

TRANSITION WORK



BUSINESS 2020

HoD: Adam Daniels

Email: adaniels@guildfordcounty.co.uk

If you haven't already tried it, start with the 'How to become a social media success' activity [here](#)

Reading list (All links have free downloads)

Marketing

<https://open.lib.umn.edu/principlesmarketing/> A free to download textbook of marketing. (Don't try to read it all at once, just the first chapter, then dive in as you need it)

Digital Marketing

<https://www.smartinsights.com/digital-marketing-strategy/what-is-digital-marketing/>
<https://www.digitalmarketer.com/digital-marketing/>

Market Research

<https://blog.hubspot.com/marketing/market-research-buyers-journey-guide>

Documentaries

How Amazon has made Jeff Bezos the richest man in the world

<https://documentaryheaven.com/amazon-rising/>
<https://documentaryheaven.com/amazons-retail-revolution/>
<https://www.bbc.co.uk/programmes/m000fjdz>

Podcasts

[Outside In](#) - Creating Customer-centred brands
[Business Wars](#) - The inside story of when brands go head to head
[Sophisticated Marketer's Podcast](#) – Tips from LinkedIn
[Marketing Companion](#) – Up to date on digital marketing

Loads more [here](#)

Tasks: Written work required

Pick a business that you have bought quite a few things from:

Choose a brand that sells in its own stores as well as its own online store and through other retailers (ideally both 'bricks and mortar' shops and online stores) or to manufacturers who use them as a component e.g. Nike, Adidas, New Balance, The North Face, Specialized, Apple, MAC cosmetics, Superdry, Hollister, AMD, NVidia, EA Games, Premier League clubs.

1. **Market Segmentation:** How does this business categorise you?

Think about objective bases of segmentation (measurable facts that every business would agree on): age, gender, location etc.

More importantly, think about how they collect data on your behaviour, psychology and lifestyle. in order to make your interaction with them more valuable to you (and thus make you more likely to end up buying from them).

Have a look at these, current best practice:

<https://www.pointillist.com/blog/behavioral-segmentation/>

<https://www.pointillist.com/blog/customer-behavior-data/>

2. **Marketing Mix:** How do they alter the 4Ps of Marketing for you, compared to a very different type of customer they have:

Product offer (What product sold by that company have you never even considered buying? Who do they sell it to?)

How they sell it to you (**Place**) compared to another customer segment (e.g .online vi in-store, direct v retailer)

Promotional methods they use (how do they promote to you. How do they promote to other segments)

Price they charge (Who pays more than you? Who pays less? What psychological pricing 'tricks' do they try on you but not on other segments?)

3. **New Product Launch:** Pick one new product (or range) the brand has launched recently.

Which market segment was it aimed at?

How did they promote the new launch?

How would they measure the success of the launch?

Remember that promotional activities need to take the customer through the four phases of the AIDA process and the business can measure success at each stage:

Awareness - How do they measure whether their target market segment have even heard of the new product?

Interest - How do they know that, beyond being aware of the new product, you understand its potential value to people like you.

Desire - How do they know that you are actively thinking about buying it?

Action - How do they know if you have bought it (easy if they buy direct from you, but what about if they pay cash in a retail store?) Also, how do they measure the revenue?

How would they know which part of their promotional mix worked and which didn't?

Have a look at these for some ideas on how businesses do it

<https://www.thinkbox.tv/case-studies/pension-wise/>

<https://www.thinkbox.tv/case-studies/elizabeth-shaw/>