



*This topic will be about new
perspectives on marketing*



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Once the topic is completed and approved, learners will be able to understand

Marketing changes

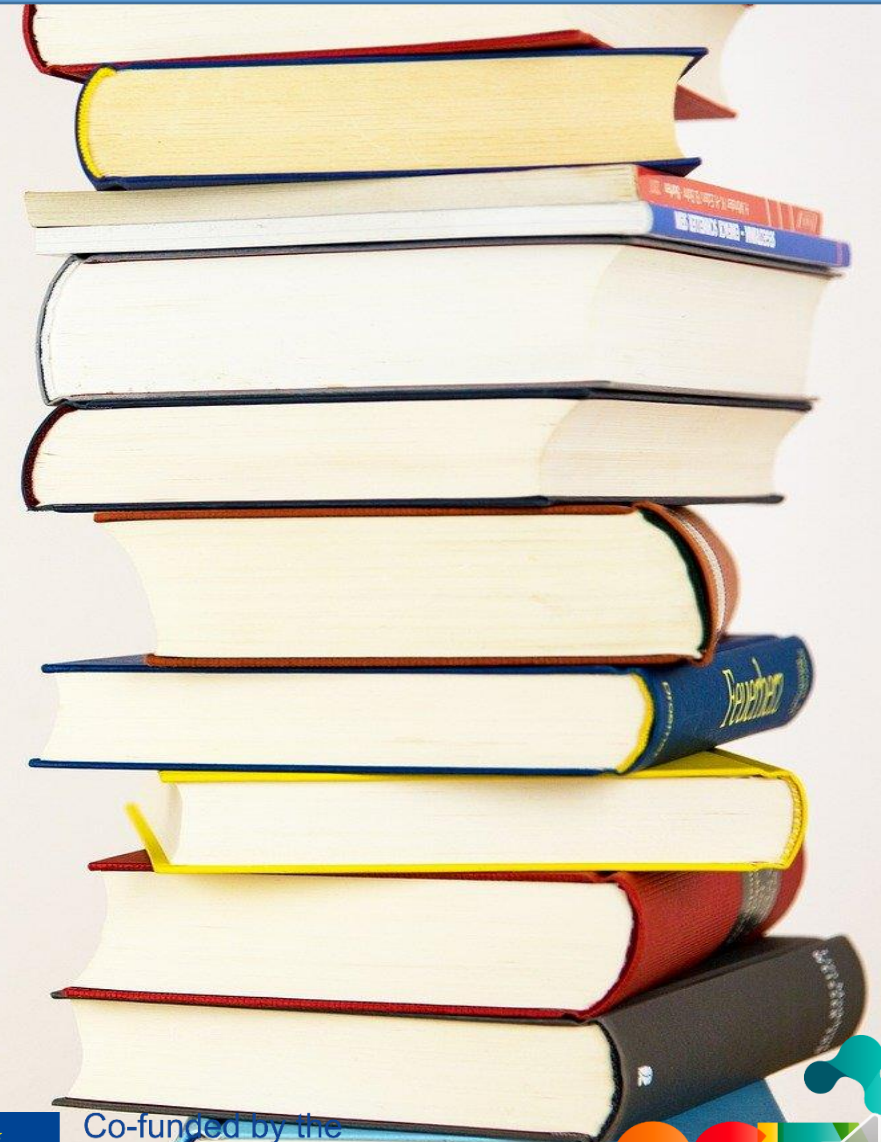


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In this lesson, we will learn

- New changes in marketing
- Integrating marketing
- Different strategies



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New perspectives on marketing



Some of the changes are:

- Rapid development and application of new technologies
- Increasing customer awareness and increasing their requirements
- Increasing the company's interactivity with customers and mobile marketing options
- Modification of communication channels
- Increasing competition in the marketing market
- Globalization and market development
- Increasing attention to certain areas
- Environment, community and social problems.



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Branding Challenges and Opportunities



Product Strategy

The product and service are created to fully **meet the needs and desires** of users, and this is the basis for successful marketing.

In order for users to be loyal to the brand, the product must at least meet their **expectations, and at best, exceed them.**



Percieved Quality



Quality can be observed through several product characteristics:

- reliability
- durability
- usability
- style and design



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Aftermarketing

Three things are important for aftermarketing:

- **User Manuals** - a well-designed user manual can explain to users the benefits of the product and what they get.
- **Customer Service programs** - many users stop buying a brand due to poor customer service programs.
- **Loyalty programs** - this is a popular way to show your customer that they are part of a brand.



Pricing Strategy

Consumer price perceptions

Customers usually rank products by price categories:

- more expensive products are better and of **better quality**, while
- cheaper products are of **poorer quality**.



Pricing Strategy

Setting Prices to Build Brand Equity

- Method of determining current prices
- Policy for choosing the size and duration of promotions and discounts



Product design and delivery

The value of the product can be raised
by **good design**.



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Product cost

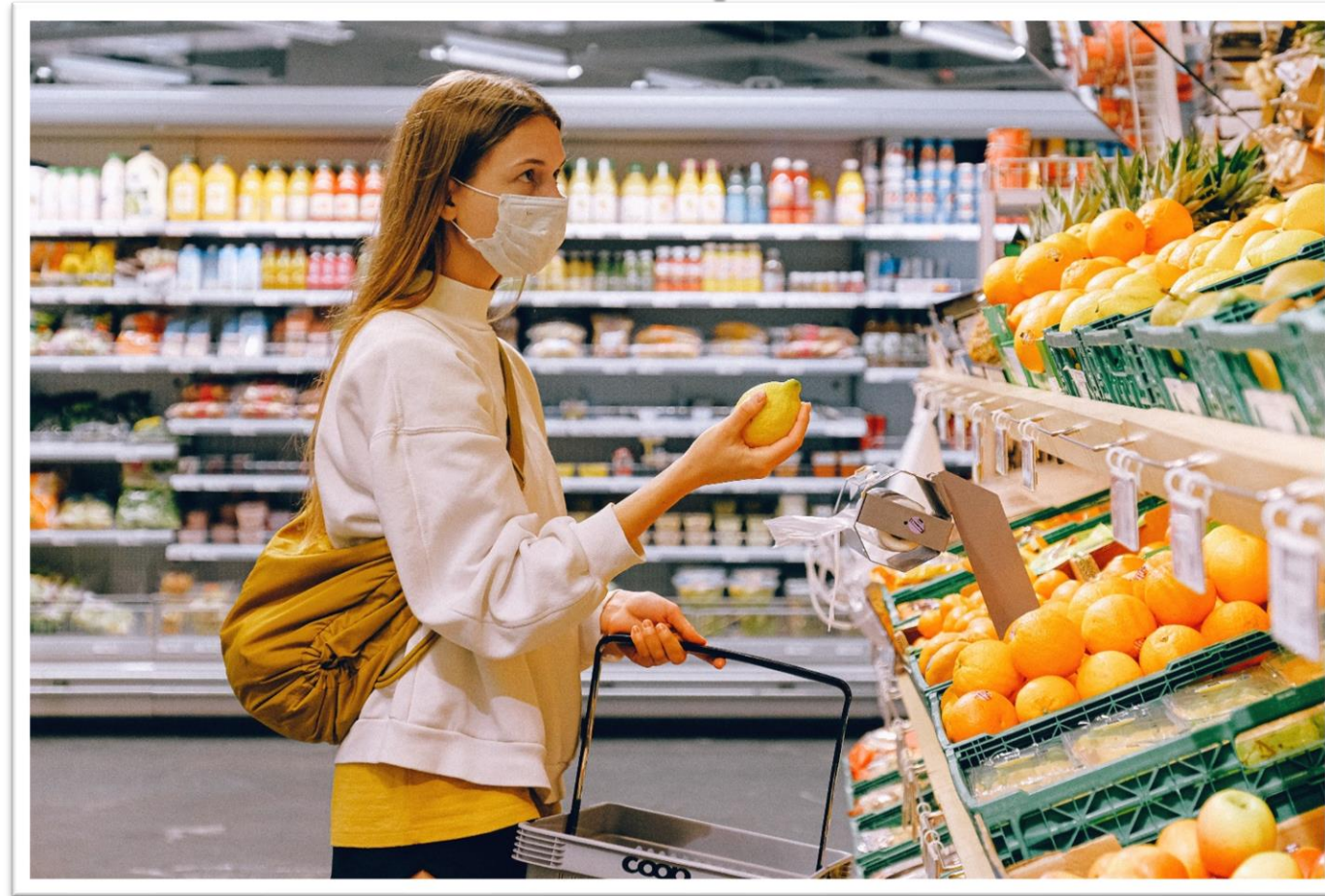
Another way to successfully create a value-pricing strategy is to keep costs to a minimum.

You will succeed through various cost savings such as

- ✓ increasing productivity,
- ✓ outsourcing your work,
- ✓ replacing materials (for cheaper materials),
- ✓ changing the production process,
- ✓ introducing automation or
- ✓ some other improvements in production.



Product prices



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Communicating Value

Delivering good value **is not enough to succeed.**

Users must understand and appreciate the value provided by the brand.



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CREDITS

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