

Generic Marketing Strategies - - for the nimble business

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1

Strategy and Marketing



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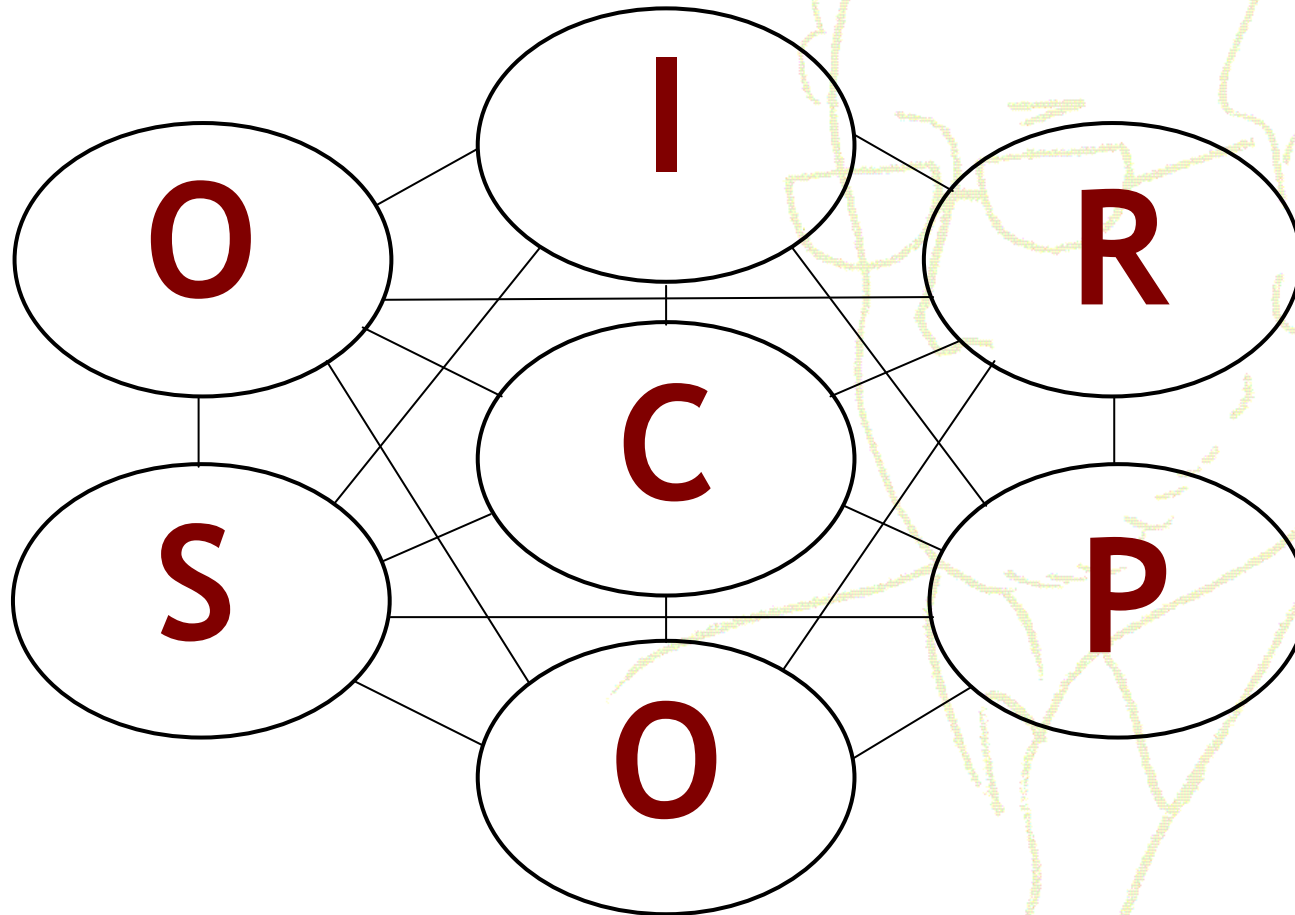


Strategy and Marketing

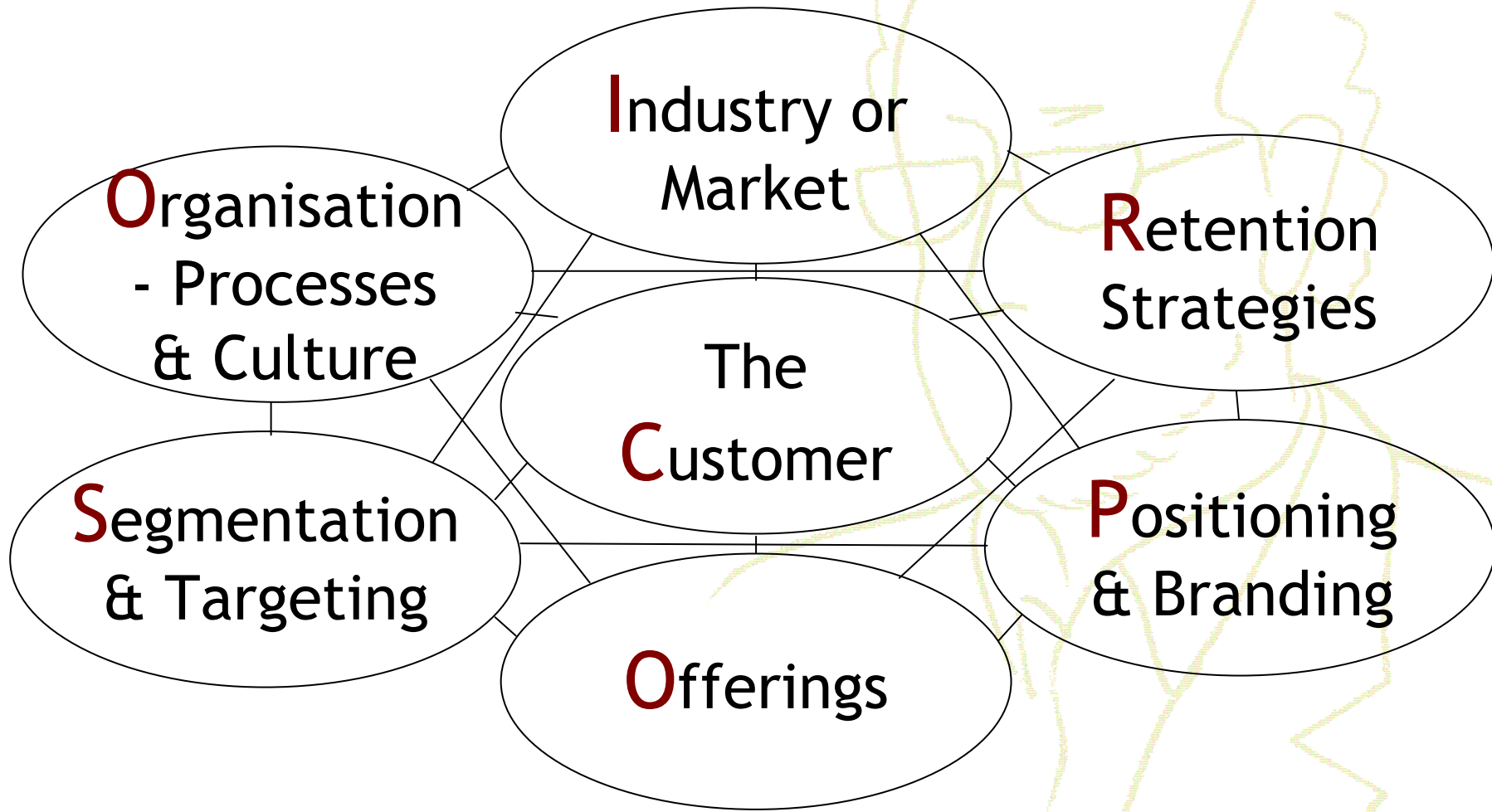


SCORPIO

The SCORPIO model drives market strategy



Scorpio market strategy



So, what is marketing all about?





Generic strategy 1 - 'The Spine'

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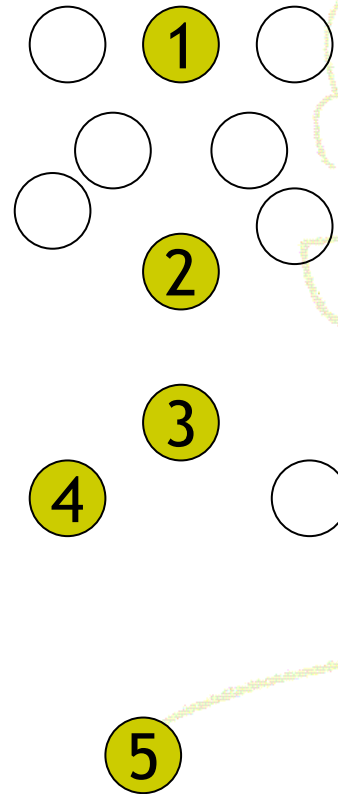
“God is on the side with the best artillery”

***Napoleon Bonaparte
Emperor of the French***



Generic strategy 1 - the 'Spine'

The concept of the "spine" is taken from the Anglo Saxon sport of "Rugby Union Football".



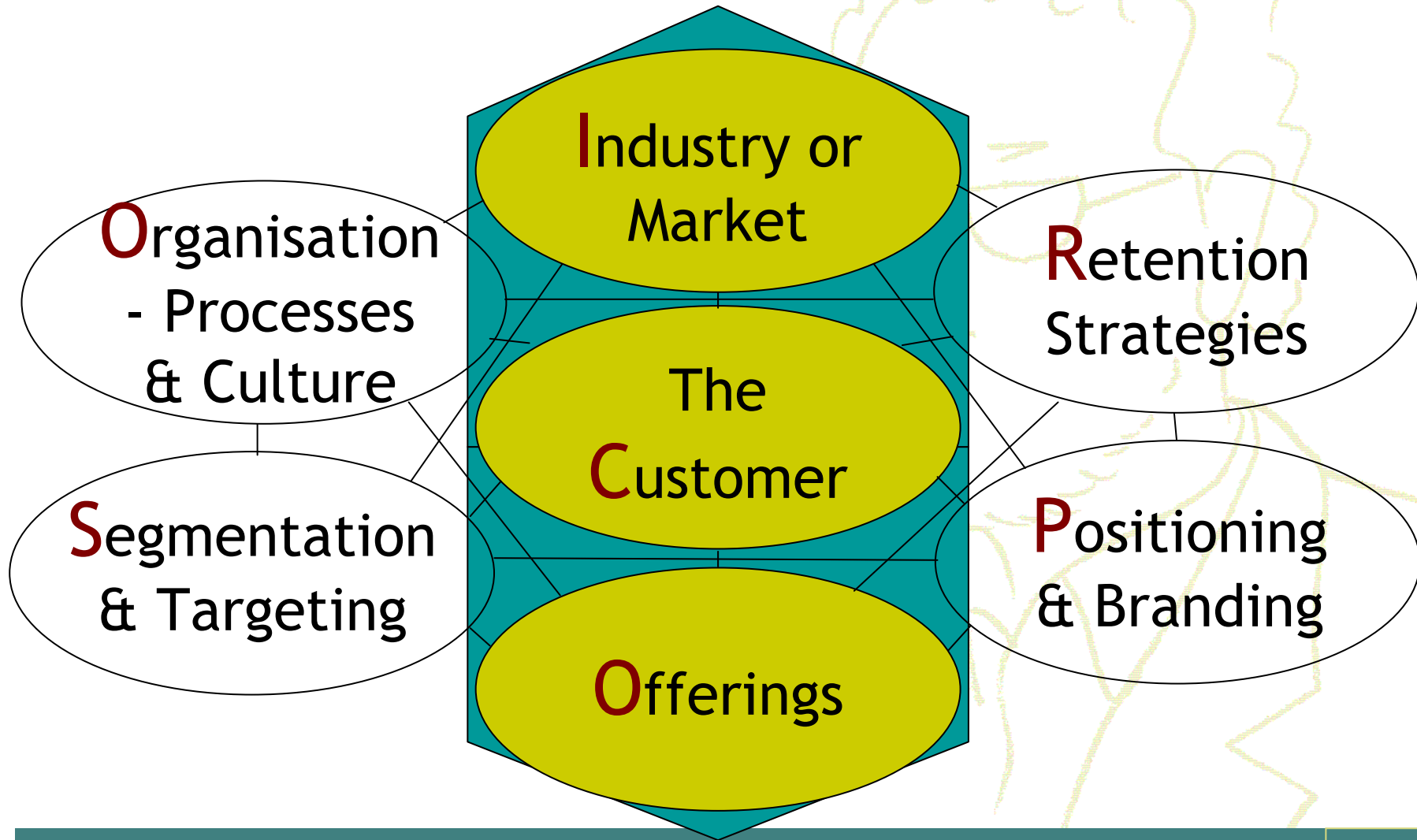
It is generally (if not universally) accepted that teams who change the "spine":

1. Hooker
2. No 8
3. Scrum half
4. Fly half
5. Full back

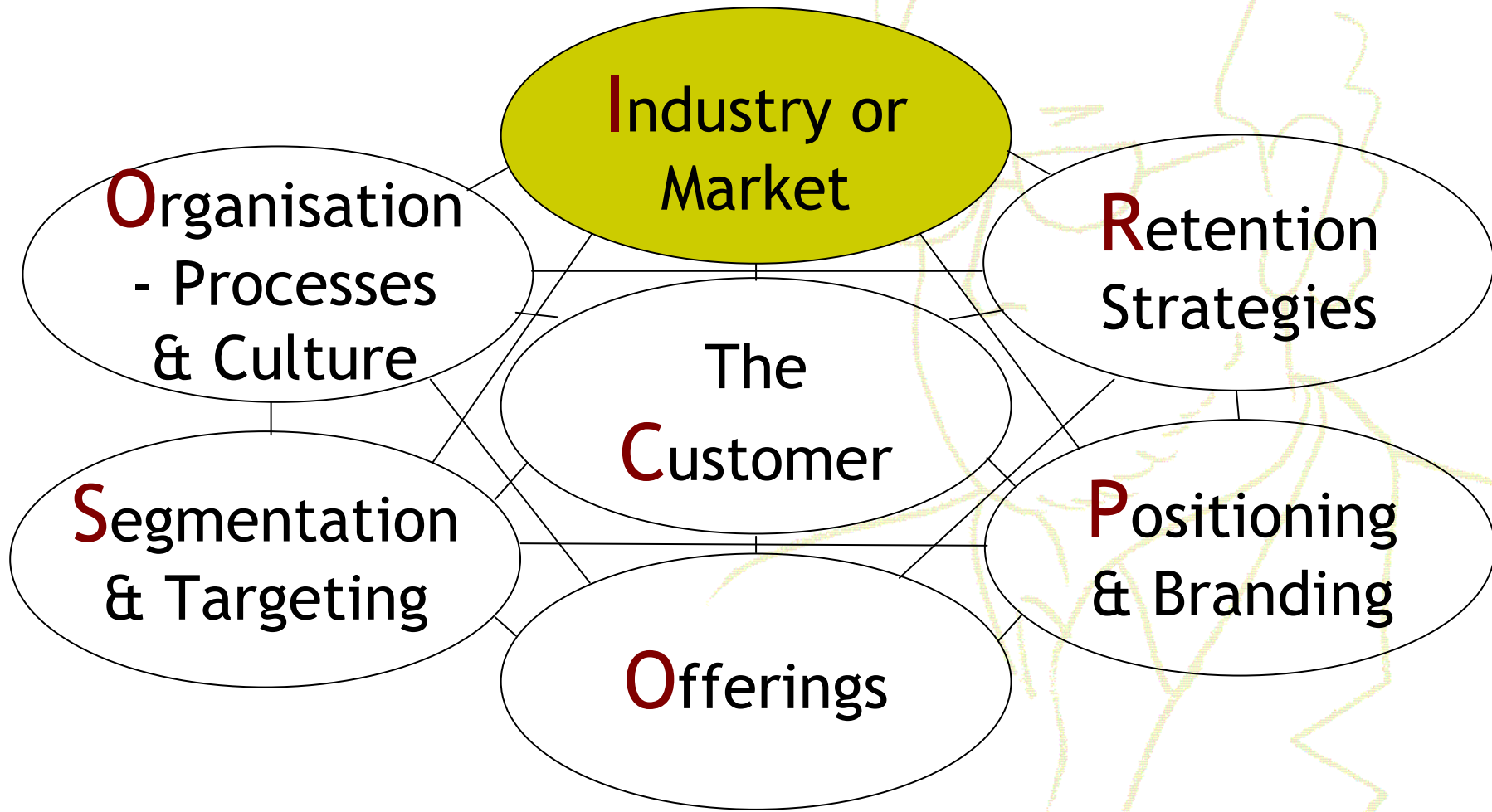
the *least*, tend to play more consistently - and with better results

The "Spine" forms the very core of your strategy - it must be set with the long term in mind and changed sparingly

Scorpio market strategy



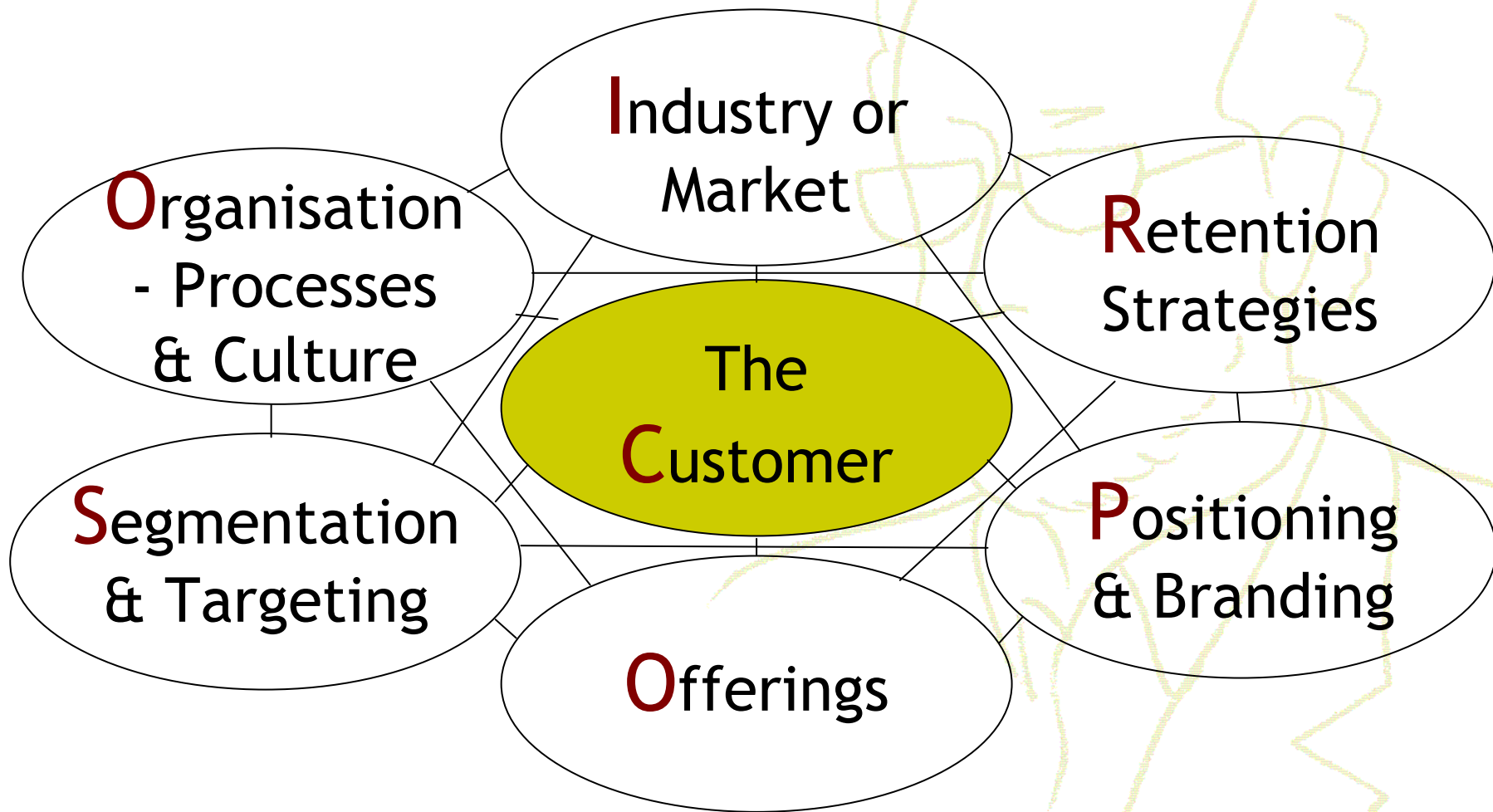
Scorpio market strategy



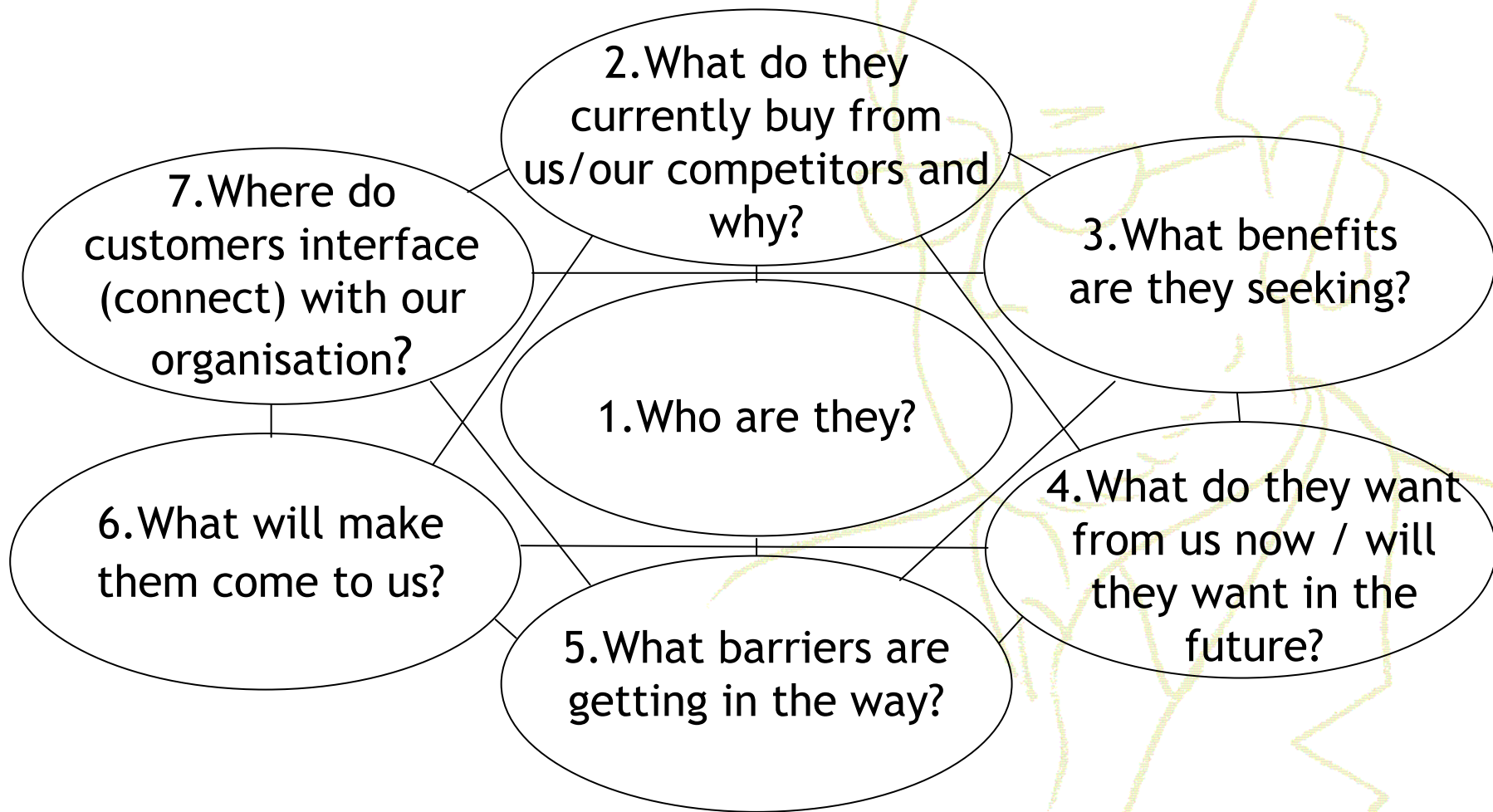
Scorpio - 1. Industry or Market?



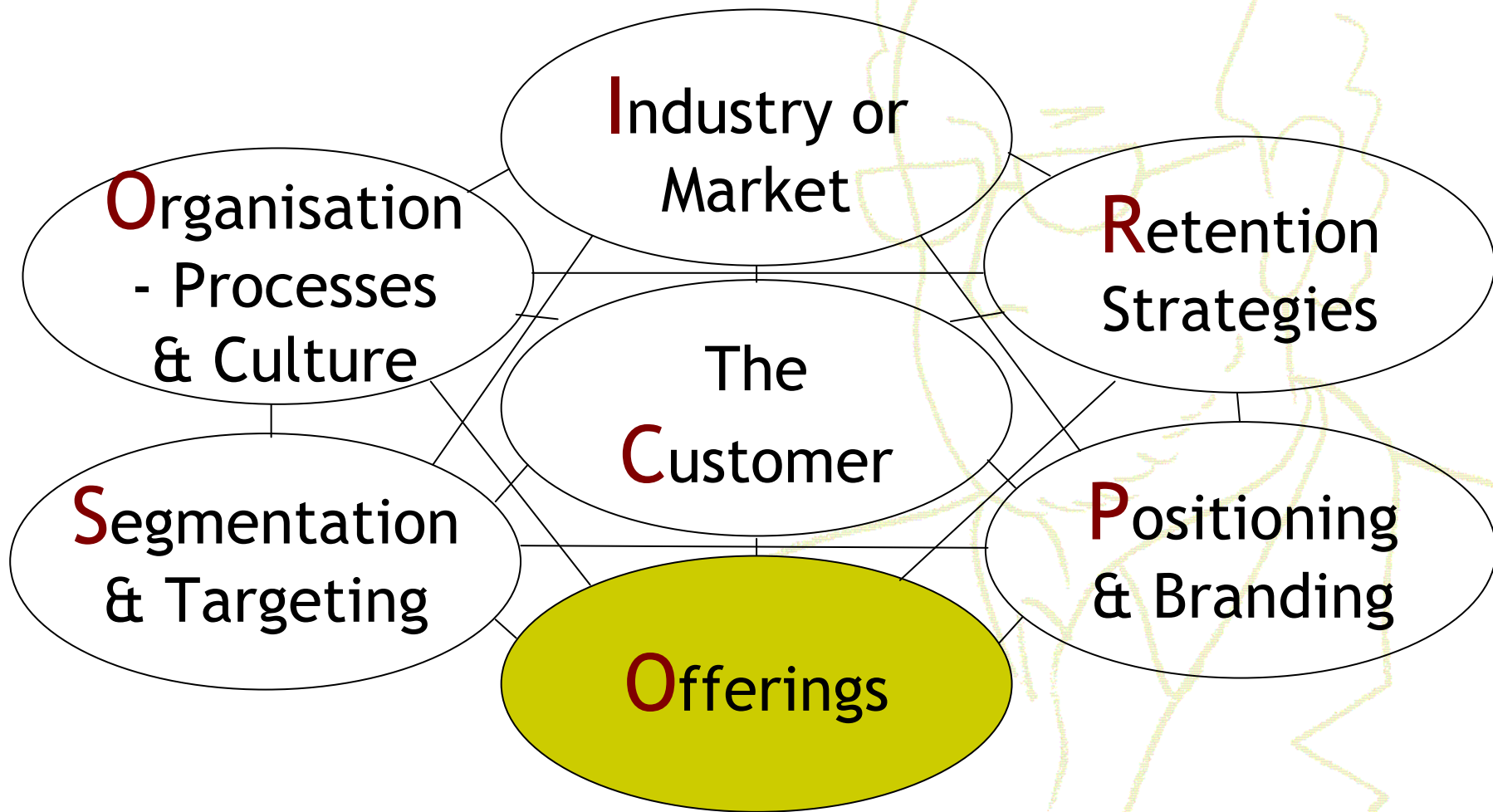
Scorpio market strategy



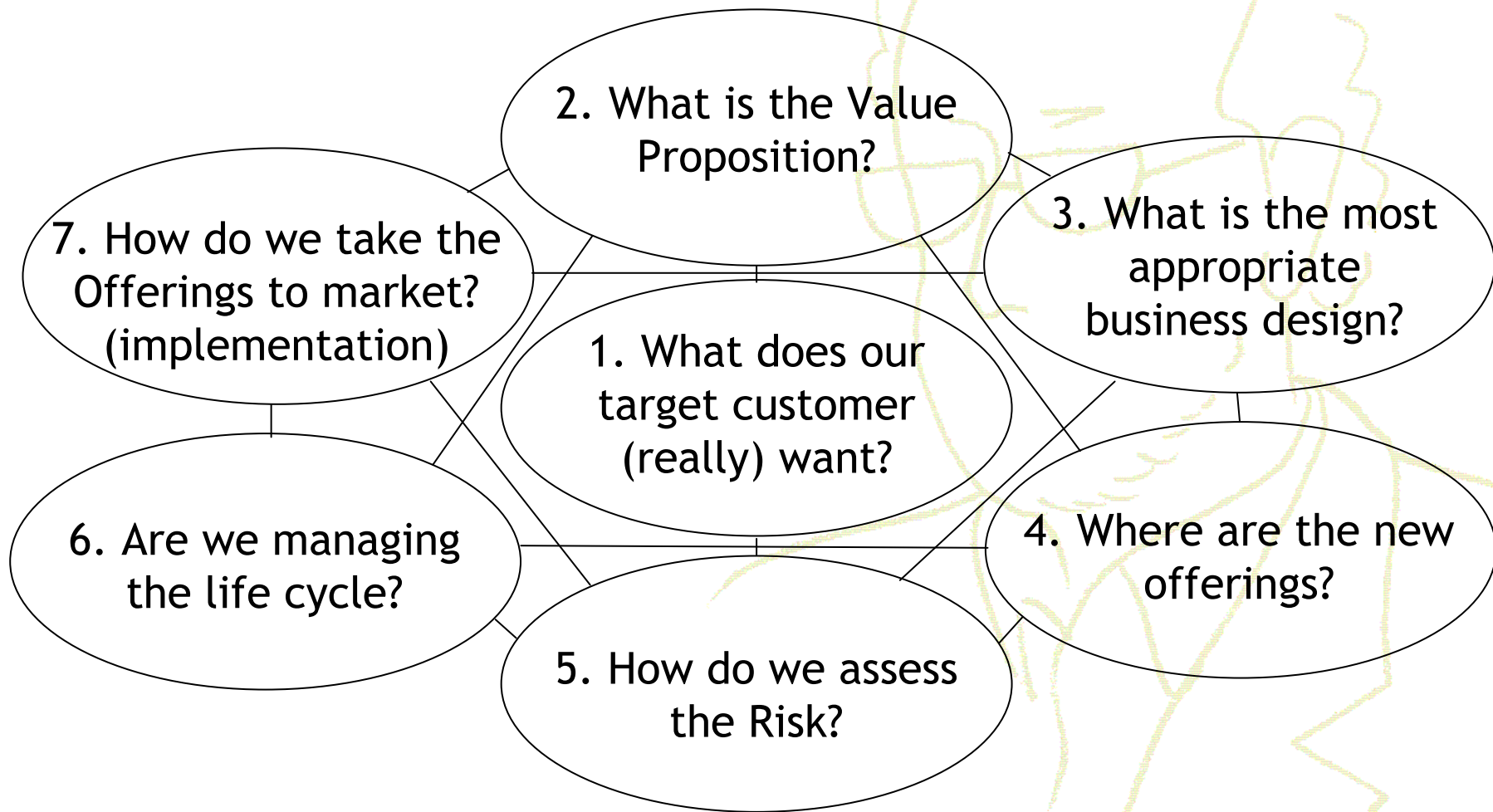
Scorpio - 2. The Customer



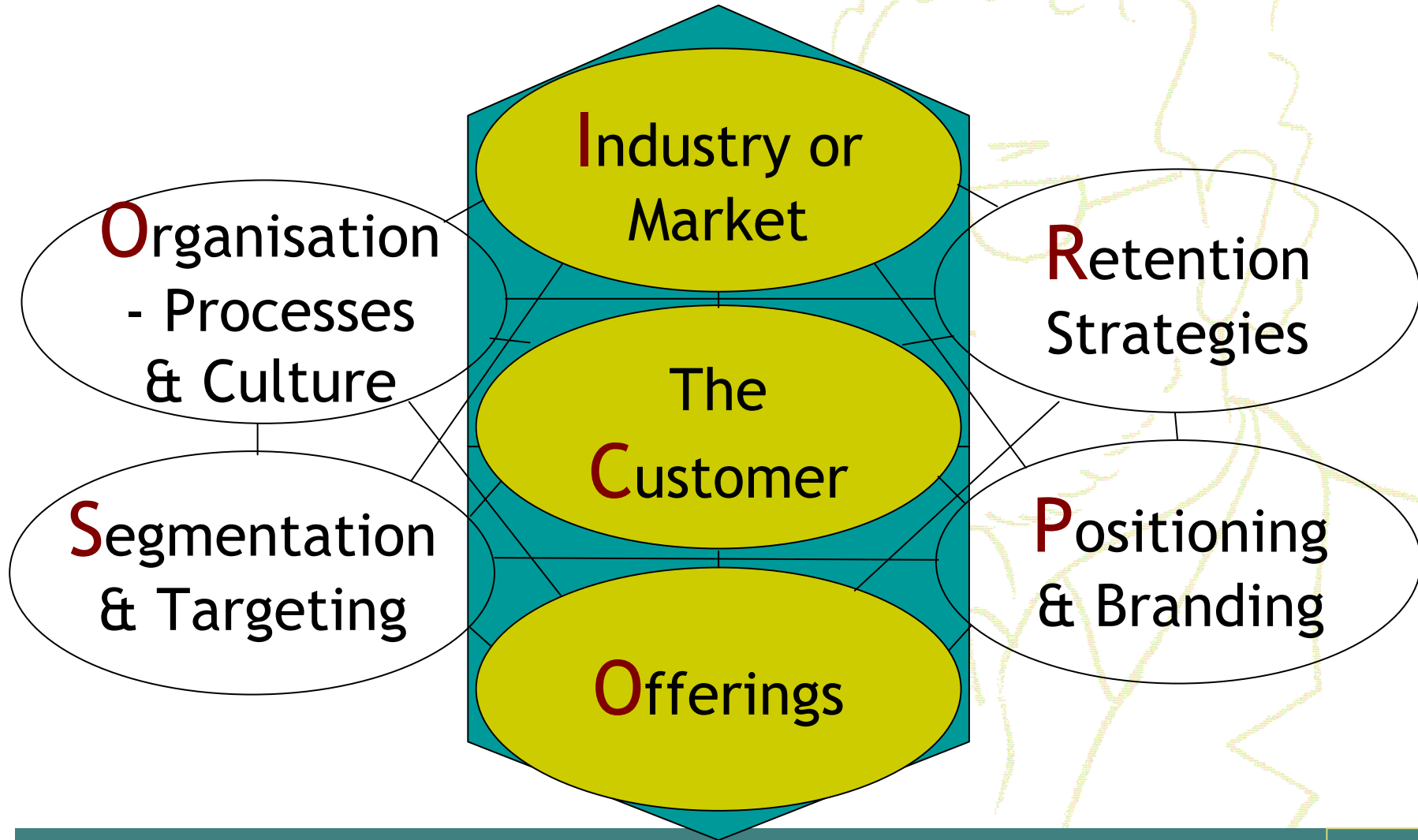
Scorpio market strategy



Scorpio - 7. Offerings



To recap on the Strategic 'spine'





Generic strategy 2 - 'Defensive' Strategy

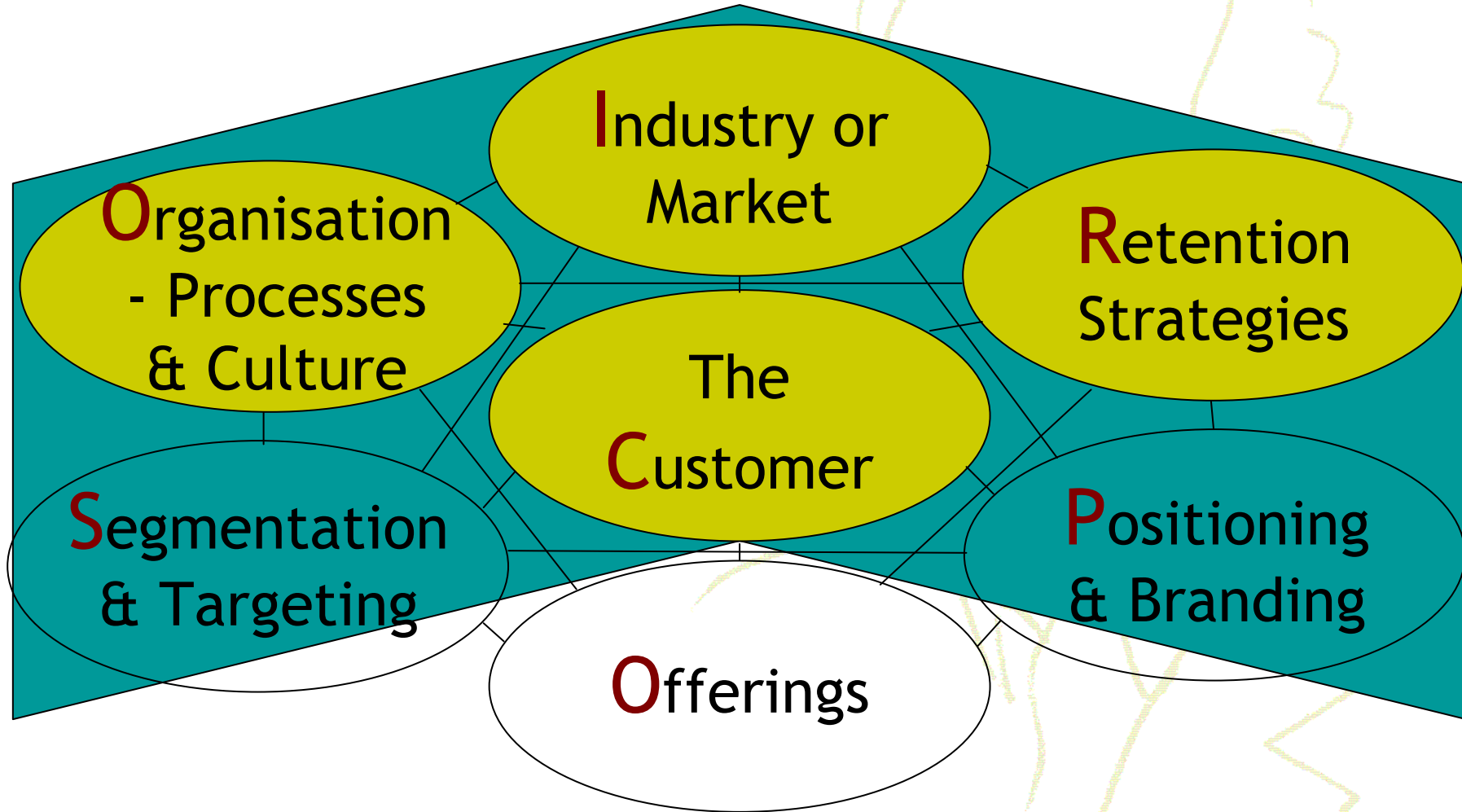
Generic Strategy 2 - ‘Defensive Strategy’

“The whole art of war consists in a well-reasoned and extremely circumspect defensive, followed by rapid and audacious attack”

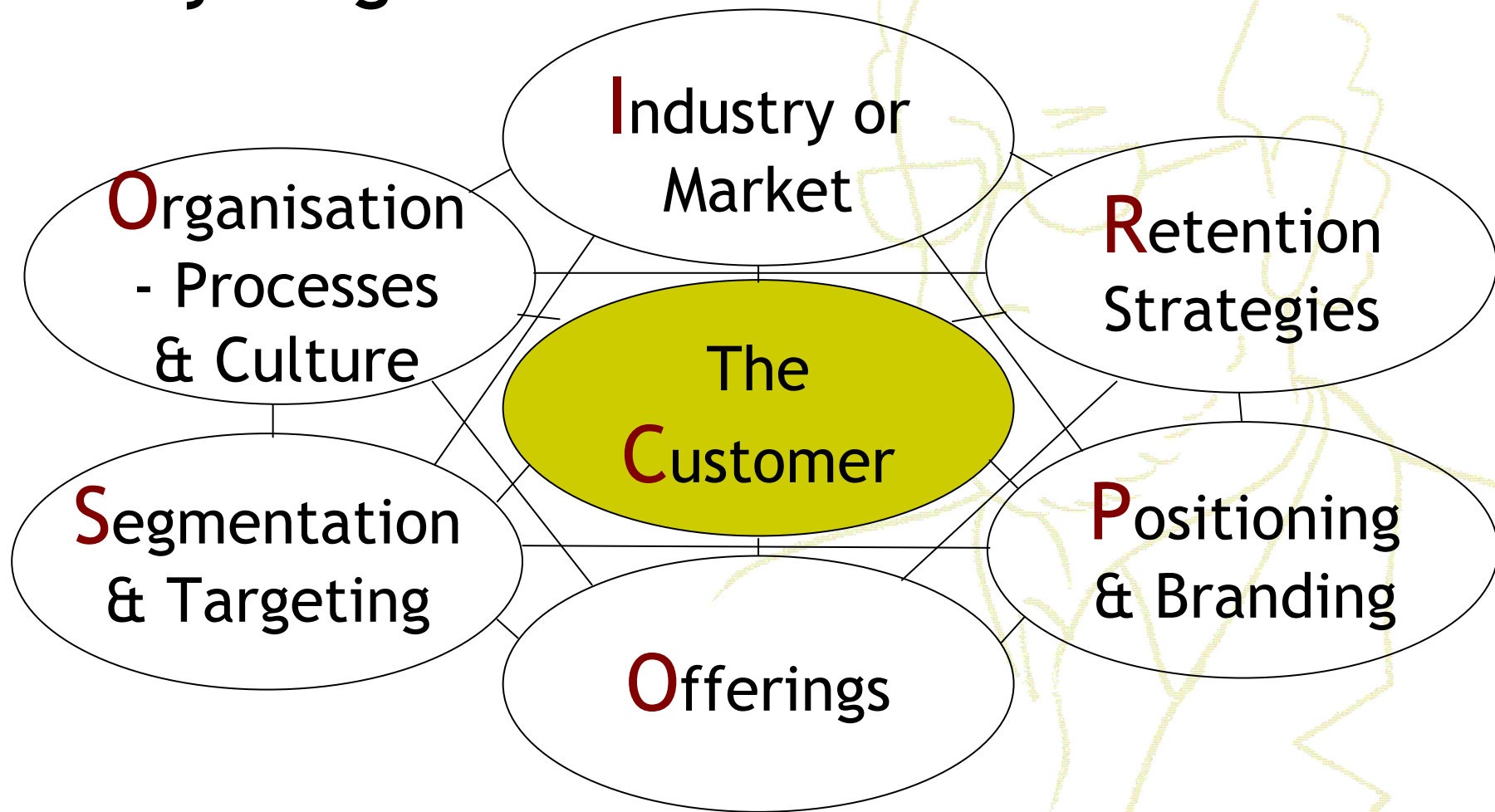


*Napoleon Bonaparte
Emperor of the French*

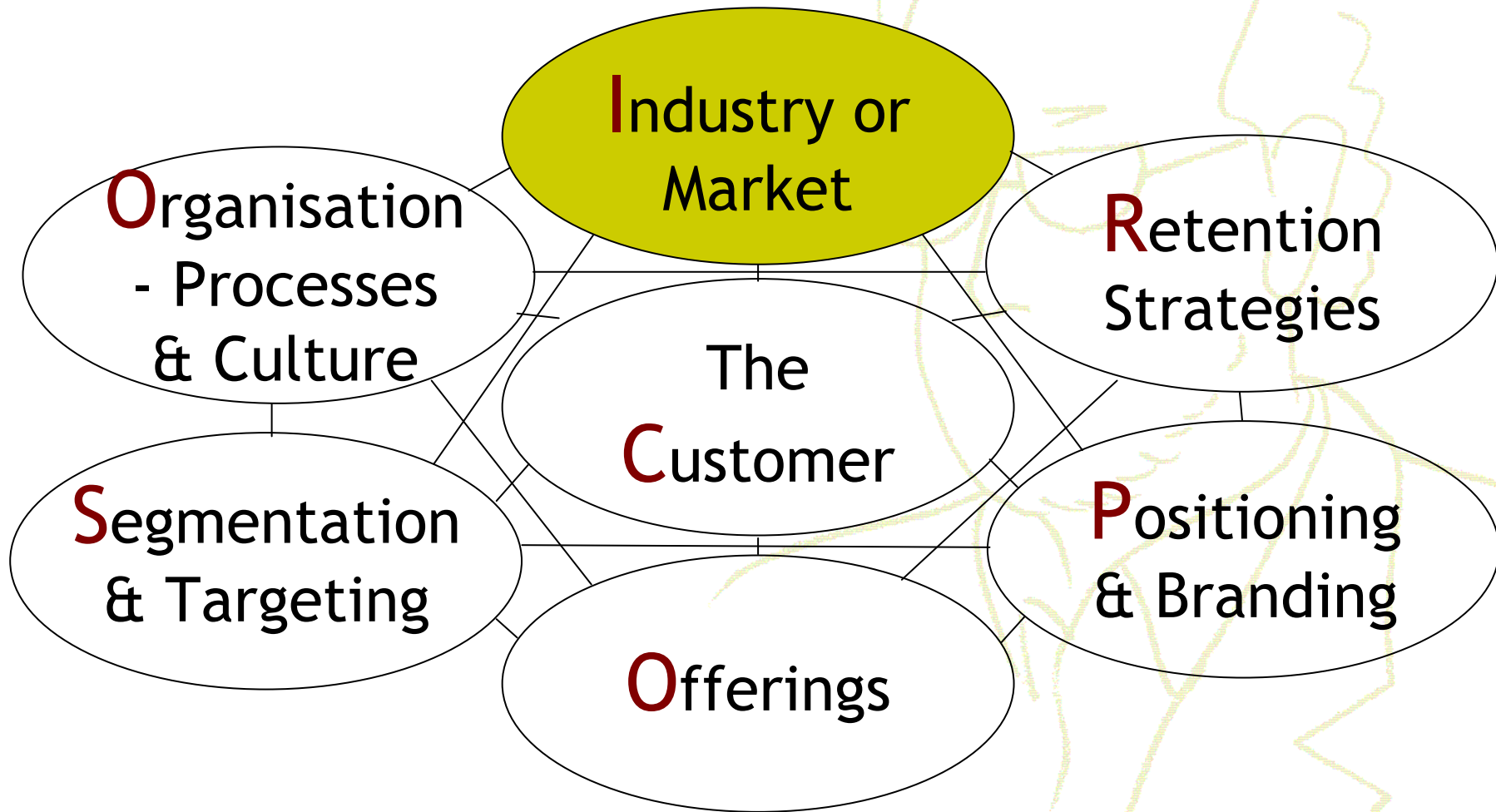
Scorpio market strategy



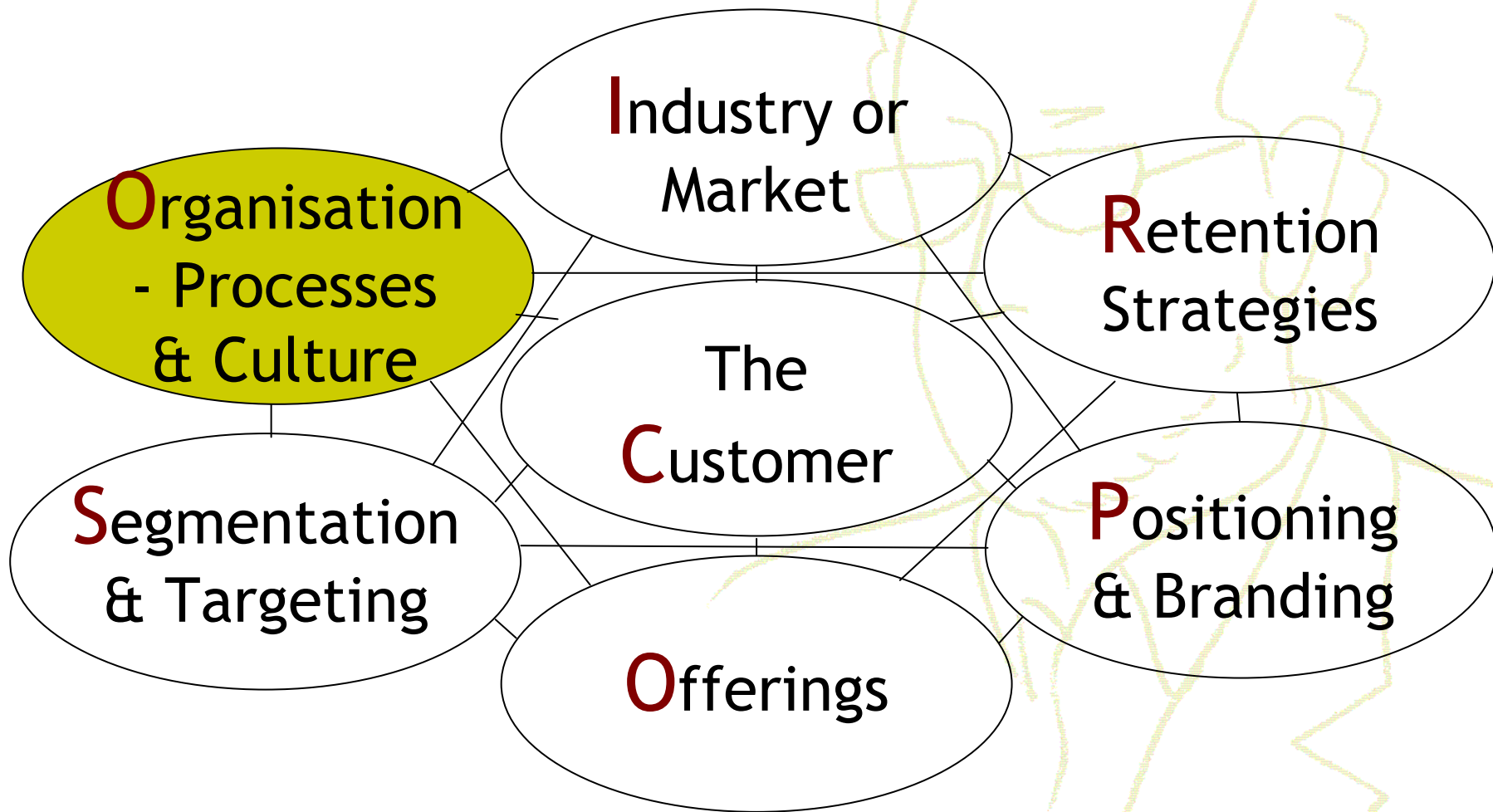
Clearly, the Customer is at the centre of everything



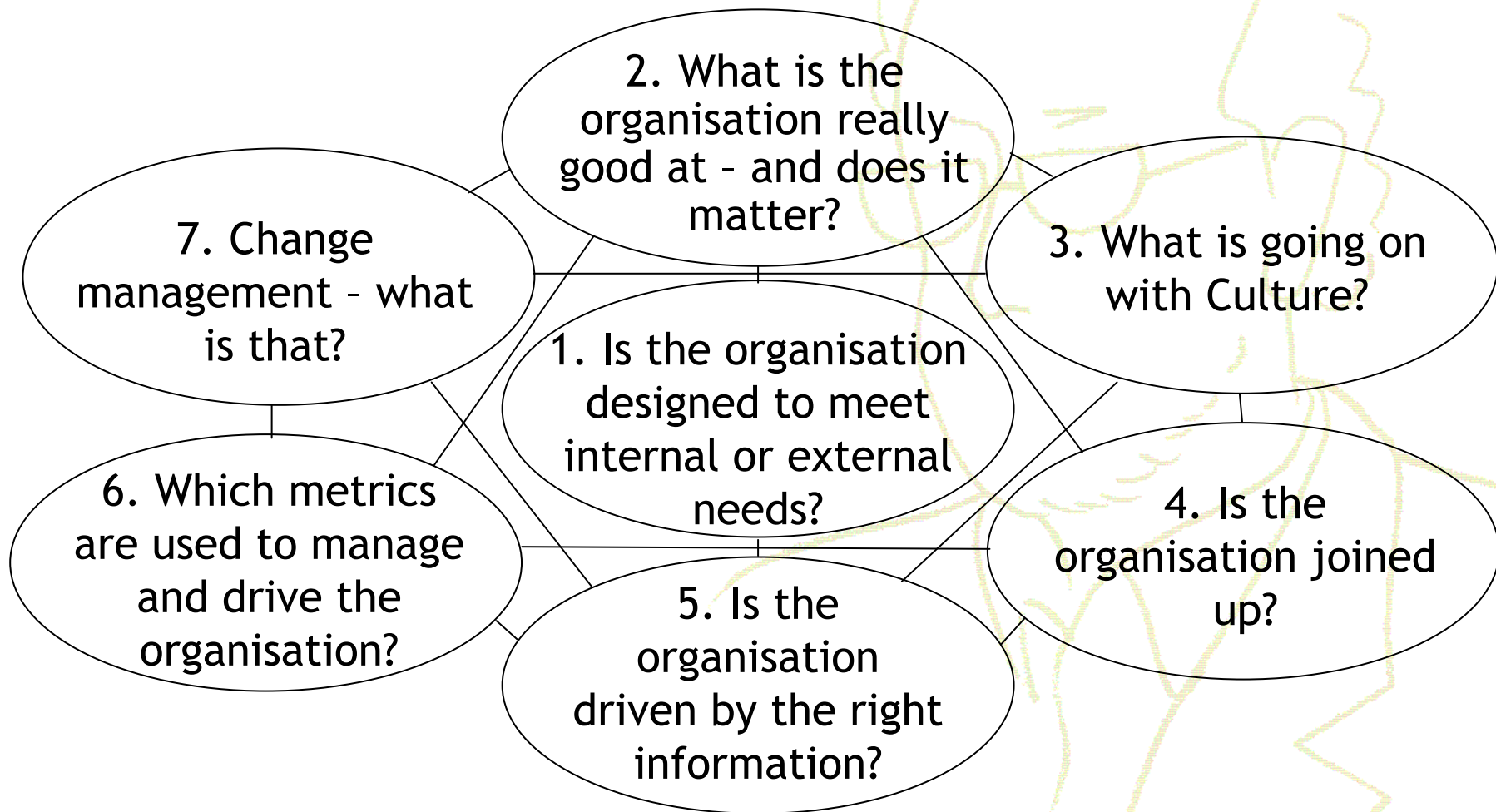
We have looked at ‘what business?’



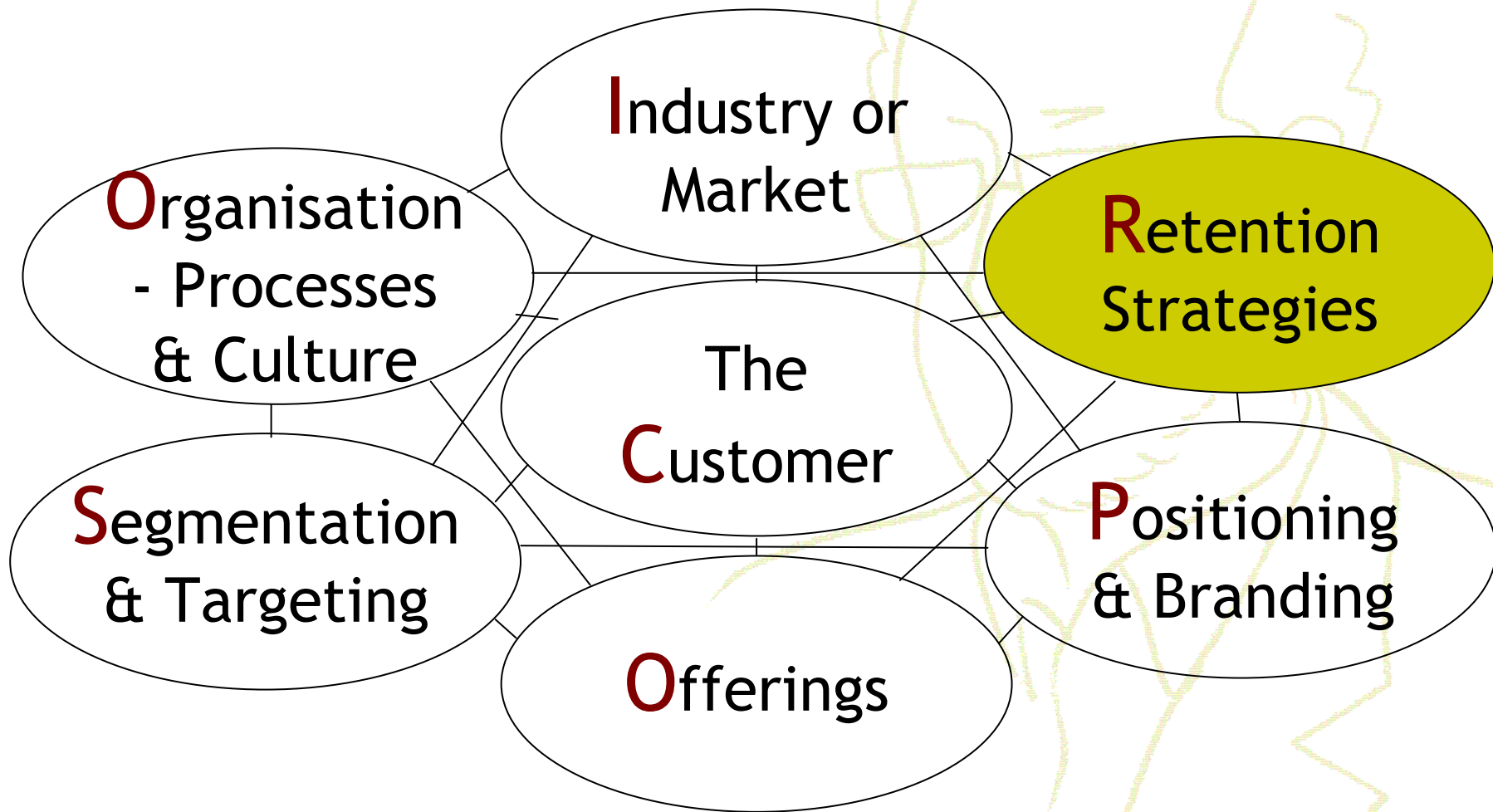
Scorpio market strategy



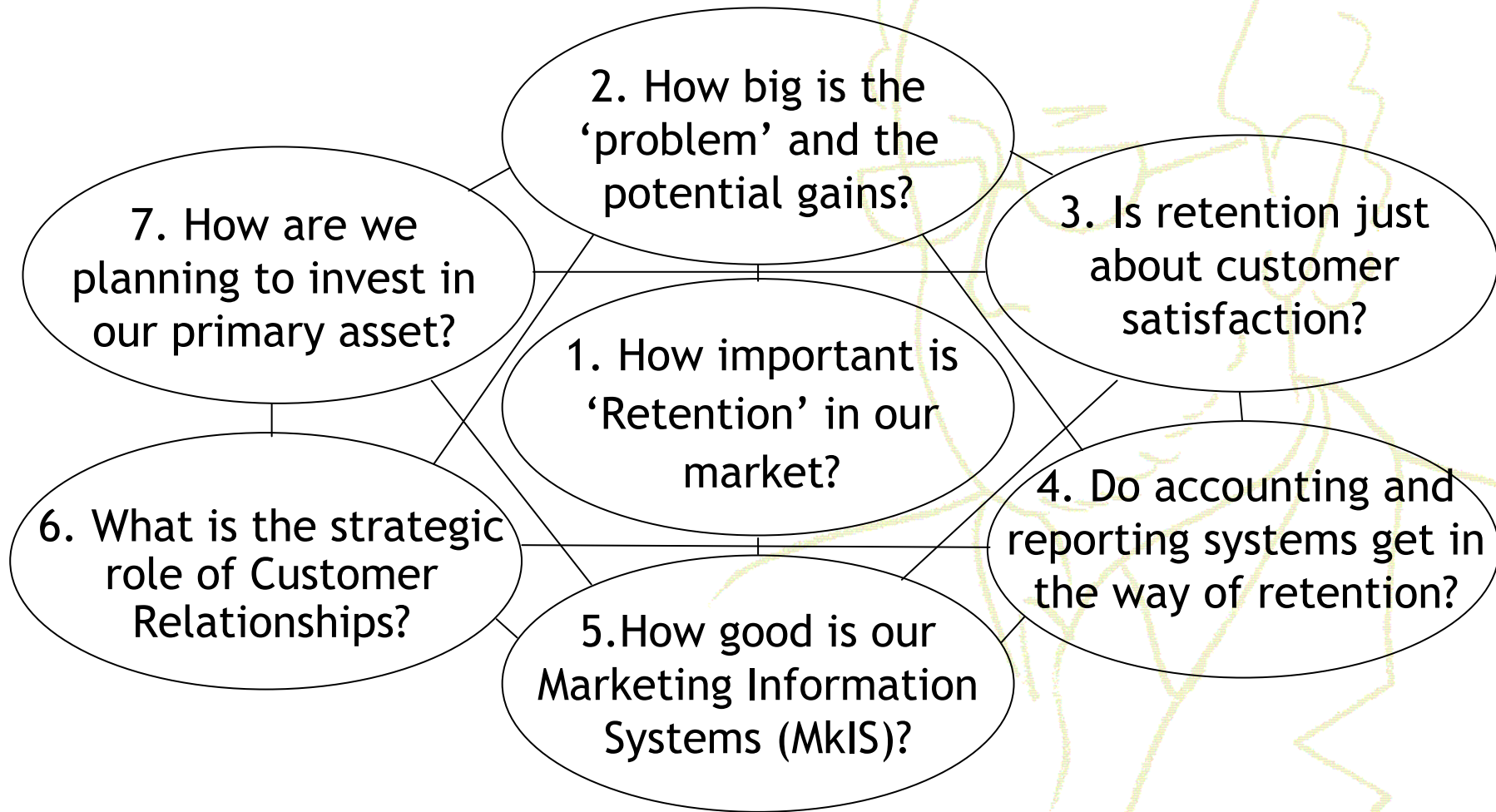
Scorpio-6 Organisation - Processes & Culture



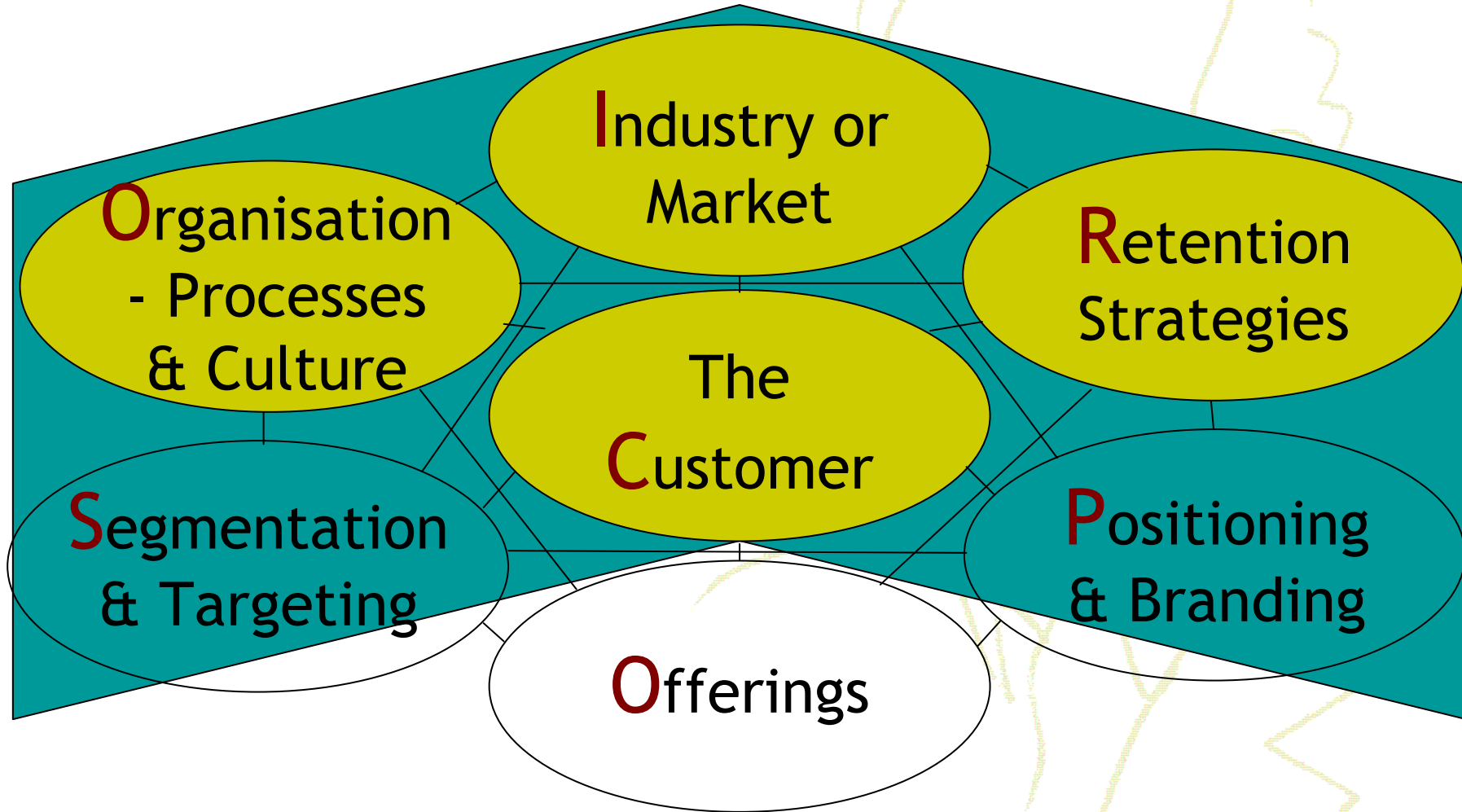
Scorpio market strategy



Scorpio - 5 Retention Strategies



To recap on the defence (Efficiency)





Generic strategy 3 - 'Offensive' Strategy

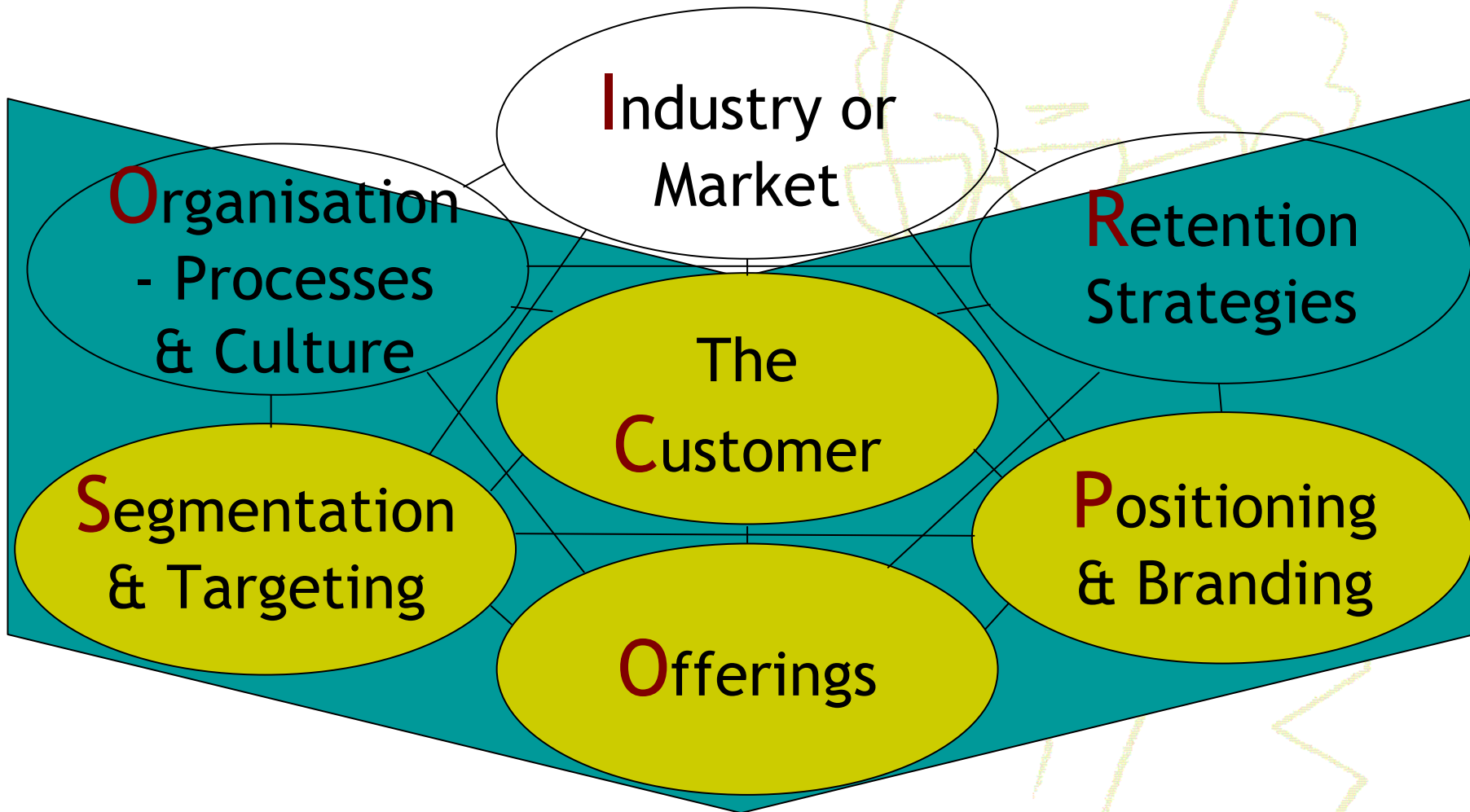
Generic Strategy 3 - the Offensive Strategy

“The transition from the defensive to the offensive is one of the most delicate operations in war.”

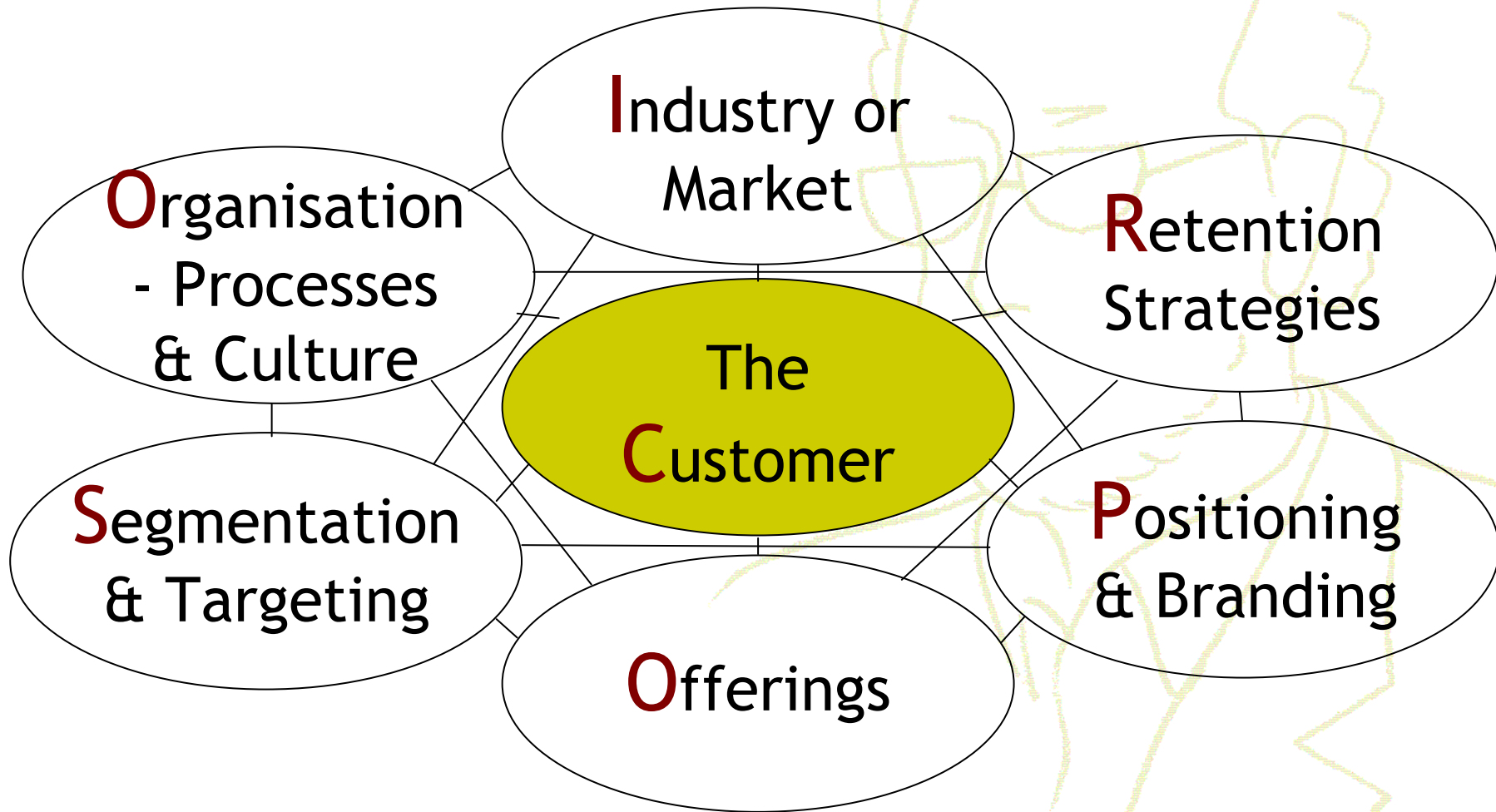
*Napoleon Bonaparte
Emperor of the French*



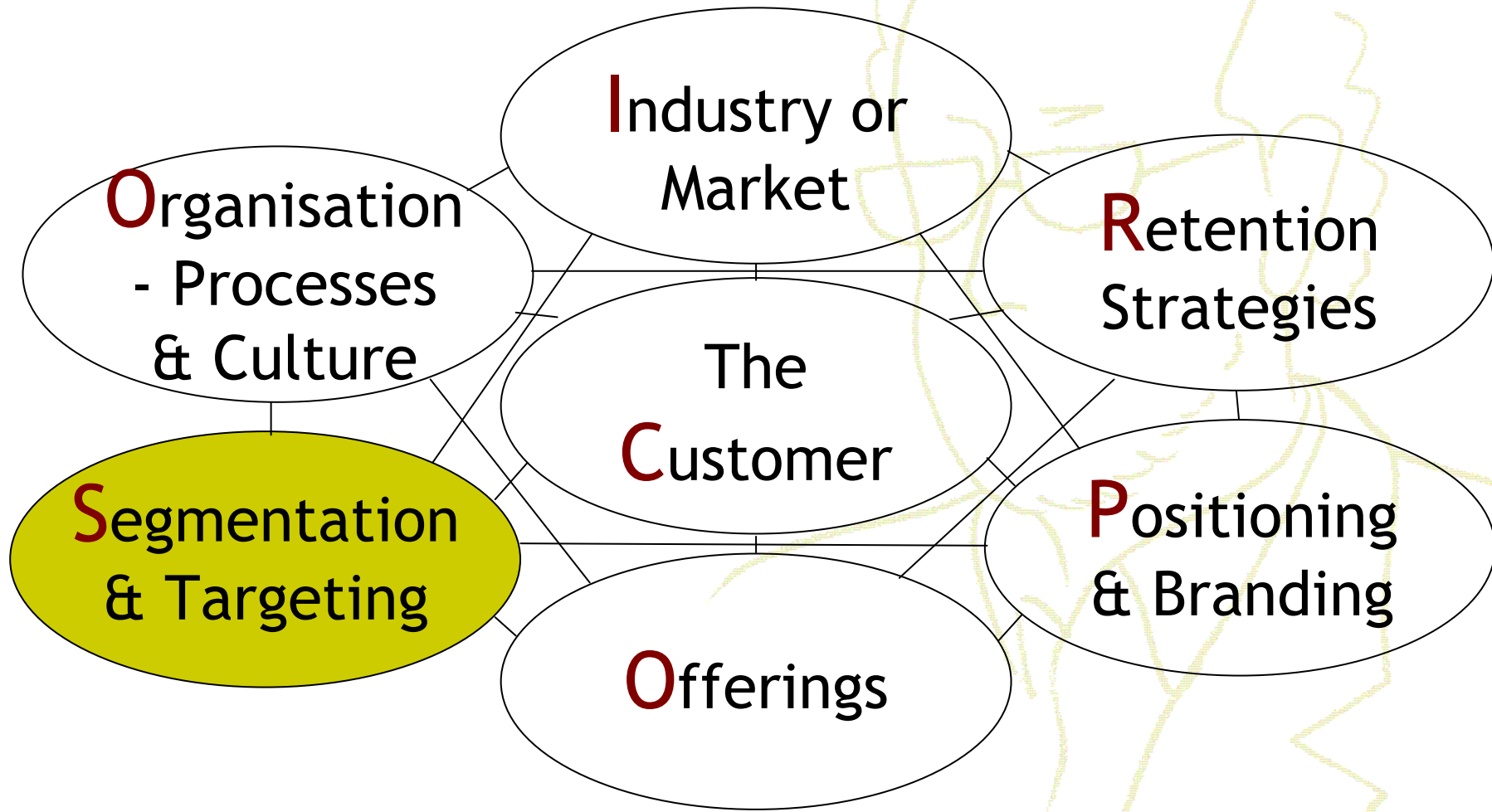
Scorpio market strategy



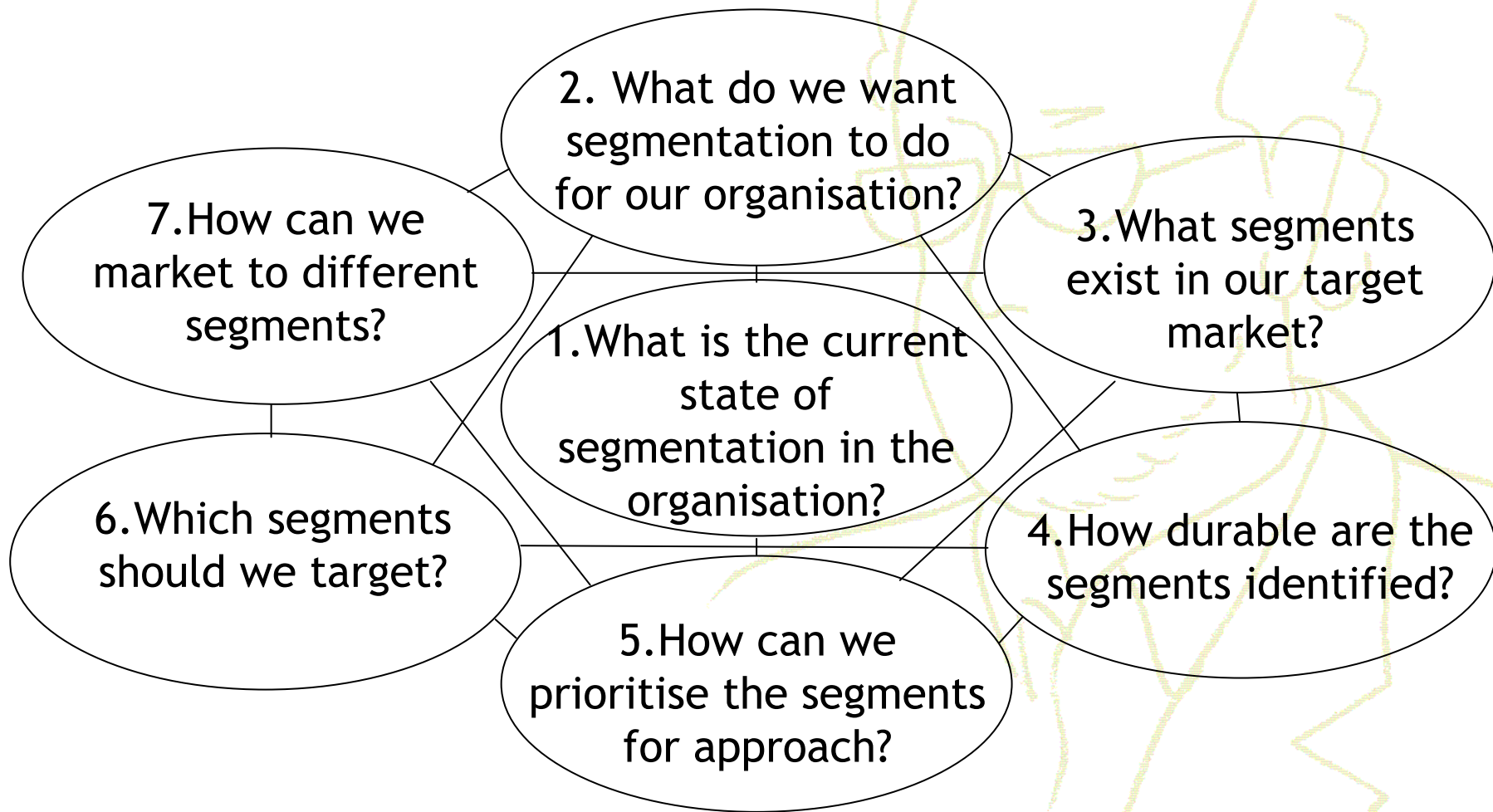
The Customer must be at the centre of the Offence too



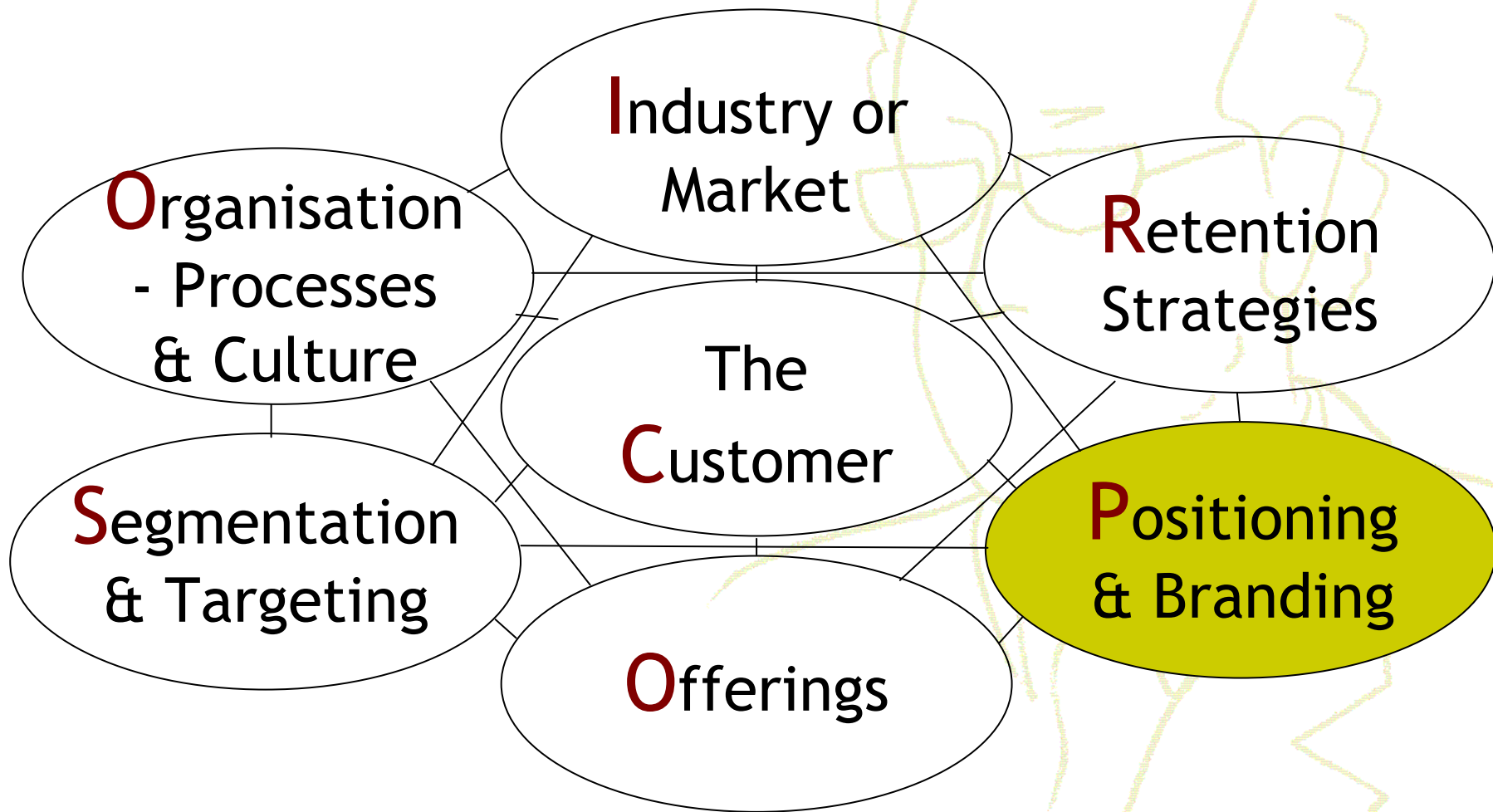
Scorpio market strategy



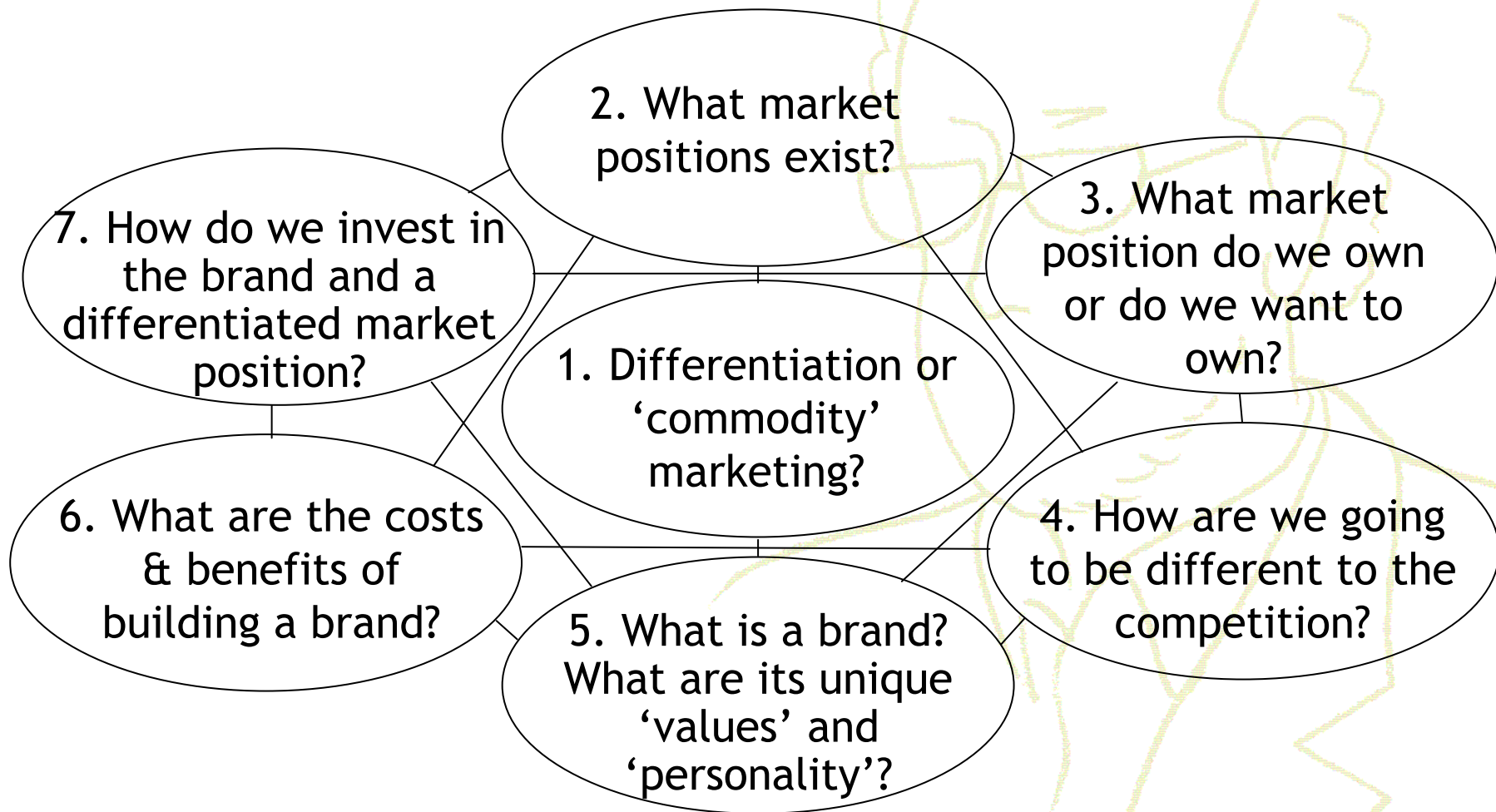
Scorpio - 3. Segmentation & Targeting



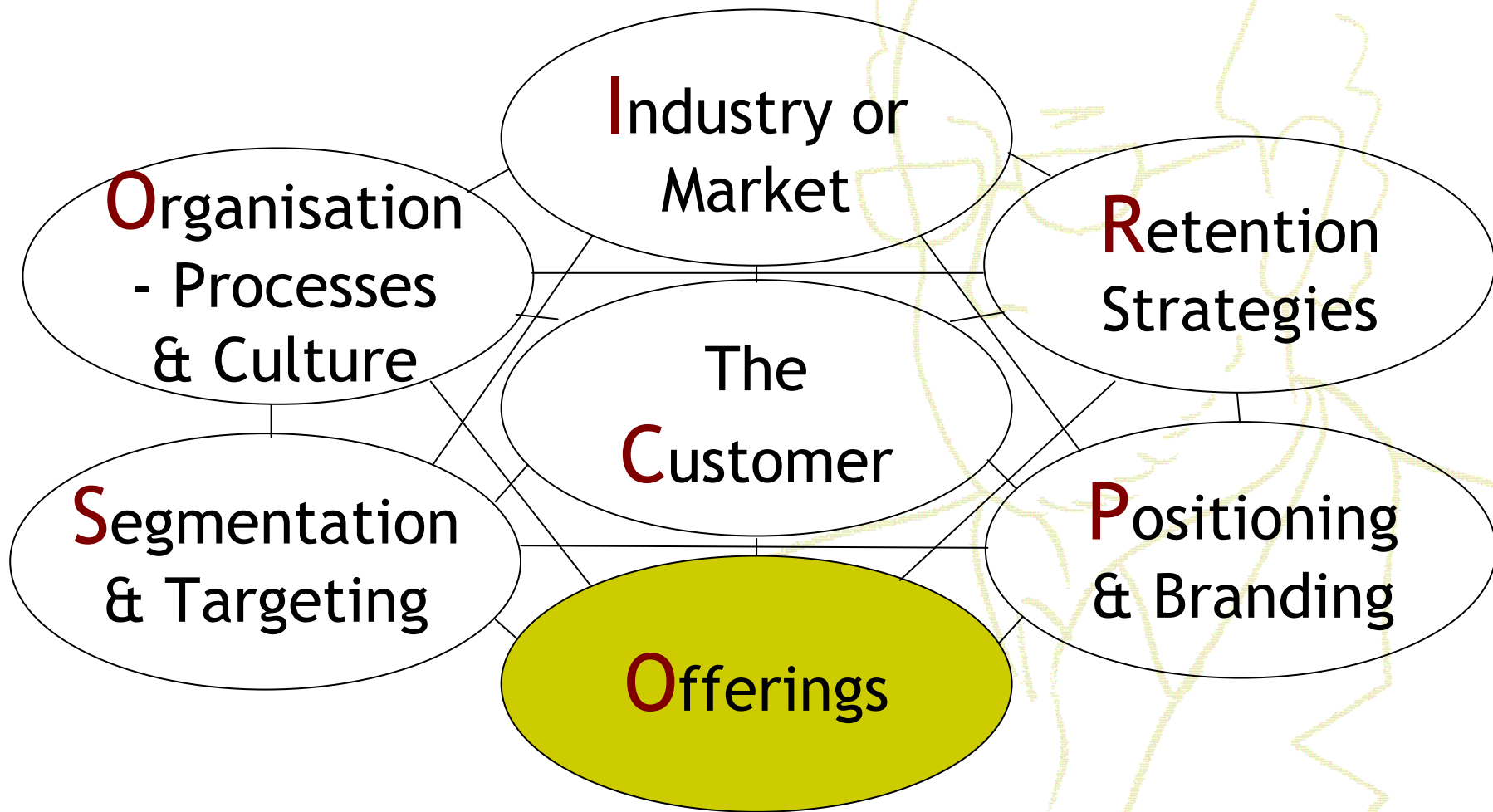
Scorpio market strategy



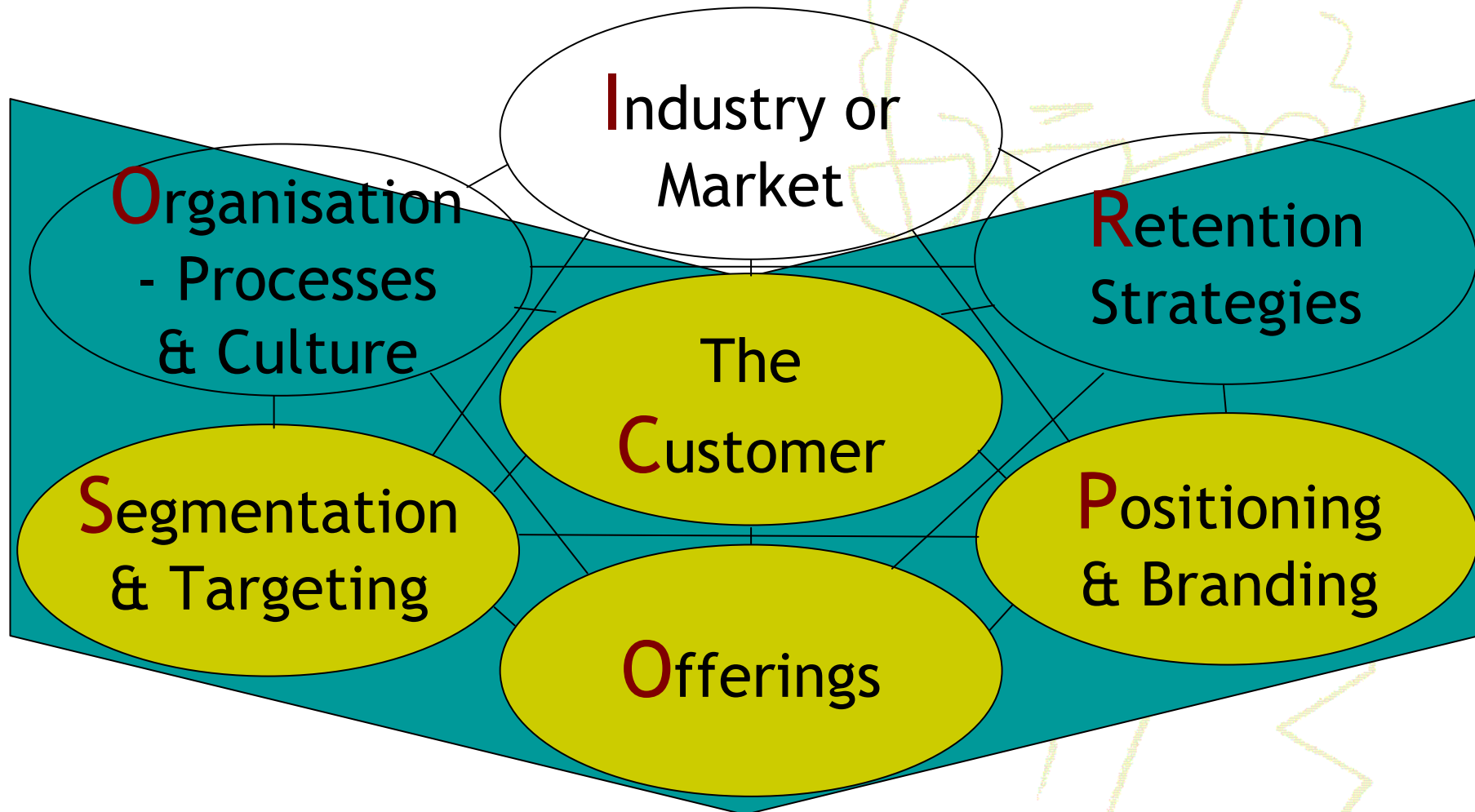
Scorpio - 4. Positioning & Branding



Scorpio market strategy



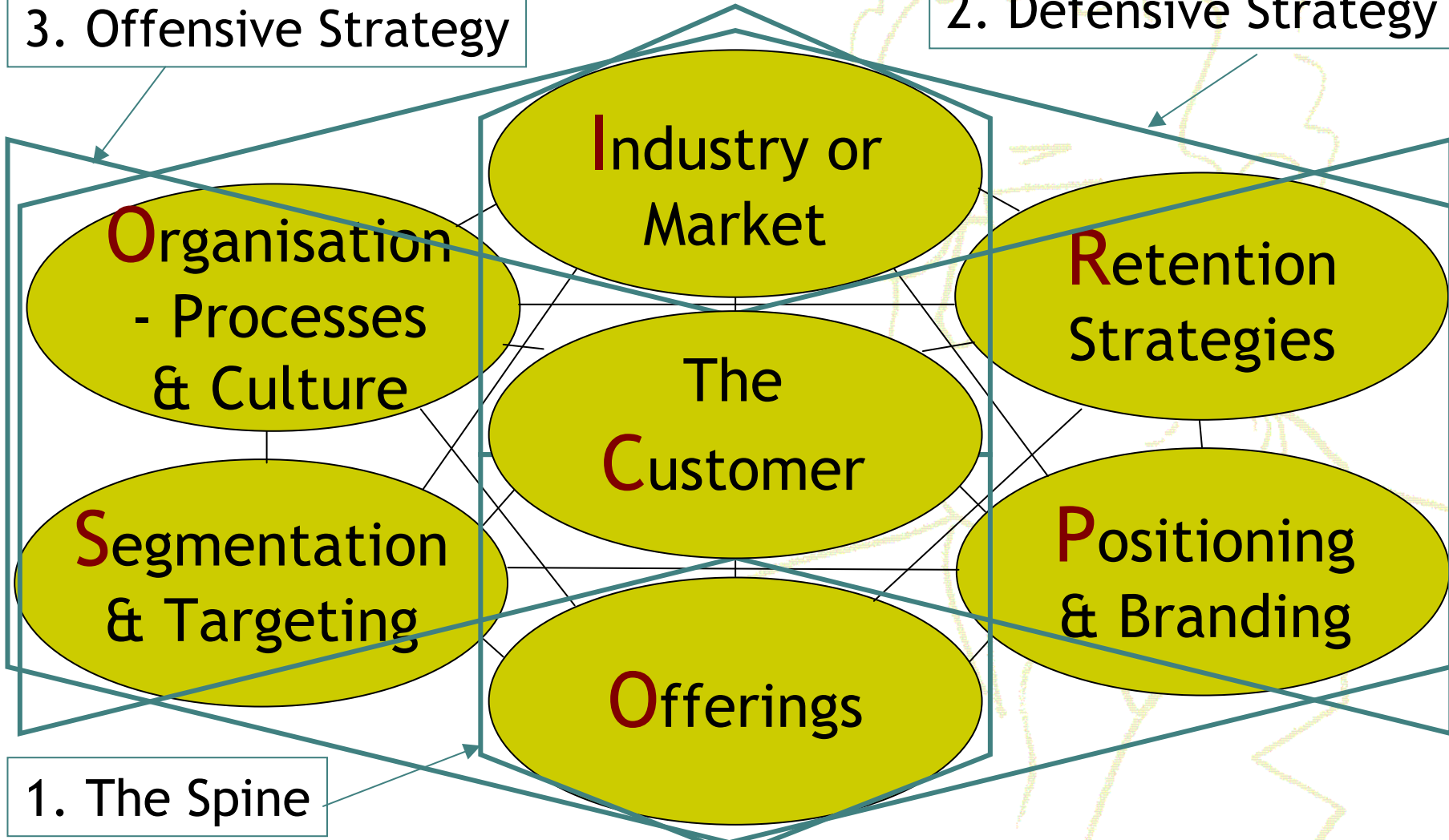
To recap on the Offence (Effectiveness)



Scorpio generic market strategies

3. Offensive Strategy

2. Defensive Strategy





In the meantime

Joseph Stalin

"Ideas are far more powerful than guns."

We don't let our people have guns,

Why should we let them have ideas?"



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42