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MÓDULO 6

Enseñar estrategias de marketing a
estudiantes adultos

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Introducción y descripción del módulo

El marketing es un proceso social El marketing es un proceso social que incluye todas las actividades necesarias para que los individuos y las organizaciones obtengan lo que necesitan a través de intercambios con otros y para desarrollar relaciones continuas en el tiempo.

Este módulo introduce las principales teorías de la estrategia de marketing a los alumnos. Se basa en un enfoque sistemático de la planificación estratégica del marketing y las influencias en el proceso.

Objetivos:

- Entender el concepto de marketing
- Entender el proceso de gestión del marketing
- Entender los pasos del plan de marketing

Módulo 6

**Marco europeo: DigComp and
Entrecomp**



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Temas



Marco de trabajo del Marketing

Nociones básicas sobre qué es y por qué es importante



Etapas de la relación y enfoque del cliente

Cómo puedes establecer relaciones con los clientes



Marco de trabajo de la Estrategia de Marketing

Nociones básicas sobre qué es y cuáles son sus competencias



Implementación de estrategias de Marketing

Ejemplos sobre cómo tu estrategia de Marketing puede ser efectiva



¡A practicar!

¡Pon en práctica lo que has aprendido en este módulo!



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Resumen del tema

En esta sección, vamos a dar una definición de marketing junto con una explicación profunda de su rol y su diferencia conceptual con los anuncios, la marca, y las ventas.

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Definición

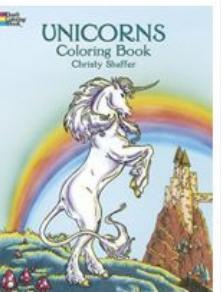
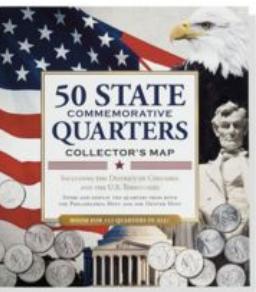
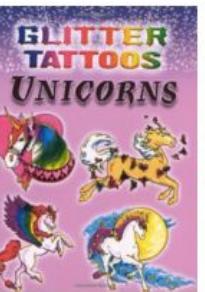
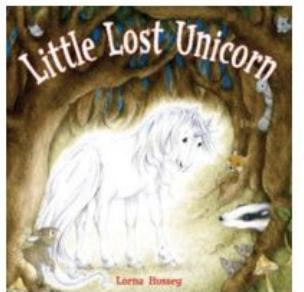
El Marketing es un set de actividades relacionadas con crear, comunicar, repartir e intercambiar bienes y servicios que tienen valor para otros.

El Marketing lleva el valor al cliente, a quien el negocio intenta identificar, satisfacer, y retener.

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Recommendations for You



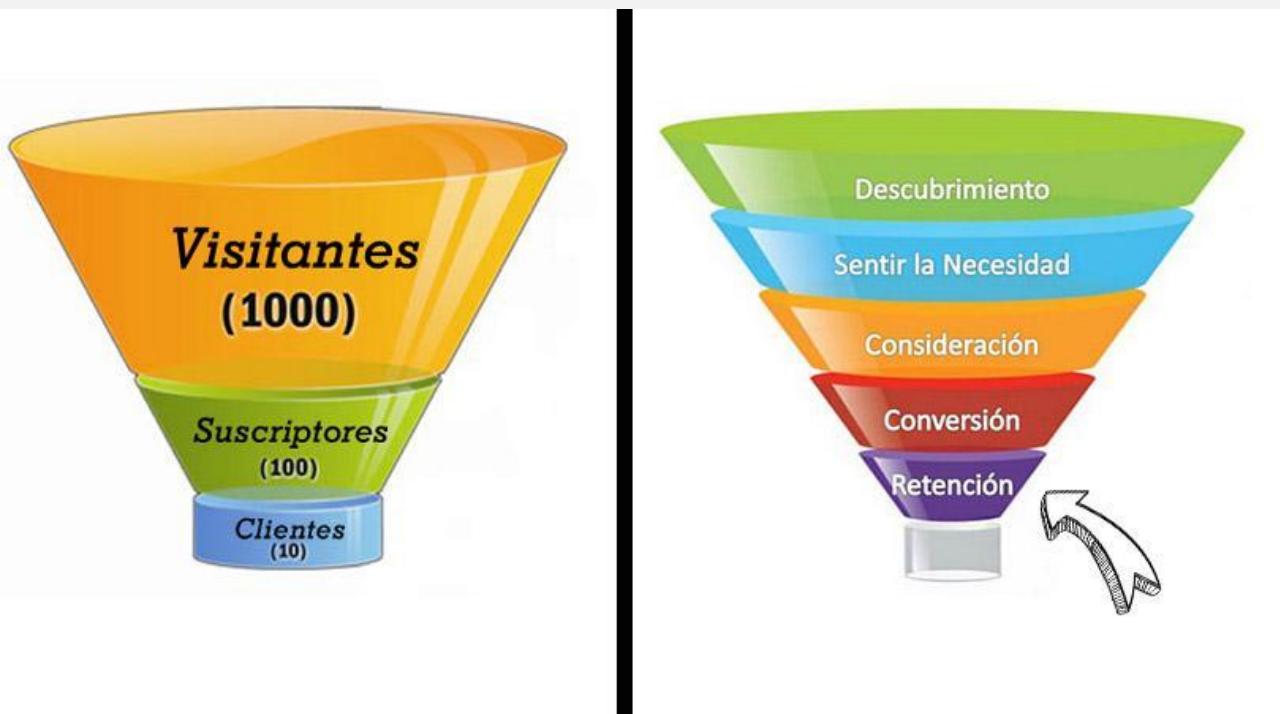
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El rol del Marketing



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The role of Marketing

IDENTIFY CUSTOMERS

- Understand customer wants and needs
- Identify whom to target and how to reach them

SATISFY CUSTOMERS

- Make the right product or service available to the right people at the right time
- Make everyone feel better off from the exchange

RETAIN CUSTOMERS

- Give customers a reason to keep coming back
- Find new opportunities to win their business

Framework of Marketing



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Marketing vs. Anuncios

- Los anuncios pagan para salir en diferentes plataformas multimedia para atraer la atención del público hacia la compañía, producto, o mensaje, normalmente con el propósito de vender productos o servicios.
- Los anuncios son una de muchas herramientas que usan los marketers.

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Marketing vs. Marca

- La marca es el proceso de ‘crear un nombre e imagen único para un producto en la mente del consumidor’.
- El marketing construye marcas, y la marca una consideración estratégica importante en Marketing, aunque el marketing es un concepto aún más amplio que la marca.

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Marketing vs. Ventas

- Las ventas son el proceso en el que se venden bienes o servicios.
- Un marketing eficaz se alinea con el proceso de ventas, y conduce a un aumento de las mismas, pero el marketing es mucho más que solo un apoyo a las ventas.

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Different Types of Marketing (I)

- ***Affiliate Marketing***

An affiliate helps promote a brand's product on an online channel that they see fit. The good thing about this marketing method is that companies pay the affiliate only if his advertising leads to a sale.

- ***Social Media Marketing***

Businesses use this method to reach potential customers who already spend a lot of their time on social media platforms. It makes it easy for brands to interact with their customers and build a relationship. It can also help drive leads and sales.

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Different Types of Marketing (II)

- ***Word of Mouth Marketing (WOMM)***

This is an unpaid form of marketing where consumers do all the work. WOMM is arguably one of the most trusted forms of marketing. According to a report by Nielsen, 92% of consumers trust recommendations from family and friends more than other forms of marketing.

- ***Content Marketing***

Content marketing refers to any form of marketing that involves the creation, publication, and distribution of free online content.

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Different Types of Marketing (III)

- ***Search engine optimization***

This method of digital marketing is also known as SEO and refers to the process of optimizing a website for search engine visibility.

- ***Email Marketing***

Email marketing is a method of digital marketing in which companies send emails to prospects and customers.

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Different Types of Marketing (IV)

- ***Influencer marketing***

A company that wants to promote its products or services approaches an influencer in its industry and finds a mutually beneficial way to promote its offering to the influencer's large target audience.

- **Retargeting**

Retargeting is the process of serving display ads to people who have engaged with your website or brand in the past.

- ***Brand marketing***

Brand marketing is a marketing effort by brands to shape their public perception and connect with their target audience.

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Resumen del tema

- En pocas palabras, en esta sección vamos a analizar y explicar las etapas de la relación con el cliente. Además también vamos a explicar la diferencia entre cliente y consumidor.



Etapas de la relación y enfoque del cliente



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Etapas de la relación

- Conocerse y familiarizarse
- Proporcionar una experiencia satisfactoria
- Mantener una relación comprometida y duradera



Etapas de la relación y enfoque del cliente



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Etapa 1: Conocerse y familiarizarse

- Encontrar clientes objetivo que sean deseables, incluyendo los que probablemente proporcionen un valor de vida al cliente
- Entender qué quieren estos clientes
- Crear conciencia y demanda de lo que ofreces
- Captar nuevos negocios



Etapas de la relación y enfoque del cliente



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Etapa 2: Proporcionar una experiencia satisfactoria

- Medir y mejorar la satisfacción del cliente
- Estar al corriente de cómo evolucionan las necesidades y deseos de los clientes
- Desarrollar la confianza y la buena voluntad
- Demostrar y comunicar una ventaja competitiva
- Monitorizar y ser capaz de contrarrestar las fuerzas de la competencia.



Etapas de la relación y enfoque del cliente



Etapa 3: Mantener una relación comprometida y duradera

- Convertir los contactos en clientes fieles que repitan, en lugar de clientes únicos
- Anticiparse y responder a la evolución de las necesidades
- Profundizar en las relaciones, ampliar el alcance y la confianza en tu oferta.



Etapas de la relación y enfoque del cliente



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¿Qué es el valor de vida del cliente?

El valor de vida del cliente predice cuánto beneficio va a sacar la compañía de este cliente a lo largo de su relación con la compañía.



Etapas de la
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del cliente



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¿Cómo ayudan a la empresa las relaciones sólidas con los clientes?

Los clientes felices...

- Vuelven para comprar más bienes y servicios
- Ayudan al mercado del negocio con reviews positivas y con el boca a boca.
- Se comprometen con la marca



Etapas de la relación y enfoque del cliente



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Diferencia entre cliente y consumidor

- **Clientes** son quienes compran el producto
- **Consumidores** son quienes realmente utilizan el producto



Etapas de la relación y enfoque del cliente

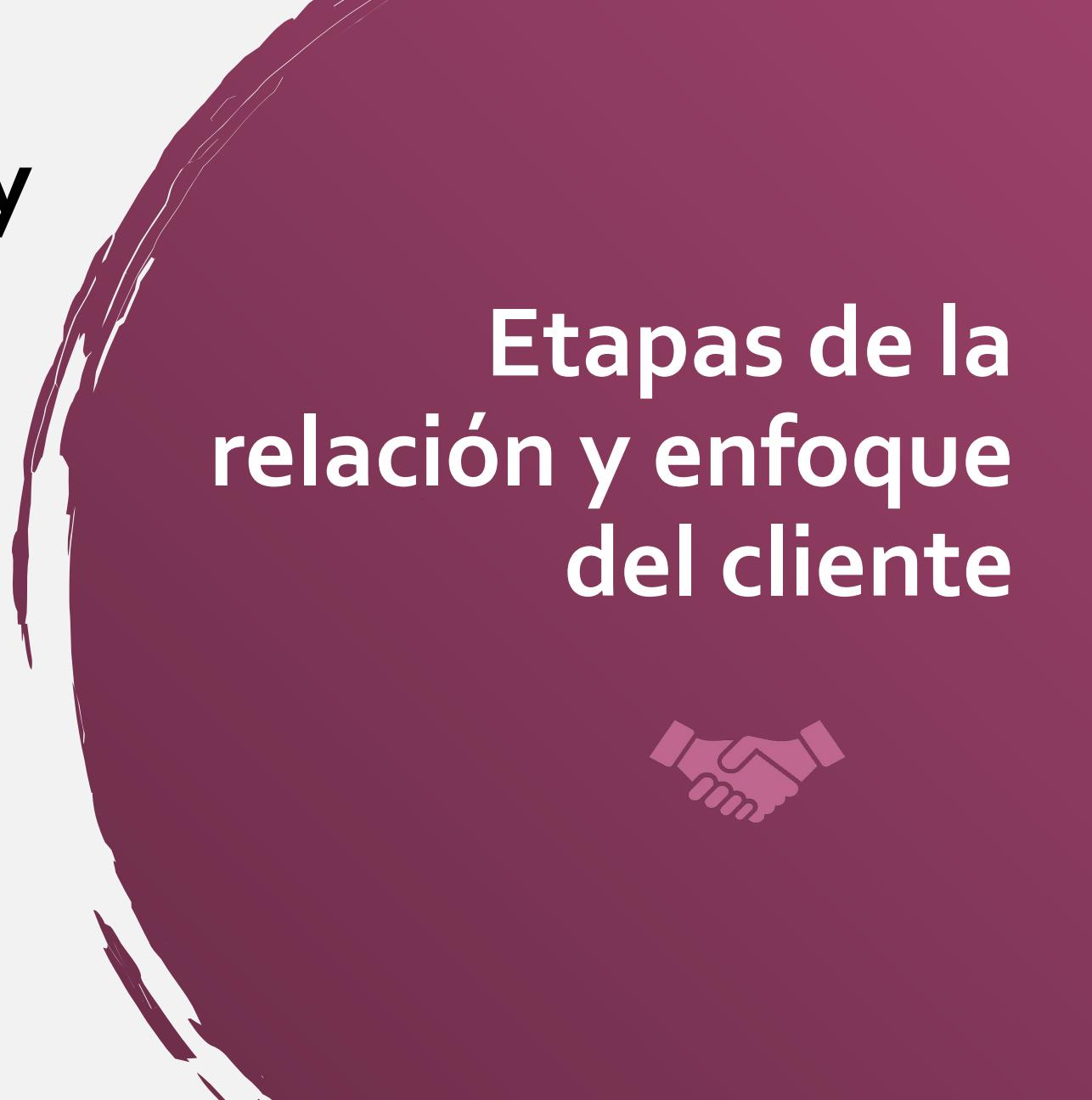


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Diferencia entre cliente y consumidor

- El cliente y el consumidor no son siempre el mismo.
- Ejemplo: el cliente de un distribuidor de alimentos es el restaurante, y no el comensal. El comensal es el consumidor.



Etapas de la relación y enfoque del cliente



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NaN vs. NaC

- Las compañías NaN, o Negocio a Negocio, venden bienes o servicios a otros negocios.
- Las compañías NaC, o Negocio a Consumidor, venden directamente a los consumidores.



Etapas de la relación y enfoque del cliente



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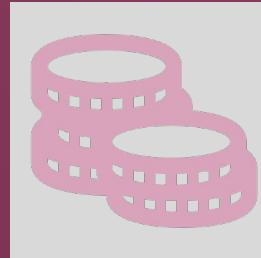
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Marco de trabajo de la Estrategia de Marketing

Resumen del tema

En esta sección vamos a analizar:

- Qué es una estrategia de marketing.
- Cómo la estrategia describe el valor único de los clientes.
- Cómo la estrategia explica cómo los activos de la compañía van a crear valor único.
- Cómo la estrategia determina cómo la compañía va a mantener este valor único.



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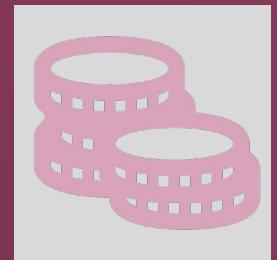
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Marco de trabajo de la Estrategia de Marketing

Definición

- La estrategia determina qué mercados perseguir, dónde vamos a vender nuestros bienes y servicios.
- Centra sus esfuerzos en un objetivo de marketing específico.
- La táctica indica las acciones específicas que vamos a tomar en estos mercados.



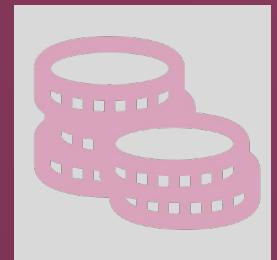
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Estrategia Describe el Valor Único de los Clientes

- Cuando desarrollamos una estrategia, el objetivo es identificar los beneficios únicos en los bienes o servicios que los clientes valoran, y que difieren de lo que ofrecen los demás competidores.
- Una estrategia debe definir y clarificar el valor único.
- La táctica incluye las tareas de crear, repartir, y expandir dicho valor.

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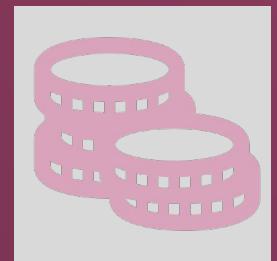
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Marco de trabajo de la Estrategia de Marketing

La Estrategia explica cómo los activos de una compañía van a crear Valor Único

- ¿Cómo interactúan y se refuerzan entre sí las actividades de la compañía?
- Para que una organización defina una estrategia que cree una posición única y valiosa, debe reunir y alinear las diferentes capacidades y recursos de la compañía.
- Se planean tácticas para reforzar este valor único
- Las tácticas efectivas, o las acciones específicas, deben apoyar la estrategia de manera que el cliente tenga una experiencia consistente con el bien o servicio, lo que se alinea con el valor único que la compañía busca entregar.



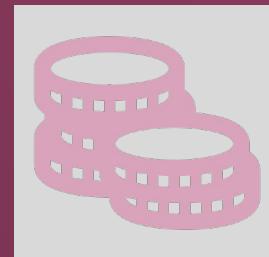
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La Estrategia determina cómo una compañía va a mantener el Valor Único

- A lo largo del tiempo, la competencia intentará eliminar la ventaja de nuestra compañía, o copiar aquellas áreas en las que tiene éxito.
- ¿Cómo va la compañía a seguir proporcionando valor único y proteger o expandir las áreas en las que tiene ventaja?
- Al mismo tiempo que la compañía afina su estrategia para retener y expandir su ventaja, las tácticas también se deben ajustar para que se ejecute la estrategia de forma efectiva.

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Resumen del tema

En esta sección vamos a estudiar:

- Qué es la declaración de objetivos.
- Ejemplos concretos de estrategias de marketing.
- Qué es una inversión de marketing
- Cómo podemos usar un análisis DAFO
- Cómo gestionar las relaciones con los clientes

Implementación de Estrategias de Marketing



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Declaración de objetivos

La declaración de objetivos explica por qué existe una organización.



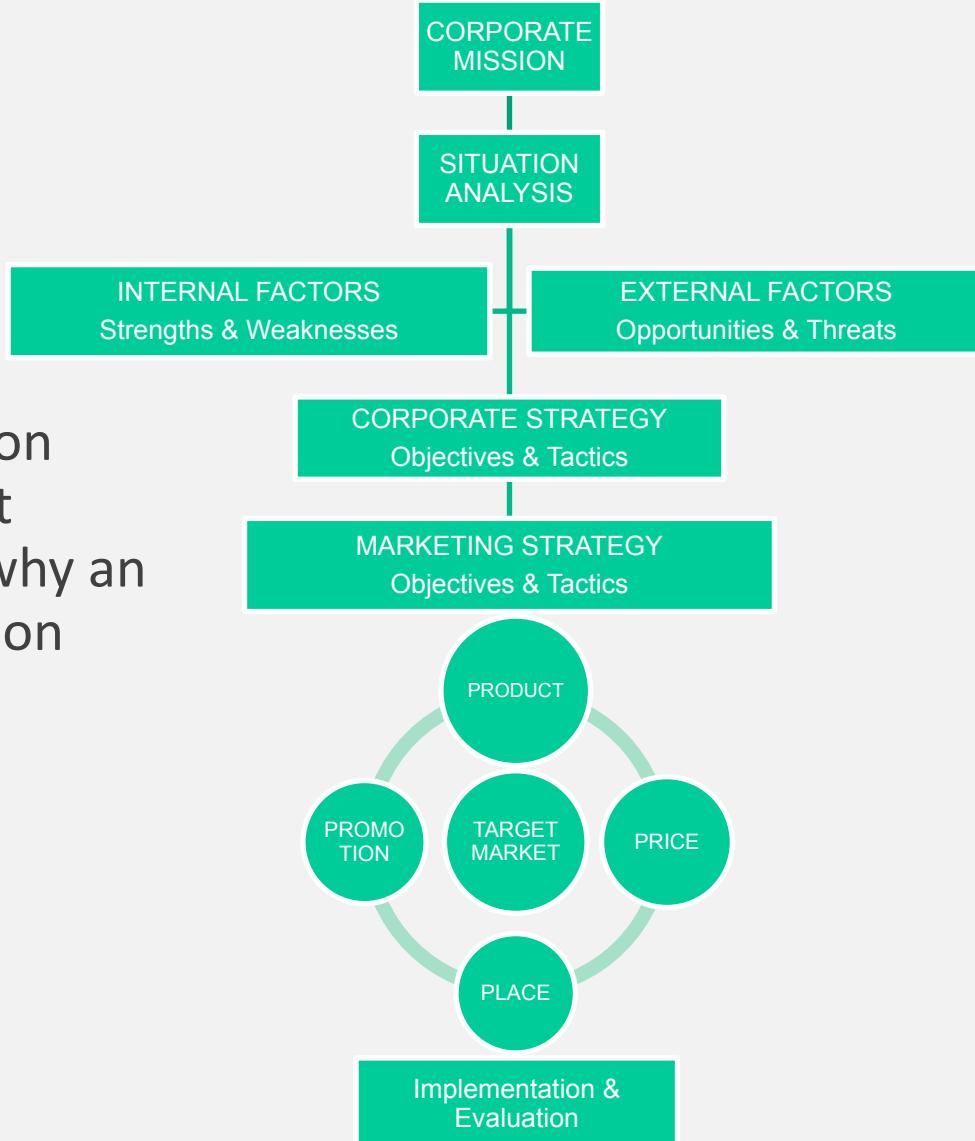
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Mission Statement



Implementation of Marketing Strategies



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Effective objectives are:

SMART

ESPECÍFICO



MEDIBLE



ALCANZABLE



RELEVANTE



TEMPORAL



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Effective objectives are:

S M A R T

SPECIFIC

What, Where, How?
A specific goal is distinct and defines as much of the goal as possible and contains no ambiguous language

MEASURABLE

From and To
A measurement gives feedback and let's one know when the goal is complete.

ATTAINABLE

Who?
Goals must be assignable to individuals or groups

RELEVANT

Feasible?
Realistic goals are challenging yet attainable within the given timeframe

TIME BASED

When?
Timeframe must be aggressive yet realistic

Implementation of Marketing Strategies



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Alineación de los objetivos anuales de la empresa y del marketing : Ejemplo 1

Objetivo de la compañía: Obtener un beneficio de un 6% más respecto al año anterior

1. **Objetivo de Marketing:** Incrementar el precio de venta medio del producto de 186 a 198 euros
2. **Objetivo de Marketing:** Completar un proceso de fin de vida de tres productos cuyo margen de beneficio sea inferior al 3%
3. **Objetivo de Marketing:** Incrementar las ventas del producto estrella un 30% respecto al año anterior

Implementación de Estrategias de Marketing



Alineación de los objetivos anuales de la empresa y del marketing : Ejemplo 2

Objetivo de la Compañía: Incrementar la cuota de Mercado en un Mercado clave un 4%

1. **Objetivo de Marketing:** Implementar una campaña de posicionamiento competitivo frente a un competidor clave.
2. **Objetivo de Marketing:** Introducir dos nuevos productos al mercado.
3. **Objetivo de Marketing:** Introducir grandes mejoras en dos líneas de productos .
4. **Objetivo de Marketing:** Conseguir dos nuevos socios de distribución para expandirnos en mercados más grandes.

Implementación de Estrategias de Marketing



Aligning Annual Company and Marketing Objectives: Example 2

Company Objective: Increase market share in one key market by 4%

1. **Marketing Objective:** Implement a competitive-positioning campaign relative to a key competitor
2. **Marketing Objective:** Introduce two new products to market
3. **Marketing Objective:** Introduce major enhancements in two product lines
4. **Marketing Objective:** Bring two new distribution partners on board to expand coverage to new major markets

Implementación de Estrategias de Marketing



Proceso de planificación del marketing



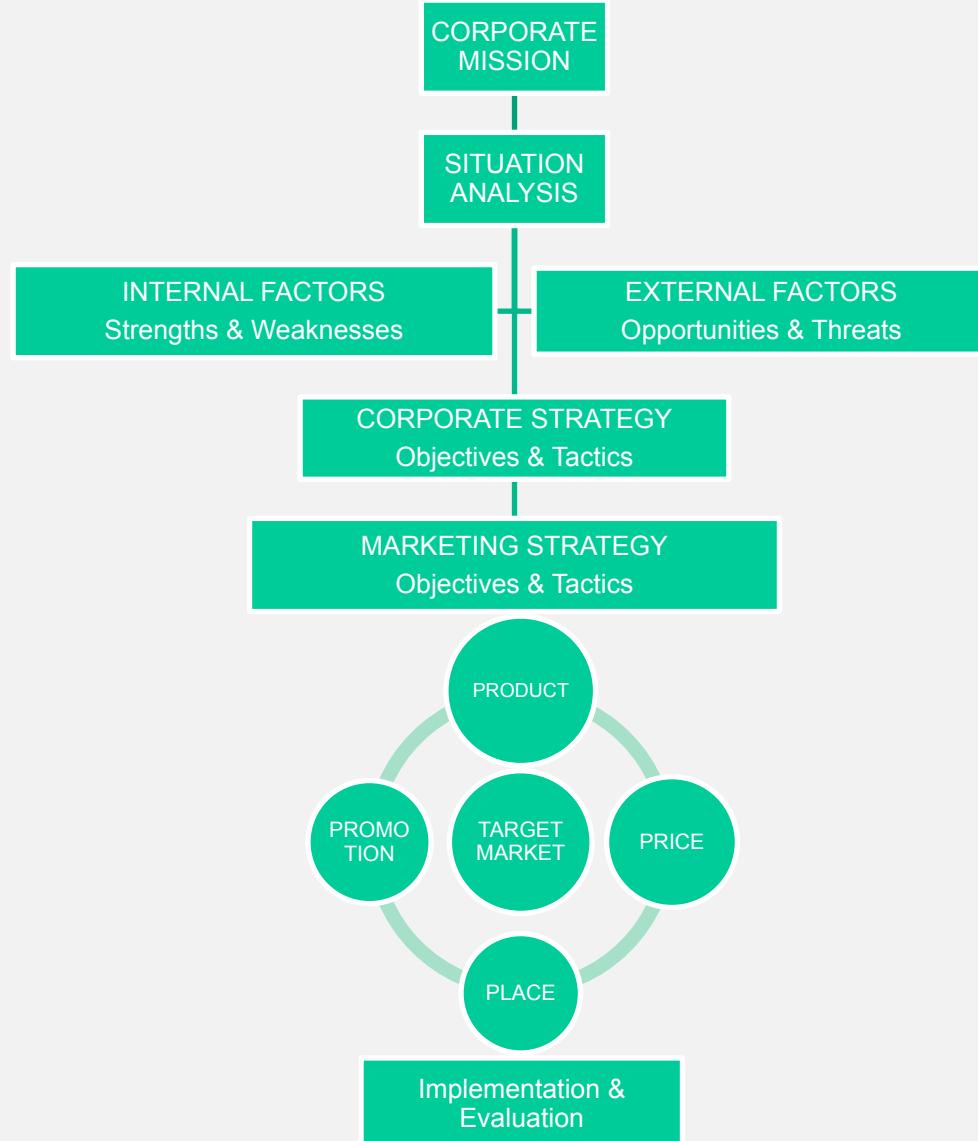
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Marketing Planning Process



Implementation of Marketing Strategies



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Implementación y presupuesto

- La implementación incluye las tácticas que se han usado para ejecutar la estrategia.
- El proceso de implementación enfatiza el tiempo en que las tareas se han completado.
- El presupuesto de marketing representa un plan para asignar los gastos a cada uno de los componentes.

Implementación de Estrategias de Marketing



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Retorno de la inversión de marketing

- ¿Cuáles son los objetivos de la campaña?
- ¿Cómo influenció el cliente objetivo en la campaña y sus objetivos?
- ¿Fue exitosa?
- ¿Qué parámetros se han utilizado para determinar el éxito de la campaña?

Implementación de Estrategias de Marketing



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Análisis DAFO



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SWOT Analysis

EXTERNAL FACTORS

OPPORTUNITIES

THREATS

Technology, competition, economic, political, legal, social trends

INTERNAL FACTORS

STRENGTHS

WEAKNESSES

Financial, technical, competition position, human resources, product line

Implementation of Marketing Strategies



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Ejemplo de un análisis DAFO



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SWOT Example For A College

EXTERNAL FACTORS

OPPORTUNITIES

Expand online programs
Create custom programs
for local employers
Credit for prior learning

THREATS

Reduced state funding
Economic recovery
Aggressive marketing by
for-profit competitor

INTERNAL FACTORS

STRENGTHS

Bright, committed faculty
Strong, trusted leaders
Student completion rates
Student advising initiative
Community partners

WEAKNESSES

Aging technology
infrastructure
Training for part-time faculty
Nursing program under
capacity
Inefficient transfer process

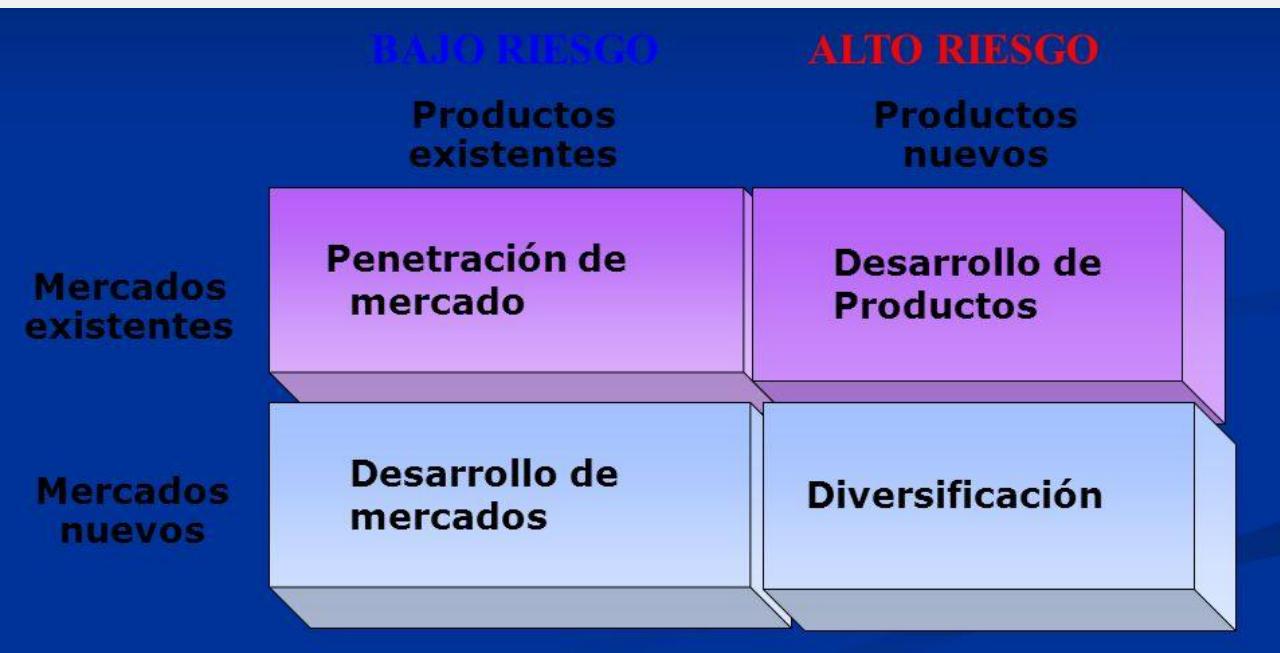
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Matriz de oportunidad estratégica



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Strategic Opportunity Matrix



Implementation of Marketing Strategies



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Matriz de Crecimiento-Participación



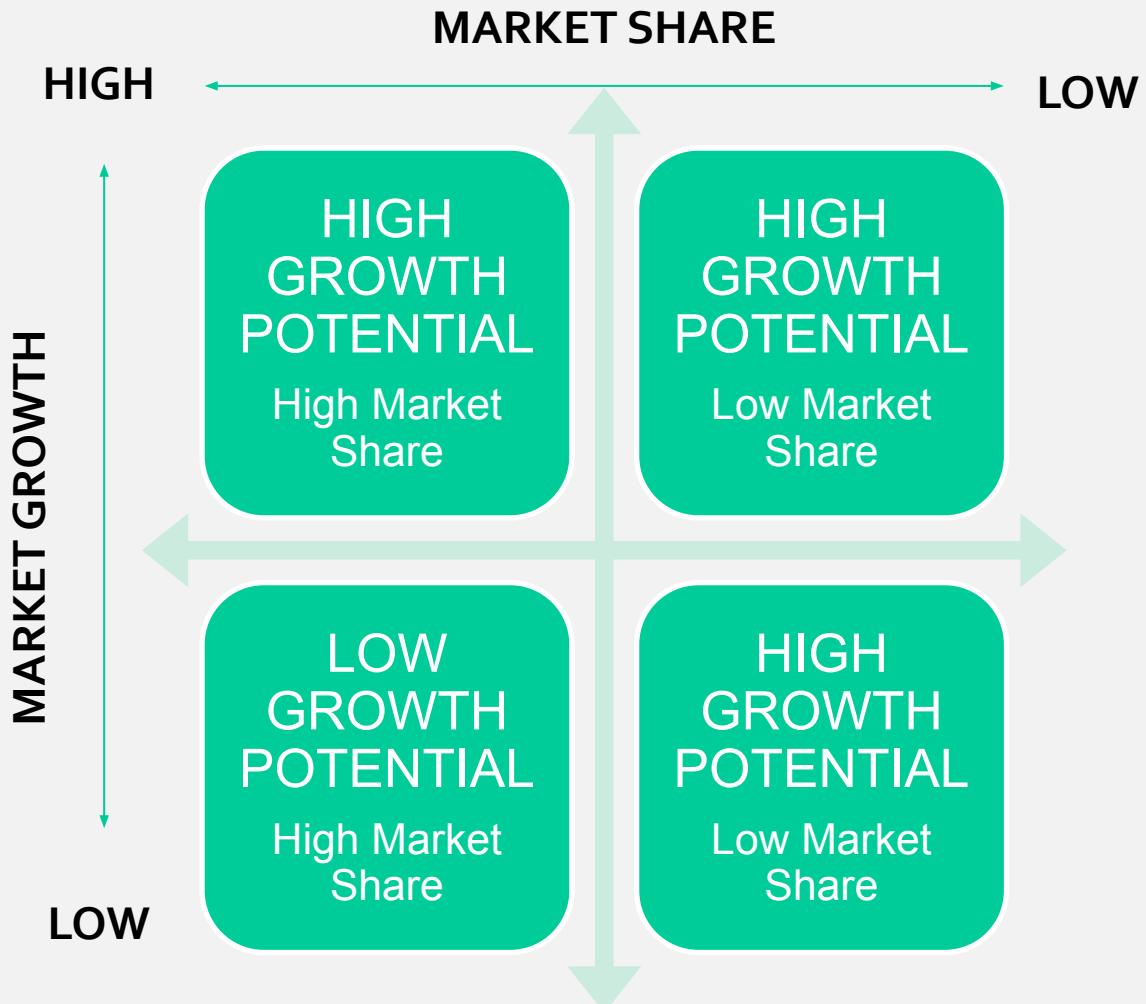
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BCG Growth-Share Matrix



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Estrategias de crecimiento

Cada estrategia tiene un nivel de riesgo distinto

- Penteración del Mercado
- Desarrollo del Mercado
- Desarrollo del producto
- Diversificación

Implementación de Estrategias de Marketing



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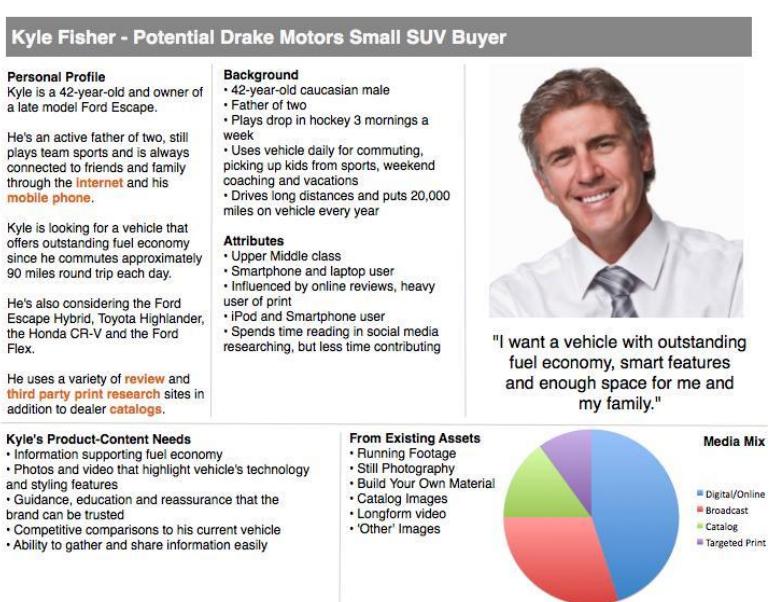
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¿Qué es una persona compradora?

Una representación ficticia y generalizada de un cliente ideal que ayuda al marketer a entender mejor a su cliente actual, así como su potencial.



Implementación de Estrategias de Marketing



Gestión de la relación con el cliente

- Una disciplina de marketing que combina bases de datos y tecnología computacional con el servicio al cliente y las comunicaciones de marketing.
- La gestión de la relación con el cliente busca crear comunicaciones más significativas y personalizadas con el cliente aplicando los datos del cliente (demográficos, su sector, su historial de compras, etc.)

Implementación de Estrategias de Marketing



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¡A practicar!

Un negocio NaN se beneficia más de

- a) Anuncios en Televisión
- b) Ferias comerciales
- c) Presentación en el Club Rotary

Un negocio NaC se beneficiaría más de B2C business would benefit most from

- a) Anuncios en Televisión
- b) Ferias comerciales
- c) Presentación en el Club Rotary

‘Barbecue Blends’ quiere vender su línea de condimentos en China. ¿Qué estrategia de crecimiento es esta?



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- ¿Cómo se alinean las estrategias de marketing y las estrategias corporativas?
- ¿Cuáles son los componentes de una estrategia de marketing?
- ¿Cómo se utilizan las herramientas analíticas para informar sobre la estrategia de la compañía?
- ¿Cuáles son algunos ejemplos de estrategias corporativas?
- ¿Por que el desarrollo y el mantenimiento de las relaciones con los clientes son una parte esencial de la estrategia de marketing en una organización?

Resumen

Para reflexionar

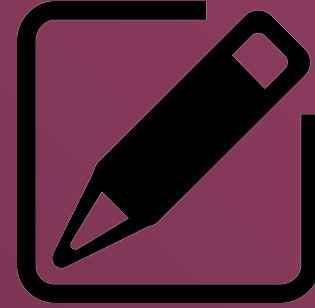


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WE GET

Women Entrepreneurs

Generating Enhanced Training



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