

Marketing: It's in the Plan

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Reasons to Market

- **increased competition**
- **increased emphasis on performance measurement and assessment**
- **increased constraints on budgets**
- **increased need to focus on the customer**

Marketing

Process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create an exchange that satisfies individual or organizational objectives.

*American Marketing Association
definition of marketing*

Communication

Goods/Services

**US
(Providers)**

**THEM
(Customers)**

Money/Funding

Information



**Vision without action is a daydream
Action without vision is a nightmare**

Japanese proverb

Fundamentals of Service Marketing

- Define your purpose - what “business” are you really in
- Determine what people are really using
- Position your services
- Understand your customers and their use behavior
- Communicate

In preparing for battle I have always found that plans were useless, but planning is indispensable.



Dwight D. Eisenhower

Marketing Audit

Comprehensive, systematic, independent, and periodic examination of the total environment, objectives, strategies, activities, and resources to determine problem areas and opportunities and to recommend a plan of action.



Marketing Audit Questions

■ Markets

- Who are your major markets?
- What are your major market segments?

■ Customers

- How do your customers feel about you?
- How do your customers make decisions?

■ Competitors

- Who are your major competitors?
- What trends can be foreseen in competition?



Marketing Audit Questions

■ Objectives

- What are your organizations long term and short term objectives?

■ Products/Services

- What are your products/services?
- What is the demand?
- How has demand changed over time?



➔ **If your primary selling position is good value, you have no position.**

➔ **In services, value is a given and givens are not viable competitive positions.**

➔ **If good value is the first thing you communicate, you won't be effective.**

➔ **If good value is your best position, improve your service.**

Harry Beckwith - Selling the Invisible

**A desk is a dangerous
place from which to
watch the world.**



John Le Carre

Value Chain - Step 1



Kolter

Value Chain- Step 2

Provide the Value

**Product
Develop.**

**Service
Develop.**

Pricing

Sourcing

**Distribut
ion**

Tactical Marketing

Value Chain – Step 3

Communicate the Value

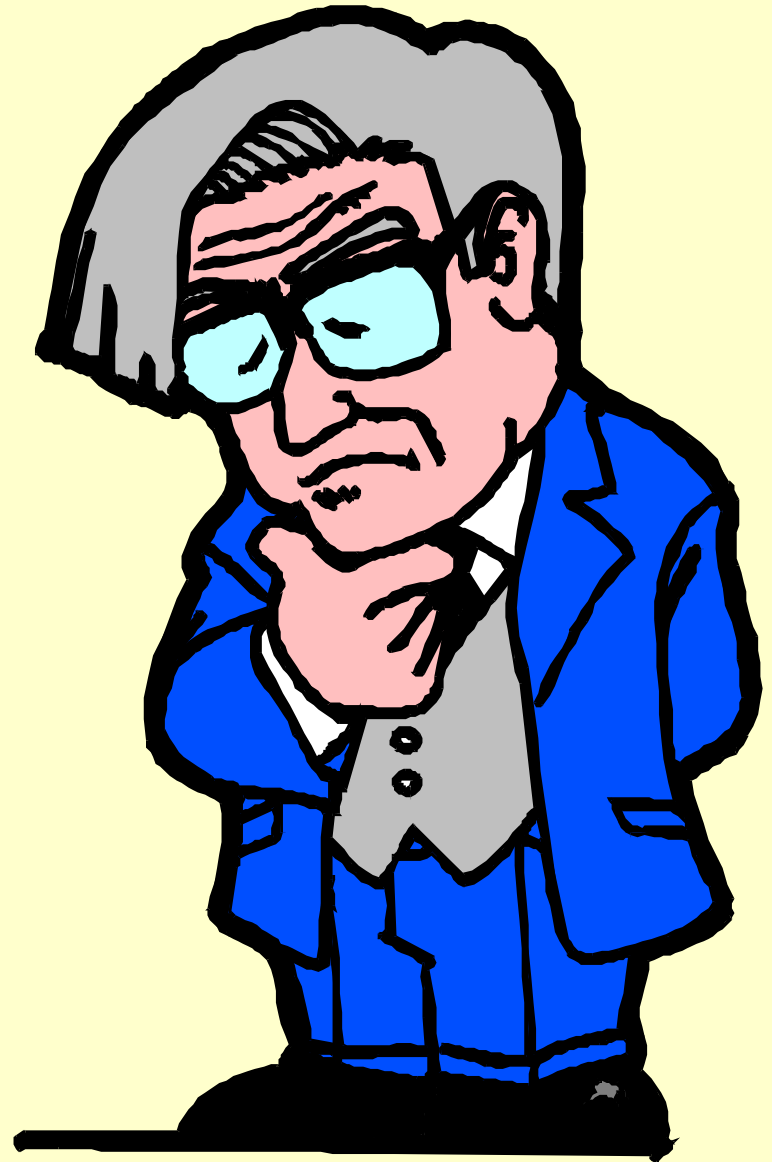
Sales Force

**Sales
Promotion**

Advertising

Tactical Marketing

5 Whys



Position Statement

- ★ **Who are you**
- ★ **What are you**
- ★ **For whom**
- ★ **Against whom**
- ★ **What's different**
- ★ **So.....**

The customer
determines the
market not the
seller.

There are three principal ways to lose money: wine, women, and engineers.

While the first two are more pleasant, the third is by far the more certain.

Baron Rothschild, ca. 1800

Myers-Briggs Personality Traits

- **E**xtravert

- **S**ensor

- **T**hinking

- **J**udging

vs.

- **I**ntrovert

- **I**Ntuitive

- **F**eeling

- **P**erceiving

Myers-Briggs Personality Traits

Common Types for Librarians & Engineers

Librarians

- **ISTJ**
- **INTJ**
- **INTP**
- **ISFJ**
- **ENTJ**

Engineers

- **ISTJ**
- **INTJ**
- **INTP**
- **ENTJ**
- **ENTP**

...librarians considering career change should perhaps *steer clear of marketing, executive management and consulting, acting and other entertainment professions, and human resource planning.....*

Library Journal 1990

Even if you're on the right track, you'll get run over if you just sit there.

Mark Twain