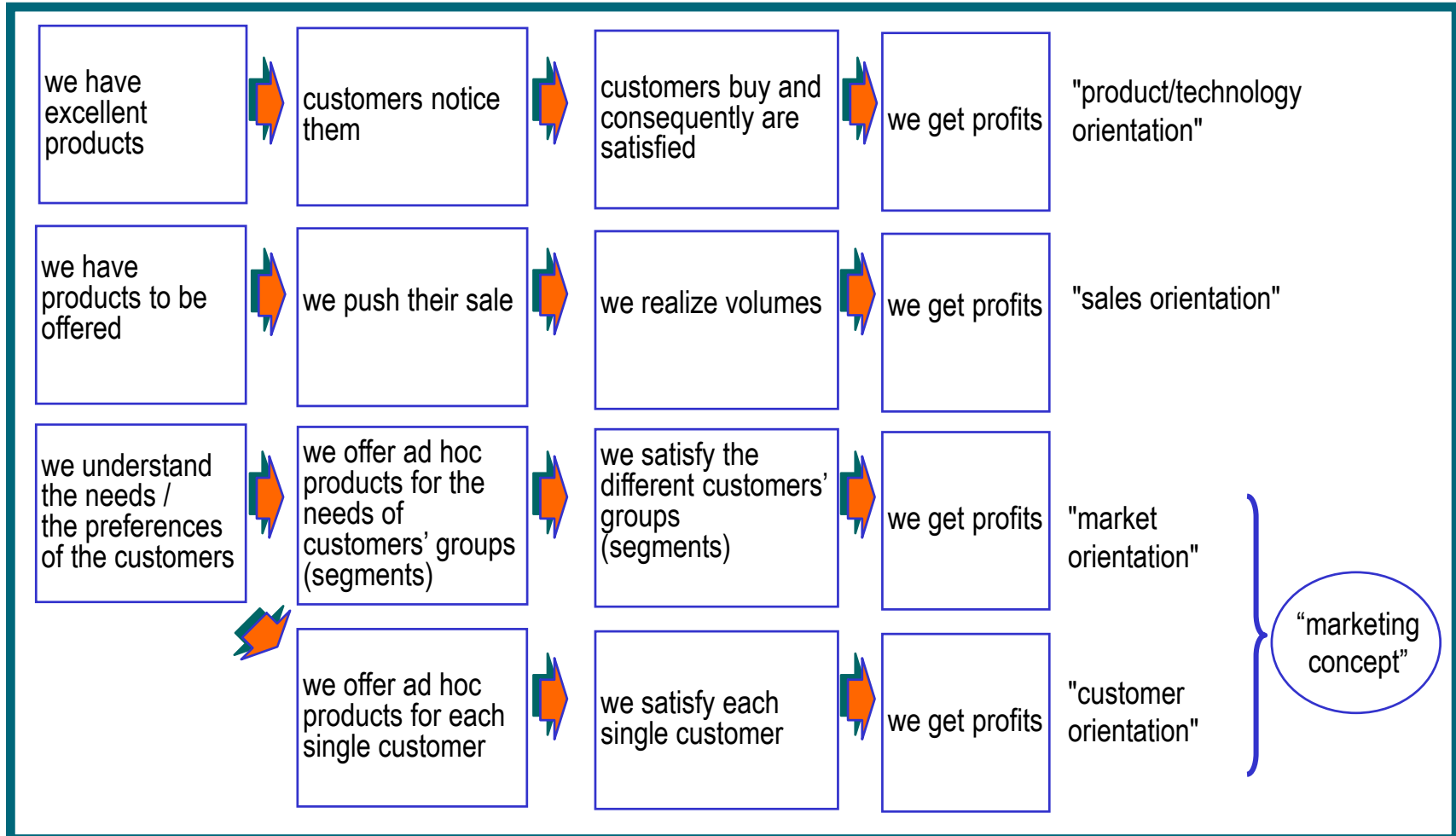


Marketing Systems and Environments: Marketing B2B and Marketing Process

Marketing Definition (constantly in evolution)

- Marketing Definition by Kotler, 1976:
Marketing is a human activity directed at satisfying needs and wants through exchange processes.
- Marketing Definition by AMA (American Marketing Association), 1985:
Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.
- Marketing Definition by AMA (American Marketing Association), 2013:
Marketing is the set of activities, institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

Three (four) possible concepts of the market management



For a company, what to be oriented to the value creation for the customer means

To Do...

- Marketing investments are considered key such as the technological/productive ones

- To communicate with the customers using their language

- To look seriously for satisfying the customers

... and Not To Do

- To consider them “subordinated”

- Using only our internal «codes» of communication

- To attempt to take advantage on them, if inexpert, or to make them promises (not sustainable) to attract

Therefore: what we we can observe in a company oriented to the value creation for the customer

To Do...

... and Not To Do

- To collect the information on the market (customers, competitors, channels) and to select the main one

- To be based only on the personal direct experiences

- To pay constant attention to the external factors which may influence the market/the positioning of the company on the market

- To look only at the interior of the company

- To develop products/services as solutions to the customers' needs

- To develop just as expression of what you can do

- To design taking into account the customers and all the company decisions which affect them

- Just to advertise, to realize catalogues or market analyses

- To ask continuously which effects, led by company decisions, may have an influence on the customer

- To consider such effects only when the customer arises problems

Nine principles coming from the concept of Marketing

1. Offering «problem solving» to the customer
2. It is the «perception» which allows the customer to decide
3. The competition is the «perceived» one
4. Creating «value» for the customer... (just?) *
5. The loyalty is based on the trust
6. The customers are the primary business scope
7. The marketing process implies a «revolution»
8. Marketing is a broad-spectrum discipline
9. The business processes must be oriented to the market/customer

* **Creating «value» for whom?**

CORPORATE GOVERNANCE

Business Roundtable Redefines the Purpose of a Corporation to Promote 'An Economy That Serves All Americans'

AUG 19, 2019

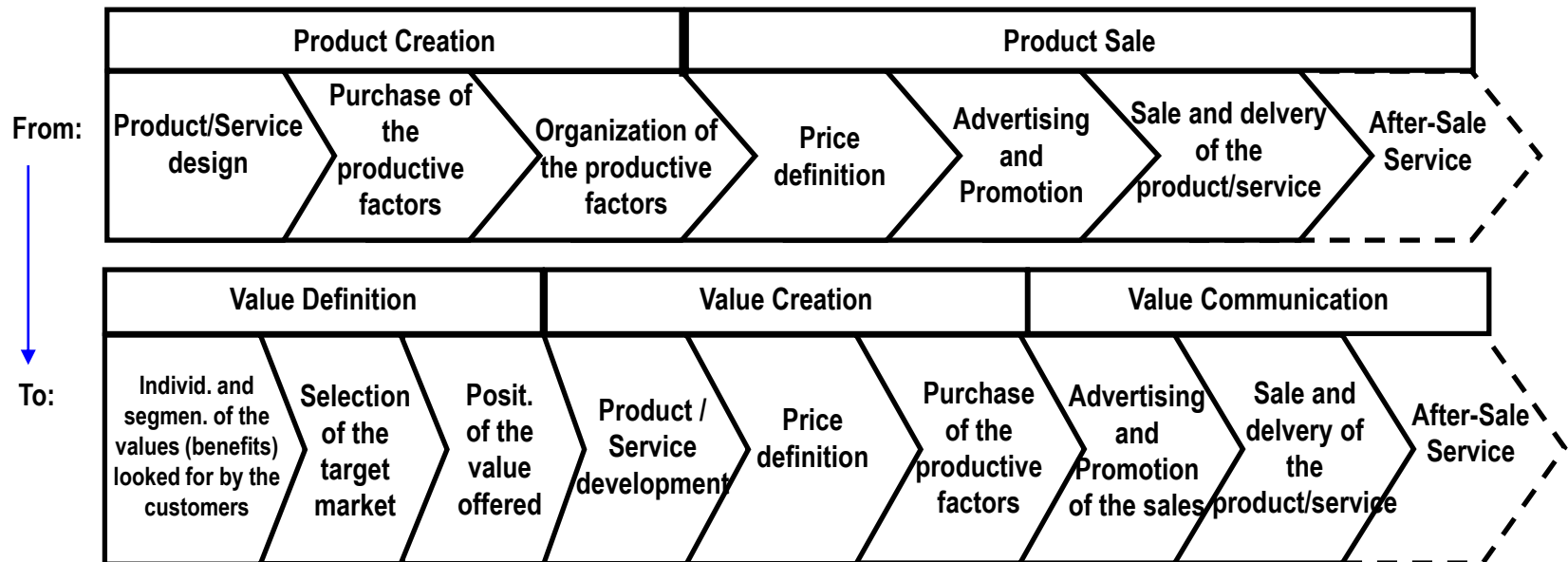
Updated Statement Moves Away from Shareholder Primacy, Includes
Commitment to All Stakeholders

Source: <https://www.businessroundtable.org/business-roundtable-redefines-the-purpose-of-a-corporation-to-promote-an-economy-that-serves-all-americans>

The marketing process implies a “revolution”

In order to influence the preferences and, consequently, the behavior of the customers, the marketing operations (the marketing process) must be designed and realized according to a sequence that revolutionizes the traditional one:

- **To whom** (...we want to turn): the **target market**
- **What** (... we want to offer): the basic **promise**
- **How** (...we want to do): the **marketing mix**



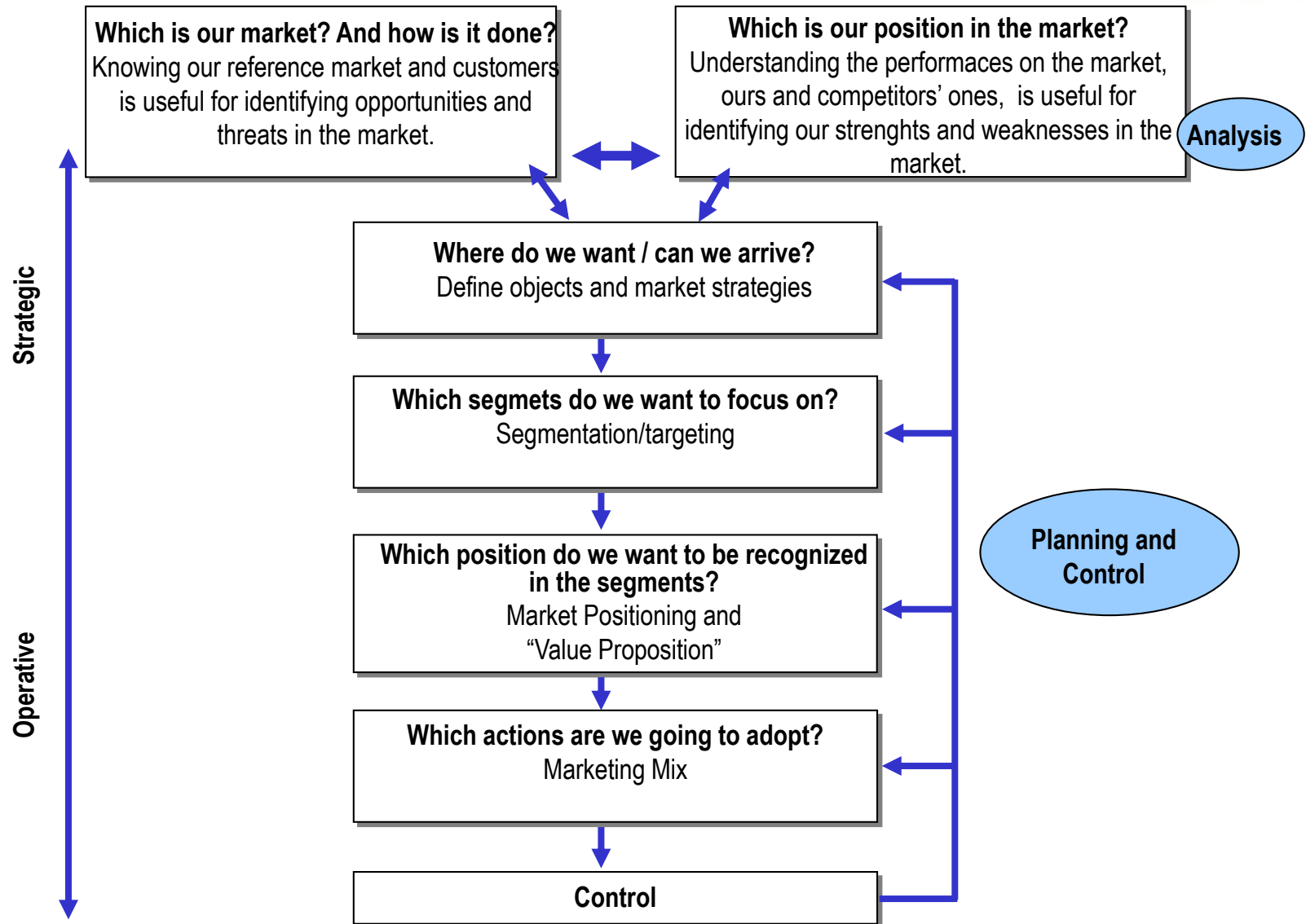
Marketing is a broad-spectrum discipline

- **Realizing some market researches or having a budget for the advertising does not mean to do marketing, but to pursue some activities that are a part of it. Neither “selling” means “doing marketing”.**
- **Marketing activities imply to conceive, design and create the whole “offer” of the company (products/services, prices, communication, sale and distribution) in function of the market needs that the enterprise wants to serve (for satisfying them better than the competitors, achieving the business goals).**

The business processes must be oriented to the market/customer

- The marketing approach is really active and gives results when the entire business process (of all functions) is systematically carried out respecting the customer needs which the company wants to satisfy.
- It is not enough to create a marketing structure (even if very brilliant) within the company and to use sophisticated marketing tools.
- It is fundamental to establish a culture of “market/customer orientation” within the not-commercial functions:
 - **Marketing is a philosophy interiorized by all the members of the organization;**
 - **Each action must be conducted directly (or indirectly) to the fulfillment of the specific needs of the market**
- A factor which may facilitate that is the power exercised by the **marketing process**. This power is more easily achievable if it is directly guaranteed by the top of the company.

The marketing process



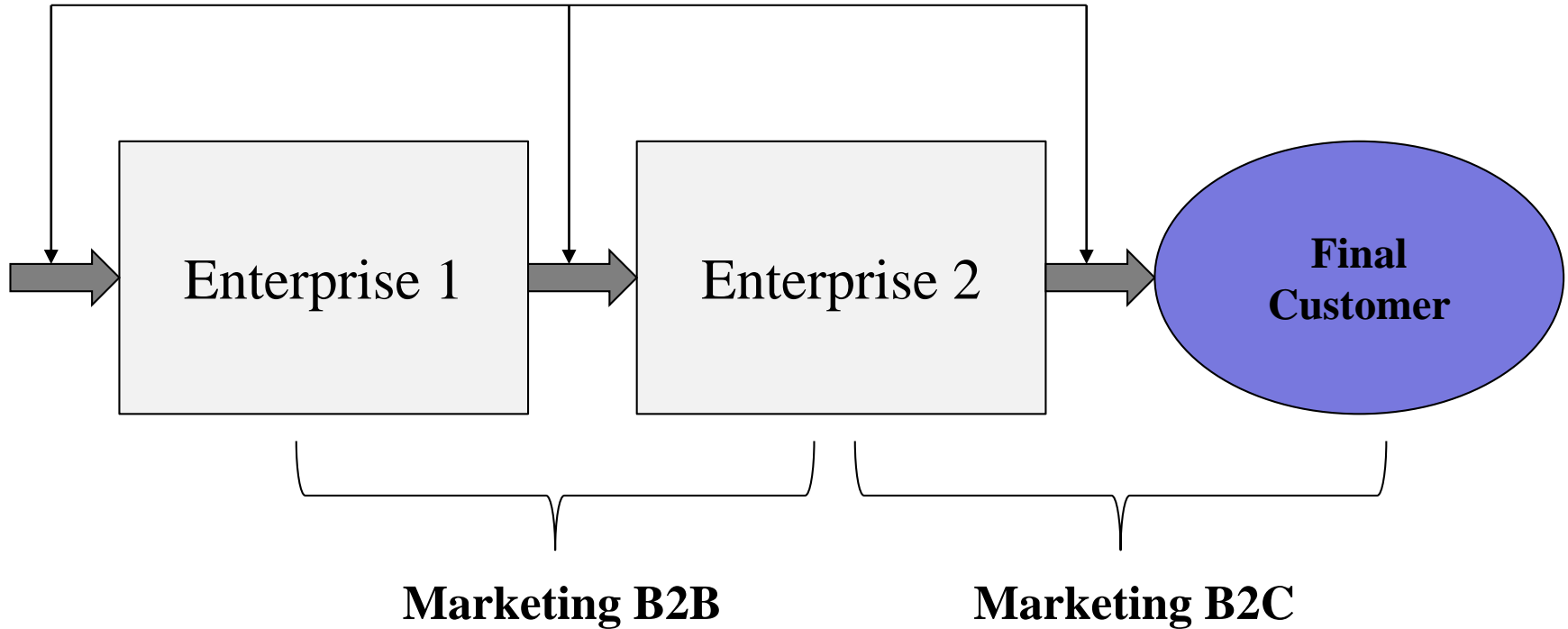
The marketing process

«Success and survival of the company [...] will depend on its ability to move its focus, addressed on historical products and markets, towards the perception, externally oriented, of the trends, opportunities and future threats» (Ansoff, 1990)

- The company derives its reason to exist from the external environment
- The company is an open system (interaction paradigms company-external environment, such as the open and modified social-technical model: strategy, technology, human resources, organization, informative system (internal coherency) and their interaction with the external environment (external coherency))
- The marketing process requires the need to analyze the external environment in which the company operates (strategic analysis: internal and external coherency)

Marketing for industrial goods (B2B) and for consumption goods (B2C)

Transaction



«It is estimated that the value of the exchanges between the business clients and their suppliers, in a year, is 3/4 times the number of the exchanges in the final customer market»

Specific features of the B2B markets

- Concentration
- Heterogeneity
- Continuity
- Continuous change
- Concentration + Continuity → Relational exchange + Interdependencies
- Continuous change → Evolutive dynamic