

Edition-17

1st – 15th July 2019

Welcome to the Marketing Bonanza, character of the MBA Marketing Club. We would like to have insights about this. **You can share your perspectives, realities, suggestions, information, any interesting stuff in regards to advertising which could be published in our further releases on the mail id's made reference to beneath.**

~ Ayushi Solanki

Congratulations

ITC Ltd
(Summer Internship)

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Marketing Bonanza

(Marketing E-News)

7 Big Problems in the Marketing Industry

Marketing has problems.

This spring, we're unveiling the AMA's first ever intellectual agenda in our almost 80-year history that features what we believe are the "seven big problems" confronting marketing. The seven big problems will drive content for the entire AMA community: a multi-faceted and diverse group of professionals in marketing and sales, academic researchers and educators, and collegiate marketing hopefuls.

The AMA's intellectual agenda seeks to serve as a big tent source of guidance and inspiration that includes both theoretical and applied knowledge that will ultimately provide actionable insights, frameworks, tools and resources for the AMA community. We've created a living document that can evolve along with the AMA community and the discipline of marketing itself.

A devout belief that "thinking" is what defines the human experience drives our intellectual agenda. In that vein, part of what you value is the ability to actually stay above and apart from the din and the fray that might influence your ability to be actionable. And that's what the seven big problems aim to address—how you can best be both objective and action-oriented.

You have a life pulling you in different directions in what is arguably the most distracted and distracting society in history. You want to see your work come to life in the marketplace. Because knowledge is not power. Power is knowledge applied. The seven big problems provide all of us with critical context. Context matters. Context is the last frontier for marketers who know that mobile ubiquity and wearables powered by the Internet of Things are closing in on the holy grail of contextual understanding.

Will the seven big problems be an overnight inflection point in terms of the content and research that is generated by the collective AMA community? No. But what it will do is put a stake in the ground on the belief that context and managerial relevance matters to us, because it matters to marketers.

—Russ Klein, AMA CEO

Trending in Marketing

1) Facebook now shows Movie ads
Today, we're rolling out the red carpet for two new ad solutions—movie reminder ads and movie showtime ads—to help film studios increase ticket sales and to help people find the movies they want to see.

2) Are your Google text ads getting truncated? Here's what to consider
Cut off expanded text ad headlines and descriptions aren't new, but you may have noticed it recently.

Effectively Targeting High Value Sources of Growth.

With all the fascination with new marketing concepts, digital technologies and new tactics, there continues to be one foundational issue that is proven and reproven to have a disproportionate impact on the value you create for your business: identifying the highest value source or sources of growth for your brand, product or service. Choosing the wrong target, or one of less value, will certainly lower your growth and return-on-investment potential. It might even fail completely. Traditionally we called this market segmentation but lately many of the most successful marketers refer to it as “demand landscape mapping.”

There are two critical questions to understand about this subject: Why is this so critical, and how can I do it much better? There are five questions that dive much deeper in to the “why?” as we leave the door open on the “how?”

CAN ONE PRODUCT PLEASE EVERYONE?

This is a simple enough concept: How do you find the market that is most interested or in need of what you have to offer? Or if you are a new brand, find a need that is not adequately filled and create a better “mousetrap.” The key is to recognize that some people won't be interested in you no matter what, and that's OK. Find the ones that are.

WHAT SEGMENTS PROVIDE THE MOST VALUE POTENTIAL FOR YOUR COMPANY?

This plays into today's data-rich marketplace. Analyze the options and look for the one that has the most value to you, meaning it's large and profitable enough for you to realize your financial goals, it's reasonable from a competitive intensity standpoint and has a bright future.

WHICH SEGMENTS ARE COST EFFECTIVE AND EASY TO REACH?

This one is not so obvious to most marketers. Even if you've found a larger and profitable segment that your product fits in perfectly, it may be very fragmented or very expensive to reach or serve.

HOW CAN YOU CREATE A CLEAR TARGET THAT FOCUSES ON THE MOTIVATIONS THAT AFFECT CUSTOMERS' DECISIONS, UPON WHICH YOU'LL BUILD YOUR MARKETING PROGRAM?

Understand the drivers of purchase so you can begin to select the tactics most likely to effect the behaviour you desire.

Trending in Marketing

3) Google Ads is Switching Search & Shopping Campaigns to Standard Delivery

Google Ads is changing its ad delivery methods, switching search and shopping campaigns from accelerated delivery to standard delivery. After September 17, Standard delivery will be the only ad delivery method for search campaigns, shopping campaigns, and shared budgets.

HOW CAN YOU POSITION YOUR PRODUCT OR SERVICE AGAINST SOMETHING OR SOMEONE?

When it comes down to developing your behaviour, influencing tactics positioning is key. You have to know who you are aiming at to position it successfully. Usually you will be replacing something already in that person's repertoire.