

# *Marketing Analysis*

## **Basics ~**

- *What are your products, services, pricing, packaging*

- *What are your desired marketing outcomes? ~*

## **Client Analysis ~**

- *Assumptions about your audience – good, bad, correct and incorrect*

# ***Marketing Analysis***

- ***Who will buy your product/services?***
  
- ***The buying process – how do they buy – quote, order, cash, credit card, online?***
  
- ***Buying influencers – Circle of influence and their circle of influence***



# ***Marketing Analysis***

- ***Does your product/service meet the consumer's needs?***
- ***Is valued?***
- ***Is correctly perceived?***
- ***Impulse or planned purchase? If planned, what is the timeframe?***



# *Marketing Analysis*

## **Competitive Analysis (SWOT)**

- *Strengths*
- *Weaknesses*
- *Opportunity*
- *Threats*
- *Current position in the market*

# *Marketing Analysis*

- *Resources available*
- *Ups and downs (who is gaining and losing share):*
- *Other's resources*
- *Can we add other's resources?*
- *Barriers to entry*

# ***Marketing Analysis***

- ***What are our objectives and strategies?***

- ***Short and long term goals***

## **Contingency plans (worst case):**

- ***Short and long term goals***



# Marketing Analysis

## Marketing Mix -

- *Customer Life Cycle*

Know	Like	Trust	Try	Buy	Repeat	Refer

- *Product*
  
- *Price*
  
- *Placement*
  
- *Promotion*

## Economic Evaluation

- *What is currently working?*