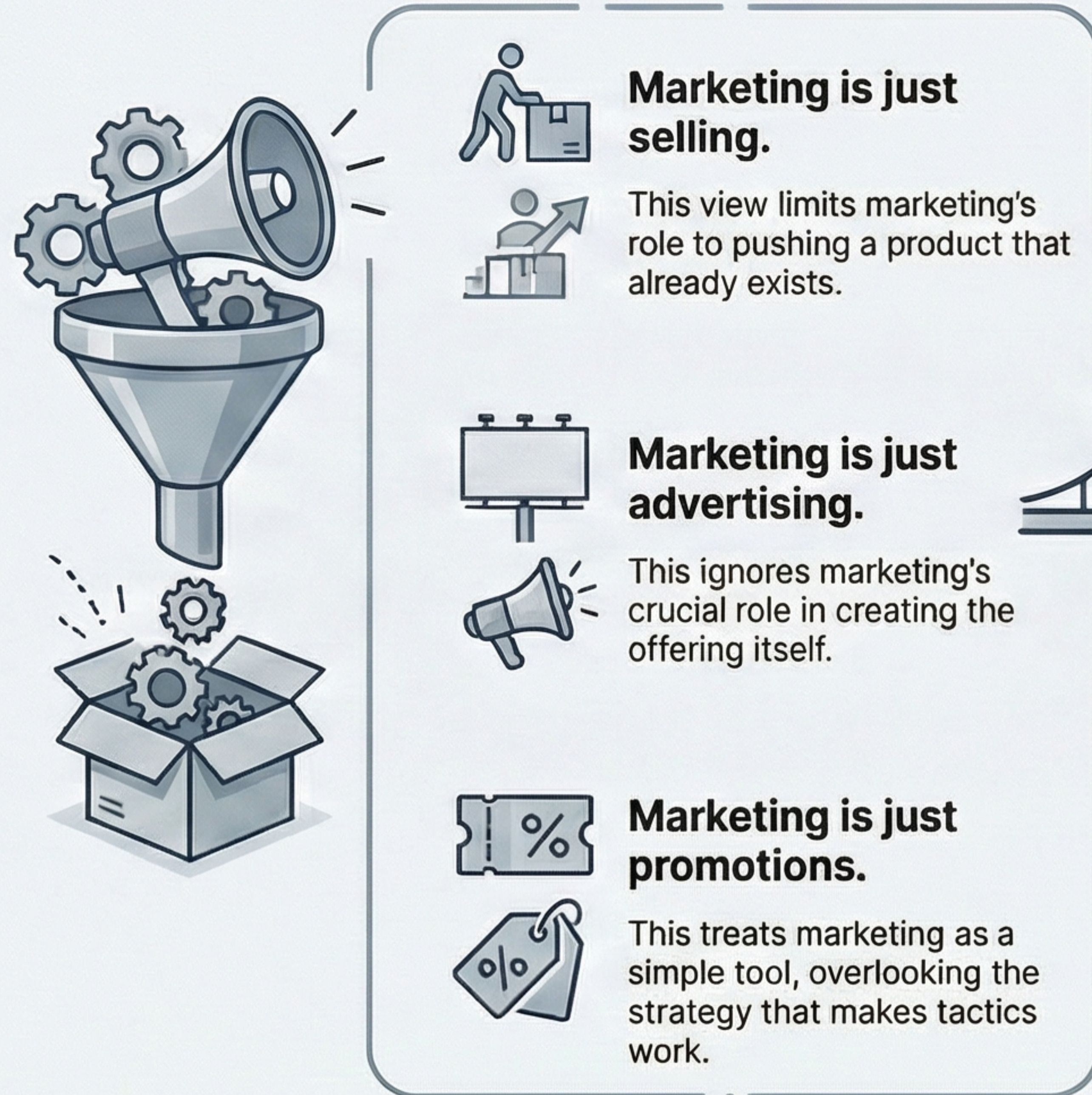


Rethinking Marketing: Beyond Sales & Ads

THE COMMON MISCONCEPTION: A TACTICAL VIEW



"The aim of marketing is to make selling superfluous."

- Peter Drucker

THE STRATEGIC REALITY: A VALUE-CREATION ENGINE

Marketing is the art and science of creating and managing successful value exchanges.

Its primary purpose is strategic: to create value for customers and the company.

Great marketing creates a product that fits the customer so well, it sells itself.

Marketing is a core business function, not just one department.

It drives growth by aligning the entire organization around creating customer value.



From Why to How: A Modern Marketing Blueprint

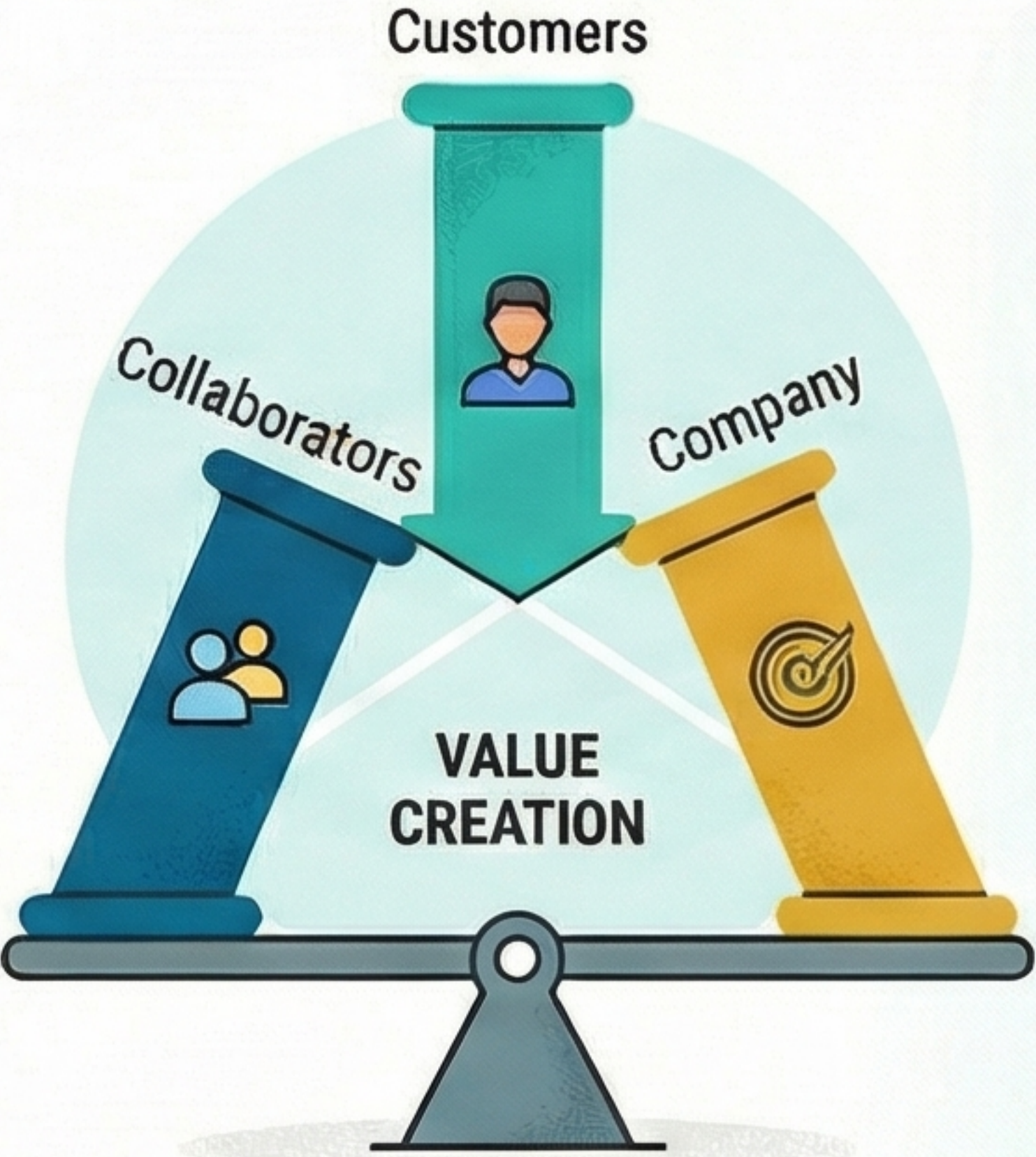
A successful business model is built on two core components: strategy and tactics. Strategy defines the market you compete in and the value you aim to create, while tactics are the specific actions you take to bring that strategy to life and deliver value to your customers.

Marketing Strategy: Defining Your Battlefield



Identify Your Target Market with the 5-C Framework

Analyze five key factors to understand the market you will compete in.



Craft Your Value Proposition with the 3-V Principle

A sustainable offering must create balanced value for three key entities.

Marketing Tactics: Executing the Plan

The 7-T Framework: The Modern Marketing Toolkit

These seven attributes define your offering and are a more complete alternative to the old 4-P model.

Tactics Create Value in Three Stages



G-STIC: The 5 Steps to a Winning Marketing Plan



4 Principles of an Effective Plan

