Communicating!

Marketing Your Core
Marketing Science
Which one would purchase?

$30,999

$35,999
"the customers perception of the transaction is that value has been gained"

What Influences that Perception?

• Quality Management
• Marketing
• Business Management
• Information Economics
Setting Goals

- Better Service
- Broader Customer Base
- More Recognition
- Increased Sales
- Align with Institutional Goals
Mission

Vision

Goal
“The mission of the Molecular Biology Core Facility is to provide products, services and expertise to help investigators solve basic and clinical research problems related to macromolecules of biomedical interest……”
“To have investigators seek you out because their perception of the quality of advice, product or service you provide is the best available at anywhere at any price.”
"Work with investigators to become a trusted partner in the process of scientific investigation by responding to needs with the highest quality service at the lowest possible price."
SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats
Tools for Attaining Marketing Goals

- Marketing Science
- Marketing Strategy
- Information Symmetry
Marketing Science

Why do people buy things?

• Needs – Basic (Human) Requirements
• Wants – Needs Directed at Type of Product
• Demands – Wants for a Specific Product
Marketing Science
Decision Making process

- Problem Recognition
- Information Search
- Evaluation of Alternative
- Choice
- Purchase behavior
Marketing Science

Analyze your market

• Market segments – How many, What are they?
• Demographics – Age, Sex
• Income – well funded?
• Technologically aware
• Life Style – 24 hour work cycle?
• Cultural factors – Social and Ethnic
• Institutional Culture
The most important question!!

Would you recommend this product or service to a friend or colleague?
Intangibility – Can’t “review” Purchase
Inseparability – Consumed when Produced
Variability – Quality Depends on the Provider
Perishability – Can’t be Stored
Marketing Strategy
Differentiation

- Bigger
- Better
- Faster
Service Differentiation

What makes you better than other similar services?

Ordering Ease
Delivery
Installation
Customer Training
Customer Consulting
Maintenance and Repair
Returns
Marketing Strategy

The Customer wants Value

- Come with a sample - Gets data
- Come with a Question - Gets Answer
- Come with a Problem - Gets Solution
- Come with a sample - Gets data + Information
- Come with a Question - Gets Answer + Reference
- Come with a Problem - Gets Solution + Rerun
80/20 Rules

- 80% of your business comes from 20% of your customers
- Use 80% of your advertising effort on proven techniques use 20% to try new things
- Pareto 80% of problems due to 20% of causes
Marketing Plan Exercise
Marketing and Information Symmetry

- Use Marketing to Shape the Perceived Value
- Use Marketing to Equalize Information
Suggestions/Things to Keep in Mind

- Stay focused on the customer
- Understand your customers needs
- Advertising will be tricky
- Don’t be afraid to try something new
- Try to get close to your customers
- Spend a little money