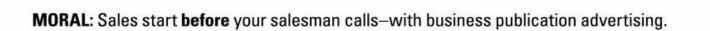


TI ΠΕΡΙΛΑΜΒΑΝΕΙ ΤΟ ΜΚΤ

- TAYTOTHTA
- ΣΤΟΙΧΕΙΑ ΕΠΙΧΕΙΡΗΣΗΣ
- ΣΤΟΧΟΥΣ
- OPAMA
- ПЛАНО
- ΠΡΟΣΩΠΙΚΟ
- BRANDING
- DIGITAL
- ΤΡΟΠΟΥΣ ΣΥΝΑΛΛΑΓΩΝ & ΠΡΟΩΘΗΣΗΣ

" I don't know who you are. I don't know your company. I don't know your company's product. I don't know what your company stands for. I don't know your company's customers. I don't know your company's record. I don't know your company's reputation. Now-what was it you wanted to sell me?"



ΓΙΑΤΙ ΚΑΙ ΠΟΥ XPHΣΙΜΕΥΕΙ ΤΟ MKT

- ΟΙ ΔΙΑΔΙΚΑΣΙΕΣ ΜΑΝΑΘΕΜΕΝΤ ΜΕΣΩ ΤΩΝ ΟΠΟΙΩΝ ΠΡΟΣΦΕΡΟΝΤΑΙ ΤΑ ΑΓΑΘΑ – ΥΠΗΡΕΣΙΕΣ
- B2B ΜΕΤΑΞΥ ΕΠΙΧΕΙΡΗΣΕΩΝ
- Β2C ΠΡΟΣ ΠΕΛΑΤΕΣ
- CRM ΣΧΕΣΙΑΚΟ ΜΚΤ
- C2C METAΞΥ ΠΕΛΑΤΩΝ

	Delivery by	
	Business	Consumer
Business	B2B Business models,	B2C Business models,
Exchange	e.g. VerticalNet	e.g. Amazon.com
initiated by:	C2B Business models,	C2C Business models,
Consumer	e.g. Priceline.com	e.g. eBay.com

SWOT ANALYSIS

- ΔΥΝΑΤΑ ΣΗΜΕΙΑ
- ΑΔΥΝΑΤΑ ΣΗΜΕΙΑ
- EYKAIPEIEΣ
- ΑΠΕΙΛΕΣ

Strengths

S

- Your specialist marketing expertise
- A new, innovative product or service
- Location of your business
- Quality processes and procedures
- Any other aspect of your business that adds value to your product or service

Weaknesses



- Lack of marketing expertise
- Undifferentiated products or services
 (i.e. in relation to your competitors)
- Location of your business
- Poor quality goods or services
- Damaged reputation

Internal factors

Opportunities



- A developing market such as the Internet
- Mergers, joint ventures or strategic alliances
- Moving into new market segments that offer improved profits
- A new international market
- A market vacated by an ineffective competitor

Threats



- A new competitor in your home market
- Price wars with competitors
- A competitor has a new, innovative product or service
- Competitors have superior access to channels of distribution
- Taxation is introdused on your product or service

External factors

Positive

Negative

MARKETING MIX

- ΤΟΠΟΘΕΣΙΑ
- TIMH
- ПРОІОН
- ΠΡΟΩΘΗΣΗ
- ΑΝΘΡΩΠΟΙ
- ΔΙΑΔΙΚΑΣΙΕΣ

Κ.Α. ΕΊΝΑΙ ΤΟ ΕΡΓΑΛΕΊΟ ΓΙΑ ΤΗΝ ΙΚΑΝΟΠΟΙΗΣΗ ΤΩΝ ΑΝΑΓΚΩΝ – ΕΠΙΘΥΜΙΩΝ ΤΟΥ ΠΕΛΑΤΗ

PRICE

Value
Competitive
Last Minute Deals
Special Offers
Multi-Night Stays
Varied Room Rates

PROMOTION

Online - Offline Email News Banner Advertising Google Ads & SEO Guest Reviews Your Own Website Social Media Local Events

PLACE

Location
Accessibility
Parking
Local Attractions
State of repair
Perceived Quality

THE MARKETING MIX

PROCESS

Easy to Book
Clear Instructions
Easy to Pay
Cash - Credit Card
Bank Transfer
Cancelation Terms

PRODUCT

Types of Room
Bedroom Furnishings
Clean Bathroom
Breakfast Menu
Local Knowledge
WiFi

PEOPLE

Chearful Hosts
Empathy with Guests
Personal Touch
Flexibility
Communication

- <u>4CS</u>
- COST FOR
- CONSUMER VALUE
- CONVENIENCE
- COMMUNICATION



• PESTLE ANALYSIS - MACRO

- ПОЛІТІКА
- OIKONOMIA
- ΚΟΙΝΩΝΙΚΑ
- TEXNOAOTIKA
- NOMIKA
- ПЕРІВАЛЛОΝТОЛОГІКА

POLITICS

- Government type and policy
- Funding, grants and initiatives

ECONOMY

- · Inflation and interest rates
- · Labour and energy costs

SOCIAL

- · Population, education, media
- Lifestyle, fashion, culture

TECHNOLOGY

- Emerging technologies, Web
- Information & communication

LEGAL

- Regulations and standards
- Employment law

ENVIRONMENT

- Weather, green & ethical issues
- Pollution , waste, recycling

· MICRO

- ΠΡΟΜΗΘΕΥΤΕΣ
- ΠΡΟΣΩΠΙΚΟ
- ΠΕΛΑΤΕΣ
- METOXOI
- ΑΝΤΑΓΩΝΙΣΤΕΣ
- K.A.



ΨΥΧΟΛΟΓΙΑ ΑΓΟΡΑΣΤΙΚΟΥ ΚΟΙΝΟΥ

WHAT AFFECTS DECISION MAKING PROCESS?

HOW HUMAN BRAIN WORKS



ΠΑΡΑΔΕΙΓΜΑ #1

Marketing Mix Example - iPhone6

Product

Advanced smartphone Leading-edge performance High-res camera Vast App ecosystem

Place

Direct from Apple
Sold by mobile phone
networks most electronic
retailers / e-tailers

Price

£539-£789 depending on configuration
Discounted if bought with data tariffs

Promotion

Widespread launch PR
Social media
Extensive online & other
media advertising
Product placement



THANK YOU & REMEMBER

- ПЛАНО
- · DOKIMH
- ΥΛΟΠΟΙΗΣΗ
- ΕΠΑΝΑΠΡΟΣΔΙΟΡΙΣΜΟΣ

BY FEEL THE CHANGE GROUP