

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

Mission

“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.....”

Goal

“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.”

Vision

“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

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Decision Making process

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

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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

Marketing Science
Comment about Surveys

The most important question!!

Would you recommend this
product or service to a friend
or colleague?

Marketing a Service

- 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