



MANUAL FOR MARKETINGING

AS

OUTCOME FROM
INTERNATIONAL STRATEGICAL PARTNERSHIP
PlaNET Social ENTERprise 2.0



MANUAL FOR MARKETING

The project PlaNET Social ENTERprise 2.0 under which was produced this manual, has been funded with support from the European Commission.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union

Author: Breda Kovač Retuznik, Metoda Križanec, Staška Buser

Contributing authors: Tomasz Moleda, Marta Carvalho, Miroslav Ragac,
Monika Šteskova

Introduction

This manual is one of the Intellectual outputs of the project PlaNET Social ENTERprise 2.0. Intellectual output is an innovative, tangible, deliverable and elaborated material related to the project which also contributes to the general objective of the project. It is compulsory within higher education and shows a potential impact within the organizations involved (NGOs, schools) and within other sectors and levels (local, regional, national, etc.) in order to exploit and to disseminate it to a wider public.

PlaNET Social ENTERprise 2.0 is an international strategic partnership among organizations of Slovakia, Poland, Slovenia and Portugal where the lead partner is Agency for Development of Gemer Region from Slovakia. The main aim of this project is to promote entrepreneurship education and social entrepreneurship among young people, putting entrepreneurship ideas into practice with a view to tackling challenges and problems identified within their communities. This project connects non-governmental organizations, schools and local businesses in regions of 4 EU countries facing the same problem - the gap in the area of good quality entrepreneurship education and social entrepreneurship education of youngsters with the connection to local labour market and support by local authorities which contributes to the increasing unemployment rate of young people.

The core of the project is based on non-formal education in students' project development, bringing methodology which helps to support entrepreneurial spirit among students of high schools by the development of an own project in their school. The platform for the development and implementation of these students projects is based on school participatory budget principles, where students firstly identify the needs of a school community, their personal strengths and weaknesses and create a project which combines all this aspects in order to bring positive change to their school and also to improve themselves in personal and professional way. Money for the projects is coming from a school budget, school community (students, teachers, staff, school management and in some cases also from municipalities) votes for the best ones in secret and transparent voting process.

School participatory budget is sort of a simulation for civic actions, community projects and socially oriented businesses development in the future. While implementing the student project (in community which they know well and can orientate in it better) youngsters will gain whole range of knowledge, skills and experience which they will easily transfer to a form of public actions or businesses in the future.

Manual for School participatory budget implementation in schools you can be found here:

<https://soen.sk/downloads/?lang=en>

Thanks to mentoring and internship youngsters will gain important support which they need during the implementation of the students' projects and direct connection with the business. Mentors will be their personal guides, advisors and consultants in the process of implementation of their projects which ensures their further personal and professional development, local networking and help them to bring their projects to a professional action

or event. Internship will connect them directly with local business and provide them the best practical experience in the field of entrepreneurship.

Through international trainings, students, youth workers and teachers will be able to deep their knowledge, gained during School Participatory Budget, about fundamental topics related with starting a project and become an entrepreneur or social entrepreneur.

We developed this manual, to describe important aspects related to marketing in general and actual digital marketing tools. In the manual, we pay attention to the stages of definition of marketing in general, creating innovation in marketing, sustainability in marketing and introducing marketing and marketing tools to activities, projects and business. Our goal is also to provide a guide to support student to deliver a Multiplier Event on the topic.

Content

Introduction	3
Structure of the manual.....	6
1 DEFINITION OF MARKETING	7
2 MARKETING ENVIRONMENT	11
3 BASIC MARKETING CONCEPTS	12
4 STRATEGIC DECISIONS IN MARKETING.....	16
5 MARKETING MIX	20
6 DIGITAL MARKETING AND DIGITAL MARKETING TOOLS.....	41
7 PRESENTATION OF DIGITAL MARKETING AND MODERN DIGITAL TOOLS THROUGH VIRTUAL MEETINGS WITHIN THE PLANET SOEN PROJECT	42
8 CONTENT MARKETING	44
9 CREATIVITY – IT ALL STARTS WITH IT	50
Interactive workshop in topic marketing	50
10 ANNEXES.....	53

Structure of the manual

This manual explains the marketing on general innovation and sustainability topics and shows the importance of creativity. The handbook allows you to create innovative marketing projects based on simple steps and actions.

The first chapter is dedicated to understanding creativity in marketing and, the role of the marketing in the project process and the need to stimulate its work.

The second chapter presents the definition of marketing in general and the third presents all aspects of marketing: marketing concepts, value system in marketing, strategic decision in marketing, marketing research, packaging, brand, quality, price concepts, segmentation, marketing paths, distribution, communication, advertising, promotion, marketing mix-4P.

The fourth chapter allows a very close look at the user of digital marketing and digital tools, in order to adapt the project to his/her needs.

The next chapter deals with the next phase of creating marketing products, use marketing tools, digital marketing, digital tools, graphic design in practice.

Chapter seven allows you to summarize the process of creating innovation by using a concept card and choosing the best solution that will be implemented in the project.

The last chapter deals with the organization of the Multiplier Event. This is a guide on how students can conduct workshops on marketing. Teachers and youth workers can also find information on how to support students in their task.

At the end of the manual there are attachments where you can find examples of materials that can be used during the workshop as well as examples of energizer

1 DEFINITION OF MARKETING

Marketing is a social process by which organizations get what they need and want by creating, offering and sharing with others everything that has a certain value for them, and thus satisfy their needs and desires.

Every organization has to meet certain needs in order to survive and develop. It can meet these needs in a variety of ways:

Basic ways of meeting needs:

- own production
- constrain
- begging
- trade

The importance of trade increases with the level of the development of society.

In the exchange process each participant plays two roles at the same time:

- a supplier (seller, provider)
- a customer (buyer, inquirer)

There are two reasons for the existence of exchange processes and thus marketing:

- division of labour (user vs. manufacturer)

The development of productive forces leads to a situation in which an individual producer produces more goods than he needs himself and is therefore willing to offer them to others.

- the need to use survival strategies

Trade:

- decentralized exchange (direct exchange, natural exchange)
- centralized exchange (indirect trade, commodity exchange)

Marketing activities make up the marketing mix.

Marketing activities: market research, development of new products, pricing of products, procurement of resources for production process, sales, product advertising through various media.

The marketing mix consists of those marketing activities that are aimed directly at customers and are interconnected.

MARKETING MIX: 4P - product, place, promotion, price

Product

Price

Marketing channels

Communication in marketing

Organizations use many marketing activities in order to achieve a competitive advantage.

MARKETING ON THE BASIS OF DIFFERENT STARTING POINTS

Marketing can be considered on the basis of different starting points as (Gabrijan and Snoj):

- a web of target activities, an activity, a process,
- mentality, philosophy, conception, mental orientation,
- science, theory,
- a skill,
- a system,
- a business function,
- an organizational formation.

Marketing as a web of target activities, an activity, a process.

Marketing is a set of special activities in the field of product exchange. These activities are:

- creating information for marketing purposes,
- marketing management of products intended for exchange,
- marketing management of prices and sales conditions,
- marketing communication,
- marketing supply and distribution of products.

MARKETING MIX

An organization combines activities of marketing management of products, prices and sales conditions, communication and marketing supplies and distribution of products into the marketing mix.

Marketing is the conscious creation of the desired reaction of the target group by creating and offering certain values (Kotler).

Marketing as mentality

Depending on whose needs the organization mainly derives from in its marketing, we distinguish two basic orientations of marketing management; whether it takes into account the wishes of the external environment or not:

- narrow mental attitude:

The organization is in meeting its needs and desires self-centered & does NOT take into account the wishes of the external environment:

- * production orientation (developing countries; product availability and low price);
- * sales orientation (sell what is produced, if customers are disappointed they will forget about it and still buy this product; focusing on the needs of the seller);
- * product orientation (infatuation with the product; high-quality products + their improvement over time);
- * marketing short-sightedness: customers do not buy product features but benefits!

- broad mental attitude:

The organization satisfies its needs and desires based on meeting the needs and desires of the external environment:

- * classic marketing orientation (optimal satisfaction of the needs and desires of the other participant in the exchange - the philosophy of "perceive and respond" focusing on the needs of the customer, supplier).

Marketing orientation is based on: a target market, needs of target markets, coordinated marketing, profitability

- * socially responsible attitude (the organization determines the needs and desires of target markets - it communicates faster than competitors... marketing with the support of charity; thereby increasing their reputation and loyalty...).

Marketing as science

Science that deals with the study of exchange processes.

It is the entire activity of the organization in the field of product exchange that is focused on meeting the needs. According to the AMA, a marketing activity is a set of institutions and processes that enables the design, communication, delivery and exchange of offers that have value for customers, partners and society as a whole.

It provides answers to three basic questions:

- what is happening with the studied phenomenon (positive, analytical aspect),
- what is good and what is bad about the studied phenomenon and where are the reasons for it (diagnostic aspect),
- how the studied phenomenon should work (normative aspect).

Marketing as a skill

It is a skill because it contains relationships between people in exchange processes.

Marketing as a system

It can be considered at different levels of composition:

- global marketing system (e.g. marketing of ideas on ozone depletion, on the Bologna system,...),
- marketing system of communities of countries, states, regions, cities,
- industry, company marketing system,
- marketing system of groups of products and an individual product.

Marketing as a business function

In organizations, it is useful to place marketing alongside other basic business functions (production, financing ...),

Marketing as an organizational formation

It makes sense to organize marketing activities as organizational units:

- job
- section
- sector
- other

2 MARKETING ENVIRONMENT

Narrow marketing environment: the target groups of the organization (customers and suppliers), the public, competitors.

- The components of the immediate environment are vital for an organization as it has direct and frequent contact with it as well as mutual influence.
- Client = customer = user.
- Different public environments: financial, media, legal, local public.
- Competitive advantage.
- Existing (already competing) and potential (potentially competing) competitors; the competition is at the highest level when competitors have exactly the same needs they want to meet with exactly the same products (exactly the same target groups are satisfied).

MARKET SHARE - a measure of the market power of competitors (general and relative market share).

Broad marketing environment: natural, demographic, political and social, technological, economic and cultural environment.

3 BASIC MARKETING CONCEPTS

THE CONCEPT OF MARKET AND MARKET SEGMENTATION

Market = for an organization that carries out marketing activities and is marketing-oriented, it is defined by three dimensions:

- Customers
- Their needs
- Ways to meet their needs (products)

Demand are desires for a product that are supported by the solvency of the customer.

Market segmentation: customer analysis - we divide them into smaller groups (market segments).

The market can be segmented by customers (most often), by needs and by the way needs are met.

Market segmentation achieves a competitive advantage, more successful implementation of marketing activities...

Segmentation of individuals and households: we segment using the basis for segmentation:

geographical, demographic, psychographic and behavioral basis.

- geographical basis of segmentation: country, region, city...,
- demographic basic segments: age, gender, income, occupation, education, religion, race, generation, social class,
- psychographic basic segment: lifestyle, personality, values,
- behavioral basic segments: knowledge about something, opportunities, where / when / how much the customer buys, the level of loyalty to the product, the benefits of the product, the attitude towards the product.
- segmentation of organizations: demographic basis, operational variables, procurement approaches, situational variables, personal characteristics,
 - a) demographic: industry, size of the organization and its location,
 - b) operational variables: client technology, status - (non) user,
 - c) procurement approaches: power relation between the customer and the provider, customer purchasing strategy and purchasing criteria,
 - d) situational variables: necessity of purchase, size of the order,
 - e) personal characteristics: similarity of the customer and the provider, attitude to the risk that the customer has, his loyalty.

CONCEPT OF EXCHANGE = the central concept of marketing.

An exchange occurs when we get some value in return for a product / service.

The client in the process of exchange with the organization - the client has a certain BENEFIT (satisfying the need), the organization receives some appropriate COUNTER VALUE.

Terms of exchange:

- at least 2 participants,
- everyone has something that requires an appropriate equivalent,
- both must be able to communicate with each other and be able to deliver their offer,
- everyone may accept or reject the offer.

SIMPLE PRODUCT EXCHANGE SYSTEM

Transaction

= exchange of value between two exchange participants (payment for a service; it does not have to be money; you can give him, for example, a bottle of wine),

= base unit of exchange and it is different from transfer.

= exchange of products or services – goods transaction.

Transfer = handover of use value without receiving of counter value.

The product is a means to meet the needs of users.

Product shapes: goods, services, ideas, personalities, organizations, exchange media, premises, experiences, consequences of exchange.

The value of a particular product for an exchange participant is a function of the use value of the product and all costs associated with its acquisition and use.

The use value of a particular product is its ability to meet the needs of an exchange participant.

Nominal (cash) price is that part of the price of a product which is usually expressed in money.

There are exchange flows between the provider and the customer:

- financing, risk taking, ownership, physical possessions, communication.

COMPLEX PRODUCT EXCHANGE SYSTEM

Depending on the participation in exchange flows, organizations in the exchange system can be divided into:

- primary participants: occur in all exchange flows related to a particular product,
- secondary participants: are those organizations that are only involved in certain exchange flows and facilitate trade processes with their specialization.

Trade organizations are divided by type of customers into:

- wholesalers - buy goods for resale to traders, processors and large consumers,
- retailers - buy goods for sale to end users.

Trade services are:

- agency services,
- brokerage or commission services,
- commodity exchange and market services,
- franchising and other

a) transaction-based marketing

b) relationship-based marketing

CONCEPT OF PRODUCT VALUES OR PERCEPTED PRODUCT VALUE

BENEFITS > SACRIFICE

- customers are looking for the benefits they will gain from the purchase
- the higher the perceived value, the higher the satisfaction and loyalty of the customers

BENEFITS - SACRIFICE (costs)

Benefits: emotional, functional, social

Sacrifice: monetary, non-monetary (time, effort)

* expected product value (EPV)

CONCEPT OF CUSTOMER SATISFACTION AND LOYALTY

$S = L - EPV$

$L > EPV$ customer satisfaction

$L = EPV$ minimum met satisfaction criterion

$S < EPV$ customer dissatisfaction

Expectations

Product experience

Perceived value

Satisfaction

Repurchase

* Satisfaction is checked: with books of complaints and compliments, surveys, analysis of lost customers.

* loyal customers are a lower cost for the organization than acquiring new ones.

Loyalty - Larger market share

- Strong followers - constantly buy the same brand (purchase pattern: A, A, A, A).
- Partial followers - loyal to 2-3 brands (purchase sample: A, A, B, B, A, B).
- Inconstant followers - changing brand preferences (purchase pattern: A, A, A, B, B, B, C, C, C).
- Variables - are not loyal to any brand (purchase pattern: A, C, E, B, D, B, C).

* organizations have different loyalty programs, thus trying to keep loyal customers (loyalty cards, coupons, cash prizes, bonus points ..).

4 STRATEGIC DECISIONS IN MARKETING

GETTING TO KNOW CUSTOMERS

Client = customer = user

CUSTOMER BEHAVIOR - purchase behavior = process (why, in what way, when, where they buy certain products).

Decision-making: simple (routine) and complex or widespread (problem identification - information retrieval - alternative management - product selection - post-purchase behavior).

* post-purchase dissonance: after making difficult decisions that will have long-term consequences – post-purchase fear of the customer that the decision was not the right one.

* to reduce post-purchase dissonance organizations test products before purchase, the possibility of return...

* in routine = behavioral learning

* in complex = cognitive learning

Internal factors influencing customer behavior:

- Needs and motives: need is a psycho-physical feeling of lack; need becomes a motive when it reaches a sufficiently large sense of lack to begin to look for a solution to a problem.
- Organizations try to foster a sense of urgency, followed by satisfaction with a specific product.
- Universal needs - are not concretely expressed in the ways they are met.
- Specific needs - are expressed in concrete ways of satisfying them.
- The hierarchy of needs depends on the characteristics of customers and their environment.

Maslow shares needs:

- physiological needs (first and basic level - necessary for survival),
- safety and protection needs (occur when physiological are met),
- social needs (affiliation needs),
- ego needs,
- the needs for self-realization.

- perception: stimuli (ads-images), smells (in a drugstore), sounds or textures perceived by sight, hearing, smell, taste and touch. It is important to remember the product or organization.

EXPOSURE occurs when a stimulus enters an area that we are able to perceive with our senses

ATTENTION - when a stimulus triggers one of the senses (triggered in connection with our needs)

INTERPRETATION - we give some meaning to the accepted stimulus

- Attitudes: learned positive and negative reactions to people, products, services, organizations.

You may not have an established attitude towards something. They are SUBJECTIVE.

They are formed from 3 components:

- REASONABLE: information and knowledge about the object of observation.
- EMOTIONAL: emotional reactions when observing the object of observation.
- BEHAVIORAL: behavior regarding the object of observation.

- Self-image: each individual's belief in what he or she is and wants to be.

This is influenced by attitudes, perceptions, needs and motives.

ACTUAL self-image

IDEAL self-image

External factors influencing customer behavior:

- Culture: it is formed by people's behavior. It is a set of values, knowledge, beliefs, customs, living in a particular area.

VALUES and NORMS are chosen in each culture - generally accepted beliefs about what is right and what is not (organizations focused on what is acceptable from the customer's point of view).

The importance of the rituals of a culture is exploited by organizations - carnival...

- Social class: affects the purchasing power of customers and consequently their choice of products.
- Family: which family member is a customer. The family can also consist of three generations living together.

NUCLEAR family (1 or 2 adults + children).

EXPANDED; more often so we talk about HOUSEHOLD.

Household = a community of residents living under the same roof.

FAMILY DECISION-MAKING: The procedure which involves at least two or more family members in the decision-making (roles in decision making: information gathering, influencer, decision maker, customer, user).

- Reference groups: purchasing behavior is also influenced by the groups to which we belong. Common norms, values and beliefs in the reference group.

Example: everyone has a smartphone, you need it too the influence of the reference group which we belong to.

OPINION LEADER: influences the position of all others who believe that he has the necessary knowledge and experience with certain products.

ORGANIZATIONS AS CUSTOMERS

- Exchange processes between organizations in inter-organizational markets - B2B.
- Inter-organizational markets include: manufacturers, wholesale, retail, public organizations (hospitals, universities).
- Sales to natural persons; End-user market -B2B.

* individuals and households = final customers.

Characteristics of demand in B2B markets

- Implemented (demand formed mainly in customer markets).
- Inelastic (organizations continue to buy large quantities in B2B markets, regardless of price change).
- Larger fluctuations (even a small change in demand in end-user markets can mean a large change in demand in B2B markets).

Types of clients in B2B markets:

- Manufacturers: buy a large number of products (raw materials, semi-finished products) Agricultural producers, manufacturers of end-user products, service providers.
- Resellers: buy finished products; do not have a production process - wholesalers (sell products to organizations), retailers (sell products to individuals and households).
- State public organizations: offer public services to organizations and individuals (hospital, university); are important customers of B2B markets.
- Other non-profit organizations: not necessarily managed by the state (clubs, charities); frequent customers of B2B markets.

Types of purchase in organizations

- First purchase: a lot of information required; purchase = procedure.
- Immediate repurchase: there is no re-collection of information because the product is already known and thus the customer is satisfied - development of a long-termrelationship; routine purchases.

- Custom repurchase: The organization wants to change product features, prices, purchase or payment terms due to the lower favorable competition for example; business = under pressure - they can improve their offer.

MARKETING RESEARCH

Research procedure:

Definition of the research problem determination of research objectives:

- research plan,
- acquisition of information,
- processing and analysis of information,
- preparation of research report,
- application of research results.

Types of information for decision making in marketing:

Information from the narrower marketing environment on:

- customers;
- competition;
- suppliers.

Information from the wider marketing environment on:

- demographic environment,
- natural environment,
- economic environment,
- technological environment,
- political and legal environment,
- socio-cultural environment,
- information from your own company.

PLANNING MARKETING STRATEGIES

It seems from the definition of the organization's vision (how it sees itself in the future, what it wants to become), its mission (what it does), and its core goals (desired activities).

Strategic decisions - profit, growth, development, etc. depend on them:

- Strategic marketing decisions are: who we are, what we do, what we want to become, what are our existing markets, what are our potential markets, who are our key customers, etc.

- The goal of strategic marketing activities is to achieve and maintain a lasting competitive advantage the market.
- Marketing activities represent the achievement of marketing strategic goals - what needs to be done, how something needs to be done, when, who, by when, and by what means.

5 MARKETING MIX

PRODUCT

PRODUCT DEFINITION:

A product is something that is offered on the market and satisfies the needs and desires of the customers. They are not only products in tangible forms, but also in services, spaces, events, organizations, people, ideas, etc.

It is a multitude of all the benefits that the customer gains from the purchase and use of the product - functional, emotional and social benefits.

The product is the key element with which the provider enters the exchange processes:

- the exchange process is at the same time a process of offer (sale, supply) and demand (purchase, procurement);
- each participant in the exchange is simultaneously in the role of a provider (seller, supplier, deliveryman, purveyor etc.) and in the role of a customer (buyer, user, customer, purchaser, supplier etc.);
- the product that is the object of exchange is at the same time a "package" of benefits and costs.

Snoj and Gabrijan claim that: "A product is the totality of the functioning of beings and things with which the participant in the exchange relationship (co)realizes the benefits for which they must pay a certain price."

CONCEPT OF PRODUCT LEVELS:

- a large number of similar products;

Levitt: a product is a composite set of values that enable a customer to achieve satisfaction: his concept:

- potential,
- extended,

- expected,
- generic product level.

The boundaries between the levels are not sharp; they depend on the expectations and the perceptions of the target groups, on the providers as well as on the factors of the narrower and wider circle of the organization's environment.

Generic level:

Contains the components, their mode of operation and the results necessary for the product to remain on the market (the core of the product).

Expected level:

Apart from the generic components, their functions and results; it contains additional components, operation and performance results that meet the customer's expectations (in terms of quality, number of components, availability, price, etc.).

- expected and generic level components = HYGIENICS; according to customers, they must necessarily be present, and their presence does not significantly affect the increase in satisfaction (while their absence has a negative impact).

Extended level:

Apart from the extended and generic product, it also contains everything that is above the customer's expectations (i.e., pleasant surprises). Customers have different preferences - but still, the more providers expand products, the more demanding customers are.

Expansion - mature markets (experienced providers and demanding customers).

Potential level:

Apart from the already mentioned levels, it also contains everything that a provider could do to attract and retain customers and exceed their expectations.

Financial resources, legislation, knowledge, etc., often limit this

PRODUCT DEVELOPMENT PLAN:

Higher product levels - higher price and cost.

Product qualification:

- durable products: we use them for a longer time, we buy them less often (e.g., a car);
- non-durable products: have a short shelf life, we buy these more often (food);
- products intended for individuals or households;
- industrial products: intended for organizations.

Classification in terms of effort invested:

- Everyday or ordinary: cheap, available in sufficient quantities; customers are willing to invest a little money, time and energy in the purchase; buying such products is frequent (vegetables).
- Preferential: customers are willing to invest little effort in the purchase; they have developed brand preference scales in relation to products; brands of these products are often bought by customers; customers prefer specific products (drinks).
- Shopping: customers are willing to put more effort into the search because these are important to them; they buy less frequently, do not have clear preference scales; gather information and make a preferential scale of alternative products (cars, home furnishings) before buying.
- Special: the greatest effort of customers is invested; the highest level of risk is present; their preferential scale is formed even before the need arises; a high level of importance of products; a high level of loyalty (apartments, works of art, etc.).

OBJECTIVES AND ACTIVITIES IN THE FIELD OF PRODUCTS

Main activities in the field of products:

- Development of new products – innovation,
- a new product is a product that is new to the organization but not new to customers; is new to a specific target group; is new to both the organization and the customers,
- many new products fail to launch (less than 60% are successful),
- failures are caused by various obstacles: market, financial, time barriers, macroeconomic factors, legislation etc., or customers simply do not like the products.

Modification of existing products - modification

- due to declining sales volume, declining profit; introduction of new competitive products, technological changes, etc.;
- modification of 1 or more product components (design change),

PRODUCT DISCONTINUANCE -ELIMINATION

- depending on the market potential of the product; how much one would gain by changing the product, how much the product contributes compared to the direct costs, etc.

Main product objectives:

- identifying market opportunities,
- generating ideas for new products and modifying existing ones,
- designing new products,
- achieving the expected quality and value of products,
- creating a favourable offer,
- designing of suitable packaging,
- making a profit,
- ensuring the growth of the organization.

PRODUCT LIFE CYCLE: fluctuation of product sales over time by individual stages (from introduction to discontinuance);

4 levels: introduction (maximum costs), growth, maturity (longest, maximum profit) and decline:

* life cycle is getting shorter (due to technological development and high competition).

PRODUCT COMPONENTS

1. Design

It attracts the customers with appearance and style; the organization contributes to a higher perceived value of the product with the design (it can present significant emotional and functional benefits to the customer).

Design > style (the chair may look great, but it is uncomfortable); design means adding benefits and thus increasing the value of the product in the eyes of customers, with functionality (not only from an aesthetic point of view)

2. Packaging

Original function - protection of the product during transport.

- today - product identification (informative function),
- sales function - affects visibility, which increases sales.

CLASSIFICATION:

- a) the material from which it is made,
- b) purpose of use,
- c) primary (sales),
- d) secondary (wrapper or bulk wrap),
- e) tertiary (transport) packaging:

- when everything about the packaging has been agreed and settled, it is tested and a technical and visual test is performed, as well as a test of traders and customers,
- related to product labelling (information on composition, raw materials, origin, method of production, shelf life, etc.).

3. BRAND

Its basic purpose is to distinguish similar products from each other.

Creating a successful brand is a long-term process (according to Interbrand ranking the 3 top brands are: Coca Cola, IBM, General Electric- on the market for more than 70 years).

A brand is a complex entity that creates a bond between its creators and customers.

It is not just a slogan and logo, it is only 20% of the whole, and the other 80% is hidden under the surface of the iceberg.

It enables identification and belonging to a certain social group.

Affects greater loyalty to the provider.

It is an important part of the property, a source of financial income of the organization.

Brands are divided into:

- a) corporate (applies to the entire organization - Droga Kolinska);
- b) product (refers to a tangible product - Argeta);
- c) service (refers to services - Orto, etc.);
- d) commercial (refers to the trader's own brands - Lumpi);
- e) destination (refers to a specific destination).

4. Product value

5. Product quality

Quality is a prerequisite for the success of the product in the market. PERCEIVED QUALITY is a comparison between expectations and the actual performance of a product. It is about the customer's superiority or the excellence of the product.

We distinguish between: objective quality (measured by certain standards) and subjective quality (the organization cannot determine itself).

Quality also includes product delivery, technical explanation of operation, etc.

It is not only technical quality - it is complete quality - SERVQUAL scale (comparison of customer expectations with actual recognition of the quality of a particular service) reliability, empathy, tangibility, responsiveness and trust.

Overall quality is the upgrading of technical quality with the quality of services at all stages of the purchasing process - from demand, information retrieval, purchase and post-purchase services.

*quality control (Lidl for example)

6. Product image

- Image is a complete picture of the customer's opinions, perceptions and impressions,
- the image is not created overnight; the process of getting to know and using the product,
- stereotypes about a product - if they are bad it is difficult to turn them into positive ones overnight in the minds of the customers.

7. Assortment

The range of products that the organization offers to its target groups has several dimensions:

- a) assortment width: how many different product groups the organization offers,
- b) assortment depth: what is the number of products within each product group,
- c) assortment length: what is the number of all products in all product groups.

* Consistency of assortment: how product groups are interconnected.

PRICES

- pricing is one of the factors of the marketing mix,
- on the one hand it represents the price of the product, and on the other hand it represents the income for the provider or reimbursement of all costs (all elements of the marketing mix bring both - costs and sales revenue).

PRICE DEFINITION:

- is a number of monetary units that the customer must pay to acquire one unit of the product;
- is an important weapon in the fight against competition -the customer compares the price of the product with the benefits received by different providers in the market;
- price is what the customer has to sacrifice to get the product; it is influenced by the monetary and non-monetary price (Zethamlova):

a) non-monetary price factors: search costs, energy consumed,

b) the monetary price is expressed in monetary units.

It is not only the price that influences the customer's purchase decision- we also have to take into account the past customer's experience; Scitovszky: customers attribute two prices to the product:

a) traditional price - normal or fair price,

b) actual price - current price.

- If there is a difference between these two prices, the customer forms an evaluation of the product as "cheap" or as "expensive" (cheap = insufficient quality).

NOMINAL PRICE is the part of the price, which is expressed in money.

INCREASING IMPORTANCE OF PRICE

- Price elasticity is approx. 20 times greater than the elasticity of advertising (customers are more responsive to the price).
- The sales effects of a change can be detected relatively quickly.
- Changing the price takes very little time.

Due to:

a) increased pressure from competitors, which raised the role of the price;

b) new competitors (mainly from Asia);

c) increasing availability of information e.g., low price search engine Amazon Price Check App.

THE ROLE OF PRICING IN THE MARKETING MIX

- With price alone, the organization tries to capture some of the value of the product for its own financial success (while with other elements - marketing communication, marketing channels and product - it tries to create the usefulness of the product in the market.

- Even with good price setting, the organization cannot compensate for the poor implementation of other elements of the marketing mix!

A CONNECTION BETWEEN A PRODUCT AND A PRICE:

- a product must have a price to be able to enter the exchange processes;

- both elements are necessary but not sufficient conditions for the success of a product on the market!

- Price affects the market perception of product characteristics.

PRICING PROCESS is a specialized marketing activity.

PRICE GOALS

- With its business strategy, the organization can pursue any of the 6 goals:

SURVIVAL

Strong competition and high customer preferences lead to lower prices; as long as prices cover variable costs and some fixed costs, the organization will survive.

* short-term goal

MAXIMUM CURRENT PROFIT

Creating a price that brings maximum current profit - first assess the demand and costs associated with alternative prices, then determine the price that maximizes current profit.

* It is difficult to assess the demand due to non-compliance with other elements of the marketing mix.

* short-term goal

MAXIMUM CURRENT INCOME

Organizations need to assess the demand function.

Maximizing current income leads to long-term profit maximization and market share growth.

MAXIMUM SALES GROWTH

The reason for deciding on maximum sales growth is that companies are convinced that higher sales will also bring long-term profits.

Therefore, they set the lowest price on the assumption that the market is price sensitive.

* In their opinion, the low price will, deter current and potential competitors.

CREAM SKIMMING MARKETING STRATEGY

It means creating high prices and reaping high profits in the market. It makes sense if there is a sufficient number of customers on the market to generate current demand; if the high price does not attract competitors; and if the costs are not too high with lower production volume.

LEADING ROLE IN PRODUCT QUALITY

Organizations want to play a leading role in terms of quality; high quality at a high price ensures a rate of return that is above the industry average

Non-profit organizations (their main goal is not profit); they can choose other price targets - the price will cover only fixed costs.

In any case, the objectives must be clearly defined, including the time frame; they must differ according to the nature of the objectives; there must be no conflicts between the objectives.

PRICING STRATEGIES

Pricing is influenced by the following factors:

- INTERNAL

a) objectives and strategies,

b) production costs,

c) pricing method.

- EXTERNAL: are not directly influenced by the organization

a) market type and intensity of competition,

b) customer perception of product value,

c) price elasticity within demand,

d) legislation, etc.

When setting a price based on value, it is important that it is not formed in advance. The customer's needs must be analysed first.

Another important factor is the elasticity of demand is demand curve (elasticity - inelasticity of demand).

Price elasticity = change marked Q / change marked P

- It tells us by how many units the demand will change if the price changes by 1 unit.

- Price and demand movements = inversely proportional.

Exception: prestigious products - lower prices result in a drop in demand.

PRICING STRATEGIES:

- pricing is based on good judgment (and not so much on good calculations); and a lot of information is needed;
- when setting prices, we need to have a good understanding of VARIABLE COSTS, COMPETITORS and TARGET GROUP, which together affect STRATEGIC OBJECTIVES, which affect PRICE OBJECTIVES, which affect TACTICS, which in turn affect PRICE,
- most errors are related to the misunderstanding of the target group, due to poor insight into how customers see the value of their product,
- sometimes organizations do not change the price at all and only look at costs, etc.,
- many create prices in isolation and do not take into account other elements of the marketing mix.

PRICING STRATEGIES FOR:

- NEW PRODUCTS:

a) What role will their price play in the market?

b) CREAM SKIMMING strategy (sets a high price in terms of value - profit generation - suitable for markets where customers are price insensitive - prestigious products) or a MARKET PENETRATION strategy (relatively low price is formed in terms of value - attracts many customers - due to higher sales volumes can generate large profits - this price will be increased, decreased or maintained in the future).

- PRODUCT GROUPS:

a) most organizations offer more than one product,

b) a product group is a group that is closely related in terms of use, methods of sales channels and price range,

c) the depth of a product group is measured by the number of products in the group.

Product definition:

- with the lowest price - the one that customers most often remember; the product with this price is "a trade generator" (attracts customers),
- with the highest price - it associates customers with high quality demand,
- definition of price differences for other products in the group,
- the group also always includes complementary products (higher sales of product A leads to higher sales of product B) and substitute products (sales of one product reduce sales of another).

PRODUCT PACKAGE – e.g., monthly fitness card.

- VARIOUS GEOGRAPHICAL AREAS:

a) F.O.B. pricing:

b) The buyer assumes responsibility for the mode of transport and the choice of carrier.

c) They also assume the risk of damage and loss of goods.

d) They pay for all services as well.

e) Product price = nominal + all costs.

f) Pricing with the inclusion of the delivery price:

The nominal price already includes transport costs.

- Pricing based on ONE ZONE:

a) the organization sets a single price for all customers, regardless of location;

b) the organization's net income varies (depending on costs);

c) local customers overpay transportation costs that are identical to the costs for customers ordering from remote locations.

- Pricing based on MULTIPLE ZONES:

a) the organization creates several zones where it has distribution centres;

b) customers within one zone pay average costs;

c) transport costs and the nominal price differ from one zone to another.

PRODUCT LIFE CYCLE (PLC)

Illustrated by a curve: introduction, growth, maturity, decline

OTHER PRICE STRATEGIES

a) Price discrimination

- It is used to increase sales or profits.

- It offers the same product to different segments of customers - at different prices.

b) Geographical price discrimination.

c) Occasional price discrimination (different cinema prices during the week).

d) Price discrimination on the basis of coupons (collection of coupons; Kuponko.si).

e) Price discrimination based on customer characteristics (for students, for senior citizens).

f) Dynamic pricing:

- Daily, hourly price adjustment according to the customer or situation,

- Closely connected to the Internet - purchase a plena ticket.
- Customers find it easier to compare prices - www.ceneje.si.
- The organisation must follow the principles of ethical behaviour (that noone is angry because he paid for the card much less than the other etc.).

APPROACHES TO PRICING

- Approaches based on:

COSTS:

- 1st approach: a mark-up on all costs associated with the creation of the product
- a mark-up pribitek = desired profit of the organisation
- disadvantages of the approach: the organisation can never be sure about costs, the demand is not taken into account, customer expectations are not taken into account
- 2nd approach: the analysis of threshold coverage:
- It tells how many products the organisation must sell at a certain price to cover all costs.
- under the threshold coverage – loss,
- the volume of sales coverage = $CS / P - VS$,
- 3rd approach: based on target return
- the organisation knows what profit it wants to achieve
- it determines the price based on the desired return
- ROI – lucrativeness of investments

PRICES OF COMPETITORS:

- pricing at the current rate
- the price is formed on the basis of competitors (slightly higher or lower)
- smaller organisations

THE VALUE OF THE PRODUCT FOR THE CUSTOMER

It requires an accurate estimate of the expected value of the product as perceived by customers

When the organisation realizes that the customer at buying decides on the price, they realize that the customer has a key influence on price formation and thus disrupts cost-based pricing

The organisation creates prices that bring more profit by offering more value to the customer

Pricing approach based on:

- »more for more« (more benefits for more victims) - famous and high quality product brands -luxury products,
- »more for less« -they offer more benefits than competitors,
- »less for less« -the organisation intentionally offers very few benefits - generic products very low nominal price (for those customers with very little money).

CHANGING PRICES

- due to costs, changes of customer preferences and tastes, changes of competitors' prices
- for one product, for a group of products or for the entire range
- long-term, short-term, regular, random, proactive (the result of primary decision), reactive (the result of change of competitors' prices):
- to a specific customer segment – selective change,
- traps:
 - a) low quality (customers think that this product is therefore cheaper because it is inferior in quality to a competitor's product)
 - b) a fragile market share (with a lower price it gains in market share but not in the loyalty of customers)
 - c) shallow pockets (competitors can also lower prices and are more successful at it)

PRICE EQUITY

- it is influenced by: the reputation of the organisation and the reasoning of customers about the motives of the organisation to change the price,
- customers will perceive the price as unfair when they conclude that the organisation has a negative motive, that it tries to take advantage of them

MARKETING PATHS

= distribution, sales channel

DEFINITION OF MARKETING PATHS

- The products are not directly offered to customers - there are many market intermediaries between the organisation and the users.
- Marketing channels consist of:
 - a) the participants in product transfer from the organisation to the client,
 - b) relationships between the participants in change flows:
- The marketing channels are formed by: wholesale and retail organisations, brokers, (the representatives of the manufacturer), agents, transport organisations, »intermediaries that facilitate the movement of products«, also the Internet.

- DIRECT MP

Intermediaries are not involved; the products are offered to customers directly, (door to door sales, mail order, tv sales, online sales).

- INDIRECT MP

Intermediaries involved (retail and wholesale trade)

- Mixed MPs are used.

- MP LENGTH: the number of participants that are included in a marketing path.

The most important factors that determine the length of mp are the TYPE OF PRODUCT and the CHARACTERISTICS OF THE CUSTOMER

shorter MP: perishable foods

longer MP: products intended for physical customers (individuals, households)

Among MP there is often wholesale (wholesaling; those organisations which sell as intermediary, provide services, buy for resale or business use/business customers - trade wholesalers, brokers, branches) and retail (retail; they sell in the role of broker, provide services directly to end customers, for personal, non-personal business use - specialized stores, supermarkets, hypermarkets, discount stores, self-service, vending machines).

GOALS OF MARKETING PATHS

- It is necessary to take into account the already defined target markets, basic goals and strategies on the level of the organisation - in this way the framework is provided for decisions on marketing channels.

- Basic goals of MP are decision-making, to enable, maintain and increase:

SPECIAL BENEFITS OF PRODUCTS – the suitability of the product location (greater accessibility – greater satisfaction).

TIME BENEFITS OF PRODUCTS – products must be available on time.

QUALITY BENEFITS OF PRODUCTS – during the journey it is necessary to maintain the quality or even increase it (assembly, tailoring, consulting).

QUANTATIVE BENEFITS OF PRODUCTS – appropriate quantification of consignments, aggregation of products in larger quantities or disaggregation into smaller units

- They must be designed so that they minimize costs.

ACTIVITIES RELATED TO MP

- Analysis for the purpose of deciding on the MP:

a) The organisation must examine OWN RESOURCES (market power, financial capacity, existing MP, technology, personnel, organisation, character of products in the organisation's range) and COMPONENTS OF THE MARKET (customers, competitors – their number, market power,

location, finances...) and the WIDER (legal regulations, demographic, cultural characteristics of the population) of the marketing environment.

b) By analysing, the organisation learns about its pluses and minuses, opportunities and dangers

- Pricing and MP strategies:

a) Observance of MP performance indicators.

b) Market indicators (physical, value volume of sales, market share of an individual participant, reputation of the participant, loyalty and complaints of the participant).

c) Financial indicators (gross profit from total activity, gross profit from sales, liquidity...).

d) Ecological indicators.

e) Control indicators (level of influence on participants in assortment design, pricing).

f) Flexibility indicators.

MP STRATEGIES (achievement of goals)

Strategies of INTENSIVE customer coverage

- The product is offered to customers through several types of MP.
- It works in the short term, it harms in the longer term (if you want to make the transition from selective or exclusive to intensive).

Strategies of SELECTIVE customer coverage

- Products offered through some selected MP types

EXCLUSIVE customer coverage strategies

- A certain product is offered through only one marketing channel (prestige)

Evaluation and selection of MP

- Again through indicators, for each organisation, the indicators are of different importance...

Final composition of MP:

- or DIRECT MP: what sales methods will the organisation use (in the organisation, web, per mail).
- or INDIRECT MP: how many intermediaries will be included in MP (the length of MP) and which intermediaries will be selected.
- or MIXED MP.

MODERN MP:

- vertical MP systems: manufacturer, wholesaler, retailer - operate as one system. One of them is the leader (supervises) : Europe, the USA and Asia.

- Horizontal MP systems: 2 or more organisations join resources and programs to take advantage of a given opportunity.
- Since some organisations do not have enough money, reputation...
- Other trends in the field of MP:
 - a) New forms and combinations or retail trade.
 - b) More and more online stores.
 - c) Greater competition between different types of stores.
 - d) Selling of an experience: Retailers add entertainment to their offer

COMMUNICATION IN MARKETING

- Informing, convincing customers about products.
- Establishing customer relationships.
- Organisations watch customer feedback .
- Communication enables detailed acquaintance with the product.
- Reasons for use, time and place of use are shown, for whom it is appropriate, who the manufacturer is and what his values are.

THE CONCEPT OF INTEGRATED COMMUNICATION

- Coordination of all communication activities (advertising, sales promotion, public relations and personal sales).

COMMUNICATION MODEL – information transfer

The communicator transmits through the medium to the recipient. The recipient sends a response to the message.

- Communicator = the organisation or the organisation chooses the person that communicates org, (Scarlett Johansson za L'Oréal).
- Encoding = creating messages so that everyone will understand (encoding with picture, sounds, texts...).
- Message = a set of symbols that the communicator sends to the recipient (it must be simple, easy to understand...).
- Medium = communication channel, through which message is transmitted (tv, radio, fb, poster).
- Decoding = the recipient understands the contents of the message as the communicator had it in mind (we can be exposed to the ad but we do not detect it; there is no decoding).
- Recipient = target audience.
- Feedback = the recipient's response (it is not always sent to the communicator).

- Noise = which interferes with effective communication (Hofer writes across the page to focus on its ad).

COMMUNICATION PLAN – THE PROCESS AND DEVELOPMENT OF MARKETING MESSAGES

- 1st level: definition of target audience,
- 2nd level: definition of communication goals:
- AIDA model (what happens if we are exposed to communication):
 - a) K. draws attention to the product
 - b) K. arouses interest in a product
 - c) K. stimulates desire for it
 - d) K. triggers a purchase

DAGMAR (9 possible communication goals - 5)

- Awareness building:

(important when it comes to a new product; in what time and by what percentage we will arouse the awareness of customers and connect the product with the need - cockta – thirst).

- Information:

(we provide information on the benefits of a product).

- Formulation of positions.
- Promotion of purchase: (we try to convince potential customers to try our product or buy it again).
- Building satisfaction and loyalty.
- 3rd Level: Definition of the communication budget
- Organisations regard communication as a cost, not as a long-term investment.
- In a crisis they reduce advertising!
- Methods for creating communicatio budget:
 - a) Method of determining the budget based on the share of sales (if the share is smaller, the budget is also smaller; illogical – it would be better the other way around).
 - b) Method of determining the budget baded on the unit of products sold or produced (suitable for car dealers).
 - c) Method of determining the budget based on competition.

All these methods are from TOP DOWN (in the organisation the scope of means of communication is first determined, then follows the planning of activities).

d) Method of determining the budget based on set goals. It is based on a BOTTOM-UP approach (first communication objectives, then the range to achieve objectives).

- 4th Level: Message design:
 - where and in what way will we transmit the message,
 - the first and the second stage must be specified.

The CREATIVE DESIGN OF THE MESSAGE is important – the original thought with which we convey the message to the clients

- This message must be written and spoken.
- REASONABLE messages: messages about price, quality, performance, product features, »the advantage is in technique«.
- EMOTIONAL messages: they want to arouse emotions in clients (joy, warmth, fear, erotica...) »even the angels will fall«.

- 5th Level: Creating a communication web:

- Advertising .
- Sales promotion.
- Public relations.
- Personal sales.

- 6th Level: Measuring communication effectiveness:

- When we invest a lot in communication, we also need to measure responsiveness appropriately
- A marketing research is carried out:
 - a) Measuring sales volume.
 - b) Measuring product visibility.
 - c) Measuring attitudes.
 - d) Measuring satisfaction and loyalty.
 - e) Measuring the reputation of the organization.
 - f) Monitoring publications in the media.

ADVERTISING

Advertising ≠ marketing ! it is an activity in the context of communication in marketing!

- Ad subscribers or advertisers pay for the design or carrying out advertising.
- Designers, marketing agencies , specialized advertising agencies.

- LEASE OF ADVERTISING SPACE - intermediaries (advertising agencies) in the media take care of the transmission of the message - the advertiser himself or with the help of the agency against payment leases part of the program on TV, radio.

- 3 categories:

PRODUCT ADVERTISING: impersonal delivery of messages about a product; giving information to the audience about the benefits of the product.

INSTITUTIONAL ADVERTISING: presents concepts ideas of the organisation or an individual, it informs the audience about the existence, characteristics and values of the organisation/industry.

CORPORATE ADVERTISING – the advertising organisation as a whole.

- Advertising goals:

- a) to inform the target audience (when the product is in the introduction phase),

- b) to convince them (when the product is in the phase of growth and maturity),

- c) remind them (when the product is in the phase of decline).

- Ad contents:

- a) it is determined in the process of creative strategy, which the organisation can determine itself or with the help of an agency.

- b) Creative strategy is briefly summarized in the document called ADVERTISING BRIEF or CREATIVE BRIEF

- Advertising media and their choice.

- a) Traditional: TV, radio, print media, public (buses) and private (billboards), direct mail.

- b) Digital: Banners – click to redirect.

- c) Pop up ads: show up in a new window while we browse something else.

- Search engine ads.

- Email advertising.

- Advertising by phone (sms)

- Video sharing.

The creative brief only states the framework plan, the target group and basic goals of advertising

- the most important information for those who create creative solutions for advertising or message design.

When composing a message we have to decide what and in what way we will say it.

- Decision on: the type, format and the tone of the message:

- Format:

- Comparison: direct comparison with a competing product.
- Presentation: the operation of the product is shown.
- Testimony: a known person, an expert or someone else gives a positive opinion.
- Emphasizing the life goal: showing families, groups, individuals who attract the target group + the product is presented.
- Tone:
 - It determines the well-being and feelings that the ad will evoke in the audience.

Advertising media and their choice:

- Traditional: tv, radio, print media, public (buses) in private (billboards) areas, direct mail.
- Digital:
 - a) banners – click to redirect
 - b) pop-up ads – they show up in a new window while we browse
 - c) search engine ads
 - d) email advertising
 - e) advertising by phone (smses)
 - f) video sharing

PLACEMENT OF PRODUCTS – the product is not advertised directly, the organisation places the product in the content of the film, show...

REACH: what percentage of the target group should receive (perceive) the message in a given time.

FREQUENCY: how often the target audience must be exposed to the ad at a given time

SALES PROMOTION:

- Sales promotion to encourage the first purchase or repurchase by the customer.

SALE PROMOTION FOCUSED ON FINAL CUSTOMERS

- Free sample
- Discounts
- Information material at the place of purchase
- Coupons
- Product display and presentation
- Gift product (premium)
- Prize game
- Refund
- Sales promotion by motivating intermediaries (retailers for example) or own sales staff to increase sale

SALES PROMOTION FOCUSED ON INTERMEDIARIES OR SELLERS

- Discounts for traders (Cocacola gives Spar quantity discount)
- Providing information and other material at the point of purchase
- Joint advertising (sharing of advertising costs)
- Incentive for own sales staff
- Sales promotion objectives:
 - a) Prepare customers to test or purchase a new product (sample removal).
 - b) Maintaining existing customers (increases market share).
 - c) Advertising support.
 - d) Convince retailers and wholesalers to have the product in stock or to buy larger quantities than usual (discounts, guarantees, quantity discounts).

PUBLIC RELATIONS

- Internal public: employers and to some extent shareholders.
- External public: customers, legislators, local community.
- Objectives: maintaining reputation, developing and maintaining good relations with the external public, support for advertising objectives.
- Types of public relations:
 - a) Publicity.
 - The organisation wants to achieve unpaid media coverage.
 - They are also called »media relations«.
 - Tools: Press releases, press conferences, sponsorship.
 - b) Crisis communication
 - When unpleasant and unplanned events or product problems.
 - The relationship with the media is crucial here - they restore the organisation's reputation and credibility.
 - c) Public relations tools
 - Press releases: event report sent to the media.
 - Press conferences: report on an event related to a new product.
 - Internal communication: employee oriented.
 - Sponsorships: financial support to organisations, clubs (in return, the sponsor publicly announces the name of the sponsor); when they report on an event publicly.

PERSONAL SALES

- The process by which the seller directly presents a product or service to the buyer (car dealers, sales agents, sales consultants),
- there is no immediate feedback on whether the communication was successful and if the objectives were achieved, special research.
- The seller immediately receives an opinion from the customer (about the product).
- PERSONAL APPROACH – clients trust this more than mass media advertising.
- Better development of relations with clients – you offer them everything in one place – information, presentation.
- High costs of personal sales (salaries of sellers, training...).
- Personal sales have low REACH and FREQUENCY.
- Poor control over sellers and their communication.
- Objectives:
 - a) Persuade customers to buy a product or a service
 - b) Informing customers about certain features of a product or service
 - c) Providing additional services
 - d) Collecting information on customers
- Types of personal sales:
 - a) Sales in stores (direct contact, you subscribe, sports shop...).
 - b) Sales in inter-organisational markets (agents must be properly trained).
 - c) Direct sales (presence of end customers at the time of sale, at the customer's home – Tupperware).

6 DIGITAL MARKETING AND DIGITAL MARKETING TOOLS

The phrase digital marketing encompasses the planning, organization, implementation, and control of all marketing activities through digital communication sales channels. Everyday encounters with digital technology have completely changed the way we live. This phenomenon is also extremely important in marketing, as it allows a company to be constantly connected, and its members have more opportunities to communicate. Marketing is a social process in which organizations get what they need or want by creating, offering and sharing with others everything that has a certain value for them and thus satisfying their needs and desires. The term digital marketing has changed the way we communicate between individuals as well as between businesses and their consumers. In addition to all the traditional techniques that companies already know and are accustomed to, with the help of digital devices (computer, smartphone, tablet) they can get even closer to the consumers than before. Many consumers today regularly use social networks such as Facebook, Twitter, Instagram, Tik Tok, Snapchat, LinkedIn and others as part of their daily lives. They mostly access them with their smartphones or tablets. Involving these consumers is a challenge and at the same time an extraordinary opportunity to interact with them. Social media is just a new set of tools that allow us to connect more effectively and build relationships with potential customers. People like to be in touch with other people. We always find a way to communicate and connect with others. Digital marketing allows us to advertise on social media and this allows millions of users to see the post. An advertisement that many people see is very important. The ability to share, track and like personal and business profiles opens the door to a larger market. The more followers we have on our personal or business profile, the more likely we are to share certain posts and thus address a larger number of individuals or potential customers. Businesses also have the option of paid advertisements. Thus, with a certain amount, a much larger number of people can be addressed.

Image: Digital marketing tools for building customer relationships





7 PRESENTATION OF DIGITAL MARKETING AND MODERN DIGITAL TOOLS THROUGH VIRTUAL MEETINGS WITHIN THE PLANET SOEN PROJECT

On the first day of our online meetings, Slovenian students presented to all participants the theoretical content in the field of marketing, examples of good practice in marketing new products, and the importance of trust between buyers and sellers.

A digital marketing expert, Ms. Nina Colarič from the Slovenian Tourist Board (STB), the central national agency for the promotion of tourism in Slovenia, which is one of the most successful sectors of the Slovenian economy, presented to the participants what goals they pursue in the field of digital marketing in Slovenian tourism.

She emphasized the importance of sustainable tourism planning and marketing. She established our greatest values in the offer of Slovenian tourism.

Their three most important areas of work include:

- Digital content marketing
- Business communication
- Research and development

Nina Colarič presented to the participants the key trends pursued by the Slovenian Tourist Board in creating successful posts on social networks. These are:

1. The use and design of high-end values
2. Slovenia's commitment to sustainability at the core of communication
3. Co-creating content with followers
4. Their way of story telling
5. Revealing hidden corners
6. Collaborating with influencers

AREAS OF WORK OF THE SLOVENIAN TOURIST BOARD

DIGITAL CONTENT MARKETING



- Official tourism website
- Digital campaigns
- Social media
- Content generation
- Advertising
- Global media

BUSINESS COMMUNICATION



- Tourism fairs, trade shows
- Webinars, VIRTUAL WORKSHOPS
- TO/TA, workshops
- Promotional events
- Economic diplomacy

RESEARCH & DEVELOPMENT



- Research
- Sustainable development
- Product development support
- Coordination with DMO's
- Business events, education
- Innovation & EU projects

+ representative offices in GERMANY (Munich), ITALY (Milan), AUSTRIA (Vienna).

#3

CONTENT DIGITAL MARKETING

- Digital campaign
- Social media
- Analytics
- Monitoring

8 CONTENT MARKETING

On the second and third day of the ZOOM meetings, Zuzanna Credo from Poland presented how digital marketing has changed the world. She introduced strategies in digital marketing and the preparation of a good advertisement on online networks.

She also presented the importance of content in marketing, i.e., content marketing, what the seller wants to tell us with his advertisement, either on Facebook or Instagram. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content.

TONE OF VOICE

We learned how important the tone of voice is in an advertisement and how to create the right tone of voice for a good advertisement. We looked at online advertisements that attract the attention of the consumers with their innovation.

When creating a good online advertisement, we must first ask three key questions:

1. Who? Who are our target customers? How did/do they learn about our product?
2. What? How can we create high value for our customers? What content should we provide them with and when?
3. Where? Which platforms and channels does our target group use? How do they use them?

WEB ANALYTICS

Web analytics is a way of collecting and analyzing what is happening on your website, covering everything from what your visitors are doing, where they come from, and what content they like.

FACEBOOK VS. INSTAGRAM

Zuzanna Credo presented the two most common social networks, Facebook and Instagram, and highlighted their key characteristics.

With its messages and chats within Messenger, **Facebook** has made many changes in the culture of communication. Facebook has changed the way we communicate and how we see communication. The creation of Facebook has changed the culture of communication. Facebook has changed the whole view of the world. It also changed our privacy terms. We are ready to share almost everything with our so-called "friends". We feel great when we have many friends on Facebook, but we are immediately disappointed when someone does not accept a friend request. Facebook is a part of everyday life - whether we want it or not. We need to know that Facebook has changed the world.

Instagram has changed how and what we photograph. It is one of the latest social media, but it has already made its mark in the world. Instagram has more than 200 million users. It was designed as a visual application and its popularity is increasing.

WHAT IS COPYWRITING?

It is the act or profession of writing texts for the purposes of advertising or other forms of marketing. A product, called a copy or sales copy, is written content designed to increase brand awareness and ultimately persuade a person or group to take action.

WHAT IS STORYTELLING?

Successful businesses are based on effective stories. People love to see, read, or hear stories because they create a human connection based on empathy. The best marketers in the world harness the power of storytelling to improve brand and conversion rates.

What do stories have to do with marketing? Well, people remember stories 22 times better than just facts and numbers, so storytelling can increase your conversion rate by a significant 30%.

WHO ARE INFLUENCERS?

An influencer is someone who has:

- the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.
- followers in a distinct niche, with whom he or she actively engages. The size of the followers depends on the size of his or her topic within the specific niche.

It is important to note that these individuals are not merely marketing tools, but means of social relations with which brands can engage in achieving their marketing goals.



GRAPHIC DESIGN TRENDS AND GUIDELINES

Here are some important guidelines for designing a new advertisement:

1. Using muted colors palettes – colors with low saturation, more natural and organic, and of greater clarity appears more trustworthy.
2. 3D design – this design trend is not new, but is the one that has certainly made the most of the more modern technological advances and software capabilities.
3. Emoji design – emoji enables designers to add the emotion to statements, sites or printed media. The use of Emoji creates a reaction and a response, they lighten the mood and they communicate the underlying feelings.
4. Nature inspired design – a well-documented side effect of the present pandemic situation is the thirst for nature. Natural lights, earthly colors and tones, natural gradients in color schemes, flowing lines etc.
5. Simple data visualizations – the goal of any data visualization should be to make the complex data easier to understand.
6. Geometric shapes – idea of using individual shapes to create larger, more complex ones, add order, consistency and structure to visuals.
7. Vector illustrations – adaptable, imaginative, add playfulness and raise a smile, memorable and unique branding.
8. Classic serif fonts – a decorative stroke that finishes off the end of a letters stem (sometimes also called the »feet« of the letters).
9. Social slide decks – visual way of communication longer messages, mostly shared on Instagram or LinkedIn because of the way these platforms handle images.
10. Augment reality & VR – a vast field with its own trends, within the Covid-19 lockdowns, companies have invested in AR technology to bring their products to their customers.

3D Design



Design by: Leo Natsume



Nature – Inspired design



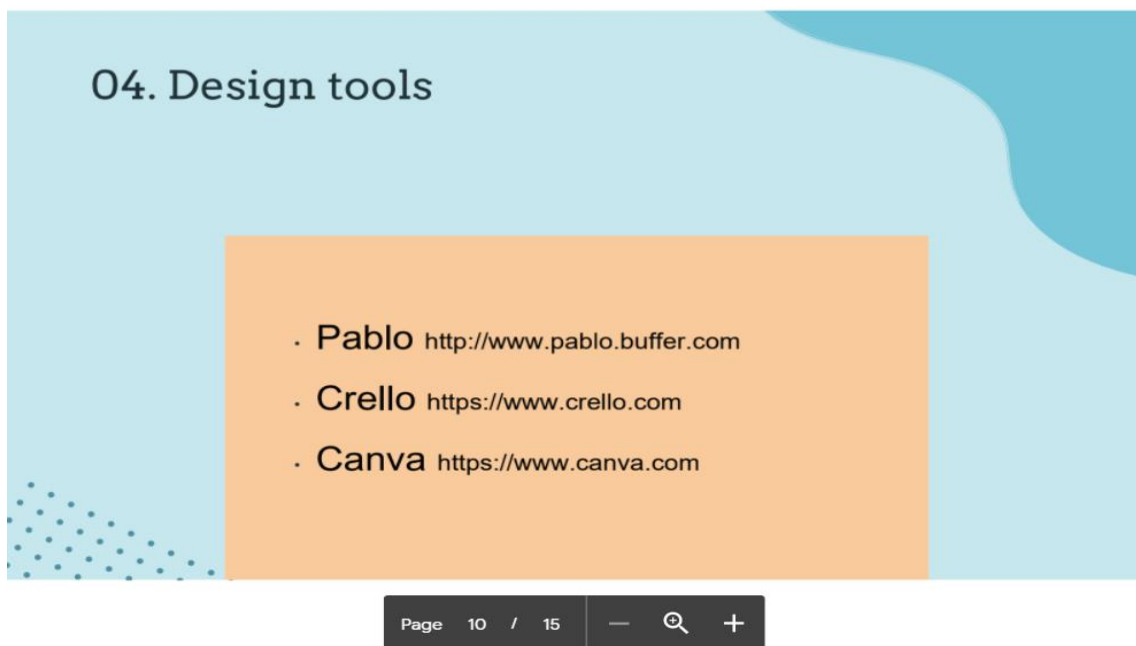
MULTIMEDIA AND GRAPHIC DESIGN TOOLS

1. **Video editing tools** – Inshot, Animoto, Magisto, Photo APP – to add royalty free music and sound effects to your videos you can use tools such as Bensound, Free music archive and Freesound.

2. **Image/photo editing tools** – iPiccy, Photopea, Pixlr.

For free icons/images, you can visit Flaticon, Pngtree, Rawpixel and for free photos you can use Freeimages, Pixabay and Unsplash.

3. **Creating comics and storyboards** – for creating comics you can use Pixton, Make beliefs comics and StoryboardThat.
4. **Design tools** – most commonly used are Pablo, Crello and Canva.



GRAPHIC DESIGN TOOL CANVA

On the fourth day of our meeting, after the presentation of Graphic tools, we had a task to make our own poster or logo using the Canva digital tool.

WHAT IS CANVA?

Canva is a free graphic design platform that allows you to easily create invitations, business cards, flyers, lesson plans, ZOOM backgrounds, and more using professionally designed templates.

Canva has everything what we need for amazing design:

1. Millions of images
2. Photo filters
3. Free icons & shapes
4. Hundreds of fonts

Christmas and New Year cards made with Canva



New Year Cards

Vse



Posters made with Canva



9 CREATIVITY – IT ALL STARTS WITH IT

The human brain is a brilliant instrument that allows you to receive, process and generate

Interactive workshop in topic marketing

After participating in international training on marketing topic, now is your turn to pass your knowledge to your peers. Through non-formal methods this manual will give you all the support you need to promote a 4-hour workshop on the theme.

First of all, you should promote and advertise your workshops among peers, motivating them to learn the simple steps to introduce marketing in your project.

To deliver your workshop you will have to have a room with the necessary conditions and materials to receive your participants and promote the activities you've prepared.

Be sure that you asked all the necessary authorizations and that your schedule is the most adequate according to your group.

In the following scheme you can find a proposal of how to deliver your workshop having always present that you should adapt it to your own reality!

In case you will organize workshop on line you need to explain zoom behaviour to participants

The workshop will take place via zoom and it will be enriched with presentations, videos and visual display of a good practice. Listeners will be given short challenges. Tasks will be prepared in groups, in the online classrooms andh via chat. Students will present their assignments throuht workshop, some of them on the last day and interaction with mentors will be established. Each student who present topic will include and invite all listeners to the debates during and at the end of the implementation.

INSTRUCTIONS:

All participants are asked to log in with their full name and add their country to the rename, namely:

SK (Slovakia)

PL (Poland)

PT (Portugal)

SLO (Slovenia)

For better well-being, please prepare water, coffee, tea, a healthy homemade, local snack.

For more efficient work, please prepare: paper, pens, an armaflex pillow, a bottle of water.

For better mutual communication and efficient implementation of the workshop, please follow the etiquette, rules of good behavior on zoom.

BON- TON, ZOOM-TON

- Turn on the camera.
- Turn off the microphone.
- Raise your hand.
- Enter in the chat.
- Observe the timetable schedule, time limits for presentations.

The work on the first day will take place within 4 short modules. Each module will consist of a lecture supported by a presentation and films and at the end there will be a short challenge task for the participants. The work will take place in classrooms in groups, either by country or randomly selected. A representative of the group will report briefly at the end of each module. Ice breakers will take place in terms of short movement exercises.

Time	(4 hours, according to your school schedule and availability)
Main objectives	<ul style="list-style-type: none"> :: Define what is marketing, present the most interesting digital tools, present examples of good practice :: Identify why marketing is so important. :: Identify the trends in marketing and digital tools :: Identify the project and graphic presentation of it with canva :: Discover and discuss about other experiences of participants :: Develop new marketing solutions for your projects
Equipment/ materials needed	<ul style="list-style-type: none"> :: Program and the objectives of ME (written/printed). :: Flipchart/print of definitions: Marketing Presentation, videos :: Paper tape. :: Markers. :: Pens. :: Computer. :: Projector. :: Speakers. :: Internet (or download the YouTube videos). :: Coloured post-its. :: Flipchart and markers for flipchart. :: Papers.
Step by step description	<p>09.00h Presentation of the context of the Multiplier Event, Objectives and Program of the workshop. Talk a little bit of PlaNET Social ENTERprise 2.0 project and its international trainings. A flipchart with the objectives, that should be achieved in the end of the ME, should be fixed in the wall, to be visible for everyone during the workshop. The same should be done with the program (activities, schedule and breaks) - 15min Video 1 on You Tube channel: https://bit.ly/37JzHFfr</p> <p>09.15h Energizer/gymnastic If the participants already know each other (e.g. from the previous training) use energizer, if it is their first meeting use name-game – 10 - 40 minutes (games suggestions in Annex 1)</p> <p>09.25h Definition of marketing - 10 minutes.</p>

	<p>09.35h Discussion about marketing tools, digital tools</p> <p>09.40h How to stimulate creativity in marketing? Present cases of good practice) - 10 minutes.</p> <p>09.50h Marketing projects in your school/city. Divide participants into groups of 3-5 people. Each group should choose one of the school or city projects, e.g. projects implemented within the school participatory budget.</p> <p>11.20h Projects presentation. Each group should summarize the process they carried out of their project. - 20 minutes.</p> <p>11.40h Space for questions and summary. Short ice breaker: Guess the music Ask all groups if they have any questions / concerns. Make short evaluation about the training with hand method.: <ul style="list-style-type: none"> - the best part of the training, - what I will tell my friends about, - the worst part of the training, - something to change, - what I have learnt. </p> <p>20 minutes</p> <p>12.00 Thank you and Goodbye!</p>
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

10 ANNEXES

Annex 1

Energizer Planet Soen

As part of the Planet Soen project, we also prepared a movement exercise program for the participants.

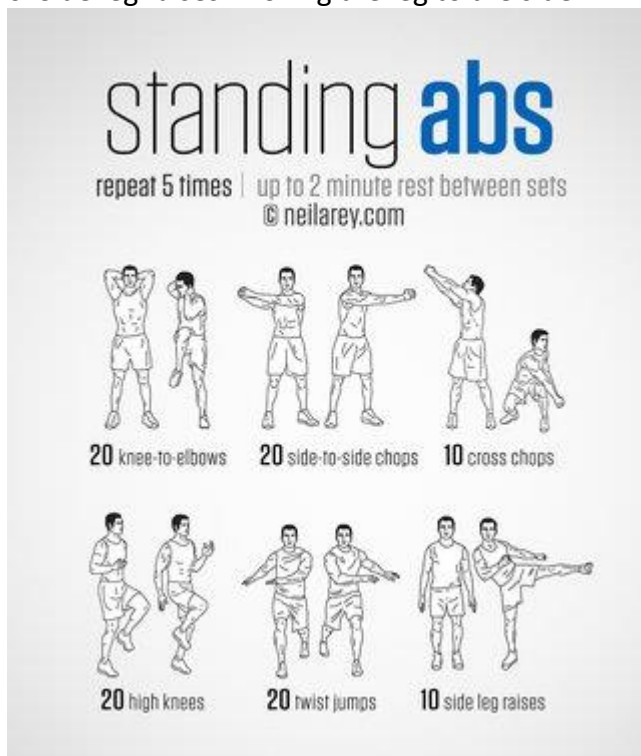
The exercise took place in the range of 2x10min, and the purpose of it was to provide psychophysical relaxation, activation of energy and to positively influence the way of thinking through awareness of the importance of physical fitness.

The type of exercise was functional training, with goal to involve as many body parts as possible.

Exercises we performed:

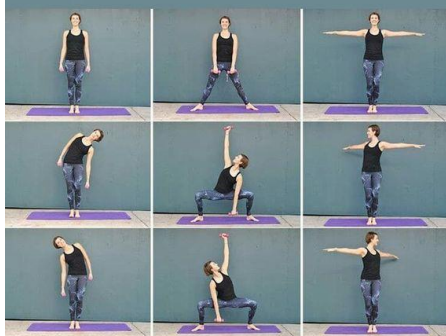
Standing exercises for the torso

1. Knee to elbows: approaching the opposite elbow and knee.
2. Side to side chops: twists with outstretched arms left-right.
3. Cross chops: diagonal swings and full body swings.
4. High knees: High lifting of the knees in place.
5. Twist jumps: swapping legs in place with side twists.
6. Side leg raises: moving the leg to the side.



6. Standing side band: tilting the torso left and right.
7. The windmill: descent into a deep squat with shoulder rotation.
8. Spine Twist: twist your shoulders left and right.
9. Knee Lifts: Lifting the knees up with your hands behind your head.
10. Rotations: rotation of the shoulders with the hands behind the head and lifting the knees.
11. Standing cat & cow: Shrinkage and stretching in the shoulder girdle.
12. Cross Body Toe touches: touching the toes of the opposite outstretched leg.

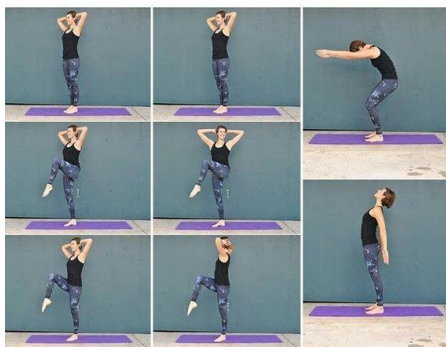
11 Standing AB EXERCISES to TONE your TUMMY



STANDING SIDE BEND
5 Reps Per Side

THE WINDMILL
10 Reps Per Side

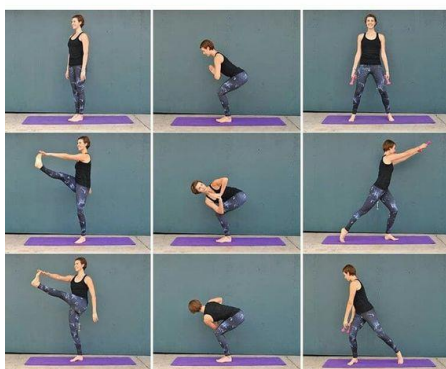
SPINE TWIST
10 Reps



KNEE LIFTS
10 Reps

ROTATIONS
10 Reps Per Side

STANDING CAT & COW
10 Reps



**CROSS BODY
TOE TOUCHES**
10 Reps Per Side

**CHAIR POSE
TWIST**
10 Reps

WOOD CHOP
10 Reps Per Side



PLIE SIDE BEND
10 Reps Per Side

SCOOP & REACH
10 Reps Per Side

by **Jennifer Dene**
Jennifer Dene is passionate about helping busy women transform their lives through simple nutrition, fitness, and lifestyle advice.



ANNEX 2: EXAMPLES OF GOOD PRACTICE

SCHOOL CENTER ŠENTJUR

I. Examples of good practice:

MARKETING SAFETY FOOD - SUSTAINABLE DEVELOPMENT

As part of the Planet Soen project, we worked with students to develop the right idea of fair marketing of quality crops, products with quality content produced locally with technologies that are nature-friendly. At the same time, we confirmed the hypotheses that such a way of marketing, taking into account all legislation in the field of protection, the natural values and quality monitoring, is the basis for sustainable development.

1. The legislation and ethics in the field of: nature, environment and space, legislation in the field of ensuring safe - quality food.

1.1 THE PRINCIPLES OF FAIR TRADE prescribe 10 Principles that Fair Trade Organizations must follow in their day-to-day work and carry out monitoring to ensure these principles:

- The respect for the environment
- Creating opportunities for economically disadvantaged producers
- Transparency and accountability
- Fair trading practices
- Fair payment
- Ensuring no child labor and forced labor
- Commitment to non discrimination, Gender equity, women's economic empowerment and freedom of association
- Ensuring good working conditions
- Providing capacity building
- Promoting fair trade.

1.2 FOOD QUALITY

- Absence of a defect
- Organoleptic and nutritional characteristics or resulting benefits. This introduces the need to take the legitimate expectations of users into account and to request operators to do likewise.
- Finally, quality characteristics likely to justify added value; for example, the forms of production (organic farming, environmental consideration, and animal welfare), production areas (designation of origin) and their associated traditions.

1.2.1 Ensuring safe food from the farm to the fork

- Health protection is the aim of all EU laws and standards in the agriculture, animal husbandry and food production sectors. An extensive body of EU-wide law covers the entire food production and processing chain within the EU, as well as imported and exported goods.

- Summaries of EU legislation on food safety.
- EU countries implement these harmonized standards and establish controls to enforce them. The EU audits the application.
- The EU audits the application and effectiveness of the laws and controls, and also provides training to the responsible EU and international authorities.
- . • Training on EU food law, standards and rules.

1.2.2 EU food safety policy and action is concentrated in 4 main areas of protection:

- Food hygiene: food businesses, from farms to restaurants, must comply with EU food law, including those importing food to the EU.
- Animal health: sanitary controls and measures for pets, farmed animals, wildlife monitoring, management of diseases, and tracing the movement of all farm animals.
- . • Plant health: detection and eradication of pests at an early stage prevents spreading and ensures healthy seeds.
- Contaminants and residues: monitoring keeps contaminants away from food and animal feed. Maximum acceptable limits apply to domestic and imported food and feed products.

1.2.3 Food safety legislation:

The legislation in the field of protection of natural values.

The Ministry of the Environment and Spatial Planning:

- nature: the law of nature conservation – the environmental protection law
- water: the water law
- biotechnology: the law on the management of genetically modified organisms, space management.

1.2.4 Responsibility for legislation

The Ministry of Health: drinking water: the law on health suitability of food and products and substances that come into contact with food.

The Ministry of Agriculture: agriculture law, forestry and Food:

- agriculture law - livestock Act
- agricultural land act
- forest law

- fishing (freshwater, marine) law

Security and health at work:

- FOOD SAFETY AND HEALTH SUITABILITY,
- GENERAL FOOD LEGISLATION,
- FOODS FOR SPECIAL GROUPS.

1.2.5 Food safety legislation in the field of protection of natural values.

Biotechnology: the law on the management of genetically modified organisms.

The law on the health suitability of food and products and substances that come into contact with food.

Workshop: The origin of product from the field to the plate

<https://video.arnes.si/portal/asset.zul?id=C1SXdlgLqdWMVoZVkW3B3fcQ&jwsourc=cl>

<https://www.dropbox.com/s/fwwtp0ad2dg2i2a/FROM%20THE%20FIELD%20TO%20THE%20PLATE.mp4?dl=0>

II. Subject to "life" legislation – LEGISLATION IN PRACTICE

We can develop fair production and marketing in a way that preserves natural values, protects biodiversity, protects endangered plant and animal species.

Knowing all modern trends in online marketing - (the role of new graphic designs - for example canva, use of Facebook, Instagram, under the influence of influencers, for example TIK TOK, other modern marketing techniques), important knowledge about marketing is based on, - presented marketing examples food safety, nutritional self-sufficiency, the development of green tourism, while preserving natural resources. Such examples can be used for most quality products, this should be the basis for sustainable development.

2.1 Legislation

Nature Conservation Act

2.2 VISION: Marketing in future

- Conservation of ecosystems
- Natural processes
- Biodiversity
- Sustainable development
- Objective: preservation of nature, landscape and cultural heritage
- Internet marketing protects endangered plant and animal species.

2.2.1 Examples of endangered species – conservation of ecosystems

2.2.1.1 ANIMAL SPECIES

- BLACKBIRD (*Cinclus cinclus*)
- ALPINE MARMOT (*Marmota marmota*)
- SOČA TROUT (*Salmo marmoratus*)

2.2.1.2 PLANT SPECIES

- Endemics: *Pulsatilla Grandis*
- EDELWEISS (*Leontopodium alpinum*)
- ZOIS' BELLFLOWER (*Campanula zoysii*)
- TRIGLAV FLOWER (*Potentilla nitida*)

III. Conclusion

KNOWLEDGE BASE FOR SUSTAINABLE DEVELOPMENT - OUR EXAMPLES FOR FAIR MARKETING

Development of ecological farming

- Ecotourism-green tourism
- Cultivation of autochthonous species
- Growing of autochthonous breeds

3.1. The work of our students within the project was - confirming our hypotheses for sustainable development - with examples of good practice.

Students made videos and spoke English as there are over 300 participants from Slovakia, Poland, Portugal and Slovenia in the project. Among others, three grammar schools from Portugal, the Faculty of Tourism and Management from Slovakia and the Faculty Turistica from Slovenia.

Tina Ramšak and Petra Križnik, the students of the postgraduate professional programme Food and Nutrition, presented a new marketing idea within the international project Planet Soen, based on an innovative recipe: walnut potica in a glass - combining tradition and modernity, knowledge in the field of food-traceability, quality and brands.

<https://video.arnes.si/portal/asset.zul?id=f2FfVNfbsmgdkessGyAiNb8>

Klemen Cigole and Tanja Požun also presented a marketing idea based on a recipe for an energy bar "Granola bar", with ingredients from the highest quality raw materials, as products from unspoiled nature, according to the principle: "from the field to the plate".

<https://video.arnes.si/portal/asset.zul?id=p1Ygd5UvMgTaK7DkG7JmejPD&jwsourc=cl>

Danijela Zrimšek and Katja Prosenc are the students of the higher educational programme Nature protection. As part of their participation in the international project PLANET SOEN, they presented a new marketing idea: guiding visitors in the framework of green tourism activities in an unspoiled nature, in protected areas. This proposal is an expert argument for sustainable

development in NATURA AREAS and other protected parts of nature and landscape. The presentation is in English, as the contents were presented via videoconference to over 300 participants from Slovakia, Portugal, Poland and Slovenia.

<https://www.dropbox.com/s/aukwm94da5lkus1/SOEN-cemsenska-planina.mp4?dl=0>

<https://www.dropbox.com/s/1zko5909olrmuie/%C4%8Cem%C5%A1eni%C5%A1ka%20planina%20PP.mp4?dl=0>

Annex 2 Presentations from workshop

Lead partner of the project:



Project partners - Non-formal organizations:



RAZVOJNA AGENCIJA
KOZJANSKO

Project partners - schools:

