STRATEGIC MARKETING ISSUES

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CUSTOMER INTERFACING LAYER

Issues

How to compete?

Decision

Brand Strategy

Branding strategy

Strategic Choices

Single vs. Multi-brand

Introduction of a new product (entry into a new product category) with an existing brand name vs. a new brand name
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Issues

How to compete?

Decision

Channel Strategy

Strategic Choices

Single vs. Multi-channel

Online vs. online and offline
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Issues
- How to compete?

Decision
- Distribution (intensity) Strategy
- Positioning Strategy

Strategic Choices
- Intensive vs. selective vs. exclusive
- Relative to the positioning of its competitors’ product offerings
- In individual market segments relative to the positioning of its offerings in other segments
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Issues

How to compete?

Decision

Pricing Strategy

Product Line Strategy

Strategic Choices

Market penetration vs. market skimming

Broad vs. narrow
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Issues
How to compete?

Decision
Promotion Strategy

Strategic Choices
Predominantly push vs. predominantly pull
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**Issues**
- How to compete in individual country markets?

**Decision**
- Multinational Marketing Strategy / Global Competitive Marketing Strategy

**Strategic Choices**
- Standardization of specific competitive marketing variables across country markets vs. partial standardization / partial adaptation across country markets vs. adaptation to individual country markets
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Issues

Where to compete?

Decision

Target Market Strategy

Strategic Choices

Market(s) to serve

Market segment(s) to serve
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Issues

Decision

Strategic Choices

Where to compete and how to compete?

Business Scope Strategy

Customer functions to serve (Customer needs to satisfy)

Customer groups to serve (Markets and market segments to serve)

Technologies to utilize

Stages of the value added system to participate in

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Issues
Where to compete and how to compete?

Decision
Product-market Coverage Strategy

Strategic Choices
Single product-market concentration vs. market specialization vs. product specialization vs. selective product-market specialization vs. full product-market coverage
How to enter/exit a product-market?

Market Entry Strategy

Market Exit Strategy

Internal development vs. acquisition vs. joint venture / strategic alliance

Spin-off vs. sell-off vs. phase out

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What should be the relative emphasis on alternative growth strategies?

Product-Market Growth Strategies

Innovation Strategies

Market penetration vs. market development vs. product development

Radical vs. incremental
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**Issues**

- What should be the relative emphasis on alternative growth strategies?

**Decision**

- New Product Development Strategies
- Customer Retention versus Acquisition
- CRM Strategy

**Strategic Choices**

- Development of variety extension vs. replacement vs. competitive substitute vs. new to the firm vs. new to the world
- Retaining present customers (defensive strategy) vs. acquiring new customers (offensive strategy)
- Marketing programs employed for: acquiring new customers, retaining present customers, recapturing lost customers, reactivating dormant customers, enhancing the profitability and/or revenue streams of relationships with present customers