

Marketing Defined

“Marketing is the performance of business activities that direct the flow of goods and services from producers to consumers or user” – AMA, 1948

“Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives”. –AMA, 1985

“The right product, in the right place, at the right time, at the right price” –Dennis Adcock, 1993

“Marketing is the process whereby society...supplies its consumption needs...” –R. Bartles, 1970s

“Marketing is the human activity directed at satisfying human needs and wants through an exchange process” -Philip Kotler, 1994

Marketing Defined (continued)...

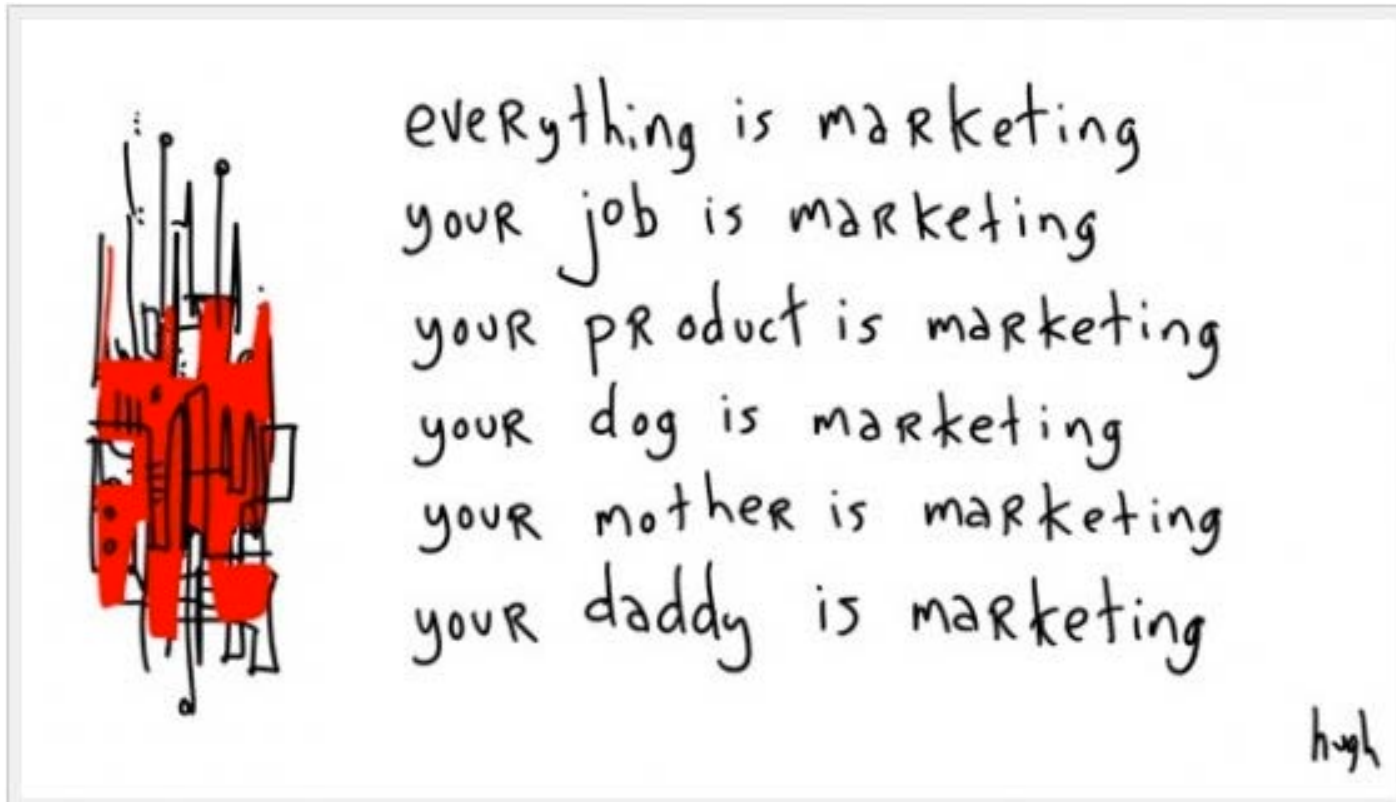
“Marketing is essentially about marshalling the resources of an organization so that they meet the changing needs of the customer on whom the organization depends.” – Roger Palmer, 2000

“Marketing management is the art and science of applying core marketing concepts to choose target markets and get, keep, and grow customers through creating, delivering, and communicating superior customer value.” -Kotler, 2002

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” - AMA, 2007

“Marketing is...much broader than selling, it...encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view.” –Peter Drucker

The REAL Definition of Marketing



The Role of Marketing in the Arts



- Support the mission and business goals
- Represent the “voice of the customer”
- Validate, refine and enhance the “product”
- Identify, attract and cultivate loyal audiences
- Make the organization attractive to donors, board members, funders and partners

The Marketing Process



- Mission, Strategy & Objectives
- SWOT
- Competitive & Market Analyses

- Allocate resources
- Budget
- Tactical execution

- Evaluate results
- Make adjustments



Apply learnings and repeat the cycle

The Marketing Mix



The Marketing Mix Expanded



The Marketing Mix Expanded



Also

- Positioning
- Partners
- Programs



Putting It All Together

The Marketing Plan

Answers Seven Key Questions

- Where are we now?
- Where do we want to go?
- How will we get there?
- Who will do what with what resources?
- What will it cost?
- How will we know if we succeed?
- Did we achieve our goals? What did we learn?



1. Where are we now?

- What is our mission?
- Who is our current customer?
- Who else could be a potential customer for us?
- Who do we compete with for our customer's time and money?
- What are the key issues facing my organization, my industry and my community currently and in the near future?
- What are our internal strengths and weaknesses (assets, financial resources, management, volunteers, corporate culture, etc.)?
- What are our external opportunities and threats?

2. Where do we want to go?

- What objective should I focus on that is measurable, attainable, financially viable and socially significant?
- What strategies and tactics will I employ that address opportunities uncovered in Section 1?
- How do these learnings apply to Product, Price, Place, Promotion, People, Positioning and Politics?
- How do I pick from all the great ideas the staff came up with in the brainstorming session?

3. How will we get there?

- What strategies and tactics will I employ that address opportunities uncovered in Section 1?
- How do these learnings apply to Product, Price, Place, Promotion, People, Positioning and Politics?
- How do I pick from all the great ideas the staff came up with in the brainstorming session?

4. Who will do what with what resources?

- What can and should I pay for, and what can and should I find pro bono?
- Does this growth strategy require adding staff or resources?
- What is our internal approval process for promotional materials?

5. What will it cost?

- Have we accounted for reasonable amounts of time, money and staff ?

6. How will we measure progress? And when?

- Are the systems in place to track new audience members as they come to our organization, and the sources of their interest in our organization?

7. Did we achieve our goals? What did we learn?

- Does our analysis include all seven of the Arts Marketing Ps or are we just focused on promotion?
- What did we learn about our suppositions that we made in the planning model regarding new audiences?
- What did we learn about timing or internal approval processes that could help us next year?