A presentation on

Understanding The Market Place  And Customer Need

By

Building Customer Relationship

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Outline

- What Is Marketing
- Old Marketing VS New Marketing
- Goals Of Marketing
- The Marketing Process
- Understanding The Market Place And Customer Need
- Designing A Customer-driven Marketing Strategy
- Building Customer Relationship
What Is Marketing:

- **Marketing defined**
  - The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

- **Marketing**: Everything we do to get and keep a customer
Old Marketing Vs. New Marketing

- **Old sense**: telling and selling

- **New sense**: satisfying customer needs
Goals of Marketing

1) Attract New Customers
2) Grow Current Customers

Facebook: connect and share” with the people in their lives
The Marketing Process

Create Value For Customers And Build Customer Relationships

Understand the marketplace and customer needs and wants

Design a customer-driven marketing Strategy

Construct an integrated marketing program that delivers superior value

Build profitable relationships and create customer delight

Capture value from customers in return

Capture value from customers to create profits and customer equity
Understanding The Market Place And Customer Need

- Customer Needs, Wants, and demand
- Market Offering
- Customer Value and Satisfaction
- Exchanges and Relationships
- Markets
Understanding The Market Place And Customer Need

- **Needs**: (include physical needs, social needs, and individual needs)

- **Wants**: the form human needs that shaped by culture (all person need food but there is difference between American and Chinese people)

- **Demand**: people demand product and services that with benefit and the most value and satisfaction
Understanding The Market Place And Customer Need

- **Market Offering**: (product, services and experiences) Some Combination Of Product, service Information, or Experiences Offered To a Market To Satisfy a Need Or want.

- **Customer Value and Satisfaction**
  - Value and Satisfaction
  - Satisfied customer
  - Dissatisfied Customer
Understanding The Market Place And Customer Need

- Exchanges and relationships
  Marketing occurs when people decide to satisfy their needs and want through exchange relationship.

- **Exchange:** The act of obtaining a desired object from someone by offering something in return

- Markets: The set of all actual and potential buyers of a product or service.
Designing A Customer-driven Marketing Strategy

- Selecting customers to serve
- Choosing a value proposition
Designing A Customer-driven Marketing Strategy

Selecting customers to serve

☑ Marketing management:
The art and science of choosing target markets and building profitable relationships with them

Choosing a value proposition:
The company must also decide how it will serve targeted customers- how it will differentiate and position itself in the marketplace.
Building Customer Relationship

How to Build a Customer Relationship Management
the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction.

It Deals With All Aspects Of:
1-acquiring
2-Keeping
3-growing customers
Understanding The Marketplace And Customer Need

The End
Thank You for your attendance