HEPTAPOLIS - AVATAR e-learning

Online Distance Learning Education

JIM BLYTHE

Author - Professor of Marketing

100 GREAT MARKETING IDEAS

FROM LEADING COMPANIES AROUND THE WORLD

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BIOGRAPHY

Jim Blythe is Visiting Professor of Marketing at University of Plymouth, UK. Jim Blythe has been a Merchant Navy officer, a ladies hairdresser, a business consultant, a rock musician, a truck driver, a company director and an award-winning playwright all before becoming an academic – he always planned on having a varied life and likes learning new skills.

Currently he is trying to learn to grow vegetables (with limited success...), but he has a pilot's licence and has learned to play drums in a samba band, so the beat goes on.

Jim has written 18 books, over 50 journal articles, and has contributed chapters to 8 other books. He has taught overseas, written open-learning packs for international training organisations and has been a Senior Examiner for the Chartered Institute of Marketing.

His next venture is to study for a degree in modern languages – having left school at 16 he thinks it's time to get the education he missed out on. He holds four real degrees.

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WORKS

Some of the author's books include:

1. 100 Great PR Ideas: From Leading Companies Around the World
2. Essentials Of Marketing
3. Consumer Behaviour
4. Marketing Communications
5. Key Concepts in Marketing
6. Principles and Practice of Marketing
7. Sales & Key Account Management
8. Challenges of Change
9. CIM Coursebook Marketing Essentials

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PREFACE

IF YOU PICKED this course up, you are probably looking for some new ideas. You might be a marketer yourself, you might be an entrepreneur or small business person, or you might just want to be able to drop in a few good ideas at the next meeting. This course will help with any of those aims.

Marketing is, above everything else, about creating profitable exchanges. The exchanges should be profitable for both parties—fair trade always makes both parties better off, otherwise why would people trade at all? What we are aiming to do is offer products (which includes services, of course) that don't come back, to customers who do come back.

One of the basic concepts of marketing is customer centrality—in any question involving marketing, we always start with looking at what the customer needs. This does not, of course, mean that we are some kind of altruistic, charitable organization: we don't GIVE the customer what he or she needs, we SELL the customer what he or she needs. Note that we define needs pretty broadly, too—if a woman needs chocolate, or a man needs a beer, we are there to ensure that they do not have to wait long. Most of the ideas in this course offer you ways of improving the exchange process, by encouraging more of it or by making the exchanges more profi table.

Marketing goes further than this, though. Marketing is also concerned with creating a working environment, with managing the exchange between employer and employee for maximum gain for both parties. In service industries, employees are a major component of what people are buying—the chef and waiters in a restaurant, the stylists in a hair salon, the instructors in a flying school. Some of the ideas in the book are about internal marketing: keeping employees on board and motivated is perhaps the most important way you have of developing competitive edge.

This is not a marketing textbook. There are plenty of those around, and if you are a marketer you will have read plenty of them. There is very little theory in here—only one or two examples when they help to illustrate the reasoning behind some of the ideas. The aim of the course is to offer you a set of "snapshot" ideas for marketing. The ideas all come from real companies. Some are big, some are small, some are service companies, some are physical-product companies.

In some cases, you will be able to lift the idea completely from the course and adopt it for your own business: in other cases you might be able to adapt the idea. In still other cases, the idea might illustrate how a creative approach can help you, and perhaps it will spark off a few ideas of your own.

The ideas often came from the companies' own websites or from published sources, and in other cases came from direct experience of dealing with the companies themselves. If you keep your eyes open, you will see examples of slick marketing all around you—a creative approach is all it takes to be a winner yourself.

Ultimately, good marketing is about being creative. Successful companies are the ones that develop their own unique selling proposition (the USP) that marks them out as different from their competitors. The USP might be almost anything—an improved level of service can make all the difference to a firm selling a product such as cement, which is essentially the same whoever sells it. At the same time, a retailer with an exclusive range of physical products can create a strong competitive advantage over another retailer who is equally attentive to customers and has just as nice a store. Copying ideas directly is usually not a good idea—but adapting them from a different industry can be extremely powerful.

A common mistake many firms make is to try to please everybody. For all but the largest firms this is impossible—and even very big firms tend to do it by splitting themselves into various subdivisions and sub-brands. You can't therefore adopt all the ideas in this course: you will have to be a bit selective, because many of the ideas will not apply to your industry or your individual circumstances. For small to medium-sized firms, specialization is the way forward—but specialize in customers, not products.

Customers give you money, products cost you money: stay focused on customer need! Ultimately, without customers there is no business. This is true of staff, stock, and premises too, of course, but they are all a lot easier to get than customers—after all, everybody else is out there trying to get the customers' hard-earned money off them. I hope this course will give you some ideas for getting more customers, keeping them for longer, and selling more to them.

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TEACHING MODULES

MODULE 1

1. Give the product away
2. Make it fun
3. Get decision-makers together
4. Tease your customers
5. The "real money" mailing
6. Withdraw the product
7. Find the key account
8. Add some value
9. Do something different
10. Respect your consumer
11. Play a game
12. Bring a friend
13. Use promotional gifts that really promote
14. Do not bind the mouths of the kine
15. Empowering staff
16. Speak the customer's language
17. Build your corporate culture
18. Have a startling brand
19. Make the product easy to demonstrate
20. Throw a party

MODULE 2

21. Follow up on customers later
22. Lost customers are not always lost
23. Bait the hook
24. Hold on to those brochures
25. Show people the competition
26. Take your partners
27. Making exhibitions work
28. Set the price, even on things you are giving away
29. Let them shout !
30. Turn a disadvantage to an advantage
31. Develop an icon
32. Educate your customers
33. Tap into country-of-origin effect
34. Charge what the service is worth
35. Be consistent
36. Love your customers, love what they love
37. Make it easy for people to pay
38. Credit where credit's due
39. Don't compete
40. Keep them waiting

MODULE 3

41. Form a club
42. Get the layout right
43. Avoid annoying the customers
44. Work with the negative aspects of your product
45. Put yourself on a networking site
46. Discourage the undesirables
47. Watch how people actually use your products
48. Form a panel
49. Get somebody else to pay for what you give your customers for free
50. Make people behave
51. Give people something that helps you to communicate your brand to them
52. Help your allies to help you
53. Keep your eggs in one basket
54. Whet the customer's appetite
55. Be startling in ways that involve your customer
56. If you're on the web, you're global
57. Look beyond the obvious
58. Find the USP
59. Reposition into a better market
60. Use the packaging

MODULE 4

61. Influence the influencers
62. Research your customers
63. Involve your customers
64. Integrate your database
65. Tap into the social network
66. Flog it on eBay
67. Communicate in a relevant way
68. Develop your brand personality by linking it to a real personality
69. Know your customer's motivations
70. Identify your competitors—and learn from them
71. Pick the segments nobody else wants
72. Pick a card
73. Trust your customers to handle their own complaints
74. Find the lost tribe
75. Find the right partners
76. Tailor your products
77. Integrate communications
78. Share the wealth
79. Think small
80. Be the expert

MODULE 5

81. Ads on cars
82. Go to the source of customers
83. Make your customers laugh
84. Focus on the key issue for your customer
85. Vary the ambience
86. Grab them early
87. Be child-friendly
88. Understand how you are judged
89. Introduce a third alternative
90. Place your product
91. Specialize to charge a premium
92. Develop a separate brand for each market
93. Use opinion leaders
94. Link to a cause
95. Set a sprat to catch a mackerel
96. Consider the culture
97. Build a new distribution channel
98. Use a weblog
99. Make buying easy
100. Make your product easier to use than everybody else's

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CERTIFICATE OF ATTENDANCE

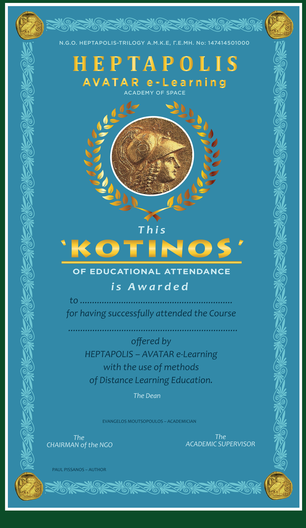
The student who has completed the Course he has chosen is entitled to obtaining:

A. A Certificate of Attendance by ACTA – Technoblast of Aristotle University of Thessaloniki, on request.

(NOTE: The Certificate of Attendance is sent by email)

B. A KOTINOS with a Certificate of Attendance of the Course issued by HEPTAPOLIS – AVATAR e-Learning of HEPTAPOLIS TRILOGY N.G.O.

(NOTE: The Certificate of Attendance is sent by email)



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