

Koraki do uspešne marketinške strategije

PREDPRIPRAVA:
DEFINICIJA
OBSEGA

PREDPRIPRAVA:
RAZUMEVANJE
POSLOVNE
STRATEGIJE

1: ANALIZA
OKOLJA &
INTERNA ANALIZA

2: OPREDELITEV
CILJEV

3: SEGMENTACIJA
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4: MARKETINŠKI
SPLET

5: NAČRTOVANJE
AKTIVNOSTI

6: MERJENJE IN
PRILAGAJANJE

Predpriprava: DEFINICIJA OBSEGA

1. Koliko Pjev naslavljamo?
2. Kdo bo uporabnik marketinške strategije?
3. Za kakšno obdobje jo delamo?

Predpriprava: RAZUMEVANJE POSLOVNE STRATEGIJE

Don't talk the talk if you can't walk the walk 😊



Growth Goal

Increase the size or scope of your company.



Process Goal

Improve the everyday effectiveness of your team.



Problem-Solving Goal

Address a problem within your organization.



Development Goal

Develop new skills or expertise.



Innovation Goal

Create a new or improved product or service.



Profitability Goal

Improve your organization's financial standing.



Sustainability Goal

Make your business more environmentally friendly.



Marketing Goal

Increase your influence in the market.



Customer Relations Goal

Earn and keep the trust of your customers.



Company Culture Goal

Make your company a better place to work.

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Growth
Goal



Process
Goal



Problem-Solving
Goal



Development
Goal



Innovation
Goal





Profitability
Goal



Sustainability
Goal



Marketing
Goal



Customer
Relations



Company
Culture



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1. korak: ANALIZA OKOLJA & INTERNA ANALIZA

- Makroekonomski faktorji
- Trg
- Konkurenca
- Notranji faktorji

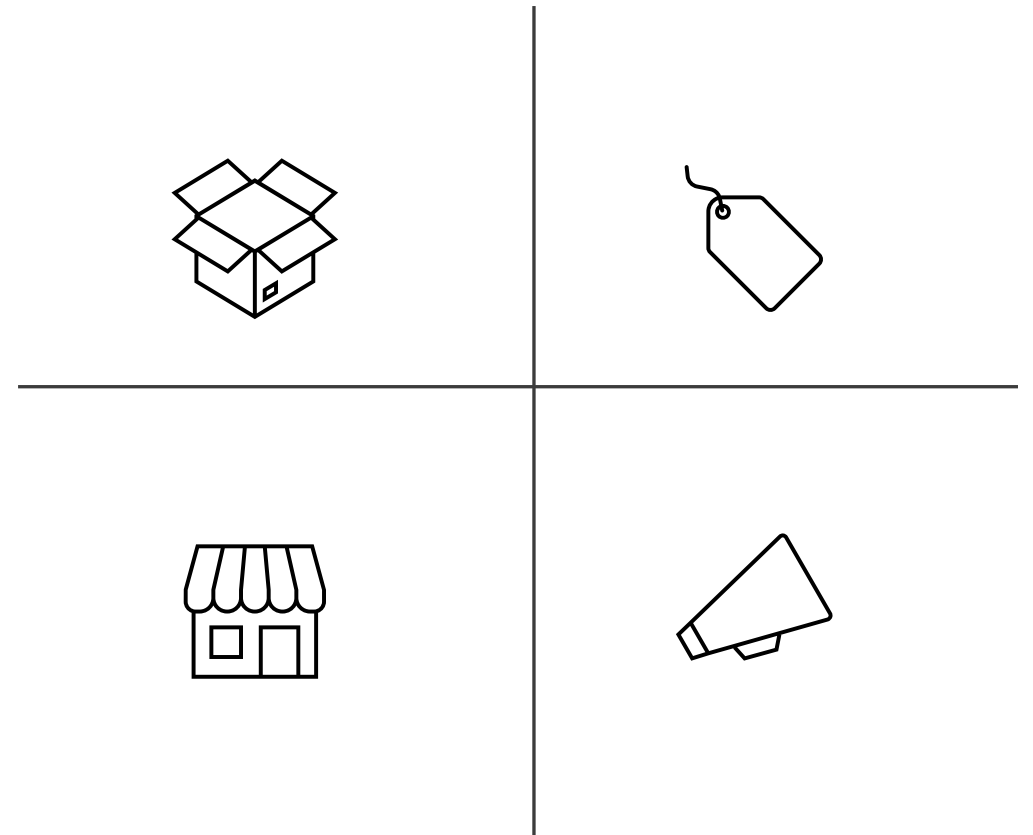
Pomoč - makroekonomija: PESTEL analiza

P	Political	Political factors are government, trade and tax policies, general political issues, changes in leadership, regulation, and political trends.	
E	Economic	Economic factors may include inflation, interest rates, exchange rates, economic growth and unemployment levels.	
S	Social	Social factors are cultural trends and patterns in society. They may include lifestyle trends, age distribution, and consumer behavior.	
T	Technological	Technological factors may include technological advancements and developments, innovation and scientific breakthroughs.	
E	Environmental	Environmental factors may include climate change, environmental regulations, waste management policies and consumer environmental awareness.	
L	Legal	Legal factors may include labor and consumer laws, market and import/export regulations, health and safety policies and guidelines	

Pomoč - trg: klasična analiza trga

- Velikost trga in rast
- Kateri tržni segmenti obstajajo (recimo glede na ceno, ...)
- Trendi in inovacije
- SWOT

Pomoč - konkurenca: Porter 5 forces & 4P



Pomoč: interna analiza in analiza resursov

- Ključne kompetence?
- Obljubljati je eno, biti zmožen narediti, je drugo
- SWOT
- Value creation & value chain!

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Pomoč: najpogostejši marketinški cilji

- Količinski tržni delež
- Vrednostni tržni delež
- Prodor na novem trgu
- Rast / razširitev trga
- Prodor z novimi izdelki
- Indeks cenovne premije (price premium index)
- Izboljšanje učinkovitosti porabe sredstev
- Zadržanje kupcev
- Prodor v novi ciljni skupini
- Vrednost življenjske dobe uporabnika
- Povprečni prihodek na uporabnika
- Povprečni donos na uporabnika
- Število storitev na uporabnika
- Izboljšanje konverzij v prodajnem lijaku

**Pomoč: cilji
povezani z
rastjo**

Ansoff's Matrix

		Existing Products	New Products
Existing Markets		Market Penetration	Product Development
		Market Development	Diversification

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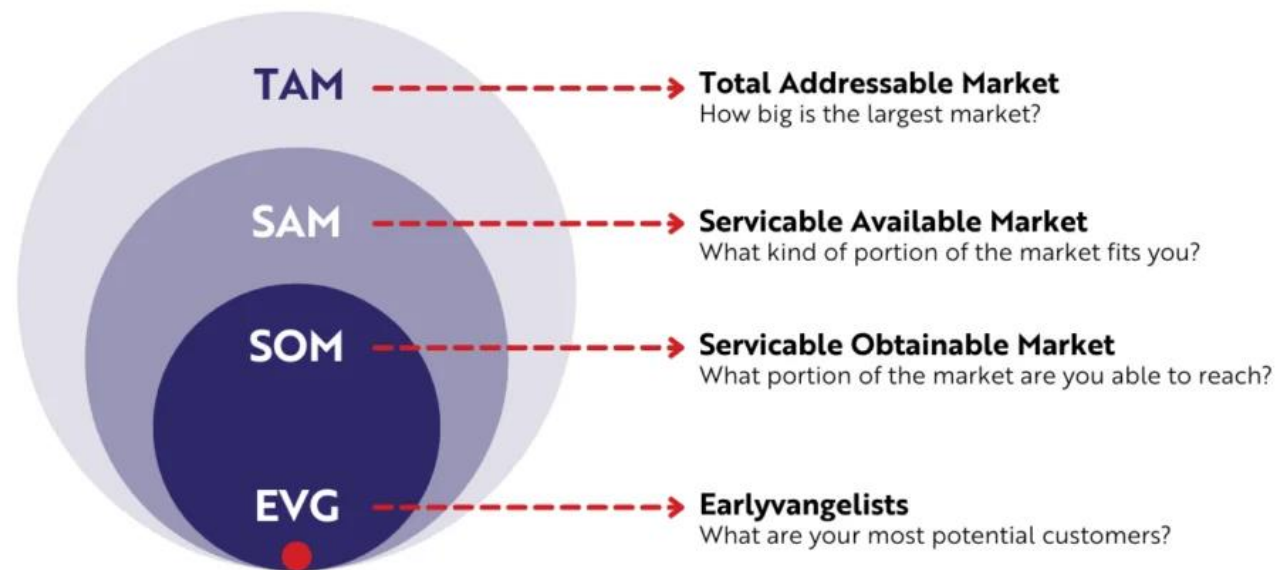
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3. korak: ANALIZA CILJNIH SKUPIN & SEGMENTACIJA

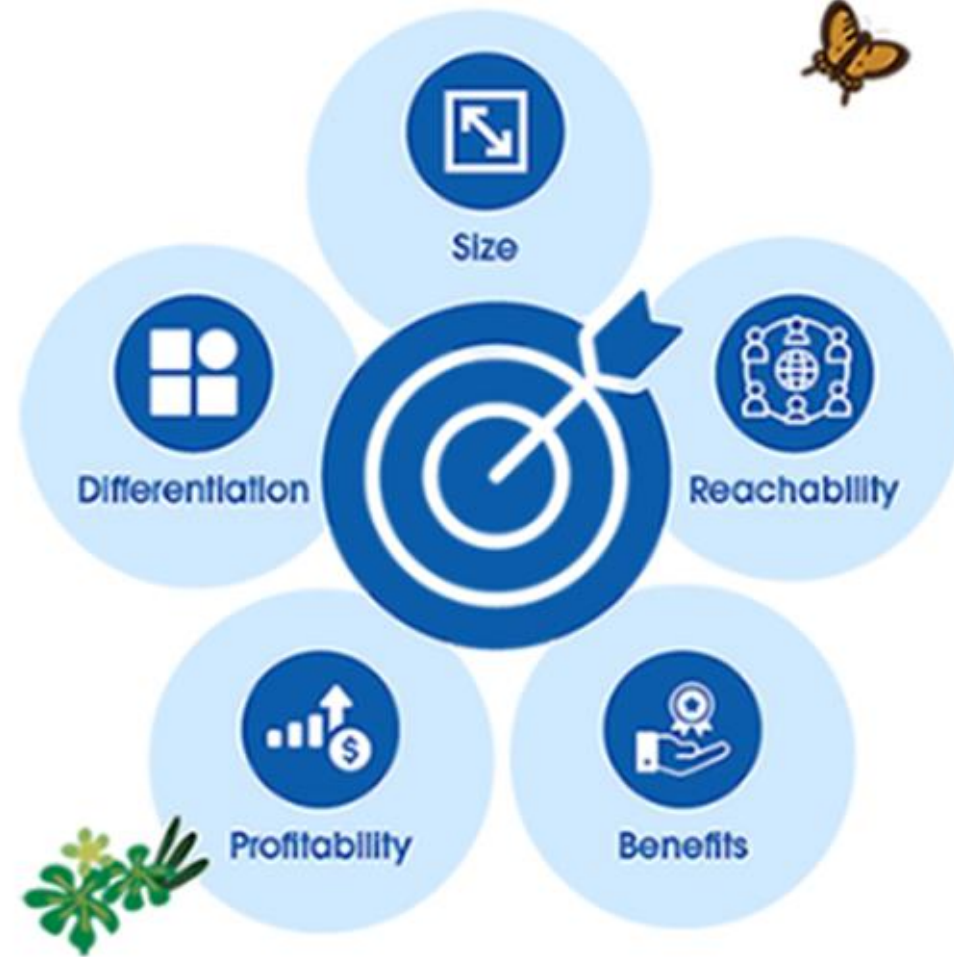
- Kako se uporabniki razlikujejo med seboj in katero skupino lahko najboljše nagovorimo?
- Načinov kako priti do podatkov je ogromno in **ni nujno**, da so grozno dragi
 - Od tega, da se postaviš pred polico in opazuješ, do obsežnih raziskav

Pomoč: nikoli
ne ciljamo
celotnega trga

TAM SAM SOM



**Pomoč: faktorji,
ki jih vzamemo v
obzir, ko
izbiraemo svoj
ciljni segment**



Pomoč: segmentacija



Geography (where):

segmentation based on audience location.
It can be country, region, or even city-specific.



Demography (what):

segmentation based on audience demographics,
such as age, gender, economic status,
profession, etc.



Behaviour (how):

segmentation based on audience buying patterns,
preferred communication channels, browsing
habits, brand loyalty, etc.



Psychography (who):

segmentation based on audience personality
traits- such as their lifestyle, hobbies,
interests, etc.

Pomoč:
pozicioniranje /
unique value
proposition

“We help *[target audience]* achieve *[benefit]*
through *[product/service]* unlike *[alternative]*.”

Example:

“We help **dispersed teams and organizations** achieve **better communication and collaboration** through our **real-time messaging platform**, unlike **traditional email systems**”

Pomoč: Value Proposition Canvas (Strategyzer)

- Customer Profile
 - Jobs: What the customer is trying to get done (functional, social, emotional).
 - Pains: What annoys or prevents them from achieving their goals.
 - Gains: What they want to achieve or experience.
- Value Map
 - Products & Services: What you offer.
 - Pain Relievers: How your offer reduces customer pains.
 - Gain Creators: How your offer creates desired outcomes.

Pomoč: PoP & PoD

- Points of Parity (PoP): What you must offer to be considered in the category.
- Points of Difference (PoD): What makes you meaningfully different and better.

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4. korak: MARKETING MIX - 4P / 7P



4. Marketing mix - 4P / 7P

1. Product

- What are you offering?
- What are its features, benefits, and differentiators?
- How does it meet customer needs?

Consider: product design, quality, branding, packaging, lifecycle.

2. Price

- What is the value exchange?
- How is the product priced relative to competitors?
- What pricing strategy will you use?

Consider: discounts, payment terms, psychological pricing.

4. Marketing mix - 4P / 7P

3. Place

- Where and how will the product be distributed?
- What channels will you use (e.g., online, retail, direct)?
- How will you ensure availability and convenience?

Consider: logistics, inventory, channel partners.

4. Promotion

- How will you communicate with your target audience?
- What mix of channels will you use (e.g., advertising, PR, digital, social media)?
- What is your messaging strategy?

Consider: timing, frequency, tone, call to action

4. Marketing mix - 4P / 7P

5. People

- Who delivers the service or interacts with customers?
- How are they trained and motivated?

Consider: customer service, sales staff, internal culture.

6. Process

- What are the steps involved in delivering the product or service?
- How efficient, consistent, and customer-friendly are they?

Consider: automation, service design, customer journey.

4. Marketing mix - 4P / 7P

7. Physical Evidence

- What tangible cues support the brand experience?
- How do you build trust and credibility?

Consider: store layout, website design, packaging, testimonials.

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5. Korak: (LETNO) NACRTOVANJE AKTIVNOSTI

- Marketinška strategija je običajno nastavljena za 5 let
 - Dolgoročni cilji
 - Unique value proposition
 - Dolgoročne aktivnosti
 - Dolgoročni KPI-ji
 - Zelo vpliva na smer razvoja celotne organizacije

5. Korak: (LETNO) NACRTOVANJE AKTIVNOSTI

Letni plan aktivnosti običajno:

- Povzame dolgoročno strategijo
- Cilje prevede v letne aktivnosti
- Postavi koledar aktivnosti
- Postavi proračun in alocira ostale resurse
- Postavitev letnih KPI-jev in načinov merjenja
- Poveže vse v „verigi“ v eno celoto

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6. korak: MERJENJE IN PRILAGAJANJE

- Cilji >>> KPI-ji
- Dolgoročno ↻ letno ↻ kvartalno