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1. Lecture 8 Slides (part 2 from Slide 26)
  - Goal setting
  - Segmentation, target marketing, positioning (STP)
  - Product suitability (ES test)
  - marketing mix (7Ps)
2. Individual assignment
  - types of TWO references: 1. business nature
  - 2. e-marketing

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'AOV' stands for Average Order Value e.g. \$18.80  
Set the threshold to coupon at \$19.50

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measures for web site:  
view (web page shown to customers)  
hit (advertisement hit (clicked) by customers)  
transact (customers bought products/services)

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SMART objectives  
S Specific  
M Measurable  
A Achievable  
R Realistic  
T Timely

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"SEO" search engine optimisation  
"PPC" pay-per-click  
"affiliate marketing" --- an example of viral marketing  
"aggregators" --- accumulate customer requirements  
and demands for a better deal  
"landing page" --- a web page that cannot be accessed  
from the home page but has to be  
accessed through promotion channels  
e.g. QR Code to a promotional page

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Stages in target marketing strategy development

1. Segmentation - identify customer segments
  - e.g. for WeChat Pay HK, customer segments are:
    - \* Hong Kong citizens oftenly travel to  
China and have friends in China

- \* customers using mobile payment and have no experience with WeChat Pay
- \* all new customers with no experience and knowledge about mobile payments

2. Target marketing - evaluate and select target segments  
e.g. for WeChat Pay HK, may select the second and the third segments
3. Positioning - create value proposition for each segment  
e.g. for second group: more promotional offers  
e.g. for third group: a must for you
4. Planning - deploy resources to achieve plan  
e.g. promotions with affiliates like Maxim's cake

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1. Segmentation - identify customer segments  
e.g. for Fortress, customer segments are:
  - \* travellers visiting Hong Kong
  - \* young, trendy, and wealthy customers
  - \* household owners
2. Target marketing - evaluate and select target segments  
e.g. for Fortress, may select the second segment
3. Positioning - create value proposition for each segment  
e.g. for second group: sole trader, professional support and services
4. Planning - deploy resources to achieve plan  
e.g. promotions with affiliates like Apple, Leica, ...

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Examples of OVPs

- "TaoBao" all-round, quality questionable, low cost, dirty, ...
- "Google" all-round, high technology, reliable, innovative, adaptable, free service with advertisements, paid service without ad
- "WhatsApp" efficiency, convenient, personalised, ad-free, free service

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Internet and e-marketing strategy

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- delivers e-marketing strategy require the support from the Internet services e.g. websites, online payment gateways, online security services, etc.

Direct contribution

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- online transaction (sales order) processing
- improve processing efficiency
- quicker collection of payment

Indirect contribution

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- online promotions to acquire, convert, and retain customers
- support growth and development through viral marketing, affiliate marketing, etc.

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7Ps for Supermarket

Product: extend range with specialised products

Price: low cost

Place: physically convenient

Promotion: encourage customer loyalty

People: pack and wrap services, assistance services

Process: fast lane, self-service, home delivery

Physical evidence: product demonstration