

# START HERE!

## First Steps in Data-Driven Strategic Marketing



**Founded:** 1999

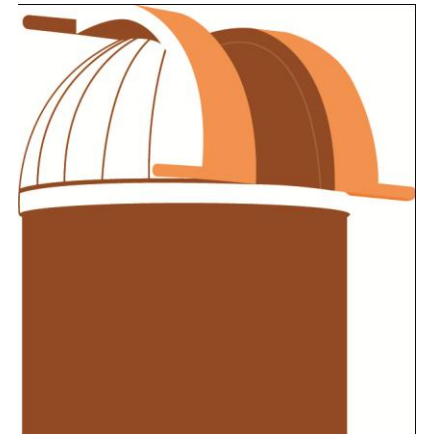
**Projects:** 1,000+

**Work from Repeat and Referrals:** 2/3

**Favorite Color:** Orange

**Sectors:** Business, Government, Non-Profits

**Services:** Full Service Market Research, Data Analytics,  
Strategic Consulting



## About Corona Insights

*Learn more and watch an overview video at [CoronaInsights.com](http://CoronaInsights.com).*





*If you don't know where you're going, any road will get you there...*

# Marketing Planning Process

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- ❖ **Internal / External Situation** ✓
- ❖ **Marketing Goals and Strategy** ✓
  - ❑ Market Segmentation
  - ❑ Target Market Selection
  - ❑ Product Positioning and Branding
    - Marketing Execution

# Agenda

- ➔ Understanding Internal/External Situation
- ➔ Aligning Internal Strengths and External Opportunities
- ➔ How these Inform Marketing Organizational Goals
- ➔ Development of Product-Market Strategy to Achieve Goals
- ➔ Next Step – Market Segmentation



# Understanding the Internal & External Situation

# Understanding the Internal & External Situation

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*5 C's*  
*Porter's Five Forces*  
*Internal situation assessment*  
*External situation assessment*  
*PEST*  
*Marketing Audit*  
*SWOT*



# Understanding the Internal & External Situation

## Internal Situation Assessment (Company)



## External Situation Assessment



Sheet  
#1

Sheet  
#2

# Understanding the **Internal** Situation Available Resources



## Data and Information (Selected Sources)

### Secondary/Existing Data

- ➔ Internal planning documents
- ➔ Internal reporting documents
- ➔ Marketing and sales metric data
- ➔ Prior research or consulting reports

### Primary/Original Data

- ➔ Key employees/leaders/internal stakeholders
- ➔ Industry experts/analysts
- ➔ Partners/collaborators
- ➔ Customers

# Understanding the External Situation

## Available Resources

### External Situation Analysis



### Data and Information (Selected Sources)

#### Secondary/Existing Data

- ➔ Demographic databases
- ➔ Industry/company publications
- ➔ Observable competitor data (websites, marketing execution)
- ➔ Traceable investments, patents, etc.
- ➔ Business news stories

#### Primary/Original Data

- ➔ Company leaders, key staff, etc.
- ➔ Industry/market experts
- ➔ Market survey
- ➔ Conferences/exhibitions

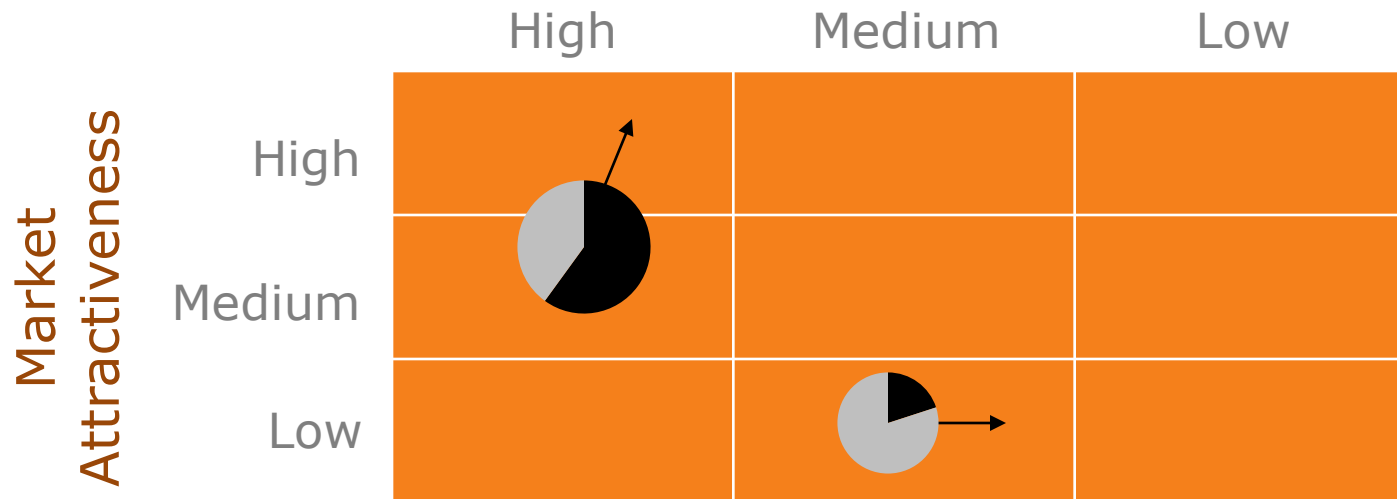


# Aligning Internal Strengths and External Opportunities

# Aligning Internal Strengths and External Opportunities

## GE/McKinsey Matrix

### Business Unit Strength



Sheet  
#3



# Marketing Goals

# Marketing Goals

- ➔ Market share, revenue, sales
  - > Growing/ maintaining
  
- ➔ Profitability (i.e. profit margin, etc.)
  - > Improving / maintaining
  
- ➔ Specific, measurable, timebound, etc.

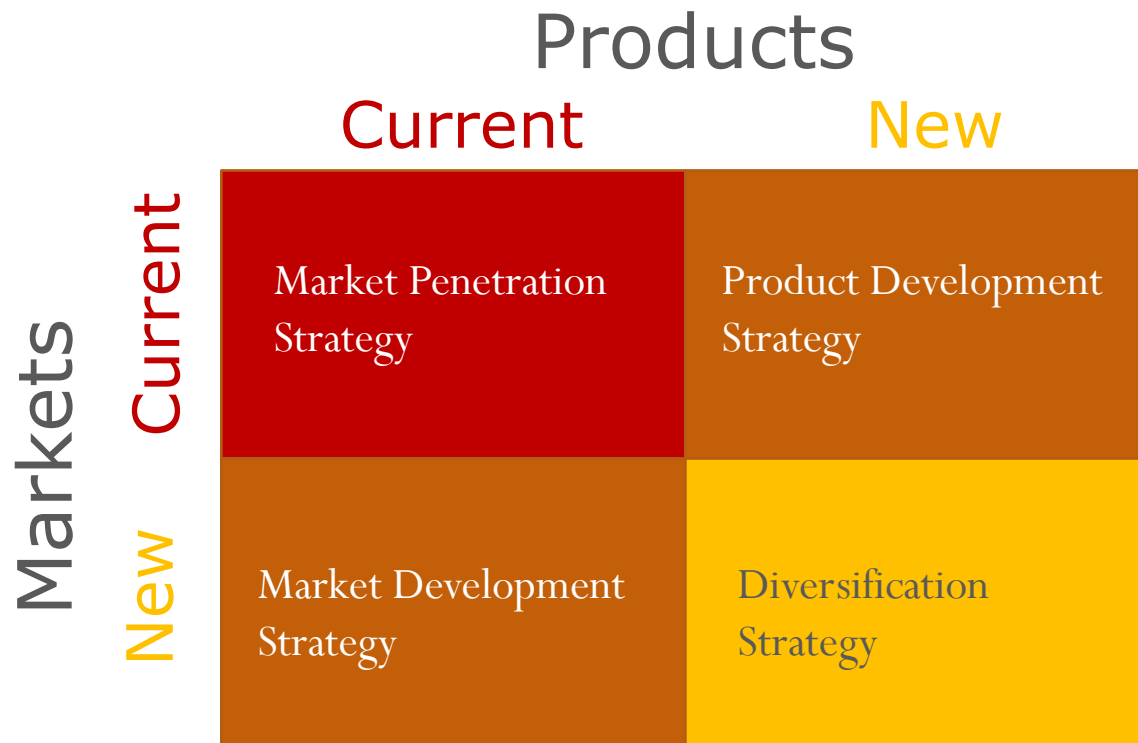


## Product-Market Strategy



# Product-Market Strategy

## Market Growth Matrix



*\*see Kotler pg 77 ("adapted from Igor Ansoff, "Strategies for Diversification," Harvard Business Review, Sept.-Oct. 1957, pg. 114*

Sheet  
#4

# Product-Market Strategy Examples

## ➔ Market Penetration:

- > Sell in higher frequency or higher volume to current customers
- > Develop more loyal customers (retention)
- > Convert customers from competitors (acquisition)

## ➔ Product Development:

- > Product Improvement
- > Product or brand extension



## Next Steps: Market Segmentation

# Market Segmentation

## ➔ Audit / Assess

> Is current market segmentation aligned with goals and strategy?

## ➔ Identify segments

## ➔ Develop segment profiles

## ➔ Rate segment attractiveness

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Any burning questions?

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