A Study On Marketing Effectiveness Of Sales Promotion

Marketing Plans

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Integrated Marketing Communication
Marketing and Performance
A Study of Marketing Program Effectiveness at University-owned Teaching Hospitals

Word of Mouth and Marketing Effectiveness

The issue being investigated in this thesis concerns the extent to which marketing practices impact upon business performance and how the competitive environment influences the market orientation-performance relationships in an industrialised nation and a developing economy. This thesis takes as its underlying theoretical framework, the marketing-performance paradigm of marketing strategy theory and practice and involves a thematic study of marketing practices, their relevance in different environmental scenarios and effects on a variety of performance measures. In order to determine the universal importance of marketing principles, the effects of various facets of marketing such as marketing culture, market orientation and market orientation on both customer-based and financial performance indicators, are investigated in the United Kingdom (UK) and Ghana. The contribution to knowledge stems from the systematic application of marketing principles to describe the behaviour of firms in a range of businesses and, on the basis of primary data, determine whether firms that engage in sound marketing practices, are characterised by relatively higher performance levels irrespective of the environment. This thesis contains eight empirical papers, one case study and one conceptual article on the UK and Ghana and the findings have been published/scheduled for publication in key internationally refereed journals in the management/ marketing fields. Within the UK context, issues relating to marketing culture, marketing effectiveness and their effects on various performance dimensions are explored. Moreover, the concept of market orientation, its impact upon measures of business effectiveness, efficiency and adaptability, and the extent to

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which environmental factors influence these relationships are examined. Sectors to which specific marketing constructs could be appropriately applied are selected for survey. These include marketing effectiveness in large organisations (over 500 employees), marketing culture in service firms, and market orientation in the small business (10 to 50 employees) and high technology (biotechnology) sectors. This approach facilitates a comprehensive testing of these different but related constructs in diverse contexts and provides useful conclusions on the efficacy of marketing principles in business practices. In the context of Ghana, the role of marketing is examined against the background of the International Monetary Fund’s (IMF) structural adjustment policies (SAP). This is followed by a study of the effects of corporate culture on market orientation and a case study on performance of firms which have adapted successfully to the changes taking place in Ghana’s liberalised economy through effective implementation of SAP-tailored marketing strategies. In addition, a comparison of the marketing activity-performance association among foreign and domestic firms is undertaken together with an investigation of the market orientation performance link and potential moderators of the relationship. Studying the role and effectiveness of marketing in these different scenarios provides invaluable insights into the relevance of marketing principles in a developing economy. Overall, this thematic approach facilitates a thorough exploration of the significance of marketing practice in industrialised and developing economies and, more importantly, tackles the research question posed at the outset. Generally, the results indicate that in the UK, sound marketing practices exert a positive impact on performance while in Ghana, foreign firms’ marketing practices are found to exert a greater effect on performance than those of domestic firms. Moreover, in the UK, a significant link between market orientation and performance emerges over a shorter period compared with a similar analysis in Ghana. Managerial implications of the findings are subsequently highlighted and future research directions are identified and discussed.

**A Four Nation Study of the Relationship Between Marketing Effectiveness, Corporate Culture, Corporate Values and Market Orientation**

Building on three well known Marketing books (Marketing for Dummies, Core Concepts of Marketing, and The Ultimate Guide to Electronic Marketing for Small Business), this text creates a concise introduction to the general principles of a marketing course. Introducing Marketing defines basic terms and concepts, describes the key features and characteristics of strategies and tools that practitioners use in their field, and provides students with a strong background with which to apply their newly acquired knowledge.

**Marketing Effectiveness in the Hong Kong Insurance Industry**

**Impact of E-Marketing in the Telecom Industry: A Study on Robi Axiata LTD.**

The 21st century has brought about many changes in the economic realm due to acceleration of globalization. The competitive landscape in numerous areas must always be reinvented to account for these changes, therefore making different marketing efforts a requirement for long-term success. The Handbook of Research on Effective Marketing in Contemporary Globalism provides readers with an understanding of the importance of marketing products and services across different cultures and languages in an era of high global competition. Intensified globalization, shifting demographics, and rapid innovations in technology and productivity solidify this publication’s importance to scholar-practitioners, business executives, and undergraduate/graduate students.

**Effectiveness of Online Marketing Campaigns**

**Study of the Effectiveness of Online Marketing on Integrated Marketing Communication**

**Marketing Research Study for BYU Conferences and Workshops**

**Wiley Pathways Marketing**

The present study which aimed to examine the "A STUDY ON THE MARKETING EFFECTIVENESS OF THE SANGAM DAIRY, in Guntur districts (A.P.)". The dairy marketing has dearth of evaluation studies available and it is an attempt by the researcher to undertake a study of this type. The study cover the customer preferences and satisfaction to the dairy products and effectiveness of distribution channels and sale promotion activities of the Sangam dairy products based on the opinion expressed by the sample respondents. The primary data regarding customer preferences and satisfaction of the dairy products and effectiveness of distribution channels and sales promotion activities were collected by employing a schedule for the respondents or consumers. An attempt was made to draw conclusion from the analysis of both primary and secondary data which will help the management of Sangam dairy to evolve policies and affect improvements quality, delivery, distribution and sales promotion.

**Improving Marketing Effectiveness**

**Marketing Calculator**

**Marketing Effectiveness in the Hong Kong Insurance Industry**
An empirical study on marketing effectiveness

This book uncovers the components of driving increased marketing effectiveness and can be applied to just about every industry and marketing challenge. It demystifies how marketers can significantly improve their measurement and management infrastructure in order to improve their return on marketing effectiveness and ROI. They will be able to significantly improve their tactical and strategic decision-making and finally be able to respond to John Wannamachers “half of my advertising is wasted; I just don’t know which half.” With this in hand, they will be able to avoid the budget cutting ax, become a critical component of corporate success and enhance their careers. Even in a crowded theoretical marketing environment there are these new concepts being introduced: 1. The Marketing Effectiveness Framework to help marketers talk the talk of marketing effectiveness within marketing and with the C-Suite. 2. The Marketing Effectiveness Continuum to help marketers understand the organizational issues and change management associated with delivering long lasting enhanced marketing effectiveness. 3. The Marketing Accountability Framework to help marketers begin to collect data that is meaningful to improving their marketing effectiveness and to become accountable for their results. It is one of the only marketing books covering the topic at a global level. It includes a great number of specific case studies from North America, Asia, Europe and Africa. The cases cover the following industries: Telecommunications, consumer packaged goods, home repair services, travel, utilities, software, restaurants, alcoholic and non-alcoholic beverages and others. It can also be used to support marketing education at the university level. Whether the reader is a marketer, business analyst, C-level executive, this book will help them to understand the key issues surrounding the measurement of marketing effectiveness. More than that however, is how each of the concepts can be directly applied to their marketing environment. Each of the concepts are applied to the different types of businesses (business-to-business, OEM, consumer, NGO and others) so they can quickly make them actionable.

Marketing Management Approach at ADMECO AG

Effective Advertising

Chapter 5Marketing research methods 1.Critically evaluate the relative merits of quantitative and qualitative approaches to data collection for a large retailer. The marketing research process needs to follow these steps: defining the problem and research objectives, developing the research plan, collecting the data, analyzing the data, then presenting the findings. In general, the specific marketing research major activities include: Research into customer needs and expectation and a variety of qualitative techniques are used to study the often complex sets of expectations that customers have with respect to a purchase. For example, when buying a personal computer, what are customers’ expectation with respect to reliability, after –sales support, design etc? Customer satisfaction surveys indicate customer areas of satisfaction or dissatisfaction; how spending money on various forms of communication, such as advertising, sales promotion, and public relations; researching similar industry studies about competitors in completely unrelated business sectors how to improve own marketing effectiveness; researching key client studies about number of customers how to make special efforts to ensure that these customers are satisfied with its standards of service and prices; researching into intermediaries, such as agents dealers are close to consumers to gather information about consumers’ needs and expectation. For example in relation to reliability, delivery times and after sales services; researching front line employees their attitude towards the company and researching environmental scanning changing on trends to influence the company development in the future. Structure of market research includes spending on market research, types of market research and potential problem. Market research means researching the the immediate competitive environment of the marketplace, including customers, competitors, suppliers, distributors and retailer. Otherwise, marketing research includes all the above and companies and their strategies and markets of whose products sale or services provision and the wider environment within which operates ( e.g. political, social, economic etc factor influences). Hence, marketing research means the systematic design, collection, analysis and reporting of data and finding relevant to a specific marketing situation facing the organization. In general, the ten most common market research activities for a large retailer data collection, include determination of market characteristics, measurement of market potential, market share analysis, sales analysis, studies of business trends, short range forecasting, competitive product studies, long range forecasting, pricing studies and testing existing products. The reasons why a large retailer needs to conduct that research in new product development include the product must appeal to the customer, timely market research can help the large retailer to predict its client’s needs/wants, market research tends to point out success and failure before its product is launched for real and it can save its money and time. A large retailer’s market research can be sources by either secondary or primary or both and it can use either qualitative or quantitative or both methodologies and it can achieve objectives either exploratory or descriptive or causal experimental.

A Comparative Case Study of Marketing Effectiveness Between a Website and Printed Brochures of a Polytechnic in Singapore

Now in its 7th edition, Marketing Plans is a highly renowned international bestseller. The book has been thoroughly revised, and every chapter has been carefully updated with special attention to the latest developments in marketing. To accomplish this, Professor Malcolm McDonald has been joined in this edition by Professor Hugh Wilson, a leading expert on CRM and multichannel strategy as well as marketing planning. Major changes to this edition include new chapters based on the very latest research on: Planning for integrated marketing communications and digital marketing Developing multichannel strategy Developing the CRM plan Marketing effectiveness and accountability Marketing Plans is designed as a tool and a user-friendly learning, resource. Every point illustrated by powerful practical examples and made actionable through simple, step-by-step templates and exercises. The book is established as essential reading for all serious professional marketers and students of marketing, from undergraduate and postgraduate to professional courses for bodies such as CIM. Above all it provides a practical, hands-on guide to implementing every single concept included in the text. “It is clearly and powerfully written and is probably the best book on the theory and practice of marketing planning ever written. It is a best-seller in Europe and I strongly recommend the book to anyone with an interest in marketing planning.” —Warren J. Keegan, Professor of International Business and Marketing Director, Institute for Global Business Strategy, Pace University, New York “I am extremely impressed by the step lucidity of what is presented.” —Dr. D. H. Eaton, North Carolina University “A book reaching the quantities sold of Marketing Plans must be a book that is really used. It is not difficult to see why. Malcolm McDonald writes about what to do in marketing and how to do it. Unlike many academic marketing writers, he will never let you forget that marketing ends with –ing.” —Kenneth Simmonds, Professor of Marketing and International Business, London Business School “Malcolm McDonald is clearly one of the most respected Professors of Marketing in Europe and the author of a number of outstanding books. The fact that Marketing Plans has been such a massive seller offers testimony of this. McDonald writes with clarity and insight that is becoming increasingly rare today. It is powerful, up to date and has proved that it works. I recommend it to you!” —John D. Ryans, Jr, Bridgestone Professor of International and Professor of International Marketing, Kent State University, Ohio

A Study on Marketing Effectiveness of Singapore’s Small and Medium Size Enterprises (SMEs)

No CEO or CFO wants to hear that their marketing investment was a gamble, and greater accountability for marketing expenditure is one of the biggest issues facing the marketing community today. Marketing Accountability by Malcolm McDonald and Peter Mouncey is a major breakthrough for marketing and essential reading for any marketing professional. Based on seven years’ research into global best practice in marketing, it introduces a marketing metrics model that will help you to measure marketing effectiveness, align marketing activities with corporate strategy and deliver accountability. Marketing Accountability will enable senior executives to measure
the impact of marketing activities against the goals of an organization, and empower marketers to justify their actions to both CEOs and their Chief Financial Officers.

**Research and Policy Recommendation to Increase the Marketing Effectiveness of Mrs. Q's Pie Company**

**Handbook of Research on Effective Marketing in Contemporary Globalism**

Understanding Effective Advertising: How, When, and Why Advertising Works reviews and summarizes an extensive body of research on advertising effectiveness. In particular, it summarizes what we know today on when, how, and why advertising works. The primary focus of the book is on the instantaneous and carryover effects of advertising on consumer choice, sales, and market share. In addition, the book reviews research on the rich variety of ad appeals, and suggests which appeals work, and when, how, and why they work. The first comprehensive book on advertising effectiveness, Understanding Effective Advertising reviews over 50 years of research in the fields of advertising, marketing, consumer behavior, and psychology. It covers all aspects of advertising and its effect on sales, including sales elasticity, carryover effects, content effects, and effects of frequency. Author Gerard J. Tellis distills three decades of academic and professional experience into one volume that successfully dismisses many popular myths about advertising.

**A Comparative Consumer Study of Firms' CRM Practices and Marketing Effectiveness in the Mobile Telecommunications Sectors of Nigeria and the UK.**

**A Study of the Effectiveness of International Marketing Strategy in Notebook PC Industry**

Marketing is as important as producing a product. Now a days customers are not only satisfied with good quality or longer lasting product they want a better brand. It's become more realistic when the product is technology oriented. So the importance of marketing a products properly increase dramatically, so do the tools marketer use to market their product. Increaseuse of technology led us to e-marketing. Mobile industry is in the core of technology oriented product. Marketing such a product through e-marketing becomes inevitable. Impact of e-marketing in Robi Axiata LTD. is getting bigger. This research concludes that e-marketing is preferred among mobile users. They prefer interactive communication in web sphere. Mobile users think that social media is a better way to reach them. And Robi is conducting their e-marketing activity effectively. However Robi should concentrate on customize e-marketing rather than generic. Also this research concludes some recommendations. This research tries to accumulate whether customers prefer e-marketing, its effectiveness & role of social media into a Robi’s marketing activity which together create impact on e-marketing of Robi. This research is solely based on only regular user of Robi Axiata LTD. Also this research is based on convenient sampling. So there are opportunities for further research on larger population or based on total industry. Apart from mentioned variables there are possibilities of including this research’s extraneous for further research.

**Effectiveness in Context**

**Asian, Black and Hispanic Research**

**Basic Marketing Research**

**Cultural Influences on the Social Network Marketing Effectiveness**

**Effective Television Advertising**

**Measuring Advertising Effectiveness**

**Marketing Strategies Of Large Enterprises Case Study Analysis**

**Marketing Accountability**

Seminar paper from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, University of Strathclyde, language: English, abstract: This paper discusses the potential benefits of marketing management for a small business operation, in this case ADMECO AG. The first part of the assignment introduces the concept of marketing orientation as a theory and critically assesses the marketing orientation in the company. In section two, a marketing audit evaluates the current situation, drawing on supporting material from primary & secondary market research sources. The potential for marketing activities in the organisation is considered in section three, while section four offers an example of a 3-part recommendation on alternative sales channels, new communication technology and relationship management as an added value for the customer and for corporate performance. Finally, the last section takes my recommendations for the company and builds a possible plan of action on them.
A Study of the Relative Effectiveness of Major Advertising Media

Social Media Marketing Versus Traditional Marketing Methods

This dissertation, “Marketing Effectiveness in the Hong Kong Insurance Industry: a Study of the Elements of Marketing Strategy and Their Effect on Performance” by Clive Ambrose, Brook-Fox, was obtained from The University of Hong Kong (Pokfulam, Hong Kong) and is being sold pursuant to Creative Commons: Attribution 3.0 Hong Kong License. The content of this dissertation has not been altered in any way. We have altered the formatting in order to facilitate the ease of printing and reading of the dissertation. All rights not granted by the above license are retained by the author. DOI: 10.5353/th_b3126252 Subjects: Insurance - China - Hong Kong Marketing research - China - Hong Kong

Market-Share Analysis

Radio Programming and Advertising Effectiveness

Internet advertising has come off age; yet little is known in research and practice about how digital channel advertising really works. The empirical research in this thesis intends to fill this gap and shed light on the effectiveness of online advertising. Two studies are conducted that focus on multichannel online advertising and search engine advertising, the single-most important online ad channel. In an interdisciplinary approach, both studies first develop comprehensive theoretical models based on existing work in related research fields—for example, marketing and information retrieval. This approach pays off and leads to new and insightful findings: -

There are synergies in multichannel online advertising: purchase propensity increases when consumers receive advertising messages through multiple channels. - The channel order can influence the conversion probability. -

Click-through rates in search engine advertising are influenced through various keyword criteria on semantic and syntactic level The results of this thesis constitute an important starting point for future research in online advertising. Furthermore, the results enable practitioners to improve the effectiveness of online advertising through a more differentiated campaign management approach. Based on its findings, the thesis outlines how a future integrated approach to online advertising could look like.

Strategic Marketing Effectiveness and Its Relationship to Corporate Culture and Beliefs

The marketing research process needs to follow these steps: defining the problem and research objectives, developing the research plan, collecting the data, analyzing the data, then presenting the findings. In general, the specific marketing research major activities include: Research into customer needs and expectation and a variety of qualitative techniques are used to study the often complex sets of expectations that customers have with respect to a product. For example, when buying a personal computer, what are customers' expectation with respect to reliability, after-sales support, design etc? Customer satisfaction surveys indicate customer areas of satisfaction or dissatisfaction; how spending money on various forms of communication, such as advertising, sales promotion, and public relations; researching similar industry studies about competitors in completely unrelated business sectors how to improve own marketing effectiveness; researching key client studies about number of customers how to make sure this customers are satisfied with its standards of service and prices; researching into intermediaries, such as agents dealers are close to consumers to gather information about consumers’ needs and expectation. For example in relation to reliability, delivery times and after sales services; researching front line employees, their attitude towards the company and researching environmental scanning changing on trends to influence the company development in the future. Structure of market research includes spending on market research, types of market research and potential problem. Market research means researching the the immediate competitive environment of the marketplace, including customers, competitors, suppliers, distributors and retailer. Otherwise, marketing research includes all the above and companies and their strategies and markets of whose products sale or services provision and the wider environment within which operates ( e.g. political, social, economic etc factor influences). Hence, marketing research means the systematic design, collection, analysis and reporting of data and finding relevant to a specific marketing situation facing the organization. In general, the ten most common market research activities for a large retailer data collection, include determination of market characteristics, measurement of market potential, market share analysis, sales analysis, studies of business trends, short range forecasting, competitive product studies, long range forecasting, pricing studies and testing existing products. The reasons why a large retailer needs to conduct that research in new product development include the product must appeal to the customer, timely market research can help the large retailer to predict its client’s needs/wants, market research tends to point out success and failure before its product is launched for real and it can save its money and time. A large retailer’s market research can be sources by either primary or secondary or both and it can use either qualitative or quantitative or both methodologies and it can achieve objectives either exploratory or descriptive or causal experimental. The primary source is collection of data specifically for the problem or project in hand and the secondary source is based on data previously collected for purposes other than the research in hand. e.g. published articles, governments etc.

A Study on the Marketing Effectiveness of the Sangam Dairy

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Marketing Strategies UK & Us Enterprises: Development Improvement