

# Marketing Strategy - for the nimble company

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# Agenda

1	What is Marketing Strategy?
2	The Strategy 'Spine'
3	Defensive Marketing Strategy
4	Offensive Marketing Strategy
5	Any Questions?



# First, The Fifield Preface

## Fifield's Preface to Marketing

1. Why bother with Marketing?
  - To be able to charge the highest possible price for your product or service
2. How do you do that?
  - Seek out and add Customer Value, By:
    1. Being easy to choose (Differentiation)
    2. Treat customers as individuals (Segmentation)
    3. Giving them a reason to come to you (Branding)

**The better you do these, the higher your prices will go**

# Peter Drucker

*“Only marketing and innovation produce profits for an organisation, and all other areas should be regarded as costs”*

*Peter Drucker, (1909-2005), an American author of numerous economics and -related literature and professor of management.*





# What is Marketing Strategy?

# Strategy and Marketing



# Strategy and Marketing

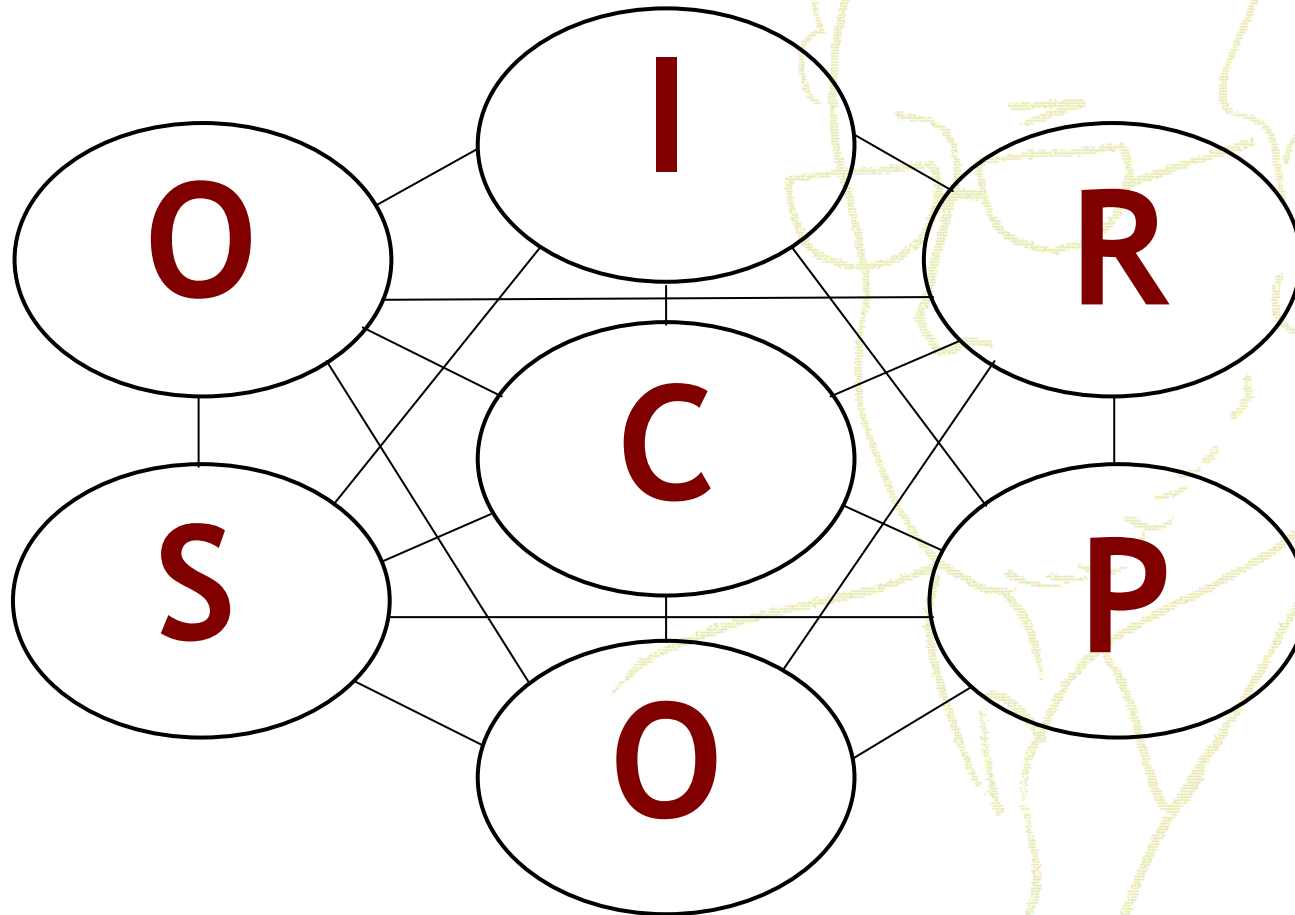


# Strategy and Marketing

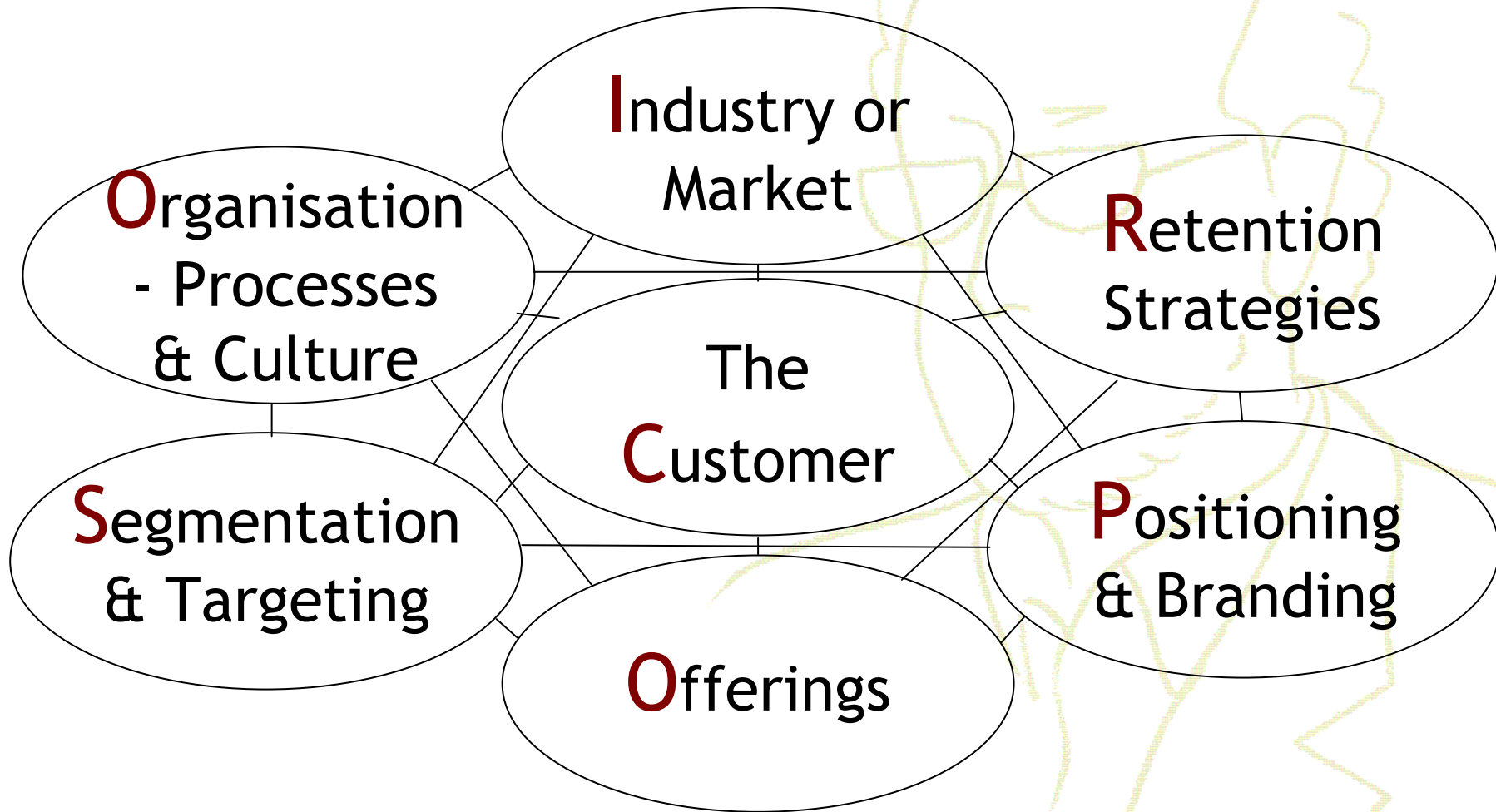


# SCORPIO

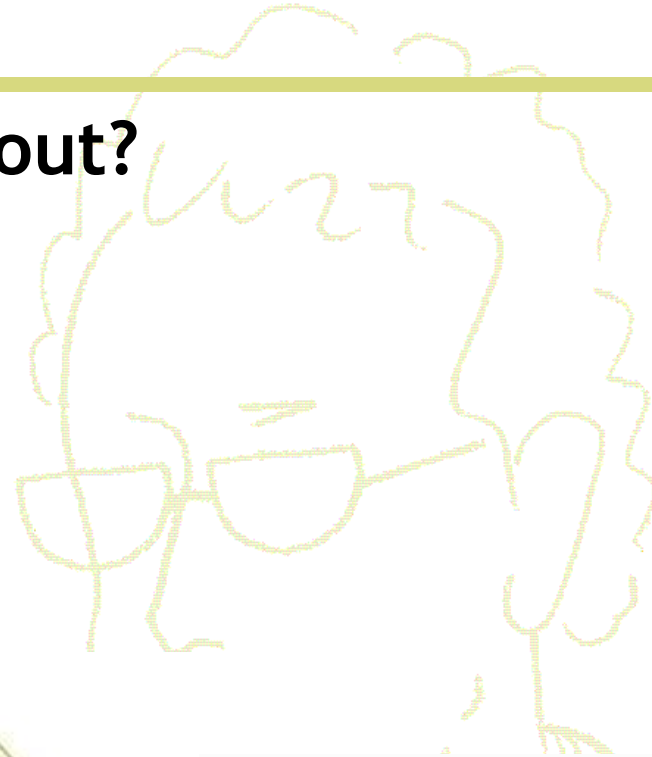
The SCORPIO model drives market strategy



# Scorpio market strategy



# So, what is marketing all about?





# The Strategy 'Spine'

## Generic strategy 1 - the 'Spine'

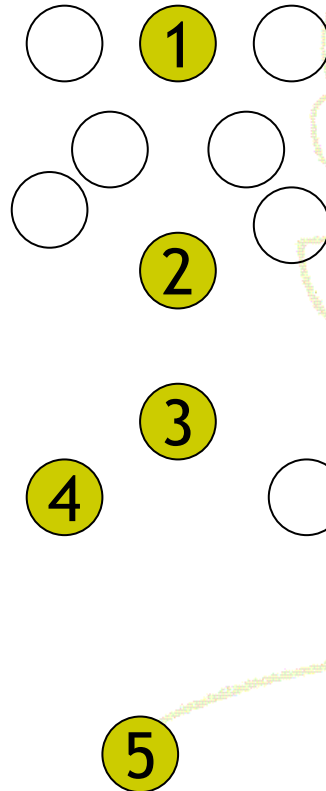
***“God is on the side with the best artillery”***

***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".



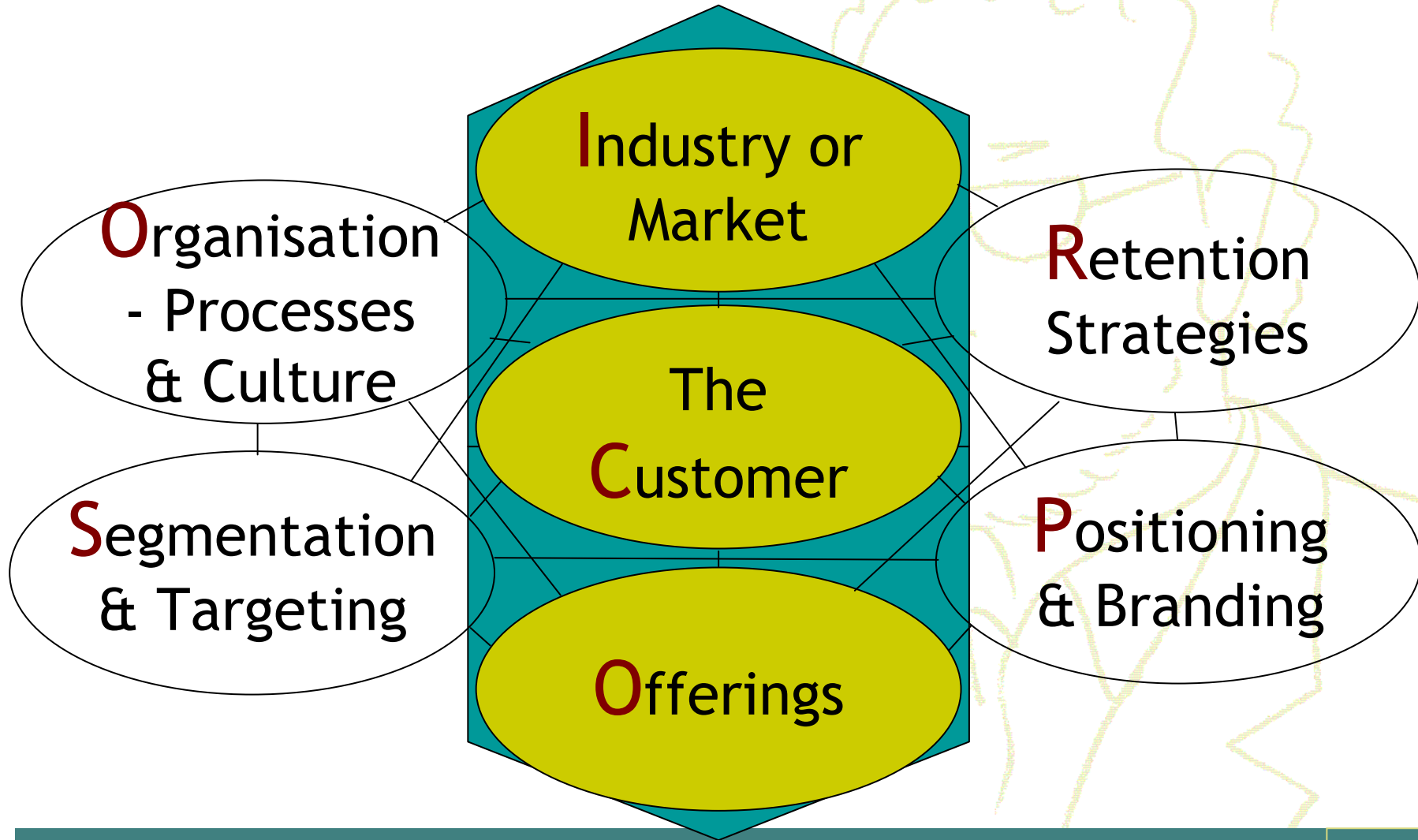
It is generally (if not universally) accepted that teams who change the "spine":

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

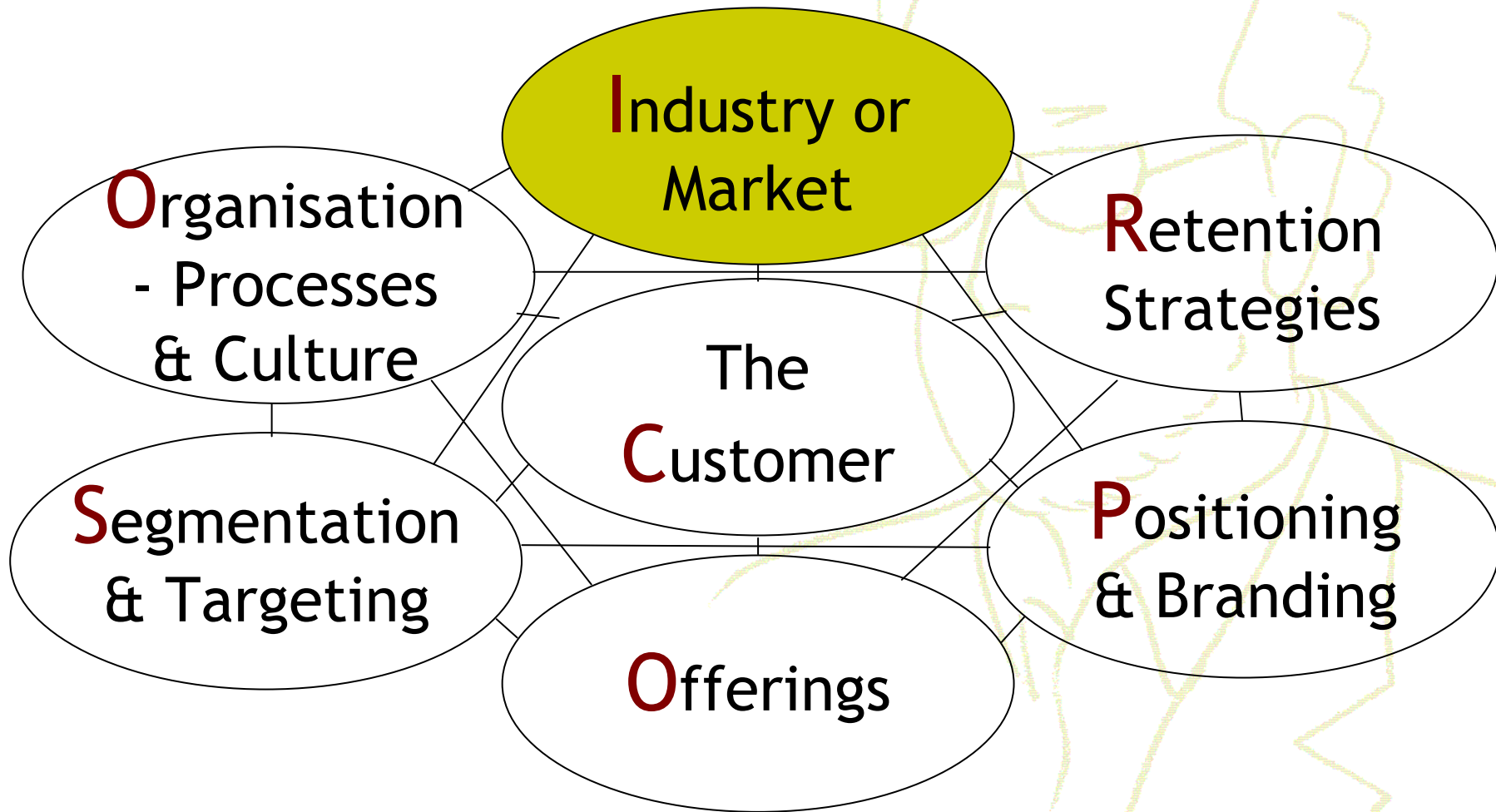
the *least*, tend to play more consistently - and with better results

**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



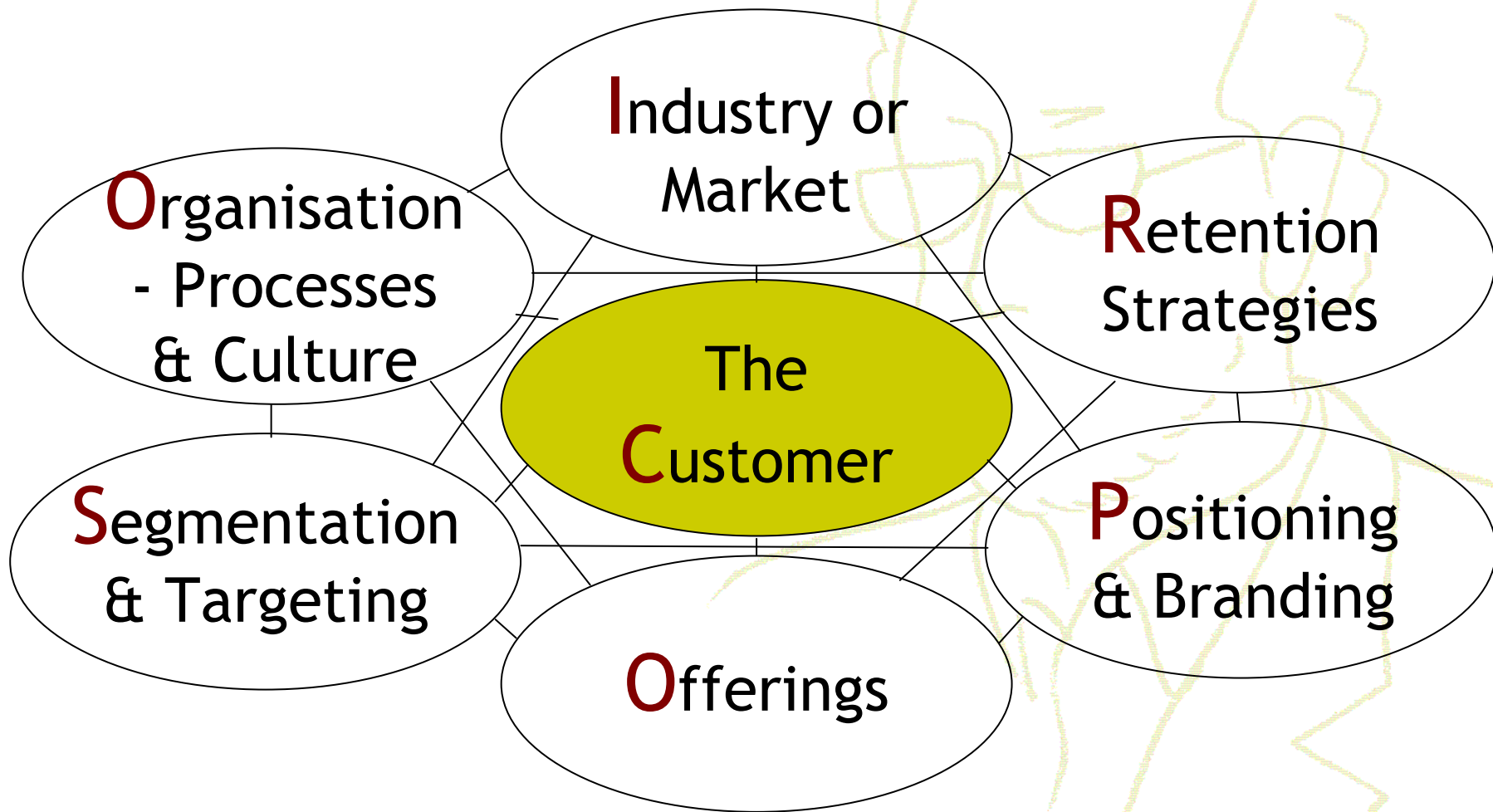
# Scorpio market strategy



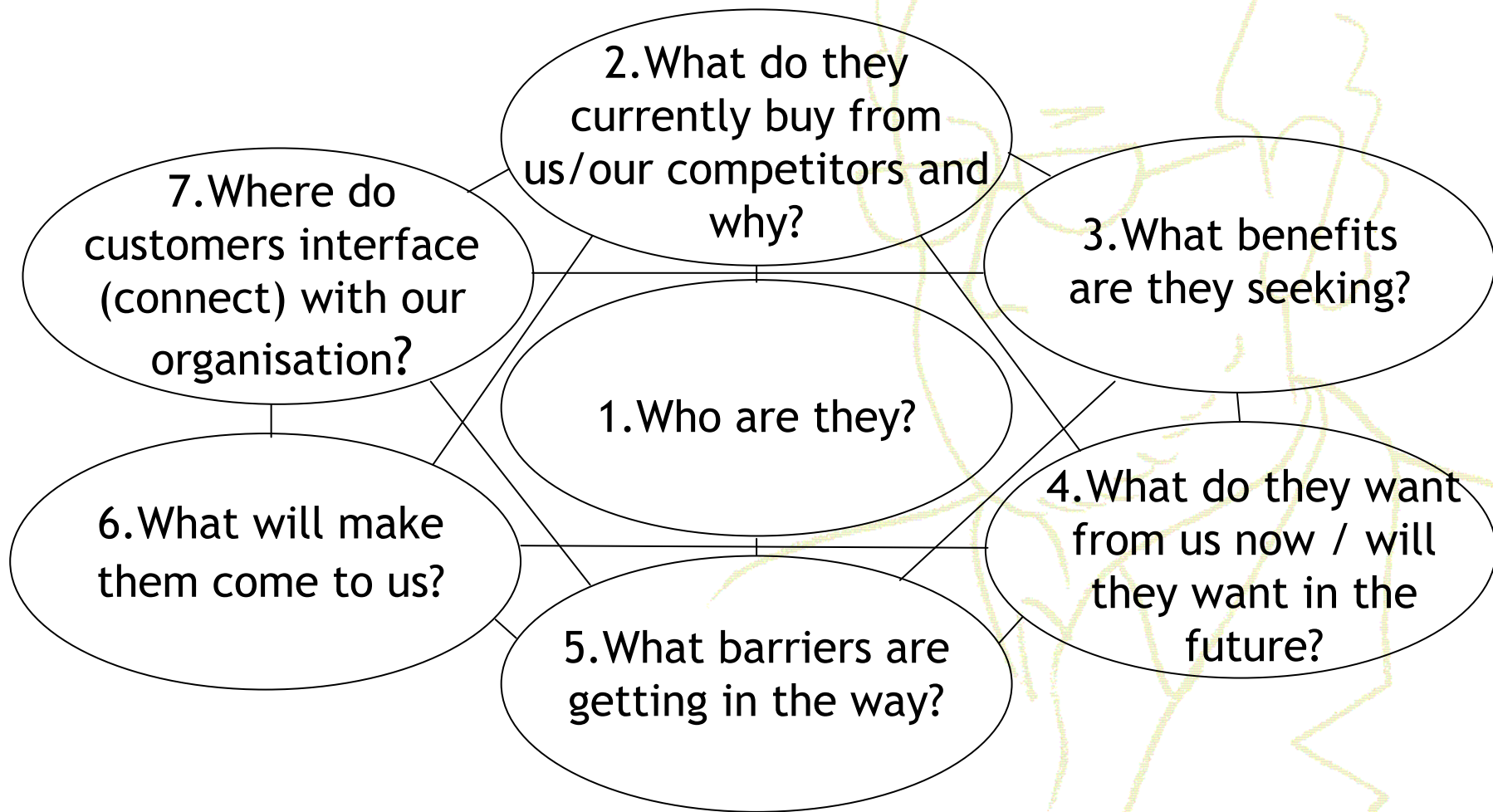
# Scorpio - 1. Industry or Market?



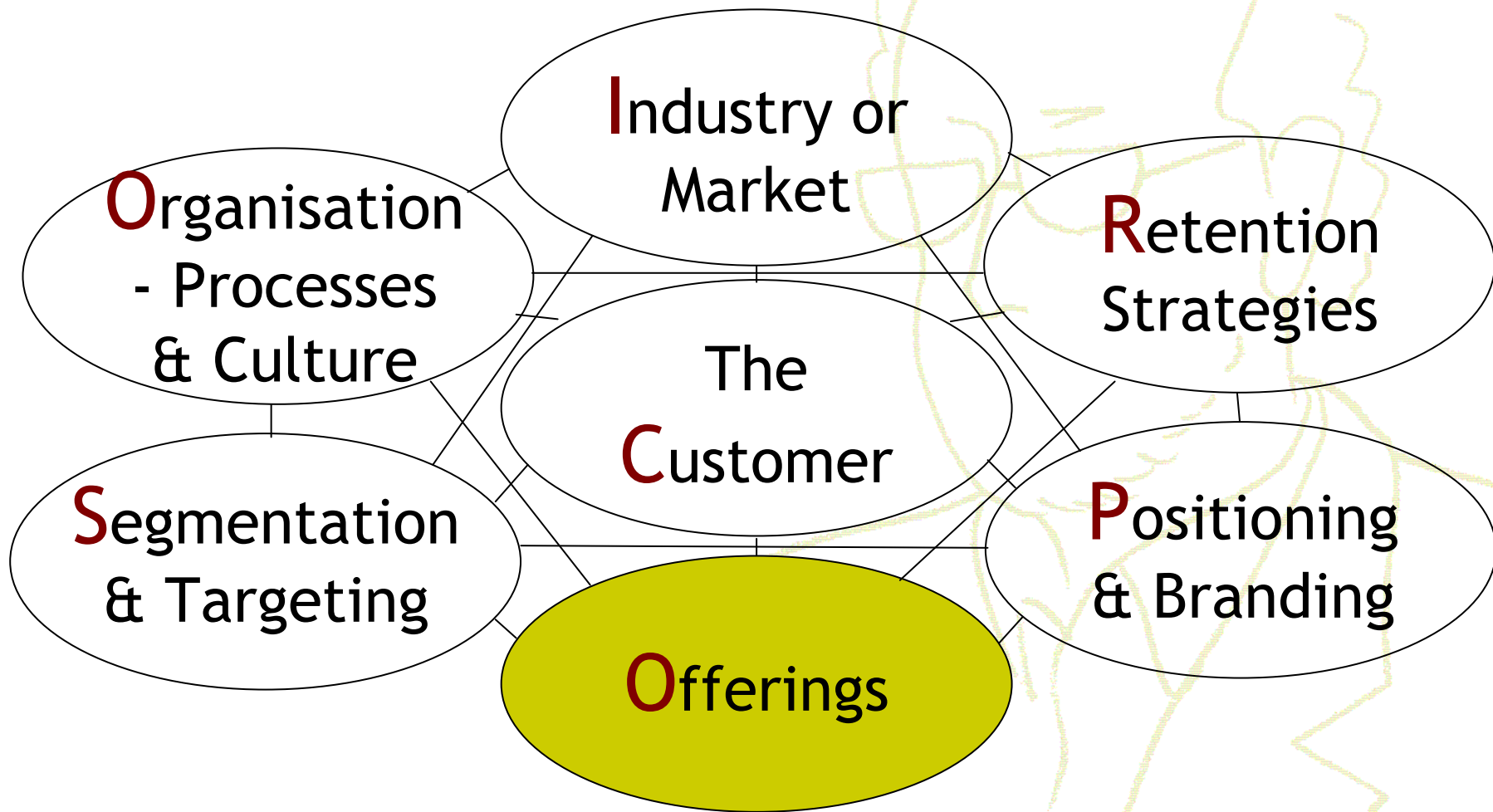
# Scorpio market strategy



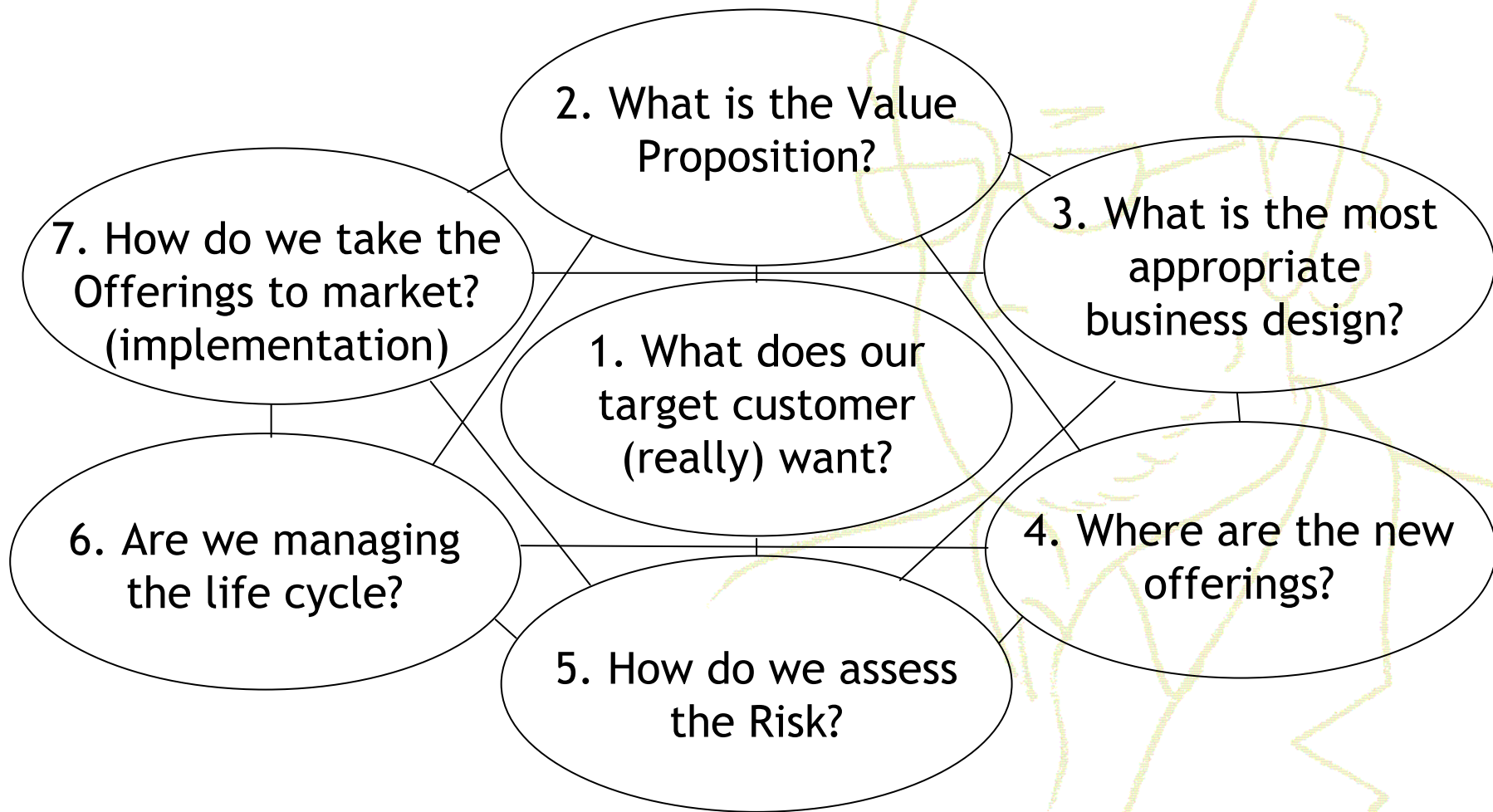
# Scorpio - 2. The Customer



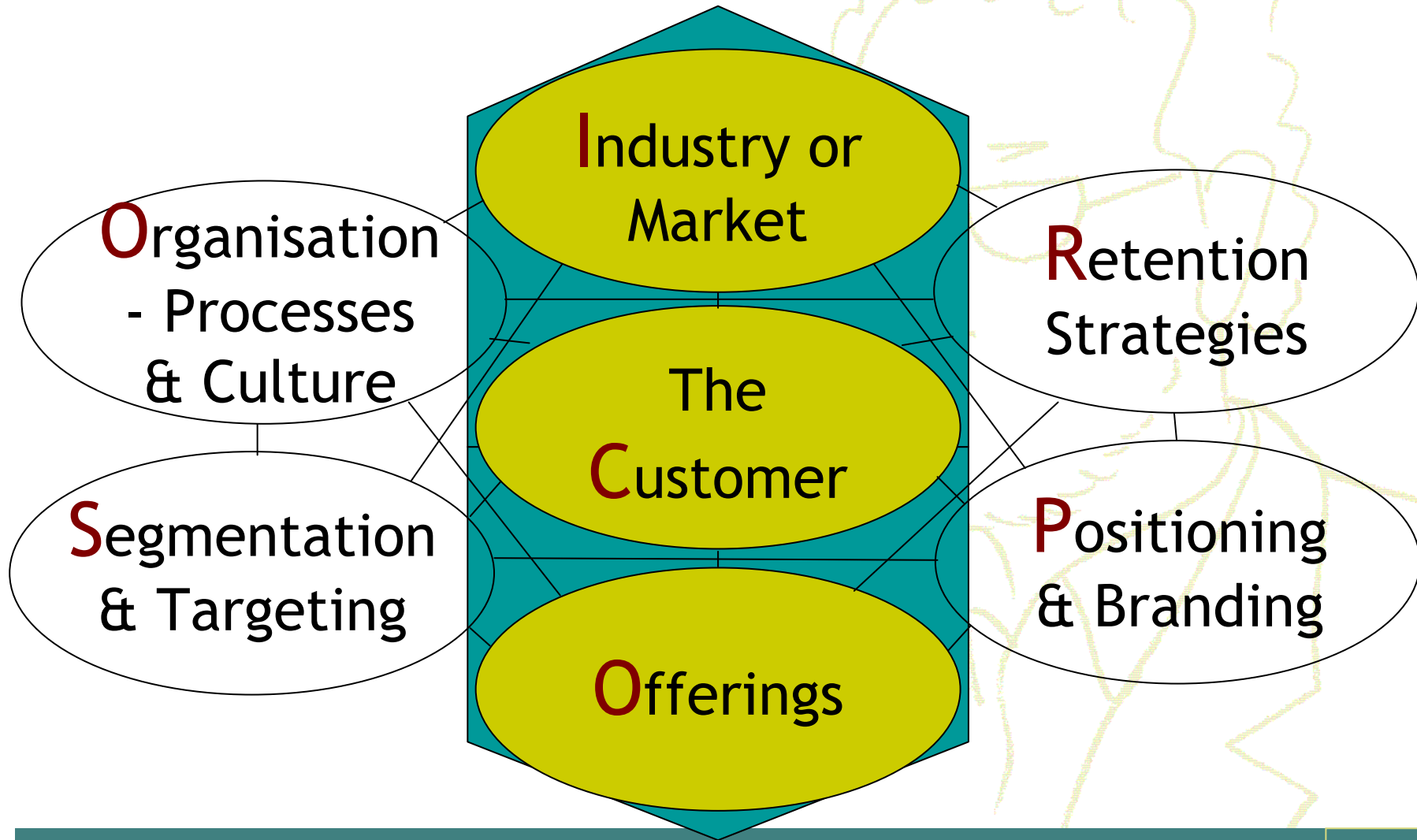
# Scorpio market strategy



# Scorpio - 7. Offerings



# To recap on the Strategic 'spine'





# Defensive Marketing Strategy

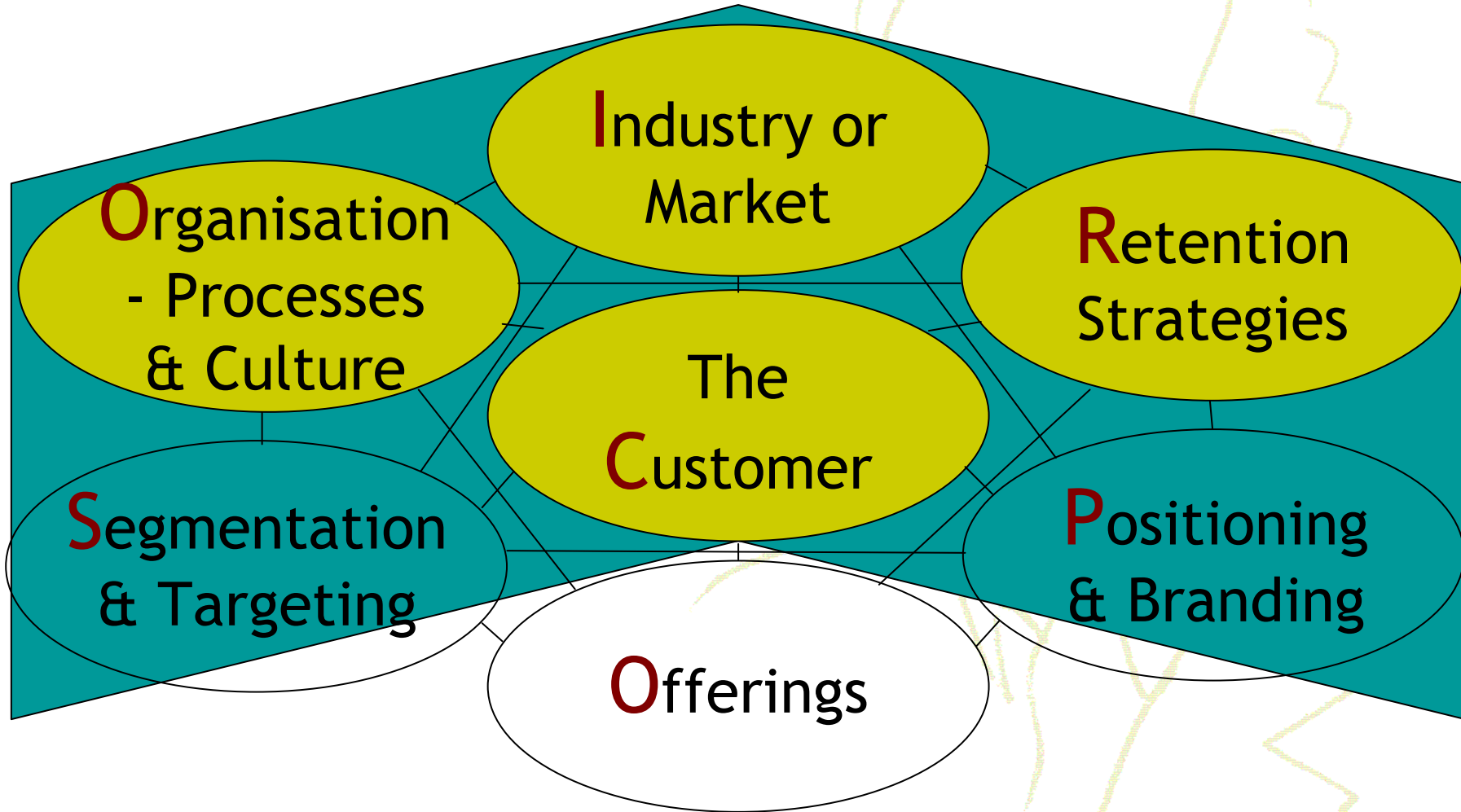
## Generic Strategy 2 - ‘Defensive Strategy’

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

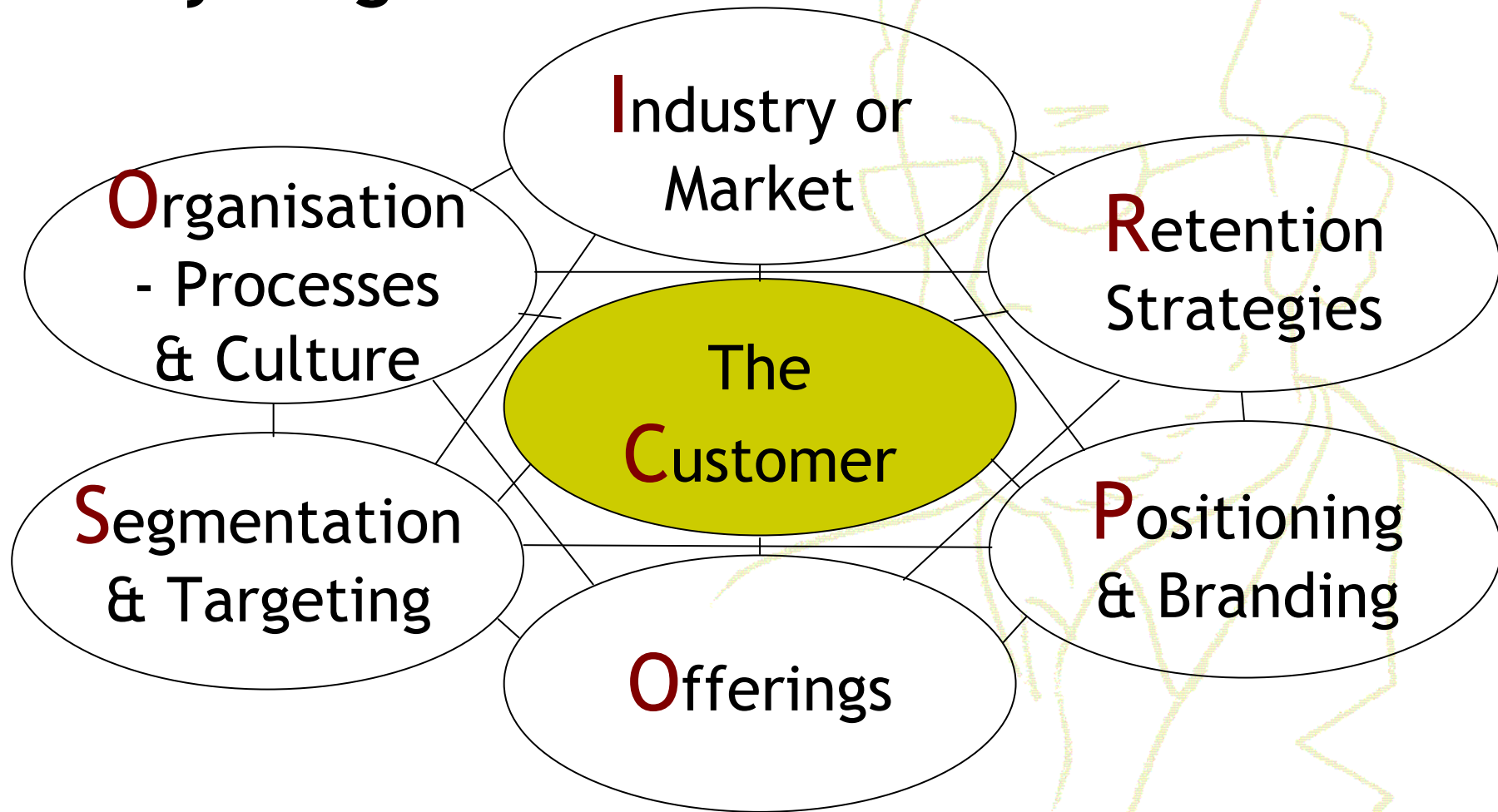


*Napoleon Bonaparte  
Emperor of the French*

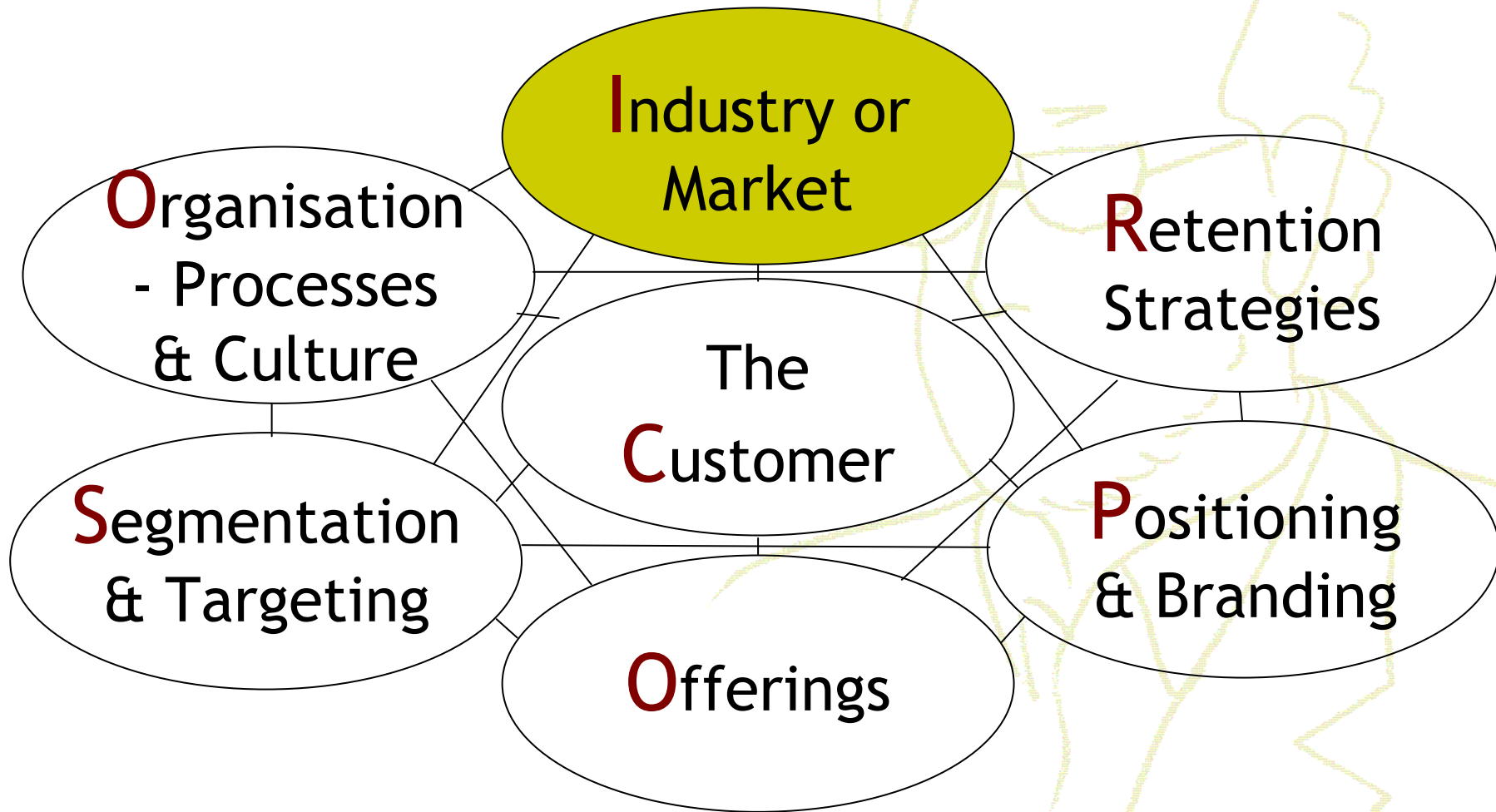
# Scorpio market strategy



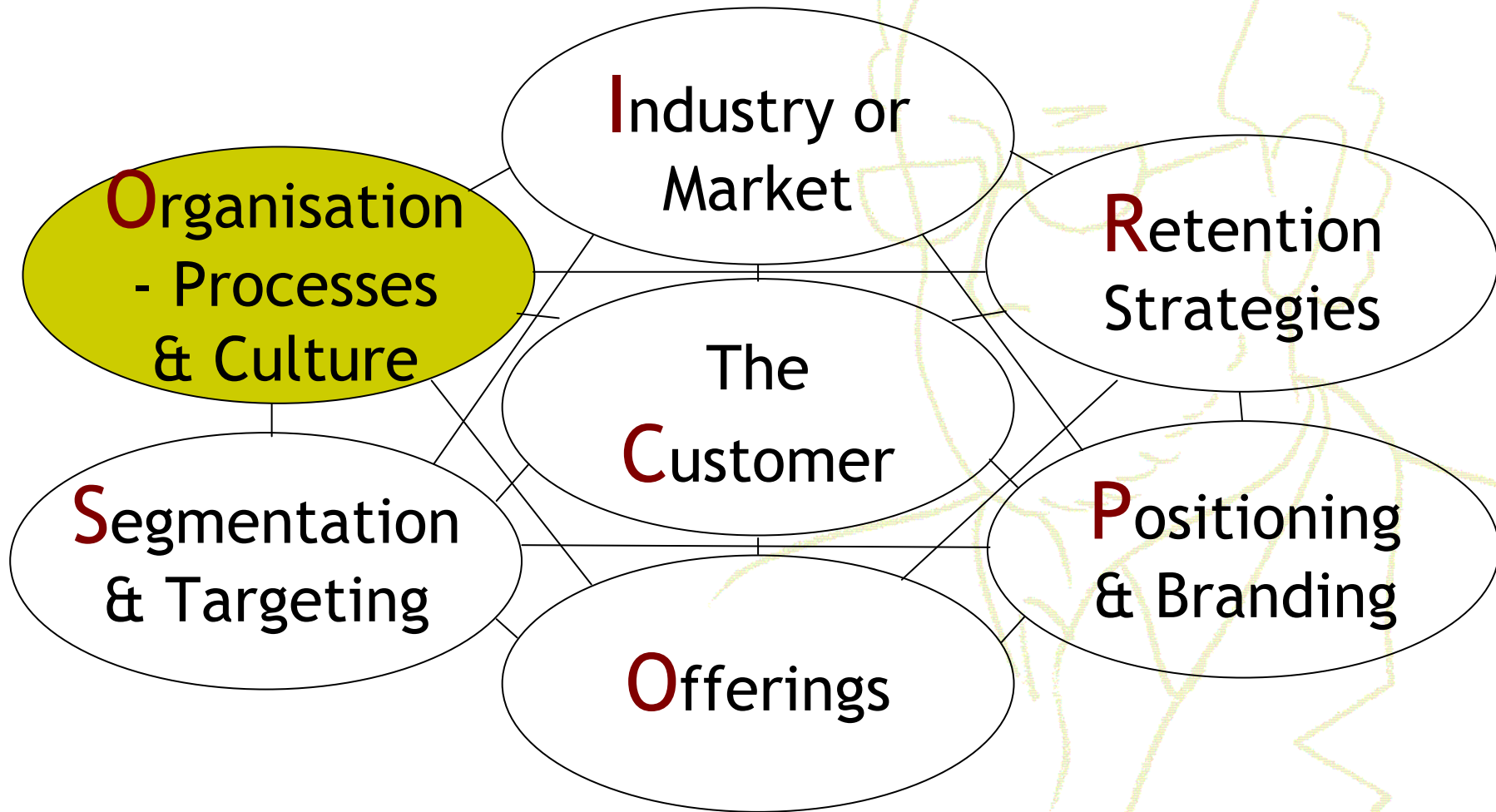
# Clearly, the Customer is at the centre of everything



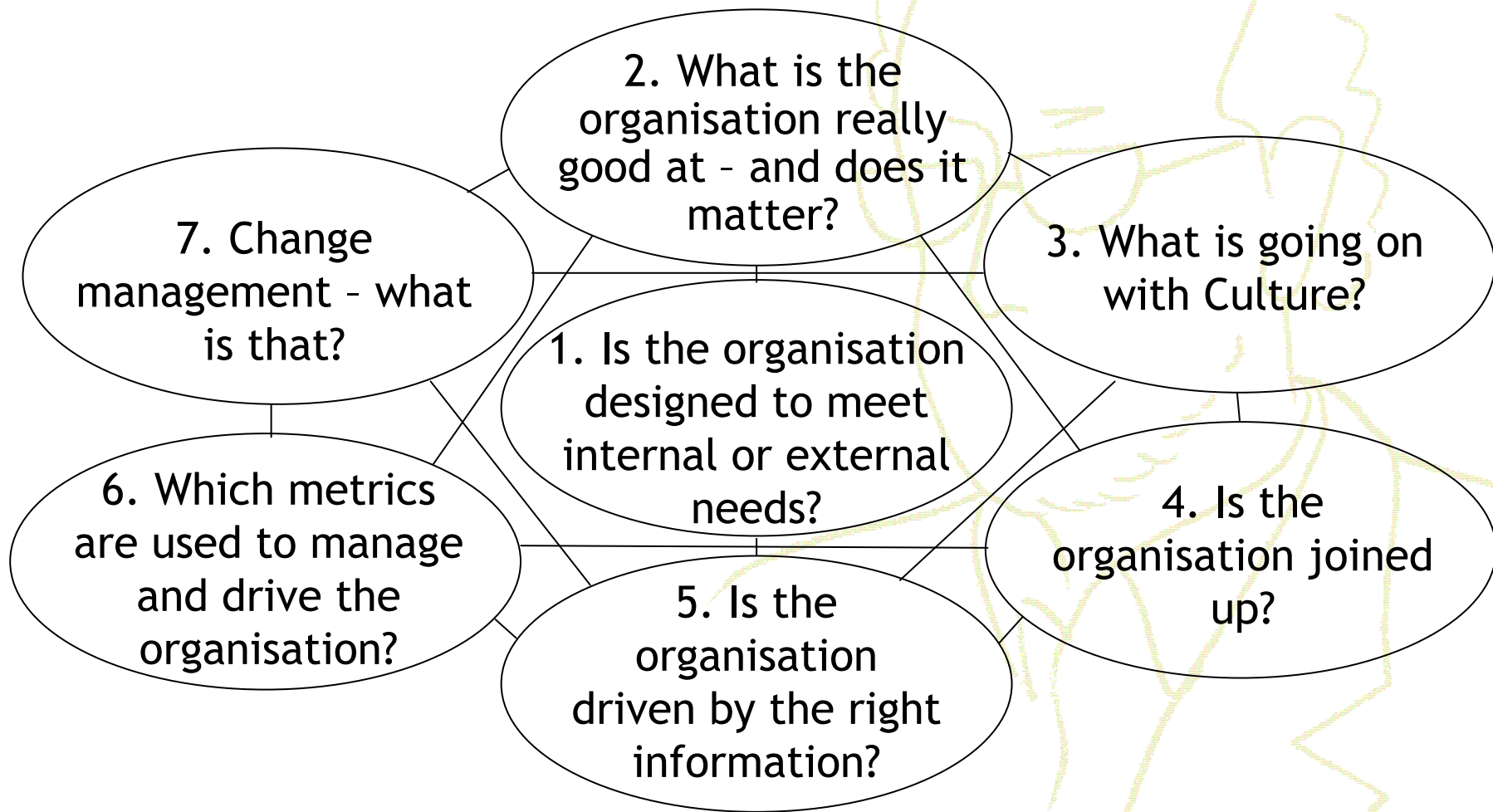
# We have looked at ‘what business?’



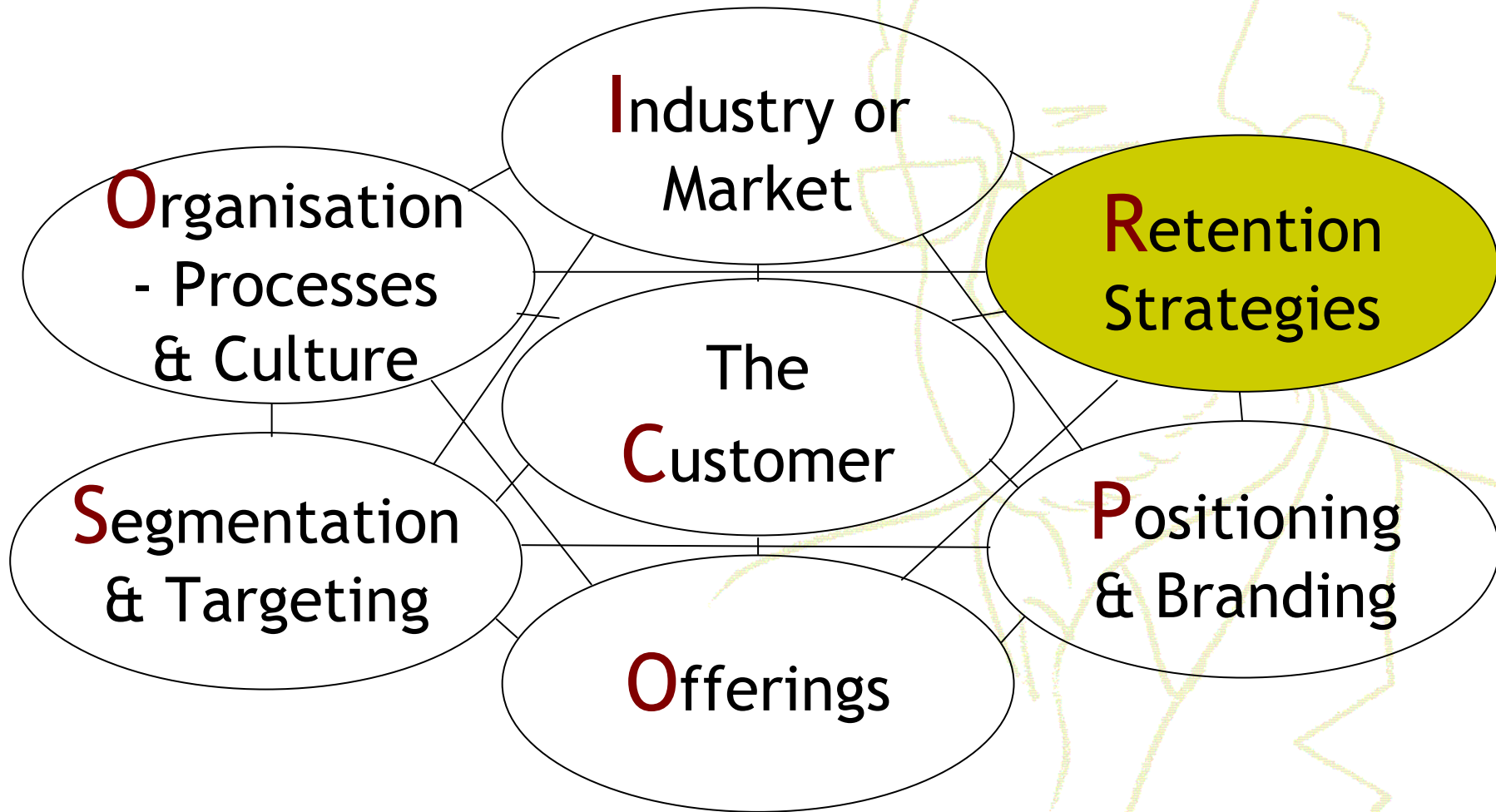
# Scorpio market strategy



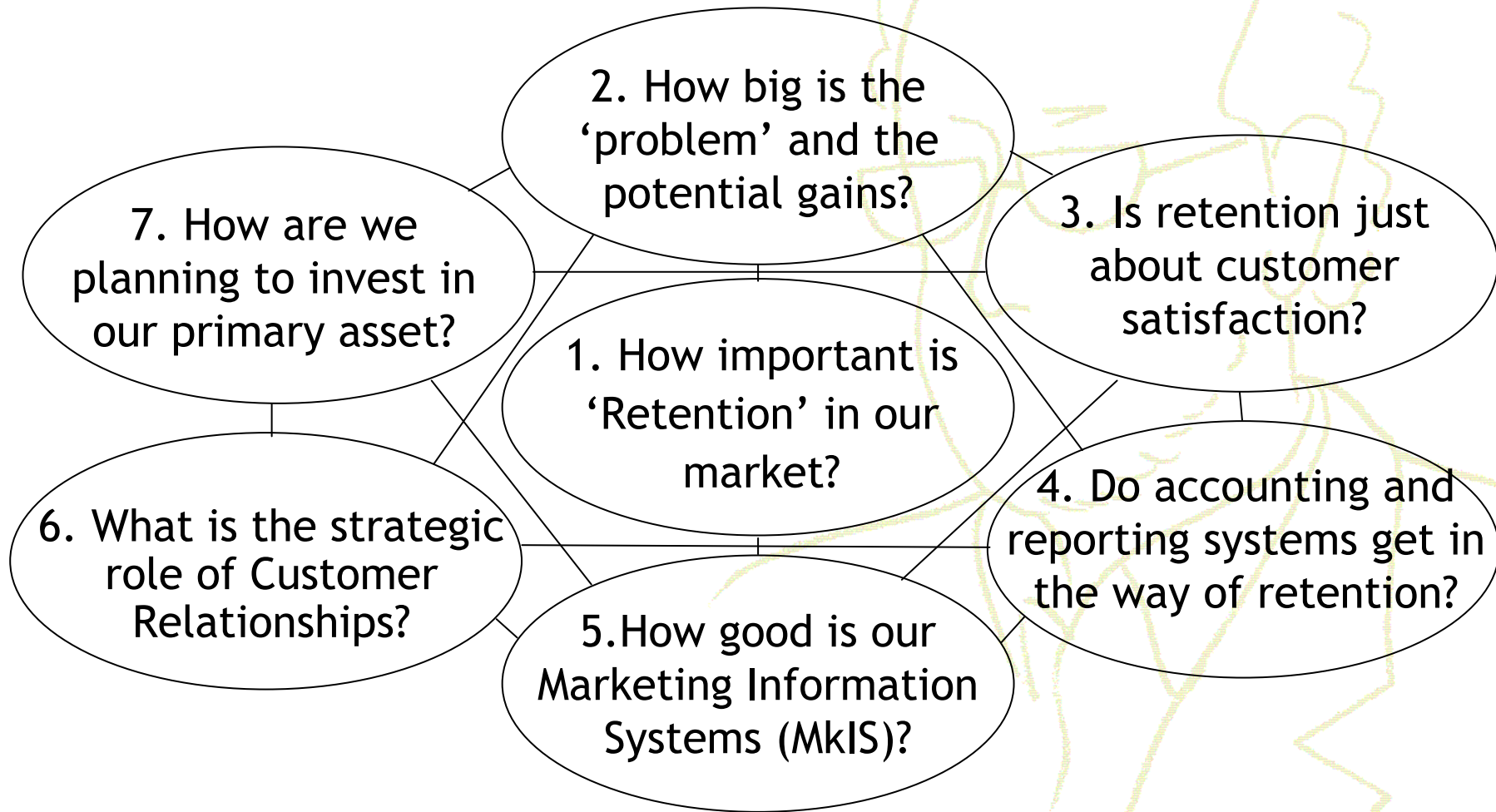
# Scorpio-6 Organisation - Processes & Culture



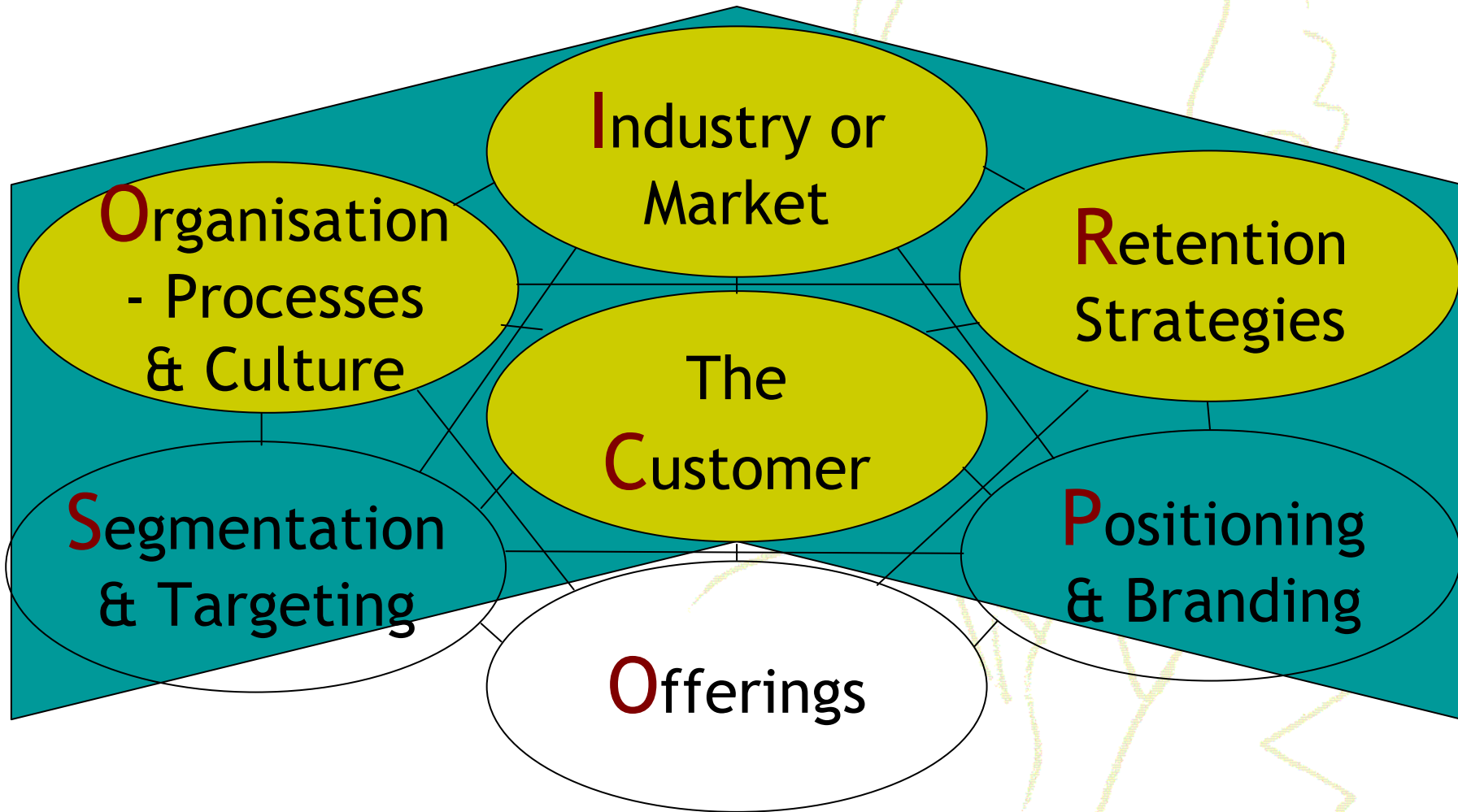
# Scorpio market strategy



# Scorpio - 5 Retention Strategies



# To recap on the defence (Efficiency)





# Offensive Marketing Strategy

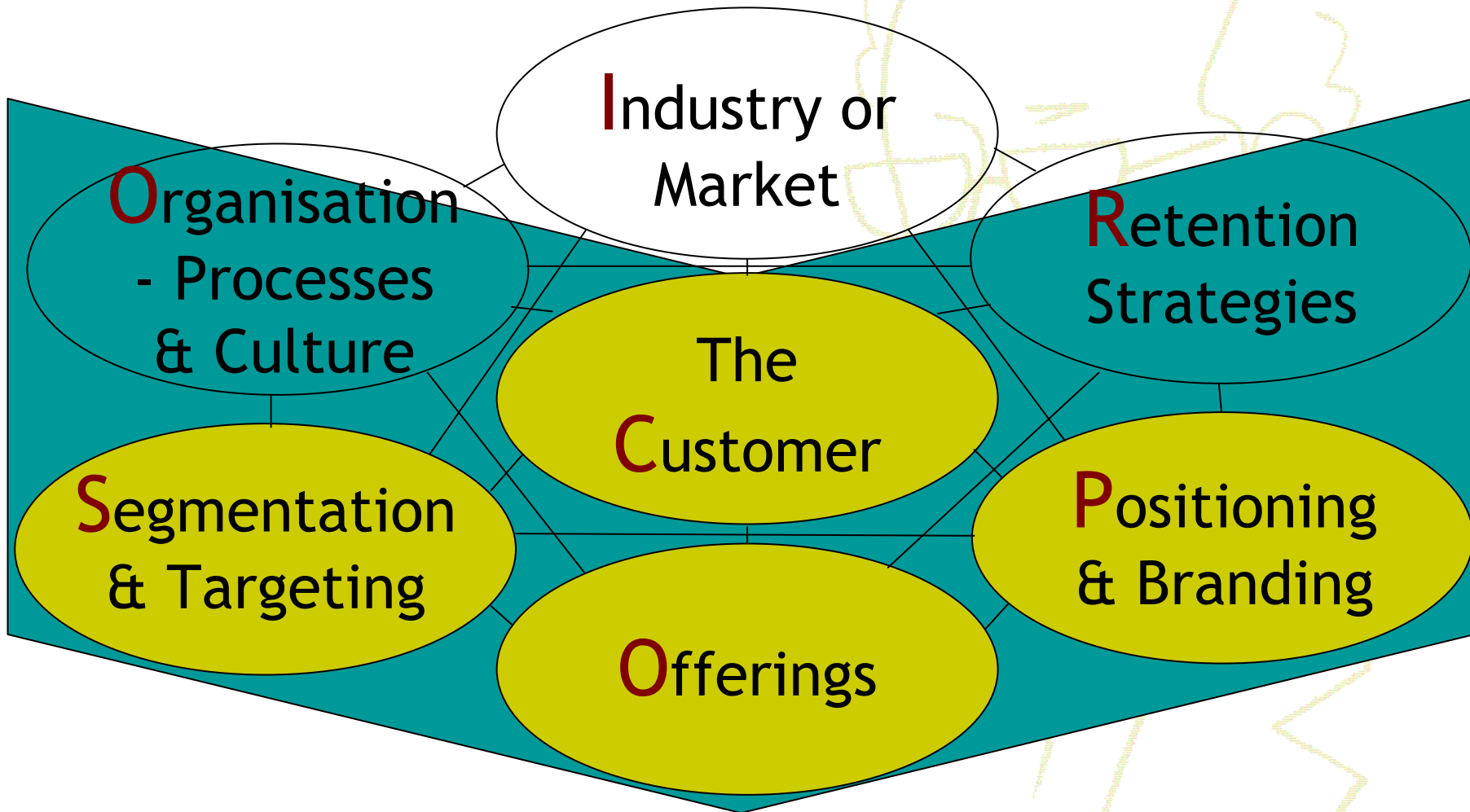
## Generic Strategy 3 - the Offensive Strategy

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

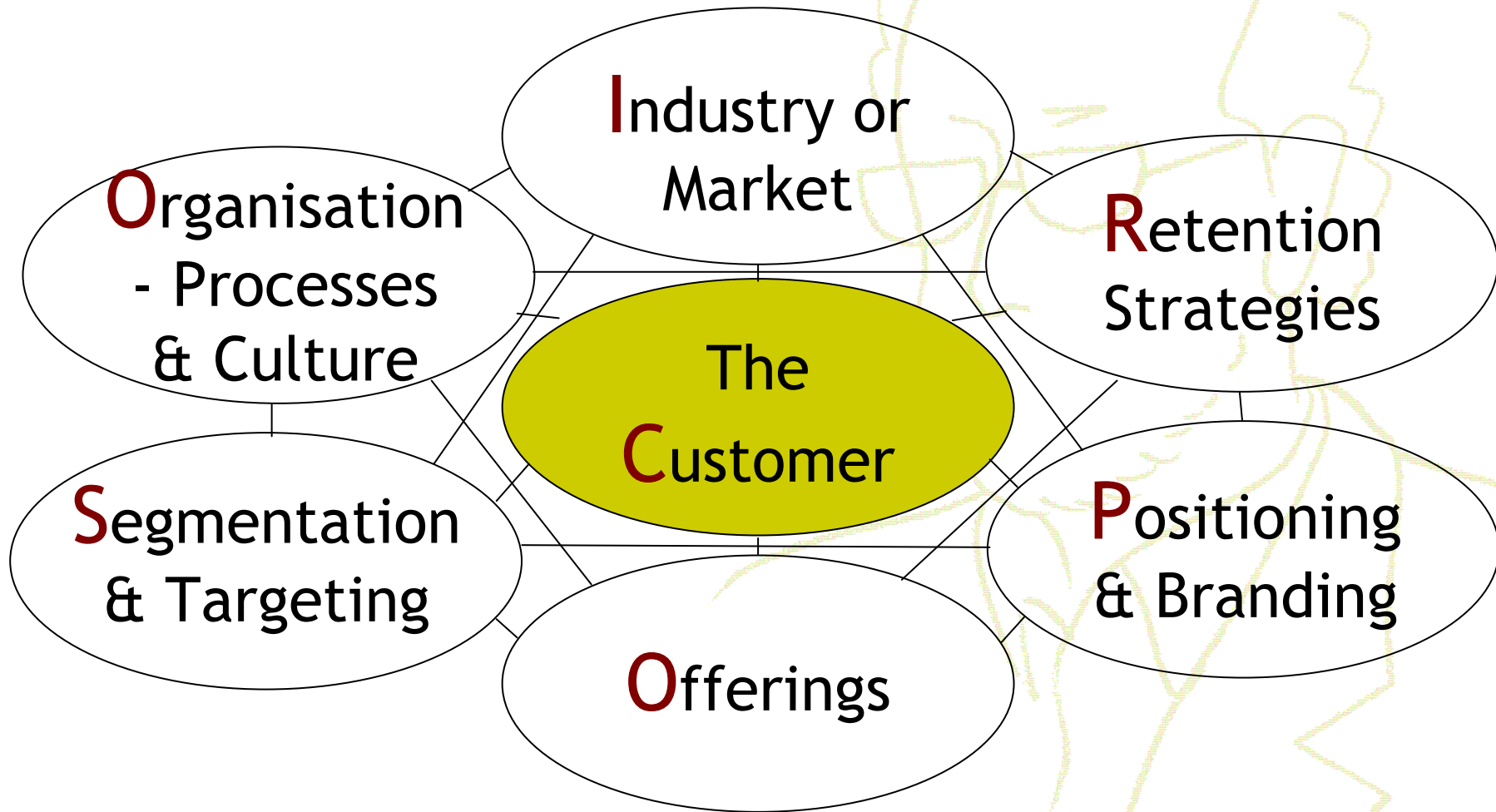
*Napoleon Bonaparte  
Emperor of the French*



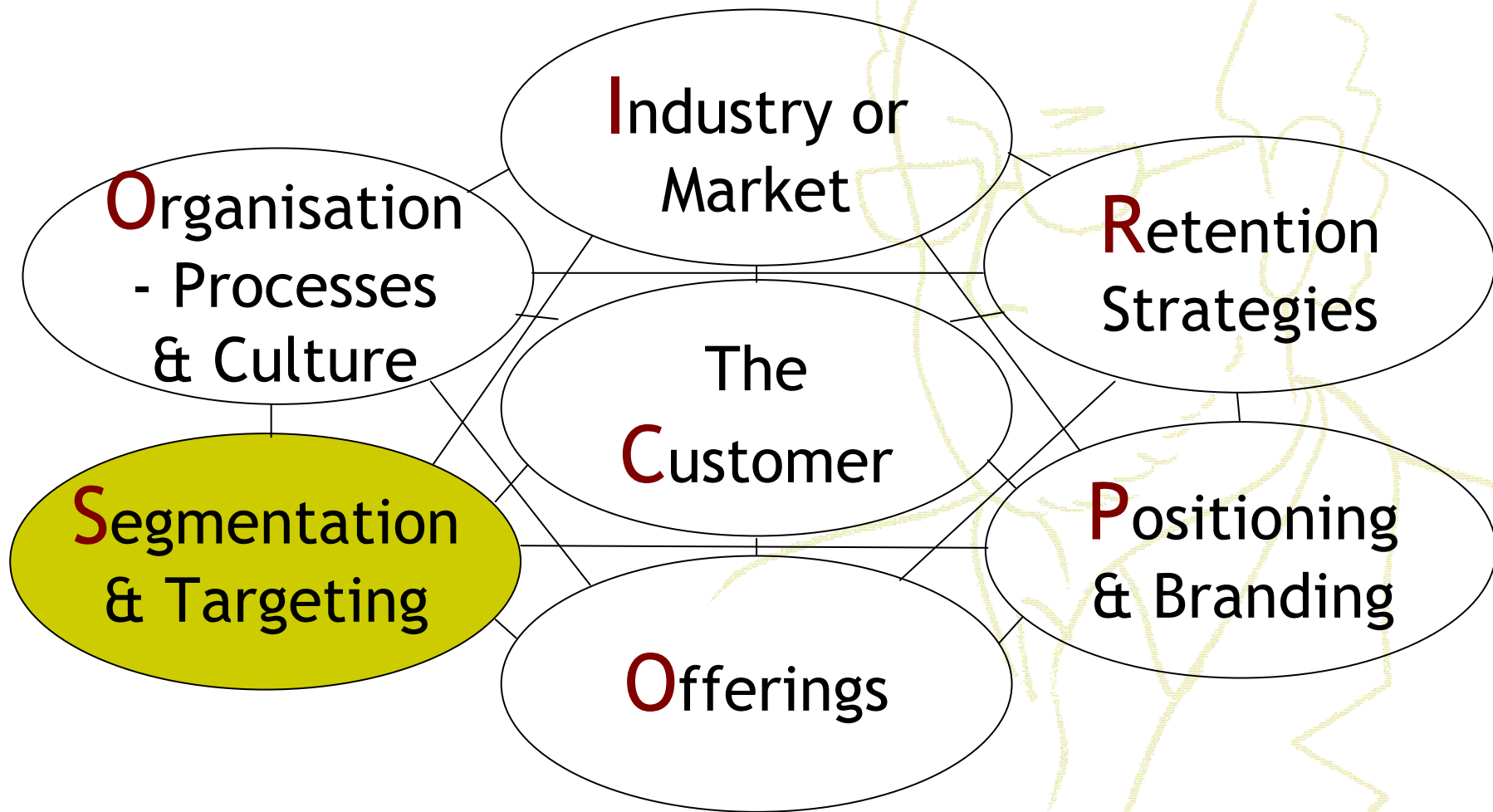
# Scorpio market strategy



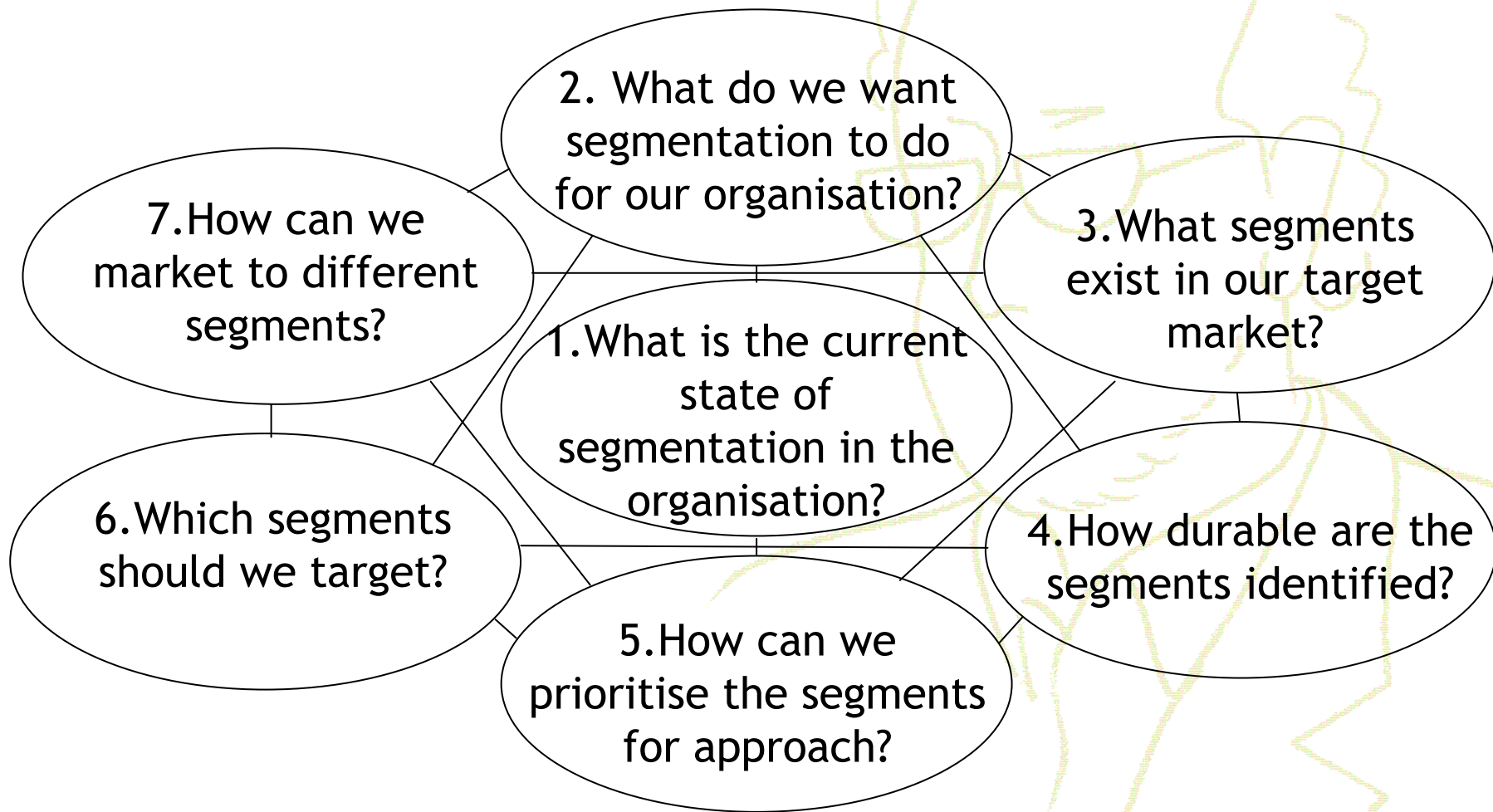
# The Customer must be at the centre of the Offence too



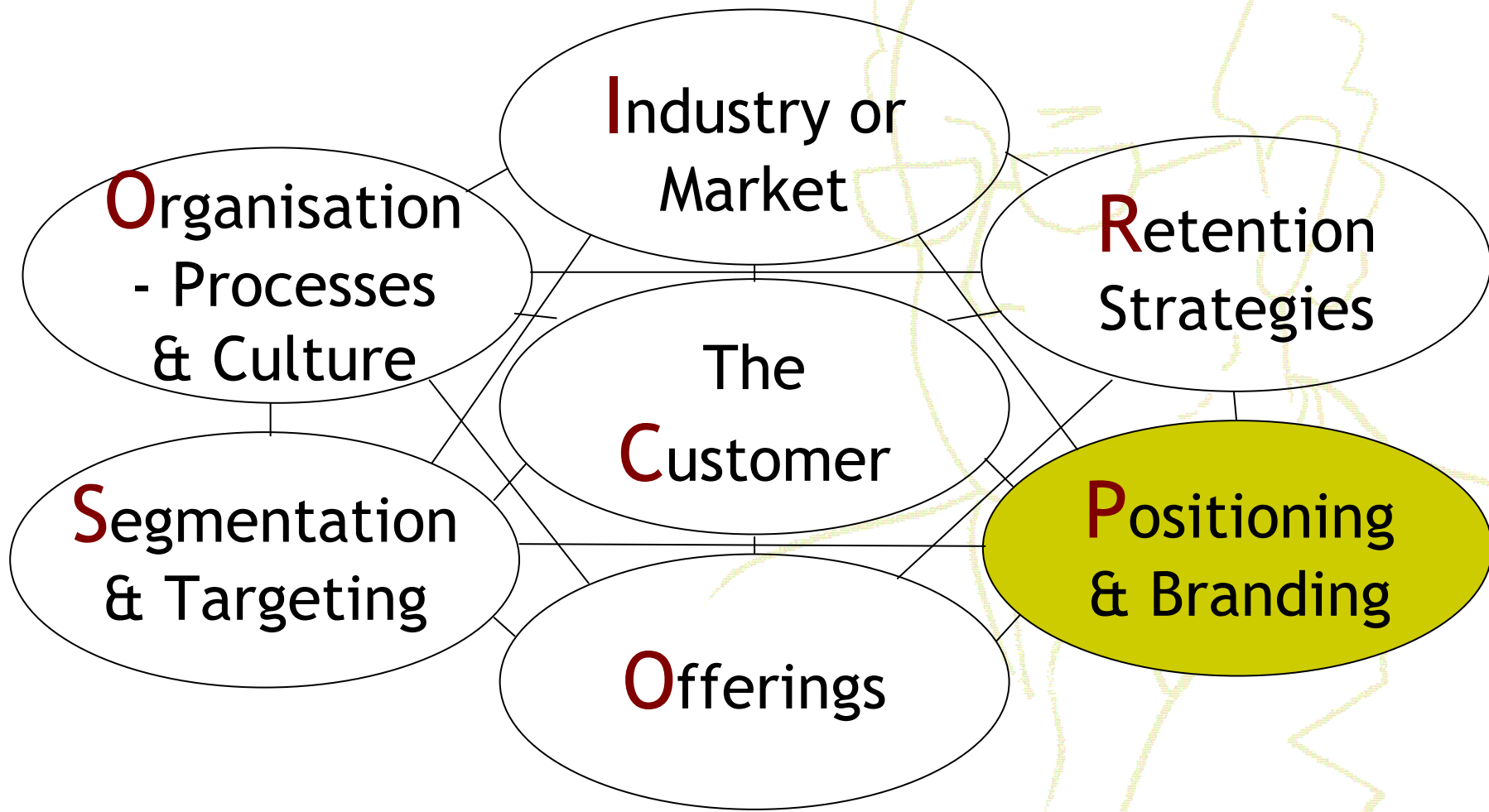
# Scorpio market strategy



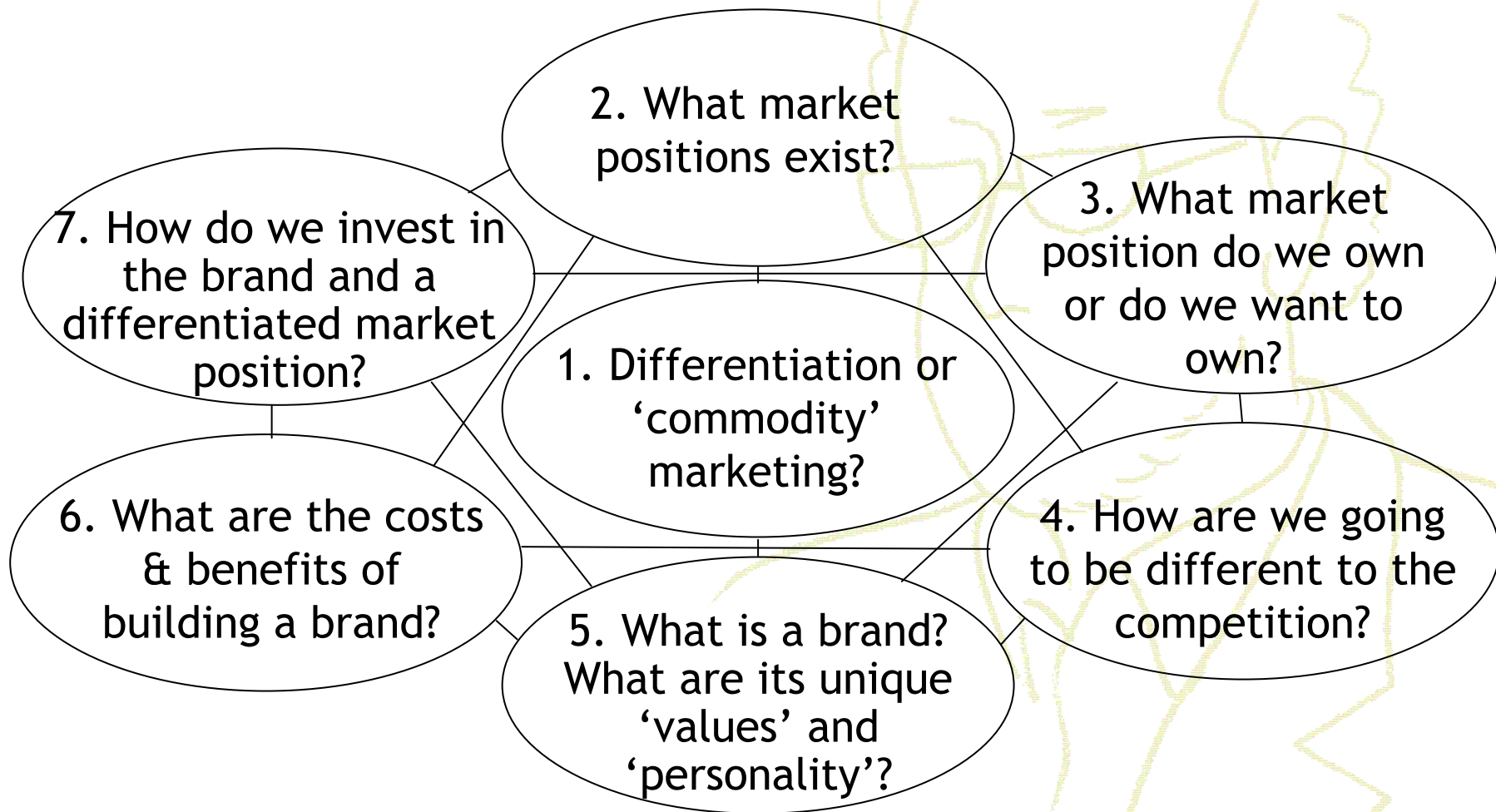
# Scorpio - 3. Segmentation & Targeting



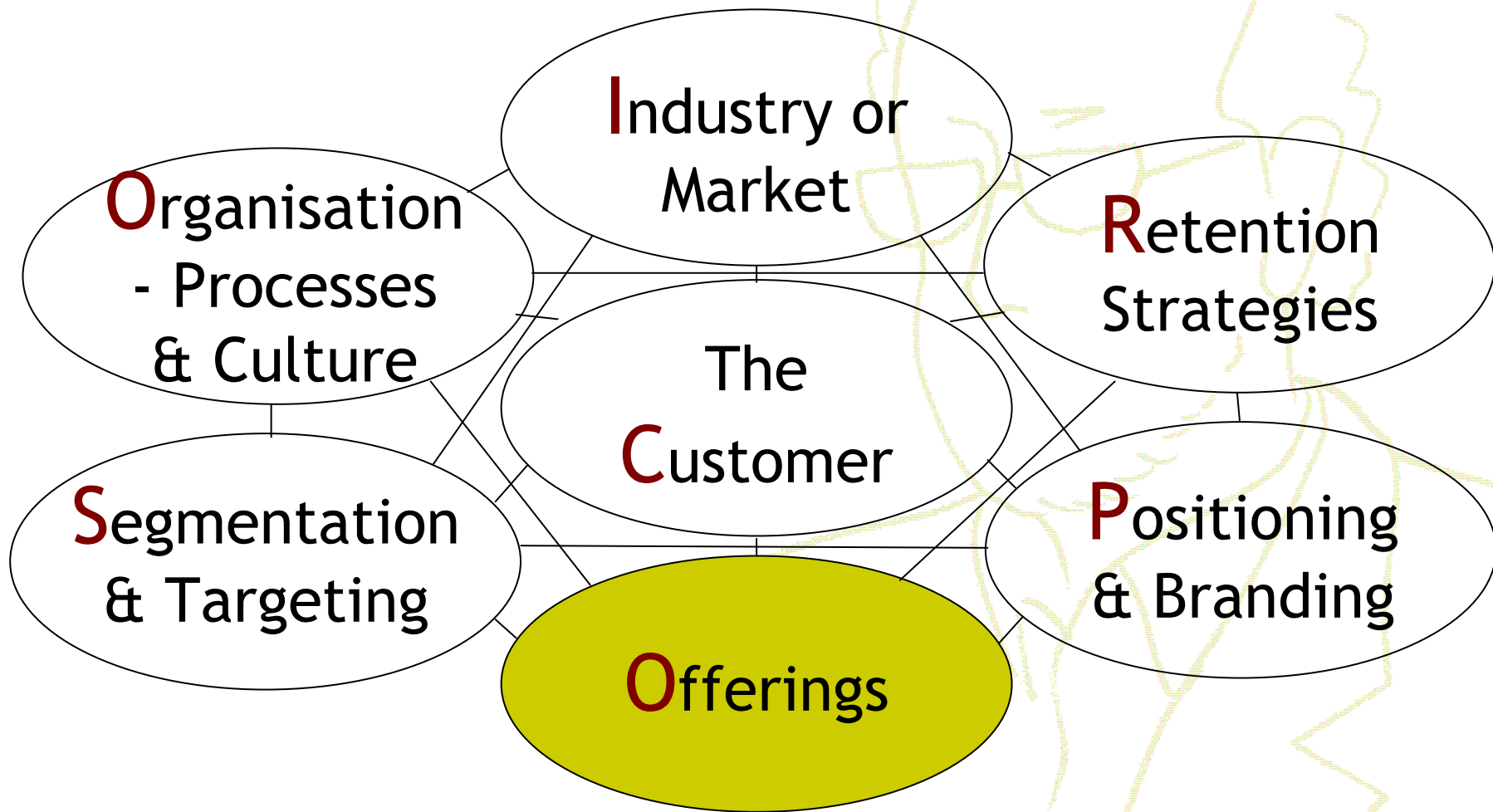
# Scorpio market strategy



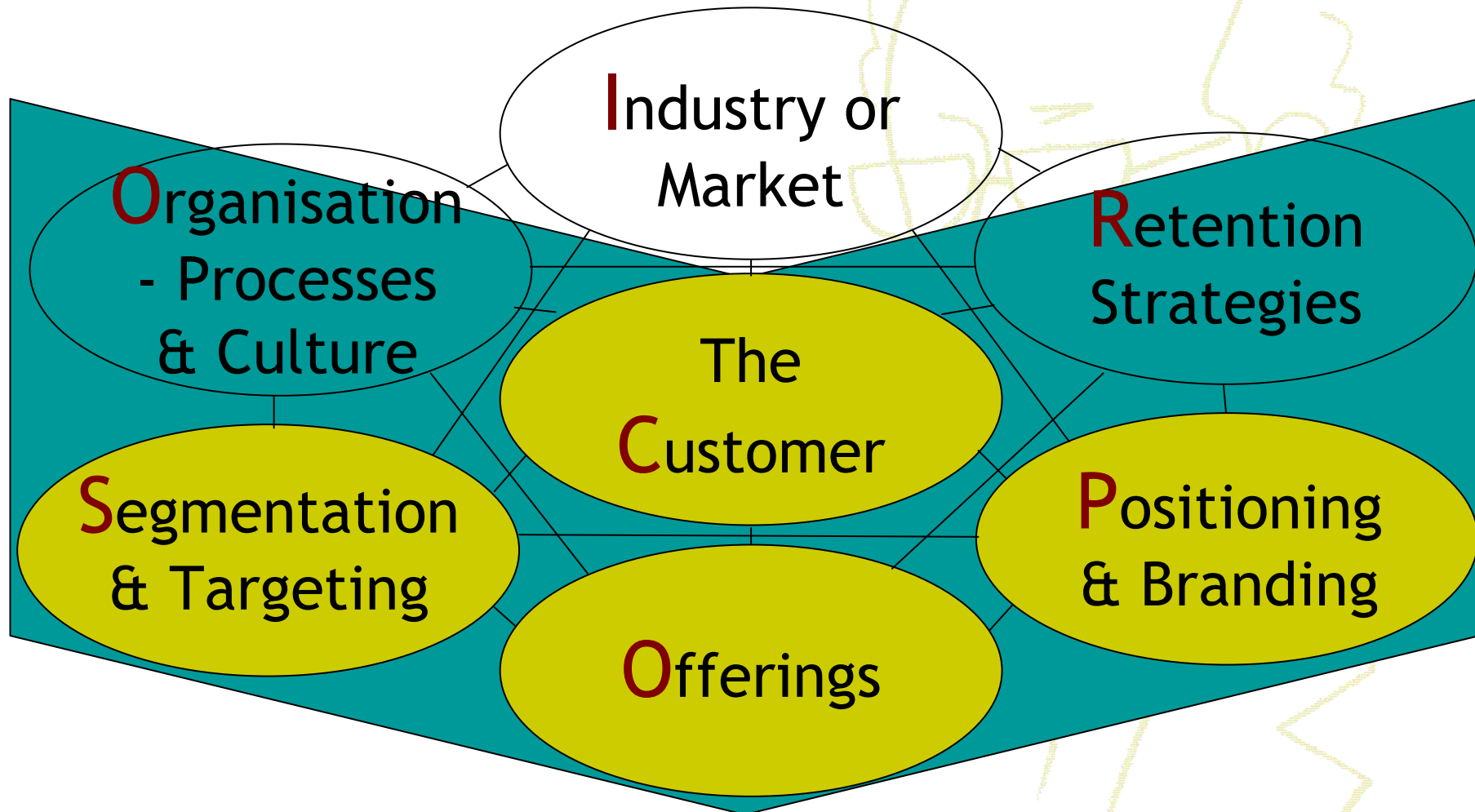
# Scorpio - 4. Positioning & Branding



# Scorpio market strategy



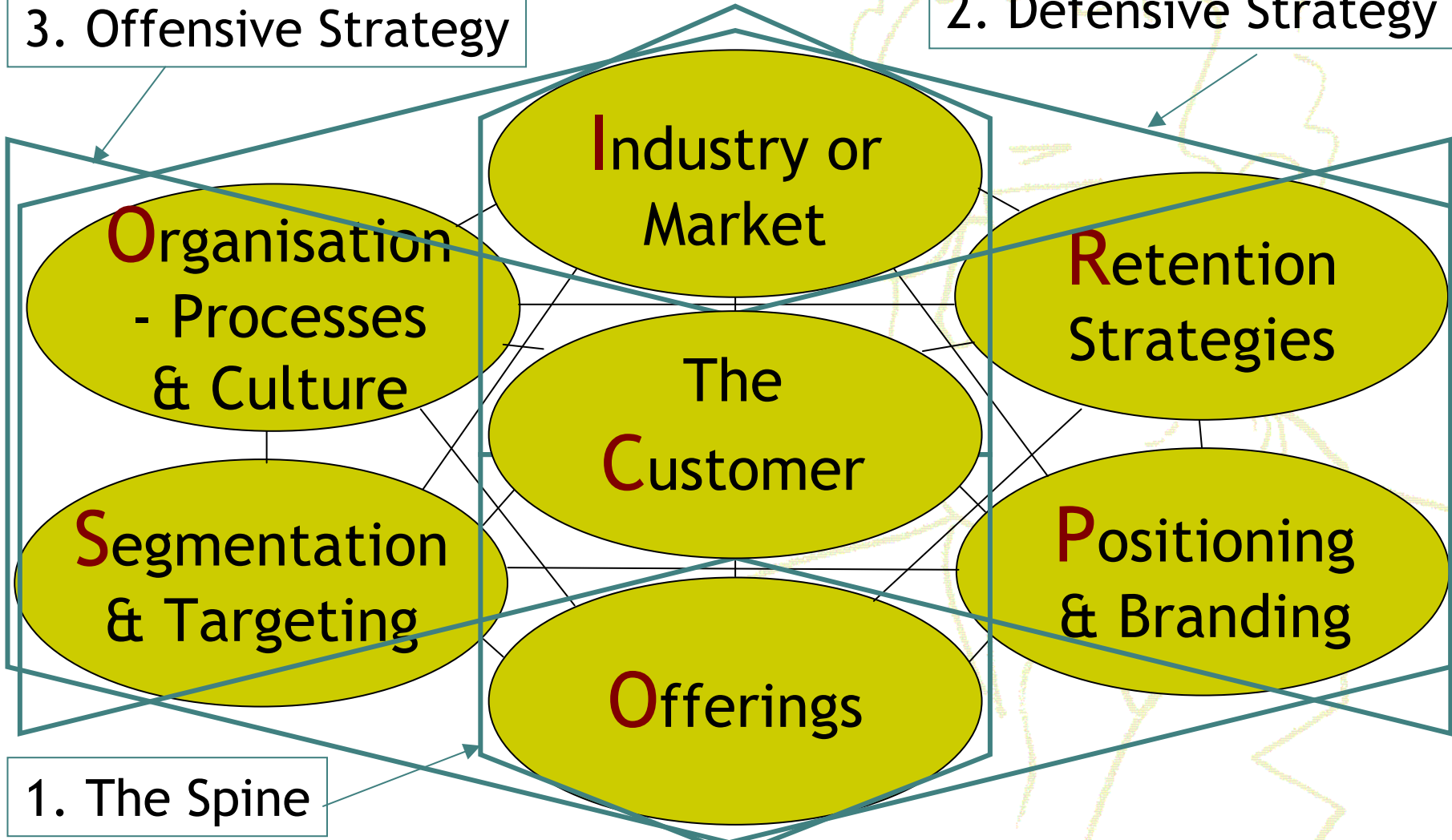
# To recap on the Offence (Effectiveness)



# Scorpio generic market strategies

3. Offensive Strategy

2. Defensive Strategy



1. The Spine



# Finally, To recap

## Joseph Stalin

*"Ideas are far more powerful than guns."*

*We don't let our people have guns,*

*Why should we let them have ideas?"*





# Any Questions?