HOW ENTRED RENEURING MARKETING SECOND EDITION

> LEONARD M. LODISH HOWARD L. MORGAN SHELLYE ARCHAMBEAU JEFFREY A. BABIN

Marketing That Works

Second Edition

Marketing That Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company

Table of Contents

Contents

Introduction

The Books Mission

The Authors and the Books Heritage

The Importance of Marketing

One Positioning, Multiple Stakeholders

Challenges of the Next Decade

Section One: Marketing StrategyRefine Your Offering and Positioning

Chapter 1 Marketing-Driven Strategy to Make Extraordinary Money

Orvis CompanyExcellent Entrepreneurial Positioning

Positioning to Enhance the Value Proposition

Getting Started: Segmentation and Targeting

Gaining the Competitive Advantage: Differentiation

Tying Together the Value Proposition: Distinctive

Competence, Sustainable Competitive Advantage, and Positioning

Positioning, Names, and Slogans

Summary



Endnotes

Chapter 2 Generating, Screening, and Developing Ideas

Idea Generation and Testing at Idealab

Evaluating Specific Venture Ideas

Dry Tests, Crowdfunding, and Concept Testing: What They
Are and Where They Are Best Used

Trakus: The Value of Concept Testing

Summary

Endnotes

Chapter 3 Entrepreneurial Pricing: An Often-Misused Way to Garner Extraordinary Profits

Determining Price at Warby Parker

Pricing to Create and Capture Value

Methods for Determining Revenue at Alternative Price Levels

Victorias Secret Can Use Its Many Stores for In-Market Experimentation

Summary

Endnotes

Section Two: Demand-Generation and SalesLead Your Customers to Your Offering

Chapter 4 Leverage Public Relations for Maximum Value

PayMyBills.comBattling Competition with Public Relation

Aspire to Be a Winner

Gaining the Perception of Leadership

Summary

Endnote



Chapter 5 Promotion and Viral Marketing to Maximize Sustainable Profitability

The Coolest CoolerOne of Kickstarters Most Successful Campaigns

Methods for Promoting Products and Engaging Customers

Give It Away

Viral Marketing

Event Marketing

Product Placement

Winning the Tchotchke Wars

Summary

Endnotes

Chapter 6 Advertising to Build Awareness and Reinforce Messaging

Synygy Generated Productive Ad Options for Low Cost

Moving to More Effective Advertising

Improving Campaigns

Evaluating CampaignsVaguely Right Versus Precisely Wrong

Media Planning

The Digital Marketing RevolutionEvaluating and Maximizing Its Bang Per Buck

Summary

Endnotes

Chapter 7 Distribution/Channel Decisions to Solidify Sustainable Competitive Advantage

AnkiEmerging from Stealth Mode with Help from Apple

Making Distribution Decisions

Required Functions of Any Distribution System



Owning Your Own DistributionThe Highest Control

Indirect Distribution and Exclusivity Alternatives

Intensive Distribution

Selective Distribution

Types of IntermediariesEarn Your Partners in Distribution

Dynamic Distribution Management

Franchising: Still Another Distribution Option

Managing and Anticipating Channel Conflict

Concept Testing to Channel Members

Summary

Endnotes

Chapter 8 Sales Management to Add Value

Plantronics

The Role of the Sales Management

Type of Sales Forces

The Control Issue: Choosing Your Sales Force

Sales Force Size, Deployment, and Organization

Compensation

Recruiting, Training, and Retention Strategies

Summary

Endnotes

Chapter 9 Marketing-Enabled Sales

MetricStream, Inc., and the Marketing-Enabled Sales Strategy

Marketing Tools to Support the Sales Process

Help Prospects Find You

Gain Prospect Interest and Trust

Qualify Prospects and Identify Prospective Buyers

Drive Toward the Close



Close the Deal

Training Is Necessary

The Relationship Between Marketing and Sales

Summary

Endnote

Section Three: ExecutionCultivate the People and Resources to Make Your Marketing Work

Chapter 10 Create an Ecosystem to Maximize Product/Service Lifetime Profitability

Pebble: The Start-Up Taking on Multibillion-Dollar Global Companies

Engaging Your Customers in Product Launch

The Beta Process

Reference Accounts

Securing External Support for Your Product

Partnering for Launch

Channels of Distribution

Summary

Endnotes

Chapter 11 Entrepreneurial Marketing for Building Teams

Anki: From Classmates to a Company

Positioning for Talent

Building a Team and Corporate Culture

Reaching the Prospects

Choosing the Prospect

Compensation: Pricing Your Talent

Summary



Endnotes

Chapter 12 Marketing for Financing Activities

Pebble: Preserving Equity with Crowdfunding and Venture Funding

Financing: A Different Product for a Different Customer

Product Versus Financial Marketing

Segmentation of Investors

Naming

PricingThe Value of Your Venture

Venture Marketing

Initial Public Offering (IPO)

Investor Relations

Summary

Endnotes

Chapter 13 Building Strong Brands and Strong Companies

Why Is It Hard to Build Brands?

Ten Guidelines for Building Strong Brands

Summary

Endnotes

Index

