

Meet a Marketer

Above all, don't let your customer out of your sight.

'Consumption is the sole end and purpose of all production and the interests of the producer ought to be attended to only as far as it may be necessary for promoting that of the consumer.'

Adam Smith, The Wealth of Nations

I. Marketer: some definitions

'Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably'.

Chartered Institute of Marketing

'Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives'

American Marketing Association

II. Marketer: some synonyms

Two-way translator
Customer advocate
Strategist
Tactician
Anticipator
Researcher

III. What keeps me awake at night?

Is the customer happy?

Especially in a high-tech environment, our relationship with our customer is no longer limited to one transaction. Customer requirements change frequently, extending the buying cycle, products can be extremely complex, and product purchase may well include ongoing service and enhancements.

Relationship marketing means that an organization's marketing effort should be designed around a series of contacts with customers over time, rather than on single transactions. This means that more non-marketing people are involved, (leading) to the notion of the 'part-time marketer' as these non-marketing people are increasingly brought into contact with customers at an operational level.

Relationship Marketing by Geoff Lancaster ©

What's up with the competition?

Competitive analysis is an ongoing process, not a one-time project. Are we meeting customer needs as effectively as our competition? Why did we lose the last big project to our closest competitor? Is our product as good as theirs? We monitor the competition as assiduously as we monitor our own product effectiveness. Among the competitor attributes in a competitive analysis are:

Sales volume
Company strengths and weaknesses

Product strengths and weaknesses
Perceived distinctive competence
Customer perception
Product differentiation
Proprietary protection

Where do we go from here?

How are we positioned to meet the future needs of our existing customers and potential customers? How can we figure out what those future needs will be? Should we develop the new technology our competition is working on? What's the next big thing?

V. Marketing, the Customer and you...

How, during this nine-week process, can you help keep our customer, Evergreen Taxi Co., a satisfied customer (even before we hit our deadline)?