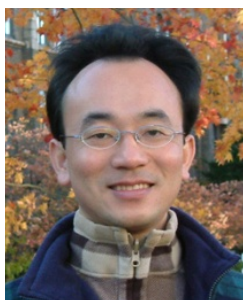


COVID-19後疫情時代 遠距行銷

(Social Distancing Marketing
Beyond COVID-19 Pandemic)



Min-Yuh Day

戴敏育

Associate Professor

副教授

Institute of Information Management, National Taipei University

國立臺北大學 資訊管理研究所

<https://web.ntpu.edu.tw/~myday>

2020-08-14



戴敏育 博士

(Min-Yuh Day, Ph.D.)

國立台北大學 資訊管理研究所 副教授

中央研究院 資訊科學研究所 訪問學人

國立台灣大學 資訊管理 博士

Publications Co-Chairs, IEEE/ACM International Conference on
Advances in Social Networks Analysis and Mining (ASONAM 2013-)

Program Co-Chair, IEEE International Workshop on
Empirical Methods for Recognizing Inference in Text (IEEE EM-RITE 2012-)

Publications Chair, The IEEE International Conference on
Information Reuse and Integration (IEEE IRI)



Outline

- Case Study on Marketing Beyond COVID-19 Pandemic
- Marketing Management
- IT Enabled Digital Transformation
- Business Model and Marketing Strategy

Case Study on Marketing Beyond COVID-19 Pandemic

- Background Introduction
- **SWOT**
 - Strengths, Weaknesses, Opportunities, Threats
 - PESTLE, Five Forces, Value Chain Analysis
 - TOWS
- **STP**
 - Segmentation, Targeting, Positioning
- **4P**
 - Product, Price, Place, Promotion
- **Business Model**

Marketing Management

- 1 Understanding Marketing Management
- 2 Capturing Marketing Insights
- 3 Connecting with Customers
- 4 Building Strong Brands
- 5 Creating Value
- 6 Delivering Value
- 7 Communicating Value
- 8 Conducting Marketing Responsibly for Long-term Success

①

Understanding Marketing Management

Part 1. Understanding Marketing Management

- 1. Defining Marketing for the New Realities**
- 2. Developing Marketing Strategies and Plans**

2

Capturing Marketing Insights

Part 2. Capturing Marketing Insights

3. Collecting Information and Forecasting Demand

4. Conducting Marketing Research

3

Connecting with Customers

Part 3. Connecting with Customers

5. Creating Long-term Loyalty Relationships

6. Analyzing Consumer Markets

7. Analyzing Business Markets

8. Tapping into Global Markets

④

Building Strong Brands

Part 4. Building Strong Brands

9. Identifying Market Segments and Targets

10. Crafting the Brand Positioning

11. Creating Brand Equity

12. Addressing Competition and Driving Growth

5

Creating Value

Part 5. Shaping the Market Offerings

13. Setting Product Strategy

14. Designing and Managing Services

15. Introducing New Market Offerings

16. Developing Pricing Strategies and Programs

Part 6. Delivering Value

**17. Designing and Managing
Integrated Marketing Channels**

**18. Managing Retailing, Wholesaling,
and Logistics**

7

Communicating Value

Part 7. Communicating Value

19. Designing and Managing Integrated Marketing Communications

20. Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations

21. Managing Digital Communications: Online, Social Media, and Mobile

22. Managing Personal Communications: Direct and Database Marketing and Personal Selling

8

Conducting Marketing Responsibly for Long-term Success

Part 8. Conducting Marketing Responsibly for Long-term Success

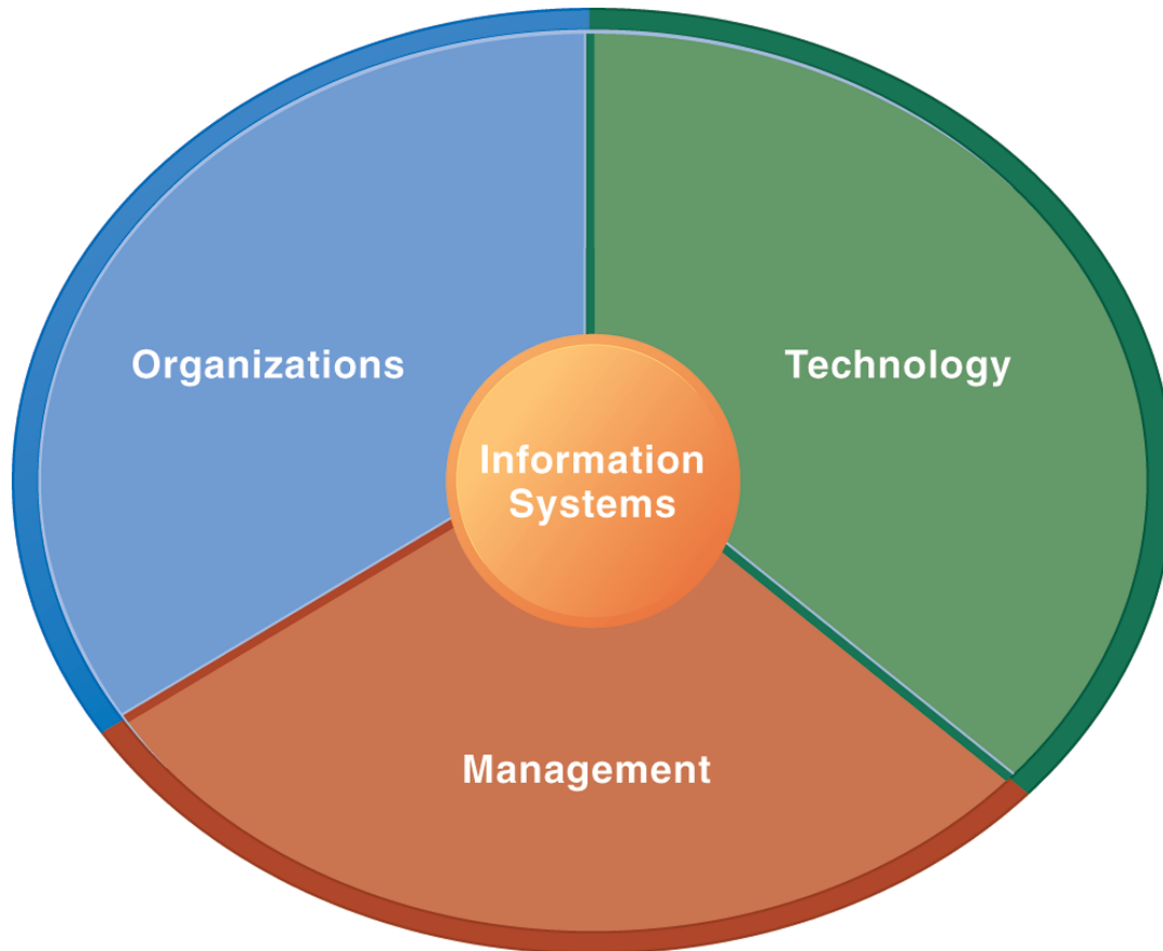
23. Managing a Holistic Marketing Organization for the Long Run

IT Enabled Digital Transformation

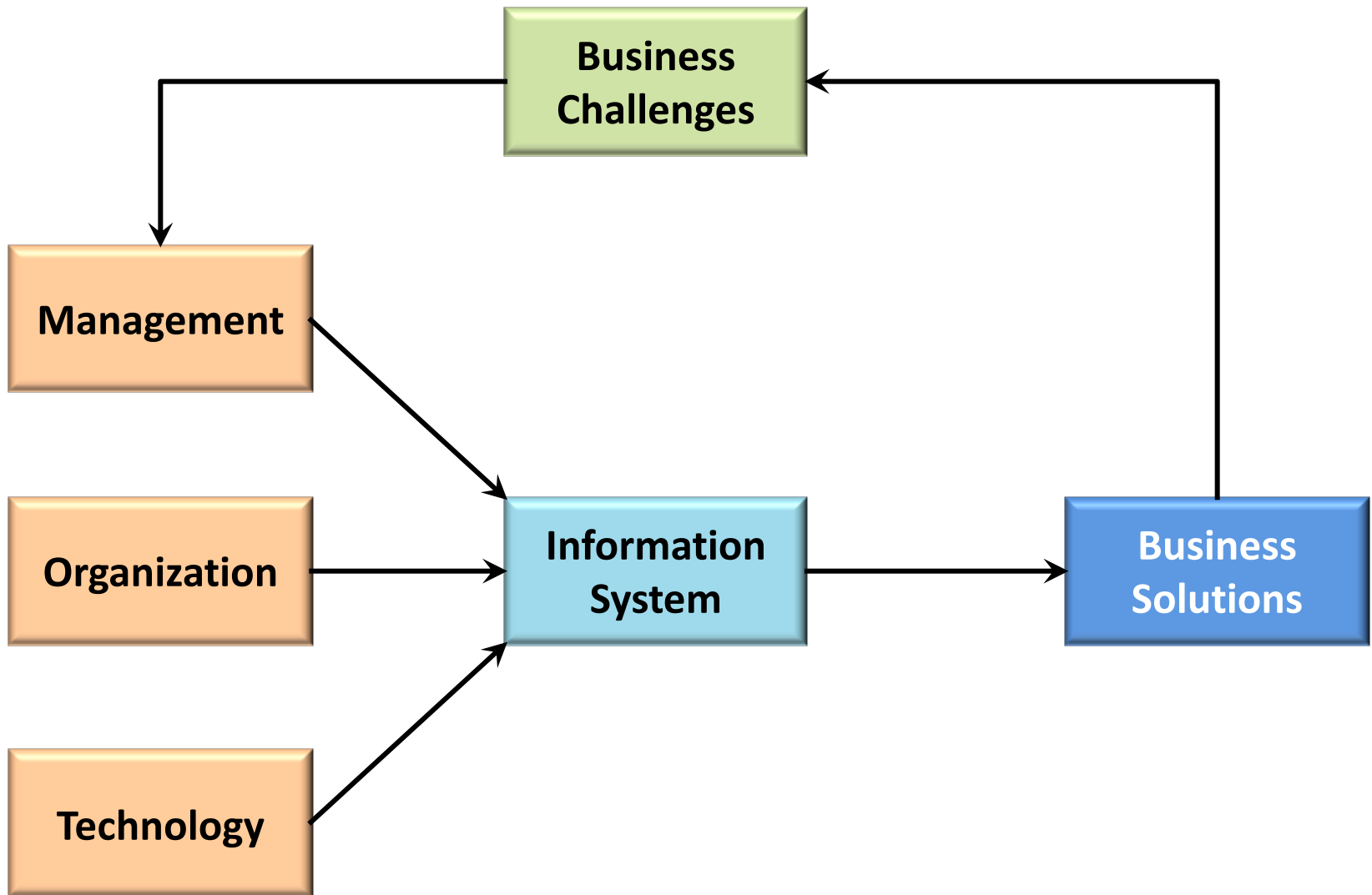
Marketing Management and Information Systems

Information Management (MIS)

Information Systems



Fundamental MIS Concepts



Marketing

Marketing
“Meeting
needs
profitably”

Marketing

“Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.”

Marketing Management

Marketing Management

**“Marketing management is the
art and science
of choosing target markets
and getting, keeping, and growing
customers through
creating, delivering, and communicating
superior customer value.”**

Marketing Management Tasks

1. Developing market strategies and plans
2. Capturing marketing insights
3. Connecting with customers
4. Building strong brands
5. Creating value
6. Delivering value
7. Communicating value
8. Creating successful long-term growth

The Essence of Strategic Marketing (STP)

Segmentation

Targeting

Positioning

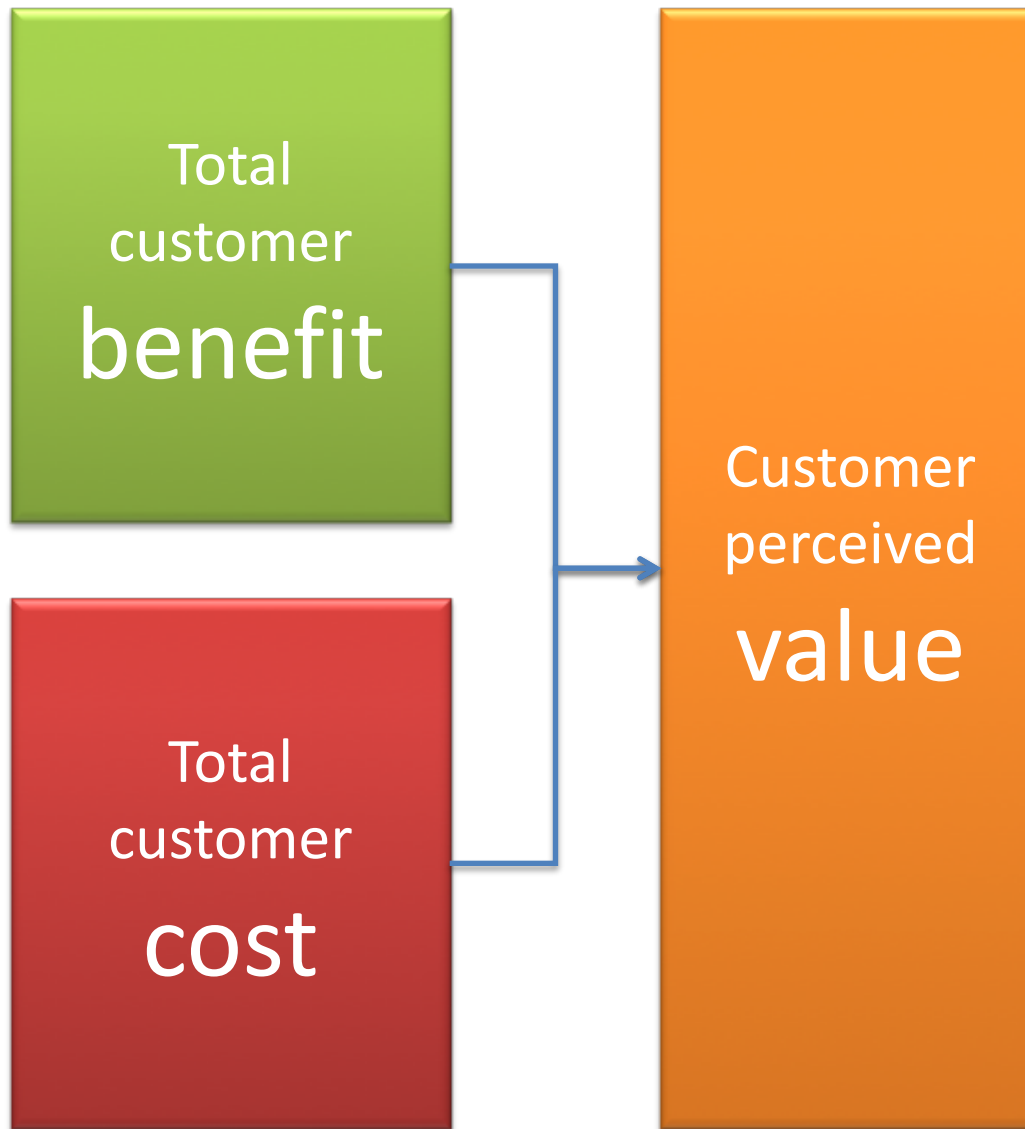
Customer Value

Value

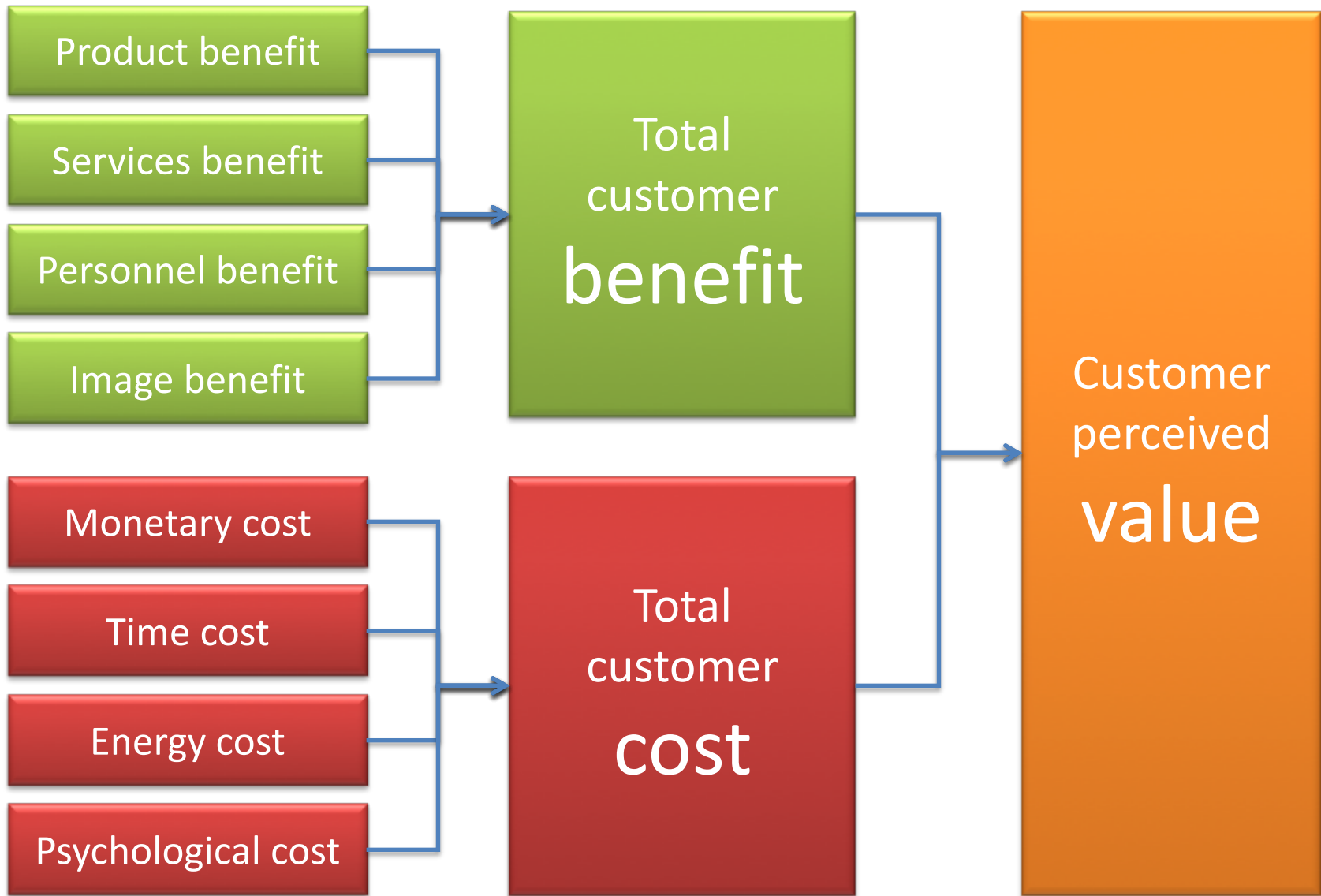
the sum of the
tangible and
intangible

benefits and costs

Value

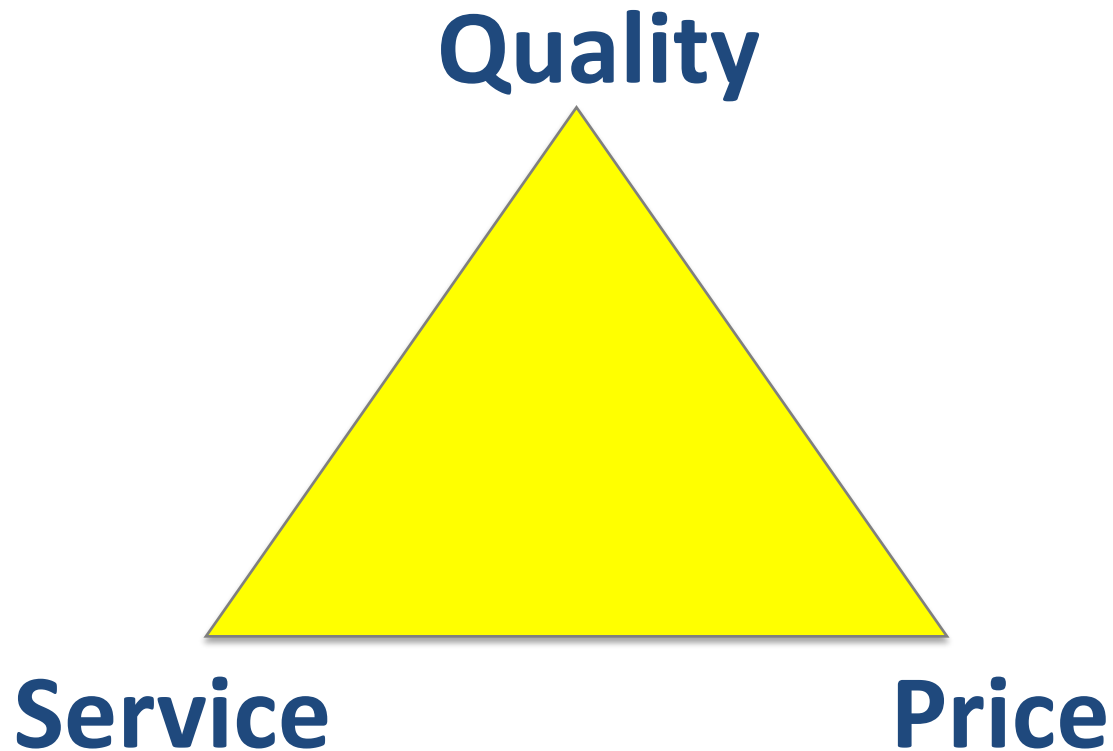


Customer Perceived Value



Customer Value Triad

Quality, Service, and Price
(qsp)



Value and Satisfaction

- **Marketing**

- identification, creation, communication, delivery, and monitoring of **customer value**.

- **Satisfaction**

- a person's judgment of a product's **perceived performance** in relationship to **expectations**

Building
Customer Value,
Satisfaction,
and
Loyalty

Satisfaction

“a person’s feelings of pleasure or disappointment that result from comparing a product’s perceived performance (or outcome) to expectations”

Loyalty

“a deeply held commitment to

rebuy or **repatronize**

a preferred product or service

in the future

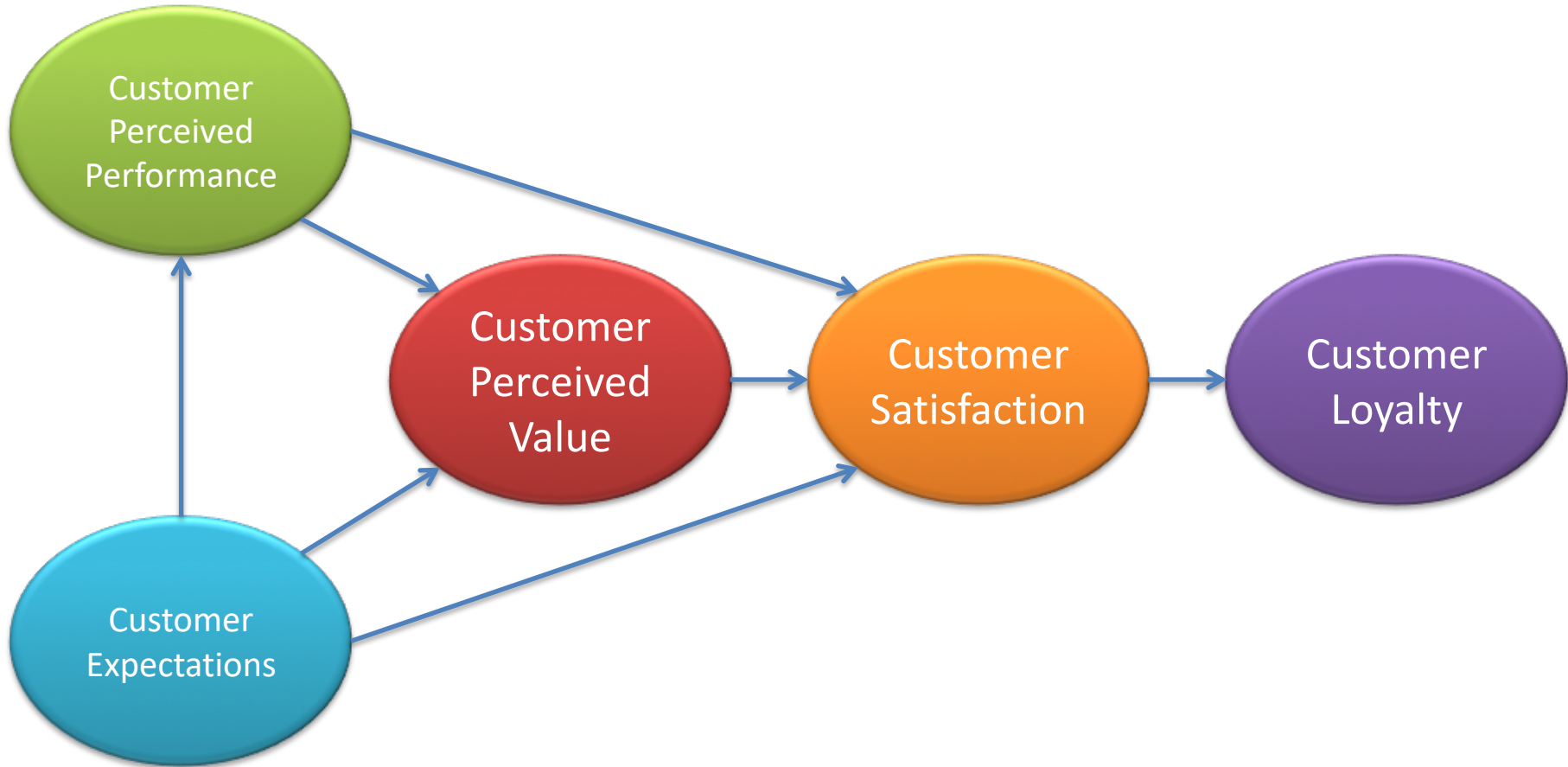
despite situational influences and

marketing efforts having the

potential to cause switching

behavior.”

Customer Perceived Value, Customer Satisfaction, and Loyalty



CEO CIO CFO



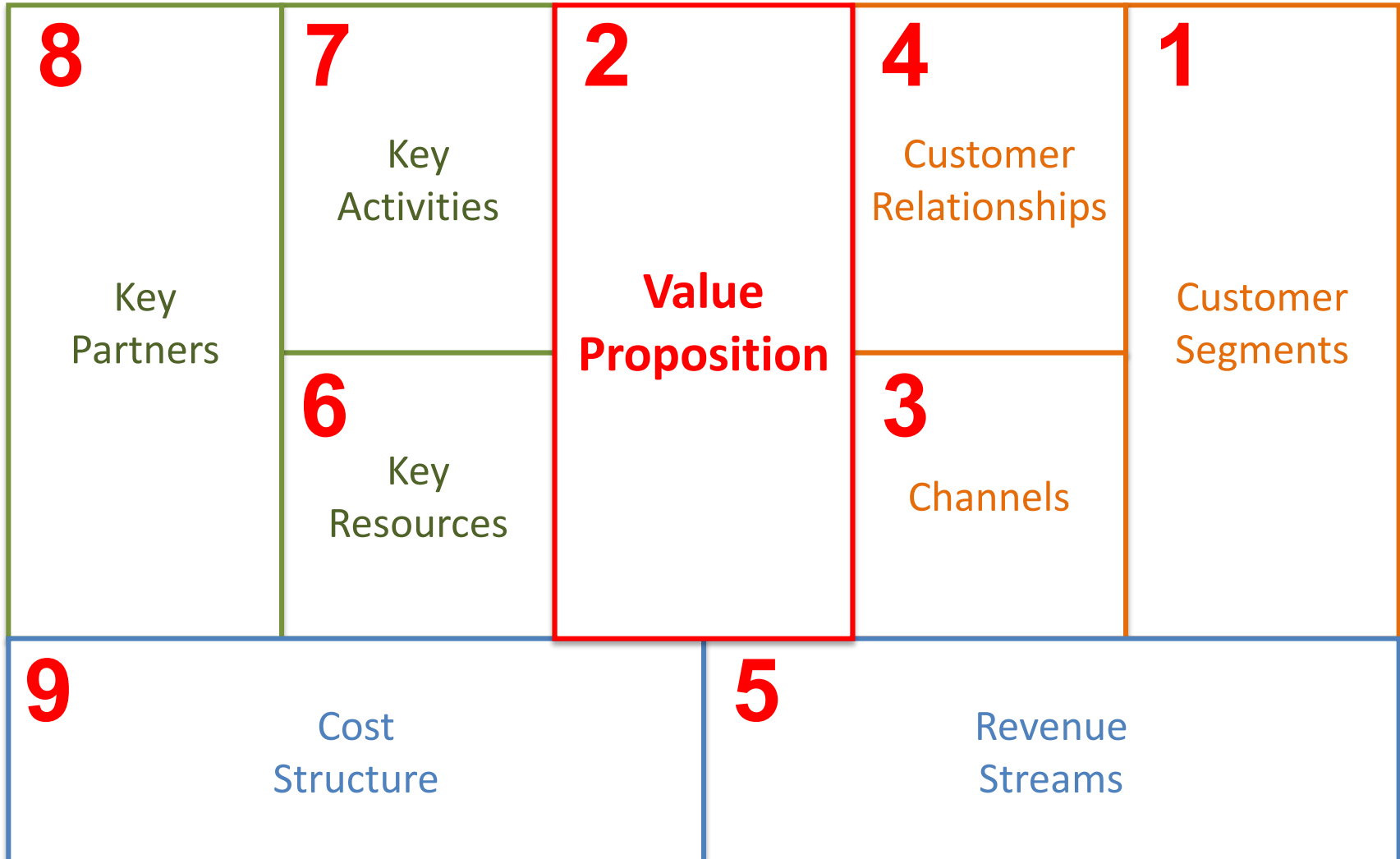
CEO CIO CMO



Business Model and Strategy

Business Model

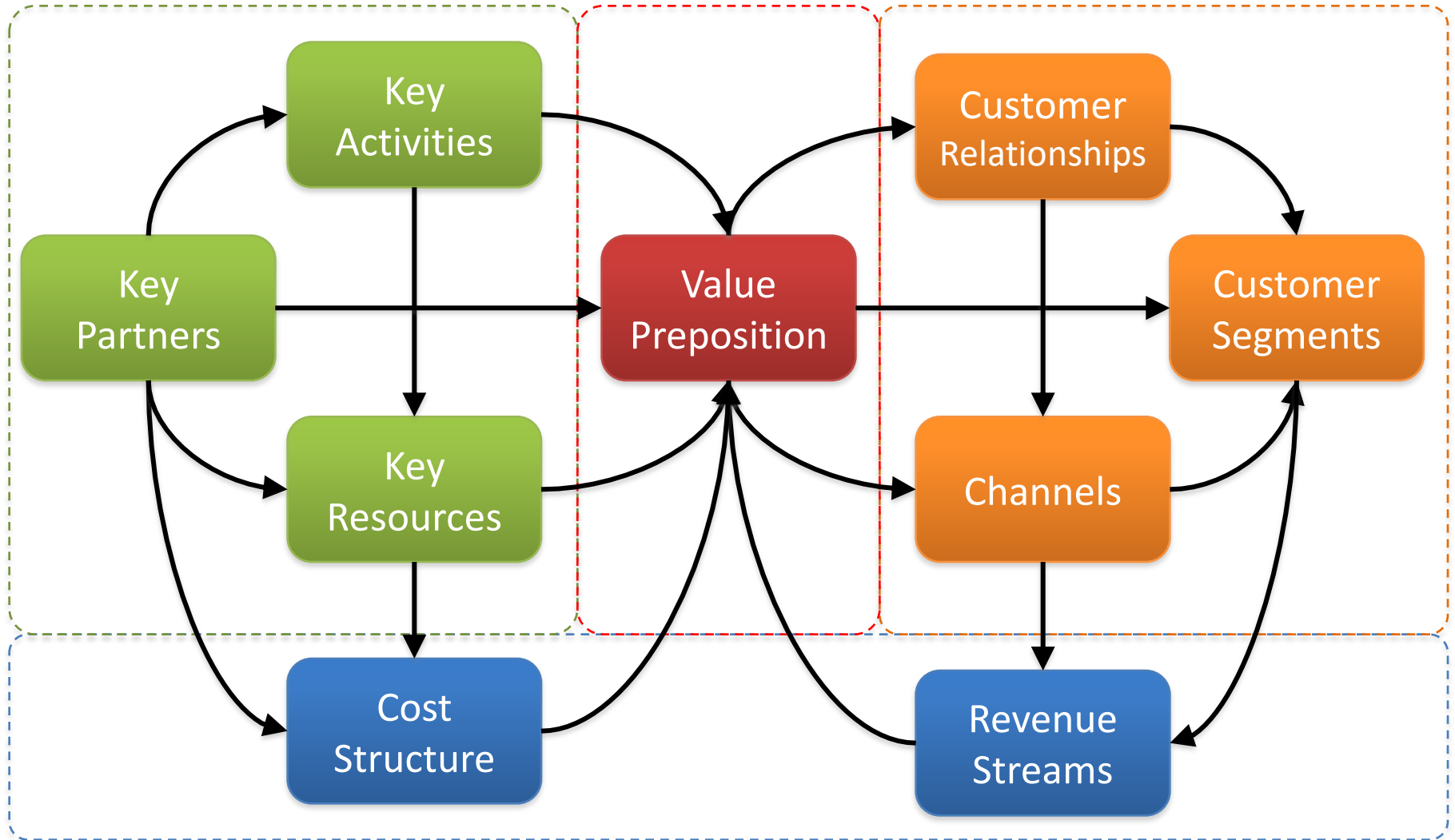
Business Model



Definition of **Business Model**

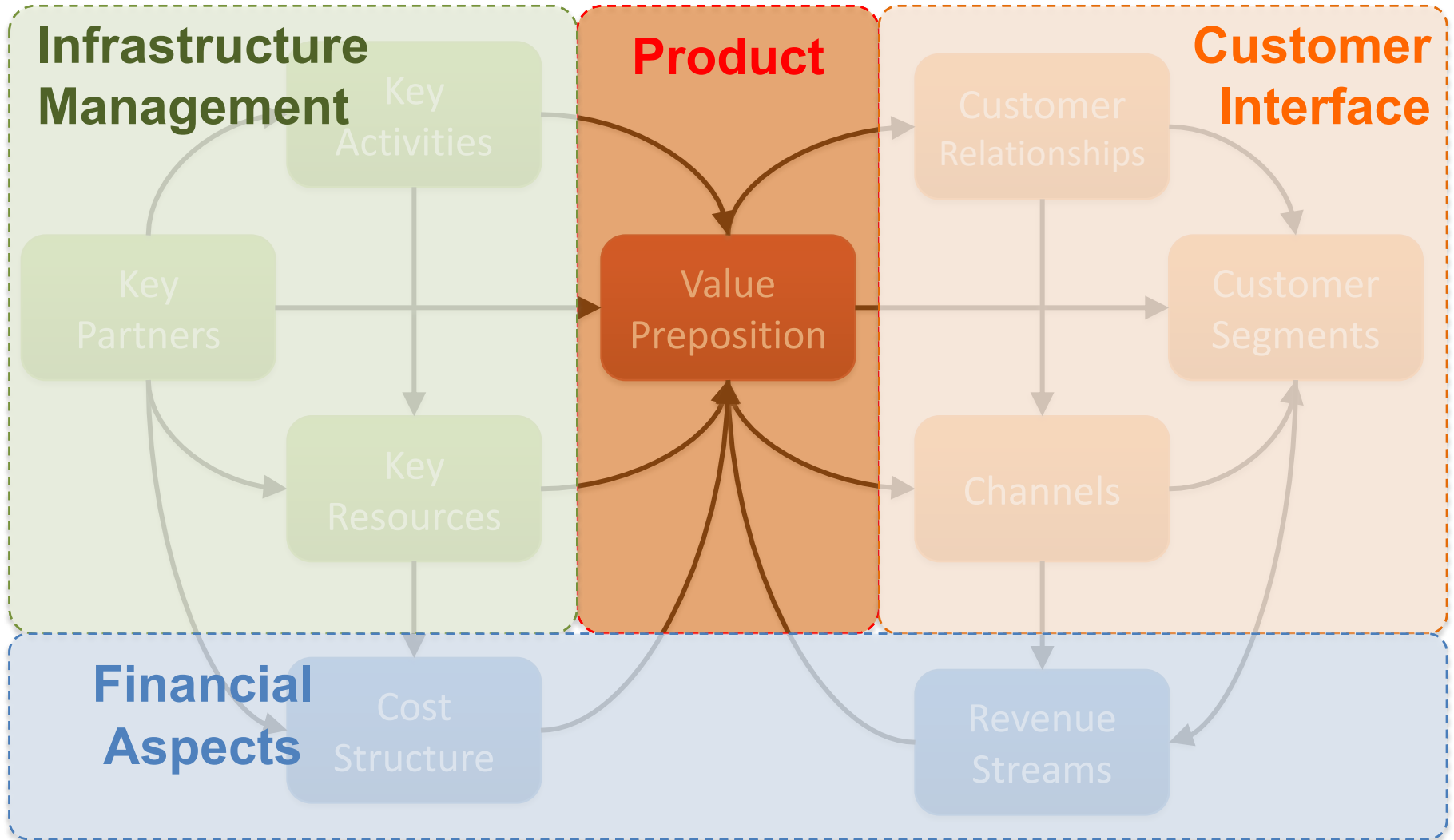
A business model
describes the rationale of
how an organization
creates, delivers, and captures
value.

Business Model Canvas



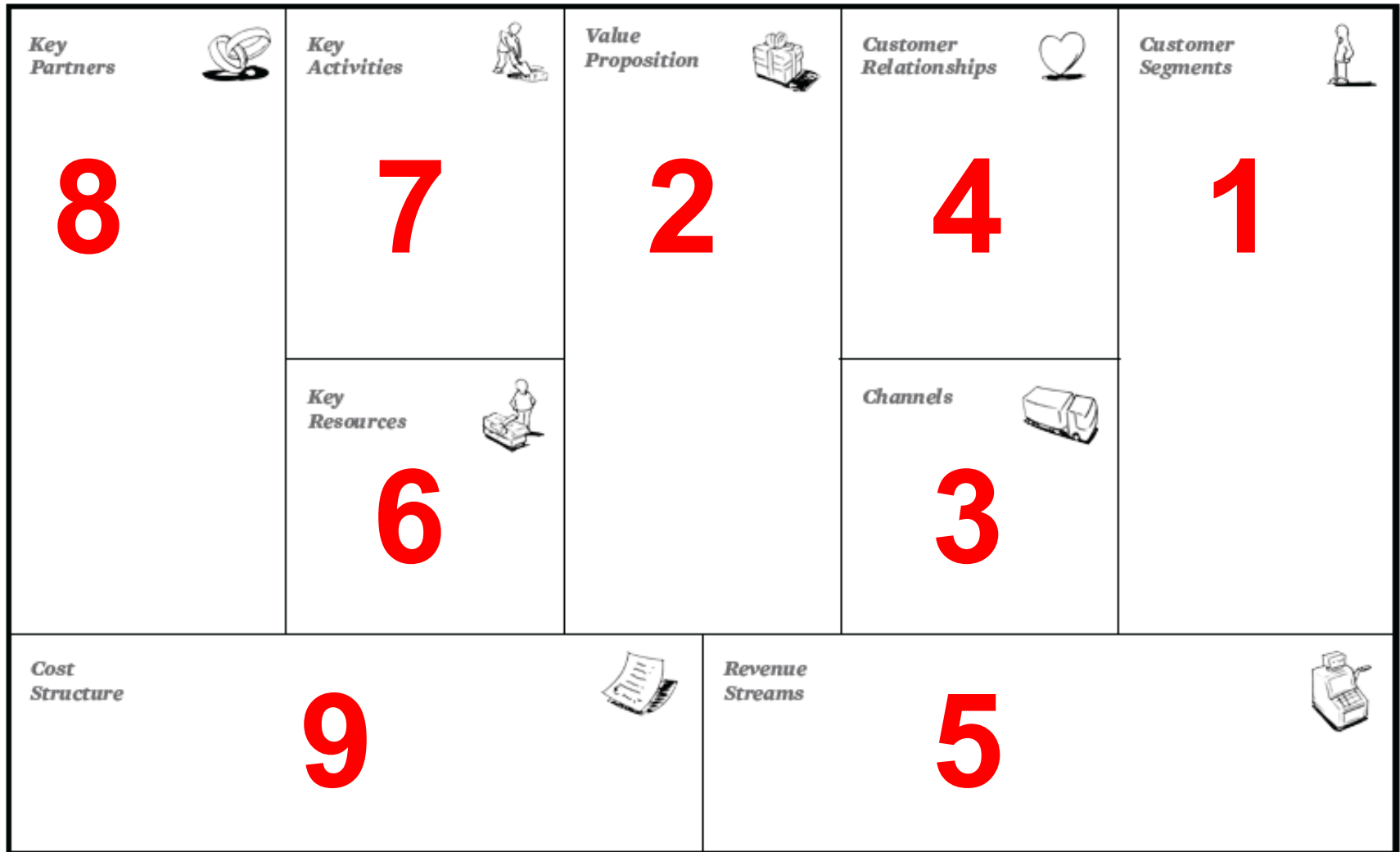
Source: http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

Business Model Canvas

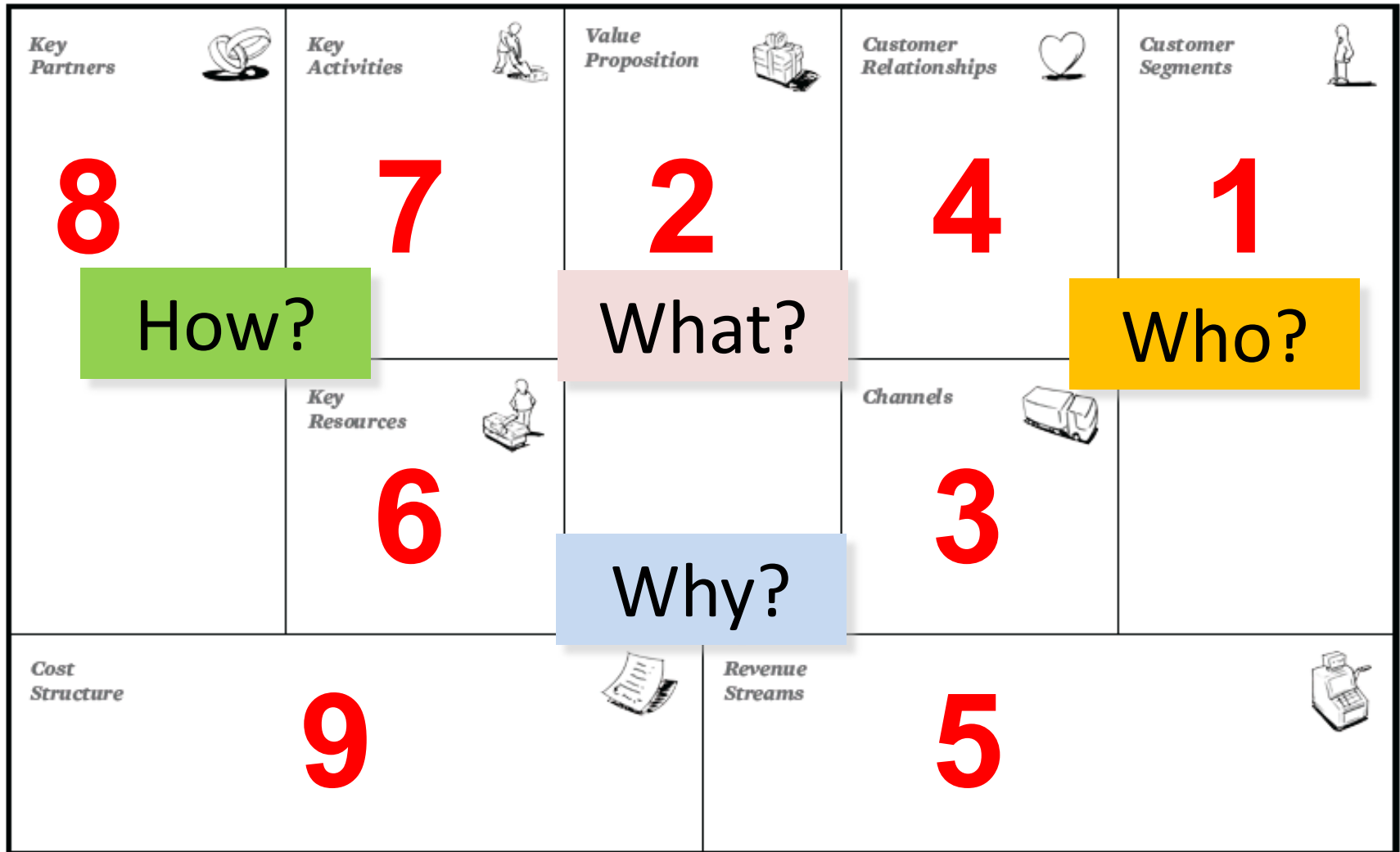


Source: http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

The 9 Building Blocks of Business Model



The 9 Building Blocks of Business Model



Marketing Strategy

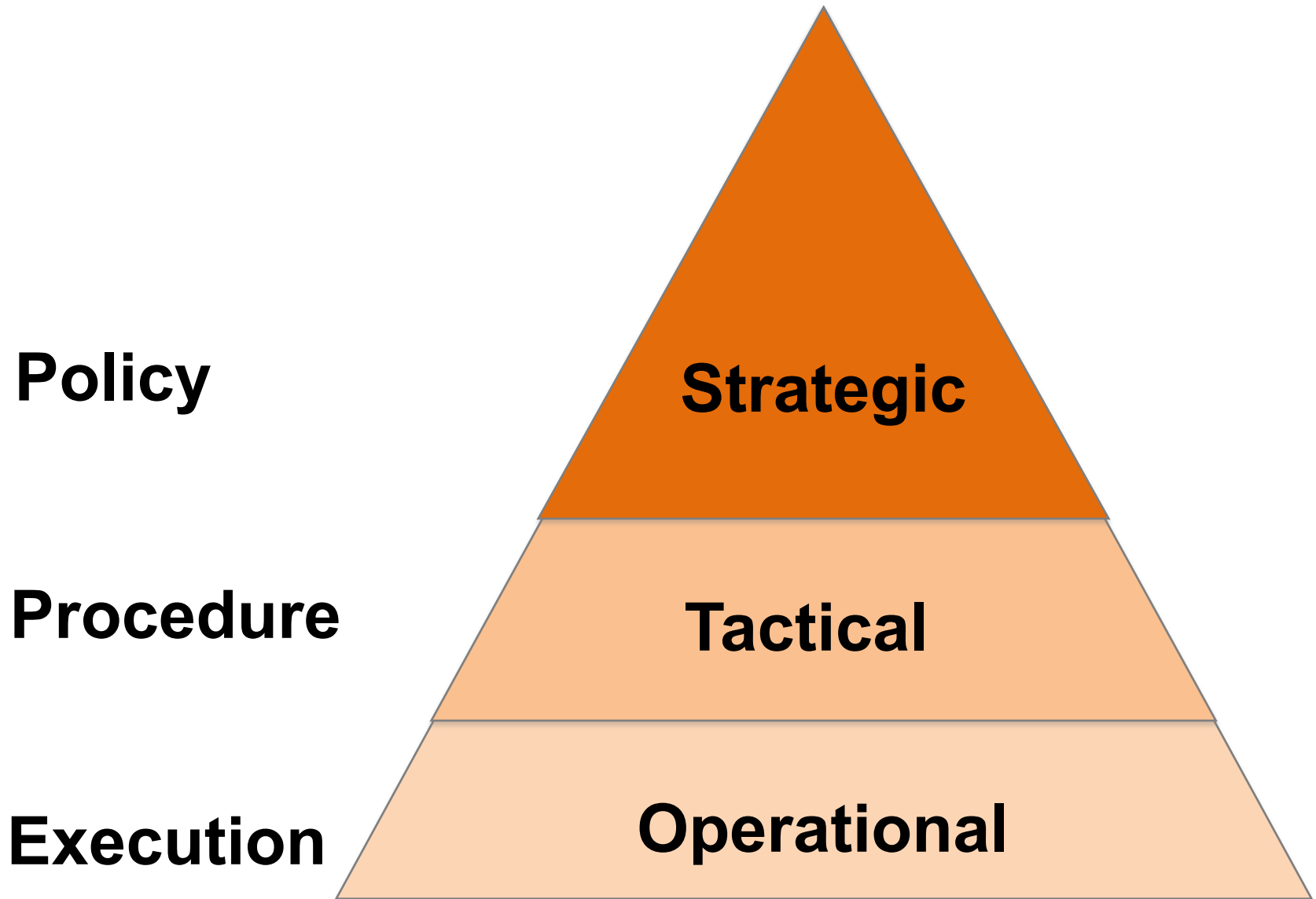
Marketing Plan

Strategy

vs.

Tactics

Strategy vs. Tactics



Strategy vs. Tactics

Strategy	Tactics
Planning	Doing
Large Scale	Smaller Scale
Why	How
Difficult to Copy	Easy to Copy
Long Time Frame	Short Time Frame

Strategy

Plans

Tactics

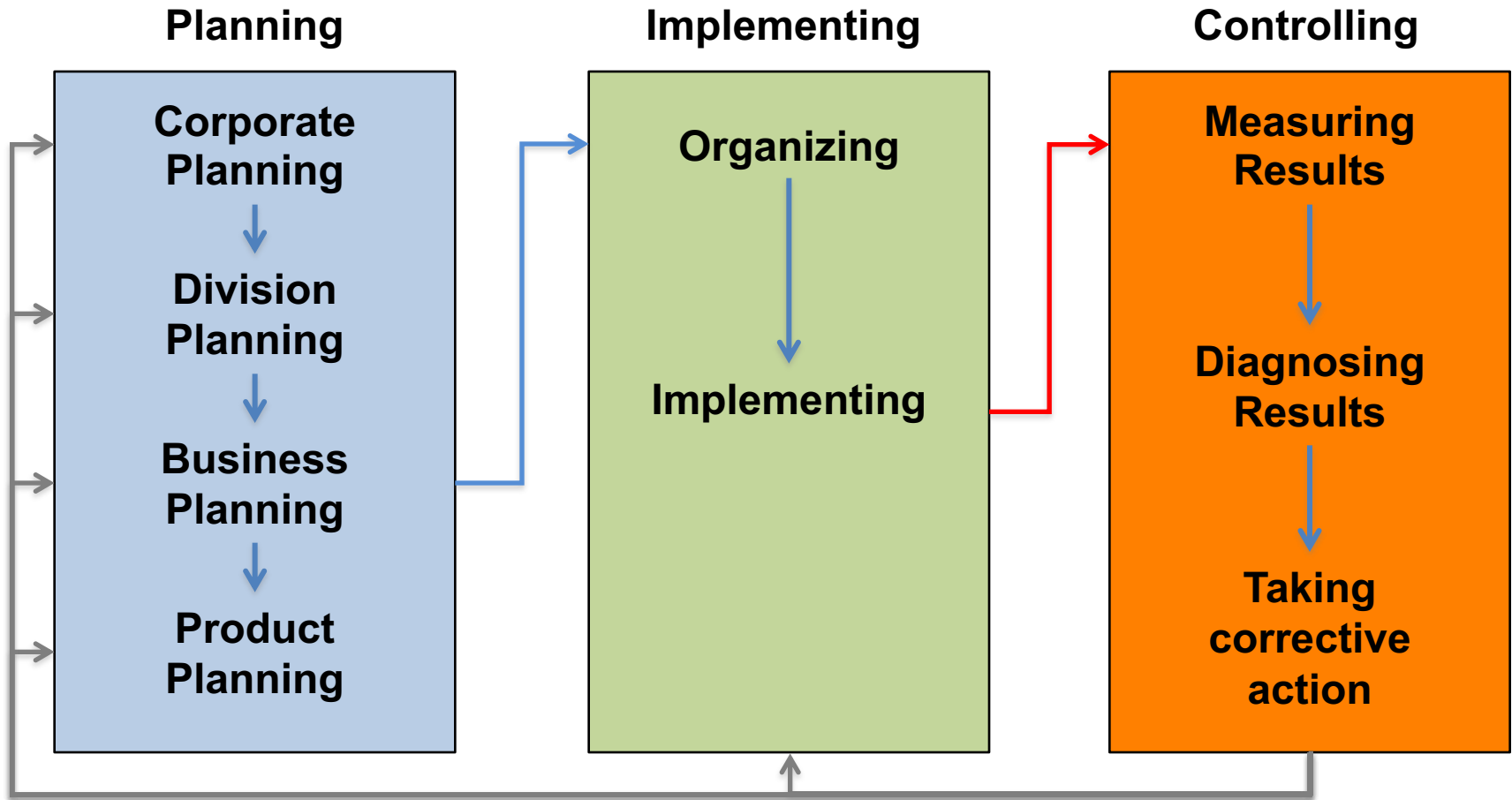
Strategy > Plans > Tactics

- Strategy involves a **blueprint** for gaining a **competitive advantage**.
- Plans are the second-level **goals** in the hierarchy.
 - A complex strategy may contain many plans.
- Tactics are the **step-by-step methods** you use to accomplish a plan.

Marketing Planning Process

1. Analyzing marketing opportunities
2. Selecting target markets
3. Designing marketing strategies
4. Developing marketing programs
5. Managing the marketing effort

The Strategic Planning, Implementation, and Control Processes



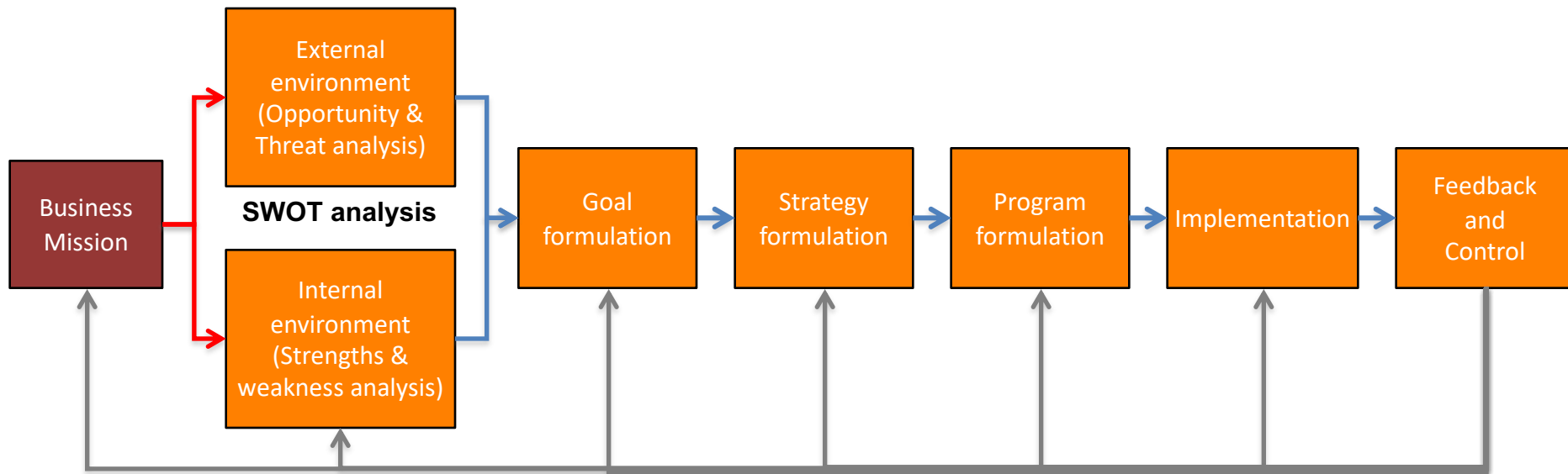
Marketing Plan

- The **strategic marketing plan** lays out the **target markets** and the firm's **value proposition**, based on an analysis of the best **market opportunities**.

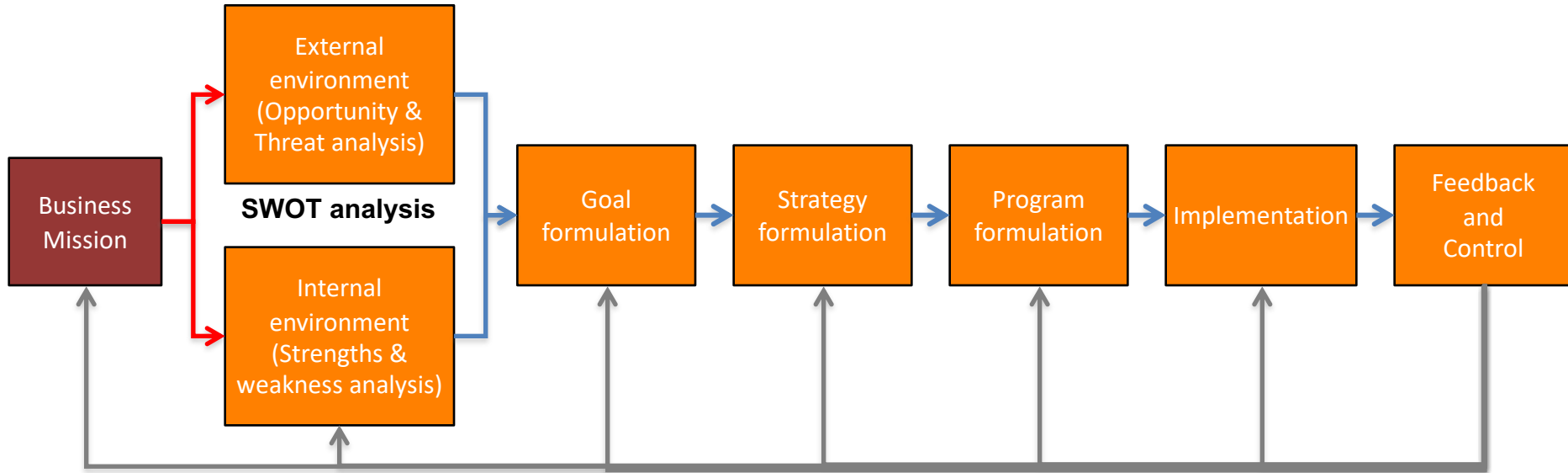
Marketing Plan

- The **tactical marketing plan** specifies the **marketing tactics**, including **product features**, **promotion**, **merchandising**, **pricing**, **sales channels**, and **service**.

Business Unit Strategic-Planning Process



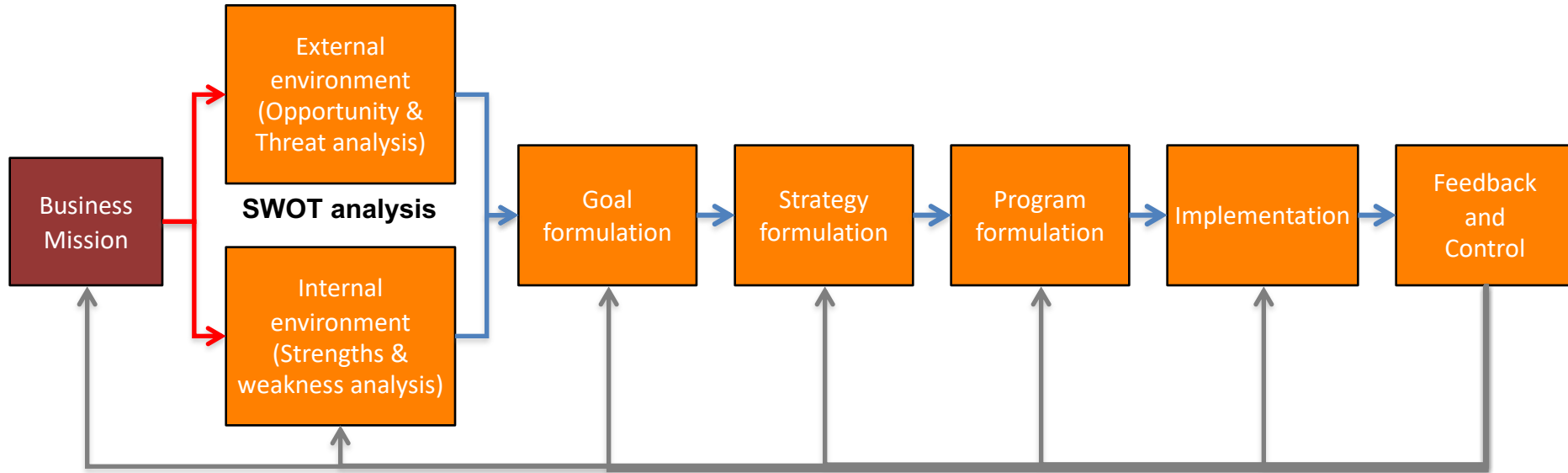
Business Unit Strategic-Planning Process



1

Business
Mission

Business Unit Strategic-Planning Process



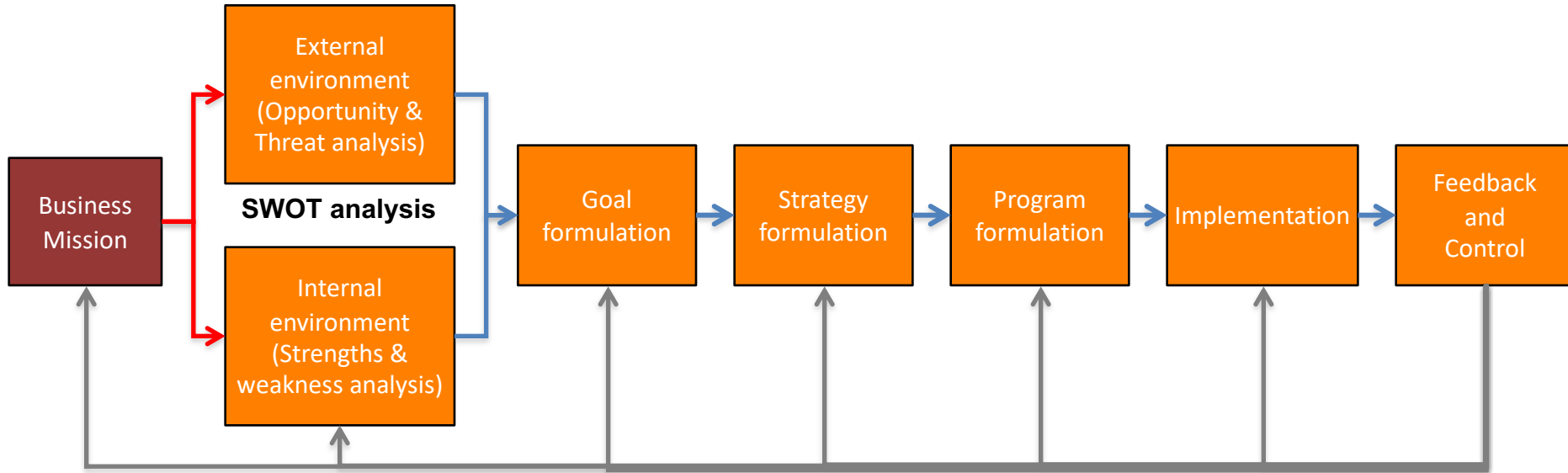
2

External environment
(Opportunity & Threat analysis)

SWOT analysis

Internal environment
(Strengths & weakness analysis)

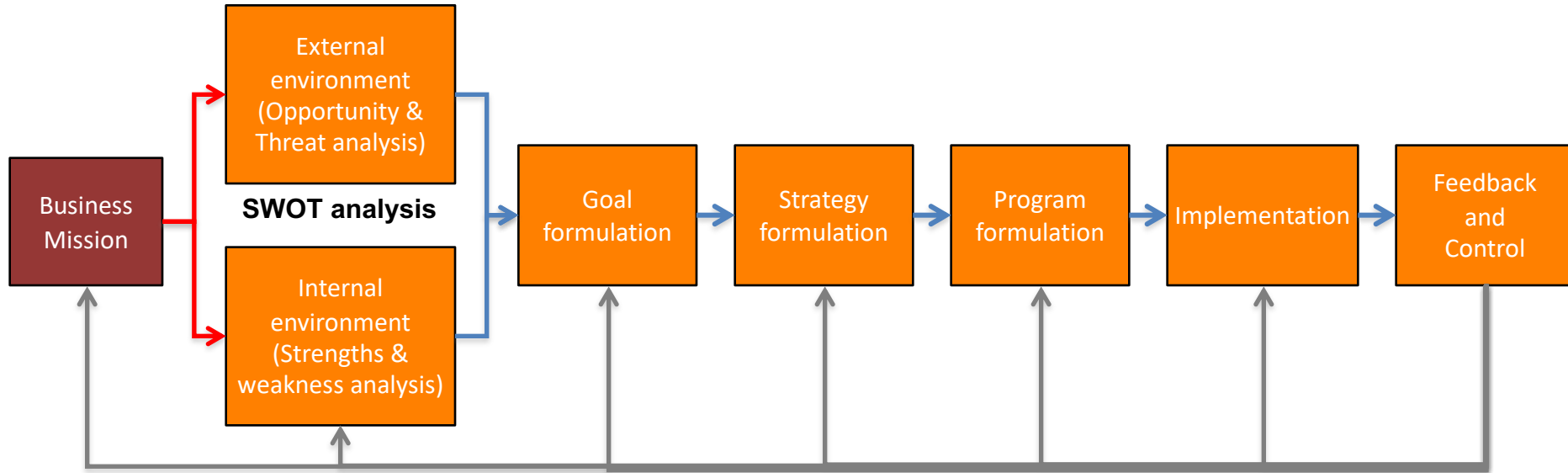
Business Unit Strategic-Planning Process



3

Goal
formulation

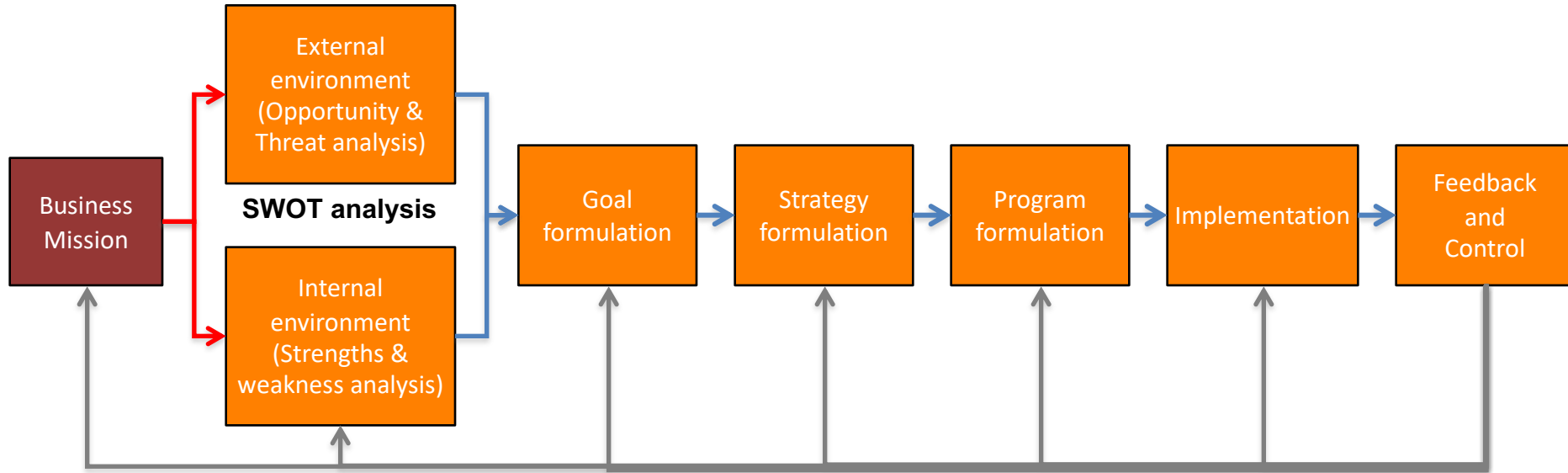
Business Unit Strategic-Planning Process



4

Strategy
formulation

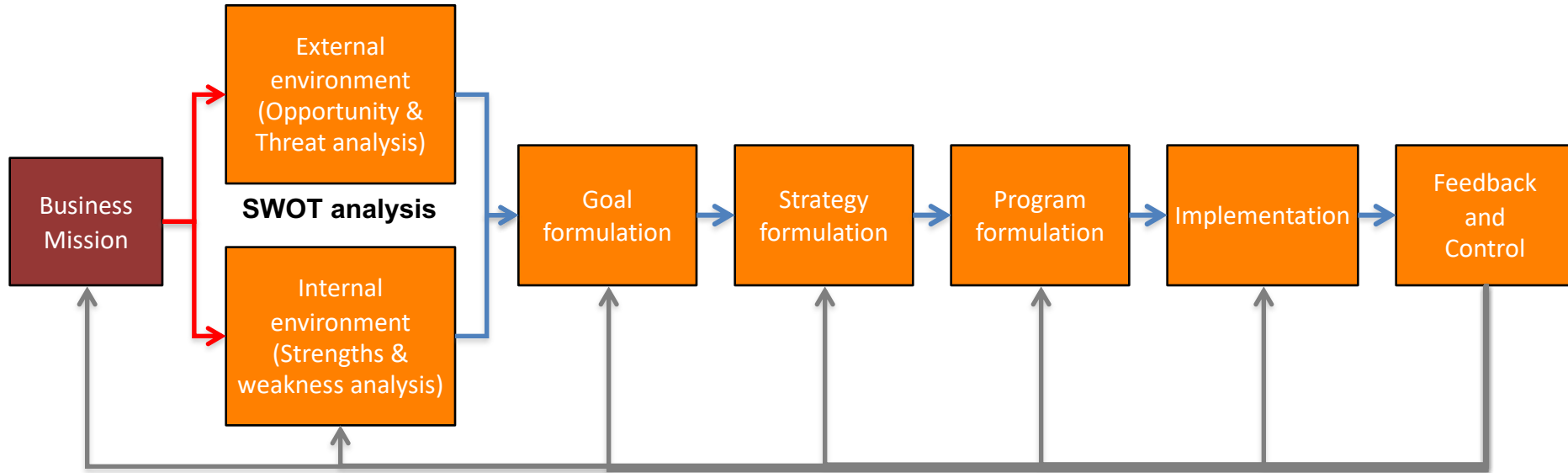
Business Unit Strategic-Planning Process



5

Program
formulation

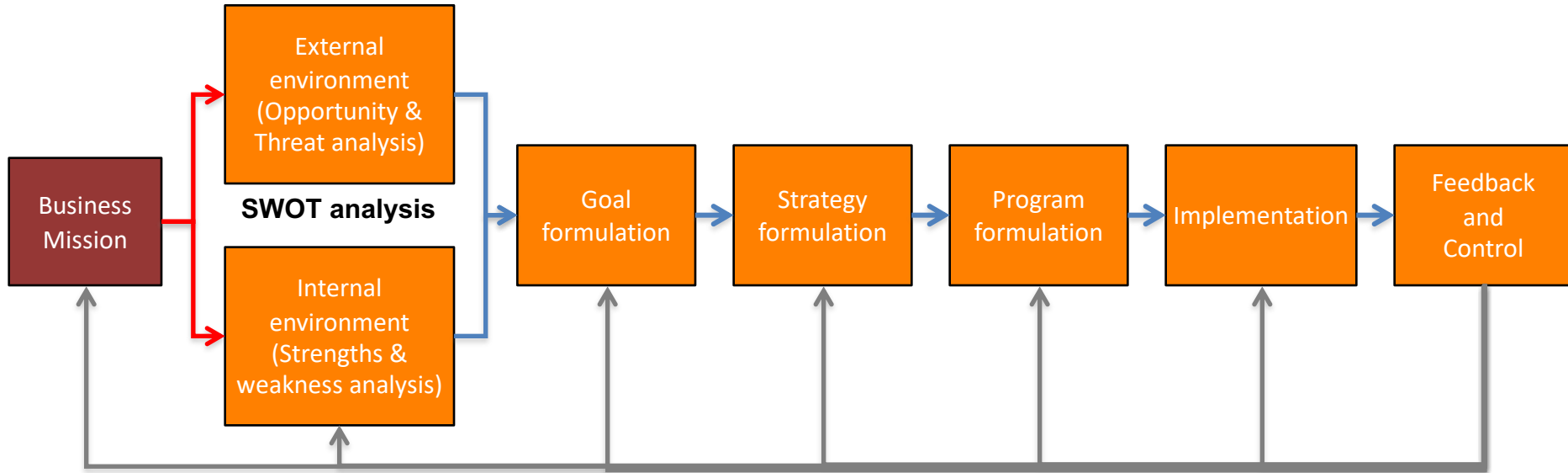
Business Unit Strategic-Planning Process



6

Implementation

Business Unit Strategic-Planning Process



7

Feedback
and
Control

Marketing Plan Contents

1. Executive summary (1.0)
2. Table of contents
3. Situation analysis (2.0) (Ch1)
4. Marketing strategy (3.0) (Ch2)
5. Marketing tactics (4.0) (Ch3)
6. Financial projections (5.0) (Ch4)
7. Implementation controls (6.0) (Ch5)

Sample Marketing Plan

- **1.0 Executive Summary**
- 2.0 Situation Analysis
- 3.0 Marketing Strategy
- 4.0 Marketing Tactics
- 5.0 Financials
- 6.0 Controls

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

2.0 Situation Analysis

- 2.1 Market Summary
- 2.2 SWOT Analysis
- 2.3 Competition
- 2.4 Product Offering
- 2.5 Keys to Success
- 2.6 Critical Issues

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

2.1 Market Summary

- 2.1.1 Market Demographics
 - Geographics
 - Demographics
 - Behavior Factors
- 2.1.2 Market Needs
- 2.1.3 Market Trends
- 2.1.4 Market Growth

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

3.0 Marketing Strategy

- 3.1 Mission
- 3.2 Marketing Objectives
- 3.3 Financial Objectives
- 3.4 Target Markets
- 3.5 Positioning

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

4.0 Marketing Tactics

- 4.1 Product
- 4.2 Pricing
- 4.3 Distribution (Place)
- 4.4 Communications (Promotion)
- 4.5 Marketing Research

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

5.0 Financials

- 5.1 Break-Even Analysis
- 5.2 Sales Forecast
- 5.3 Expense Forecast

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Sample Marketing Plan

6.0 Controls

- 6.1 Implementation
- 6.2 Marketing Organization
- 6.3 Contingency Planning

1.0
Executive
Summary

2.0
Situation
Analysis

3.0
Marketing
Strategy

4.0
Marketing
Tactics

5.0
Financials

6.0
Controls

Evaluating a Marketing Plan

- Is the plan **simple/succinct**?
- Is the plan **complete**?
- Is the plan **specific**?
- Is the plan **realistic**?

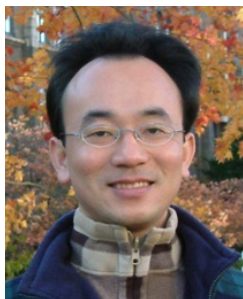
Summary

- Case Study on Marketing Beyond COVID-19 Pandemic
- Marketing Management
- IT Enabled Digital Transformation
- Business Model and Marketing Strategy

Q & A

COVID-19後疫情時代 遠距行銷

(Social Distancing Marketing
Beyond COVID-19 Pandemic)



Min-Yuh Day

戴敏育

Associate Professor

副教授

Institute of Information Management, National Taipei University

國立臺北大學 資訊管理研究所

<https://web.ntpu.edu.tw/~myday>

2020-08-14