



# SCHOOL OF BUSINESS

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THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

# Marketing Strategies for Positioning & Differentiating

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# Perception vs. Reality

“Marketing is not a battle of products, it’s a battle of perceptions.” (Trout, 2008, p. 137)

# Key Strategic Concepts

- The marketing mix
- Environmental scanning
- Differential advantage
  - Positioning
  - Repositioning
- Market segmentation

# Back to Basics: Evaluate Your Current Situation

- Conduct a SWOT analysis
- Identify national, regional, and local trends
- Outline marketing challenges
- Recognize/create barriers to entry

# Back to Basics: Evaluate Your Current Situation

- Establish customer profiles
- Build and nurture relationships with customers
- Create a *relevant* value proposition
- Generate realistic marketing goals

# Create Value for Your Customers

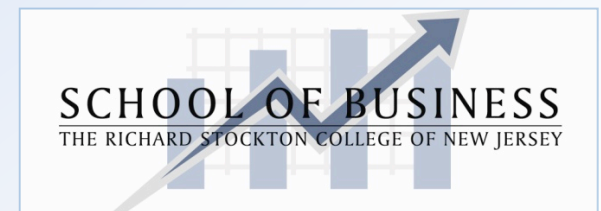
- Establish a *strong, specific* value proposition
- Define your offering from the customer's perspective (benefit vs. feature)

# Craft a Differential Advantage

- What sets your business apart from competitors?
  - Are you considered progressive in the eyes of your customers?
  - Does your image need to be updated?

# Establish a Brand Identity

- Infuse an integrated marketing approach into all forms of communication
- Project a consistent brand image
- Capitalize on brand heritage
- Use publicity to build brand awareness, recognition, and equity



# Fundamentals of Relationship Marketing

- Establish and maintain a customer data base
- Run annual promotions to build your data base
- Provide *exceptional* customer service in all aspects of your business
- Value, motivate, and reward employees

# Relationship Marketing Techniques

- Greet regular customers on a first-name basis
- Develop and send a quarterly newsletter
- Send thank you notes for big-ticket purchases
- Establish a reputation in the community as a “good citizen”

# Undertake Marketing Research on an Ongoing Basis

- *Talk* to your customers
- *Observe* your customers
- *Query* your customers (surveys; suggestion boxes)
- *Track* your customers (zip codes; build a data base)

# Have a Presence on the Web

- Assess the role of your website—to generate goodwill, inform, and/or sell
- Engage customers through social media
- Provide online incentives

# Media Relations

- Establish and nurture relationships with local journalists
- Issue press releases that are newsworthy, localized, and relevant
- Incorporate a human interest angle as frequently as possible

# Final Thoughts

- Ethics
- Trust-related marketing
- Transparency
- Maintaining brand relevance
- The explosion of social media

# Recommended Readings

## Books:

- *In Search of the Obvious* (Trout, 2008)
- *Positioning: The Battle for Your Mind* (Ries & Trout, 2000)
- *The 22 Immutable Laws of Branding* (Ries & Ries, 2002)
- *Guerrilla Marketing* (Levinson, 2007)
- *Good to Great* (Collins, 2001)
- *The Carrot Principle* (Gostick & Elton, 2009)



# Recommended Readings

## Articles:

- “What is Strategy?”  
(<http://www.thefreelibrary.com/Michael+Porter+:+What+is+Strategy%3F-a085608624>)
- “100 Best Global Brands: The Great Trust Offensive”  
([http://www.businessweek.com/magazine/content/09\\_39/b4148038492933.htm](http://www.businessweek.com/magazine/content/09_39/b4148038492933.htm))
- “Social Network Marketing: What Works?”  
(<http://hbswk.hbs.edu/item/6187.html>)
- “How to Mobilize Your Social Media”  
([http://adage.com/digitalnext/article?article\\_id=139347](http://adage.com/digitalnext/article?article_id=139347))
- “The Best Places to Launch a Career”  
([http://www.businessweek.com/magazine/content/09\\_37/b4146032027785.htm](http://www.businessweek.com/magazine/content/09_37/b4146032027785.htm))



# Questions & Answers

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