

# How Can I Execute Marketing Activities for my Business?


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A Practical Guide for Micro, Small and  
Medium Sized Enterprises (MSMEs)

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# MARKETING IS NOT SALES!

Sales is the sum of all activities for the specific targetting of selling certain products/services while, marketing is the sum of all activities to open up route for sales in the market. i.e. market research, product/service development, defining target customer groups, planning the distribution channels through which products/services will be reached out to the potential customers, pricing, marketing activities, sales management, establishing sales targets, etc.

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# PRACTICAL PURPOSES OF MARKETING FOR MSMEs



INCREASING THE SALES



IMPROVING THE BRAND IMAGE



INCREASING THE PROFITABILITY



INCREASING THE AWARENESS OF THE COMPANY AND ITS PRODUCTS/SERVICES



BRINGING NEW PRODUCT/SERVICE IDEAS

# REASONS AND TOOLS FOR MARKETING ACTIVITIES



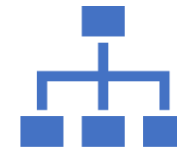
MSMEs HAS LIMITED RESOURCES AND THEY MUST SPEND IT IN A SMART WAY INCLUDING THE MARKETING BUDGET



THE PURPOSES OF MARKETING BECOMES THE REASONS FOR MARKETING ACTIVITIES

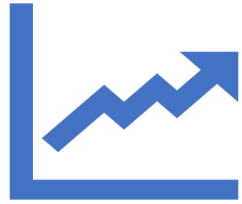


ANY MARKETING TOOL OR TACTIC IS RUN FOR AT LEAST A REASON, NOT FOR SPENDING SOME MONEY ON MARKETING THE COMPANY IN GENERAL



MSME OWNER/MANAGER MUST KNOW HOW TO REACH THE GOAL FOR THE PURPOSE(REASON) AND THE TOOLS TO GET THE COMPANY THERE

# MARKETING FOR INCREASING THE SALES



## **HOW DOES MARKETING SUPPORT INCREASING THE SALES?**

BY ENLARGING THE GEOGRAPHY FOR SALES

BY INCORPORATING NEW CUSTOMER SECTORS/GROUPS

BY INCREASING THE NUMBER OF CUSTOMERS

BY DIVERSIFYING PRODUCTS/SERVICES WITH MORE VALUE ADDED



## **WHAT ARE THE TOOLS USED FOR MARKETING FOR INCREASING THE SALES?**

MARKET SEARCH (PHYSICAL AND DIGITAL)

DEFINING POTENTIAL SECTORS AND CUSTOMER GROUPS TO FOCUS ON SALES

PARTICIPATING TO FAIRS (DIGITAL FAIRS TOO)

DIGITAL MARKETING AND USE OF SOCIAL MEDIA

ADVERTISEMENT AND PROMOTION ACTIVITIES

TACTICS FOR GAINING MASS CLIENTS

MARKETING FOR INCREASING SALES TO EXISTING CLIENTS

# MARKETING FOR IMPROVING THE BRAND IMAGE



## HOW DOES MARKETING SUPPORT FOR INCREASING THE BRAND IMAGE?

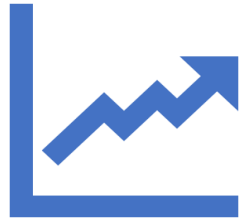
- BY INCREASING THE VISIBILITY OF THE BRAND
- BY INCORPORATING HIGH SEGMENT CUSTOMER SECTORS/GROUPS
- BY IMPROVING THE AFTER SALES SERVICES
- BY DIVERSIFYING PRODUCTS/SERVICES WITH MORE VALUE ADDED



## WHAT ARE THE TOOLS USED FOR MARKETING FOR INCREASING THE BRAND IMAGE?

- DIGITAL MARKETING AND USE OF SOCIAL MEDIA
- INCORPORATING HIGH SCALE SALES POINTS AND DISTRIBUTION CHANNELS
- PARTICIPATING TO FAIRS (DIGITAL FAIRS TOO)
- ADVERTISEMENT AND PROMOTION ACTIVITIES
- DEVELOPING HIGH TECHNOLOGY/VALUE ADDED PRODUCTS/SERVICES
- REVISING PRICING STRATEGY

# MARKETING FOR INCREASING THE PROFITABILITY



## HOW DOES MARKETING SUPPORT INCREASING THE PROFITABILITY?

- BY ENLARGING THE GEOGRAPHY FOR SALES
- BY INCORPORATING NEW CUSTOMER SECTORS/GROUPS
- BY INCREASING THE NUMBER OF CUSTOMERS
- BY DIVERSIFYING PRODUCTS/SERVICES WITH MORE VALUE ADDED
- BY INCORPORATING HIGH SEGMENT CUSTOMER SECTORS/GROUPS
- BY INCREASING THE SALES FOR AFTER SALES SERVICES



## WHAT ARE THE TOOLS USED FOR MARKETING FOR INCREASING THE PROFITABILITY?

- DEVELOPING HIGH TECHNOLOGY/VALUE ADDED PRODUCTS/SERVICES
- INCREASING THE SALES THROUGH DIGITAL MARKETING AND SOCIAL MEDIA
- INCORPORATING HIGH SCALE SALES POINTS AND DISTRIBUTION CHANNELS
- ADVERTISEMENT AND PROMOTION ACTIVITIES
- REVISING PRICING STRATEGY

# MARKETING FOR INCREASING THE AWARENESS OF THE COMPANY AND ITS PRODUCTS/SERVICES



## **HOW DOES MARKETING SUPPORT INCREASING THE AWARENESS OF THE COMPANY AND ITS PRODUCTS/SERVICES?**

BY INCREASING THE VISIBILITY OF THE BRAND

BY MAKING PRODUCTS/SERVICE AVAILABLE ON DIVERSIFIED SALES POINTS AND SHEVES



## **WHAT ARE THE TOOLS USED FOR MARKETING FOR INCREASING THE AWARENESS OF THE COMPANY AND ITS PRODUCTS/SERVICES?**

DIGITAL MARKETING AND USE OF SOCIAL MEDIA

INCREASING THE SALES POINTS AND DISTRIBUTION CHANNELS

PARTICIPATING TO FAIRS (DIGITAL FAIRS TOO)

ADVERTISEMENT AND PROMOTION ACTIVITIES



# MARKETING FOR BRINGING NEW PRODUCT/SERVICE IDEAS



## HOW DOES MARKETING SUPPORT FOR BRINGING NEW PRODUCT/SERVICE IDEAS?

BY FOLLOWING UP THE MARKET AND THE SECTOR  
BY FOCUSING ON CUSTOMER NEEDS AND PROBLEMS  
BY FOCUSING ON SERVICES IN THE SECTOR  
BY FOCUSING ON AFTERSALES SERVICES



## WHAT ARE THE TOOLS USED FOR MARKETING FOR BRINGING NEW PRODUCT/SERVICE IDEAS?

MARKET RESEARCH (PHYSICAL AND DIGITAL)  
EFFECTIVE USE OF DIGITAL WORLD AND SOCIAL MEDIA  
PARTICIPATING TO FAIRS (DIGITAL FAIRS TOO)  
FOLLOWING THE NEW TECHNOLOGIES  
CUSTOMER SURVEYS AND RESEARCH  
COMPETITOR ANALYSIS

# TURN IT UPSIDE DOWN!



**DO NOT FOCUSE ON THE TOOLS BUT FOCUSE ON THE REASON TO USE THE TOOL**



**THE TOOLS MAY BE USED FOR DIFFERENT REASONS**



**TRY TO USE TOOLS FOR MULTIPLE REASONS AND TARGETS FOR MARKETING**



**FOR EXAMPLE THE REASONS FOR THE TOOL**

“PARTICIPATING TO FAIRS” COVERS ALL THE EXPECTATIONS FROM MARKETING

“ADVERTISEMENT AND PROMOTION” IS USED FOR

- INCREASING THE SALES
- IMPROVING THE BRAND IMAGE
- INCREASING THE PROFITABILITY
- INCREASING THE AWARENESS OF THE COMPANY AND ITS PRODUCTS/SERVICES

# KNOW THE TOOL AND YOUR POTENTIAL GAINS

