Marketing, Competition, and Technology

Objectives

- Explain how marketing strategies affect competition.

- Describe how information technologies influence consumer behavior.

- Provide real-life examples of marketing and tech in action.

Marketing and Competition

- Marketing differentiates products in competitive markets.

- Types of marketing affecting competition:

    1. **Branding:** Creates a unique image (e.g., Coca-Cola vs Pepsi).

    2. **Promotion:** Special offers or ads (e.g., Buy one, get one free).

    3. **Packaging:** Attractive packaging draws attention (e.g., Apple's minimalistic design).

    4. **Online Sales:** Wider reach and convenience (e.g., Amazon vs Walmart online).

Marketing in Action

- **Scenario:** Two smartphone brands compete.

    - Brand A uses sleek design + influencer ads.

    - Brand B offers discounts + online exclusive bundles.

- **Result:** Each strategy targets different customers to gain market share.

Technology and Consumer Influence

Key Points:

- Technology allows businesses to reach and motivate customers.

- Examples:

    1. **Corporate Websites:** Provide product info and build trust (e.g., Nike.com).

    2. **E-commerce Platforms:** Enable easy purchase (e.g., Shopify, Amazon).

    3. **Internet Ads:** Pop-ups, banners, and social media ads target specific users.

- Benefits: Personalized marketing, increased sales, and customer engagement.

Tech in Action

- **Scenario:** Online retail stores want to boost sales.

    - Uses targeted Facebook ads for specific age groups.

    - Sends email promotions with exclusive discounts.

○　Optimizes websites for easy mobile shopping.

- **Result:** Increased awareness and purchase frequency.

Summary

- Marketing (branding, promotion, packaging, online sales) increases competition.

- Technology (websites, e-commerce, ads) informs and motivates consumers.

- Businesses combine marketing and tech to attract and retain customers.

Discussion Question

- Which marketing strategy do you think is most effective in attracting your generation? Why?