

Value-based approach and plan for sponsorship valuation

The purpose of this template is to define value based approach to sponsorship valuation. It covers information about market research, brand equity analysis, etc.



Market research

- Measure and track relevant performance
- Identify the awareness of sponsorship in market
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Brand equity analysis

- Brand awareness increasing
- Brand attributes influenced by sponsorship
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Stakeholder behavioral analysis

- Changes in the brand image
- Consideration and preference change
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Financial analysis

- Impact of changes in customer acquisition and retention
- Measure financial performance
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Business valuation analysis

- Measure sponsorship costs and revenue
- Use discounted cash flow model
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Marketing Management A Strategic Value Based Approach

Arnoldo C. Hax



Marketing Management A Strategic Value Based Approach:

Value-based Marketing Peter Doyle, 2009-08-27 This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs, the book explains how marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies. The original essence of the first edition has been maintained but obvious areas have been updated and revised as well as new areas such as technology have been addressed. The second edition of this book has been written by a ghost writer who has fully updated, enhanced, and replaced statistics, case studies, and other outdated content with the help of a select advisory panel, each of whom has acted as a subject expert, a guide, and as part of a steering committee. The highly prestigious panels of contributors include Jean Claude Larrichain INSEAD, Veronica Wong Aston Business School, John Quelch Harvard Business School, Susan Hart Strathclyde Graduate Business School, SGBS, Michael Baker Emeritus Professor SGBS, Tim Ambler London Business School, Tony Cram Ashridge. Table of Contents: PART I Principles of Value Creation 1 Marketing and Shareholder Value 2 The Shareholder Value Approach 3 The Marketing Value Driver 4 The Growth Imperative PART II Developing High Value Strategies 5 Strategic Position Assessment 6 Value Based Marketing Strategy PART III Implementing High Value Strategies 7 Building Brands 8 Pricing for Value 9 Value Based Communications 10 Value Based Marketing in the Digital Age

Marketing Management Gregory Whitwell, Bryan A. Lukas, Peter Doyle, 2003-03-07 This text is the Australasian adaptation of Peter Doyle's Value Based Marketing. It reformulates marketing, making it more relevant and establishing it on a sounder intellectual basis. The governing objective of management in most of today's leading companies is to maximize long term returns to shareholders. This book redefines marketing's role as contributing to this task of shareholder value creation. It explores how marketing planning and decisions about brands, pricing, communications, distributions, and the Internet drive corporate value. This step by step guide provides practical ways to develop marketing strategies that generate growth and shareholder value.

Handbook of Marketing Strategy Venkatesh Shankar, Gregory S. Carpenter, James Farley/Booz Allen Hamilton, 2012 This authoritative, comprehensive, and accessible volume by leading global experts provides a broad overview of marketing strategy issues and questions, including its evolution, competitor analysis, customer management, resource allocation, dynamics, branding, advertising, multichannel management, digital marketing, and financial aspects of marketing. The Handbook comprises seven broad topics. Part I focuses on the conceptual and organizational aspects of marketing strategy, while Part II deals with understanding competition. Customers and customer based strategy, marketing strategy decisions, and branding and brand strategies are covered in the next three parts, while Part VI looks at marketing strategy dynamics. The final part discusses the impact of marketing strategy on performance variables such as sales, market share, shareholder value, and stakeholder value. All of the chapters in this Handbook offer in depth analyses of research developments, provide

frameworks for analyzing key issues and highlight important unresolved problems in marketing strategy Collectively they provide a deep understanding of and key insights into the foundations antecedents and consequences of marketing strategy This compendium is an essential resource guide for researchers doctoral students practitioners and consultants in the field of marketing strategy

Strategic Marketing Management: A Means-End Approach Mark E. Parry,2001-12-22 Strategic Marketing Management provides a logical approach for developing and positioning corporate and product brands and skillfully managing those brand positions over time Case studies and examples illustrate how to maximize benefits from a first mover strategy navigate a brand extension set priorities when establishing brand meanings and more Whether branding new product lines or managing brand meanings for established products this accessible concise guide helps marketing executives assess market trends make branding decisions quickly and confidently then execute those decisions with precision

The Marketing Book Michael Baker,2012-05-04 This fifth edition of the best selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice Taking into account the emergence of new subjects and new authorities Michael Baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer In particular the Marketing Book now broaches the following new topics Channel management management of the supply chain Customer Relationship Management Direct marketing E marketing Integrated marketing communications measurement of marketing effectiveness Postmodern and retro marketing Relationship marketing Retailing Like its predecessors the Marketing Book 5th edition is bursting with salient articles from some of the best known academics in the field It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing

Strategic Marketing

Management - The Framework, 10th Edition Alexander Chernev,2019-01-01 Strategic Marketing Management The Framework outlines the essentials of marketing theory and offers a structured approach to identifying and solving marketing problems This book presents a strategic framework to guide business decisions involving the development of new offerings and the management of existing products services and brands

Innovation in Pricing Andreas Hinterhuber,Stephan M. Liozu,2013-05-07 Pricing has a substantial and immediate impact on profitability Most companies however still use costs or competition as a main basis for setting prices Product or business model innovation has a high priority for many companies whereas innovation in pricing has received scant attention This book examines how innovation in pricing can drive profits The text examines innovation in pricing from four complementary perspectives Innovation in Pricing Strategy illustrates how companies implement innovative pricing strategies such as customer value based pricing Innovation in Pricing Tactics deals with innovative tools to measure and increase customer willingness to pay and to communicate value to B2B and B2C customers Innovation in Organizing the Pricing Function looks at state of the art approaches to embed the pricing function in the organization Psychological Aspects of Pricing illustrates how companies can influence customer perceptions of value and

price in their question to implement innovation in pricing This edited volume brings together 26 articles from academics business practitioners and consultants Authors are from the world s largest companies leading research based universities and consulting companies specialized in pricing This book is the only book dedicated to innovation in pricing and an essential read for business executives and pricing managers wishing to treat innovation in pricing as seriously as they treat product or business model innovation

Customer Relationship Management Francis Buttle, Stan Maklan, 2019-04-24 Customer Relationship Management Fourth Edition continues to be the go to CRM guide explaining with unrivalled clarity what CRM is its uses benefits and implementation Buttle and Maklan take a managerial perspective to track the role of CRM throughout the customer journey stages of acquisition retention and development Theoretically sound and managerially relevant the book is liberally illustrated with examples of technology applications that support marketing sales and service teams as they interact with customers but assumes no deep technical knowledge on the reader s part The book is structured around three core types of CRM strategic operational and analytical and throughout each chapter case illustrations of CRM in practice and images of CRM software demystify the technicalities Ideal as a core textbook for advanced undergraduate and postgraduate students on CRM or related courses such as relationship marketing digital marketing customer experience management or key account management the book is equally valuable to industry professionals managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing sales or service management

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Perspectives on Strategic Marketing Management Roger A. Kerin, Robert A. Peterson, 1983 This work is a compilation of articles geared towards updating marketers and students on the structure and process of strategic marketing Other areas covered include investment strategy management strategy and assessment and implementation

Exploring Services Science Mehdi Snene, 2012-10-16 This book contains the refereed proceedings of the Third International Conference on Exploring Services Science IESS which was held in Geneva Switzerland in February 2012 At the conference researchers from all over the world presented innovative ideas research and applications in the design management and evaluation of services This year the main theme was the interdisciplinary aspect of services The 22 full papers accepted for IESS were selected from 46 submissions and presented ideas and results related to innovation services discovery services engineering and services management as well as the application of services in information technology business e learning and public administration

Creating Customer Value Through Strategic Marketing Planning Edwin J. Nijssen, Ruud T. Frambach, 2001 Creating and delivering superior customer

value is essential for organizations operating in today's competitive environment. This applies to virtually any kind of organization. It requires a profound understanding of the value creation opportunities in the marketplace, choosing what unique value to create for which customers and to deliver that value in an effective and efficient way. Strategic marketing management helps to execute this process successfully and to achieving sustainable competitive advantage in the marketplace. Creating Customer Value Through Strategic Marketing Planning discusses an approach that is both hands on and embedded in marketing and strategy theory. This book is different from most other marketing strategy books because it combines brief discussions of the underlying theory with the presentation of a selection of useful strategic marketing tools. The structure of the book guides the reader through the process of writing a strategic marketing plan. Suggestions for using the tools help to apply them successfully. This book helps students of marketing strategy to understand strategic marketing planning at work and how to use specific tools. Furthermore, it provides managers with a practical framework and guidelines for making the necessary choices to create and sustain competitive advantage for their organizations.

Strategic Marketing Management: Theory and Practice Alexander Chernev, 2019-01-01. Strategic Marketing Management Theory and Practice offers a systematic overview of the fundamentals of marketing theory, defines the key principles of marketing management, and presents a value-based framework for developing viable market offerings. The theory presented stems from the view of marketing as a value creation process that is central to any business enterprise. The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities. The information on marketing theory and practice contained in this book is organized into eight major parts. The first part defines the essence of marketing as a business discipline and outlines an overarching framework for marketing management that serves as the organizing principle for the information presented in the rest of the book. Specifically, we discuss the role of marketing management as a value creation process, the essentials of marketing strategy and tactics as the key components of a company's business model, and the process of developing an actionable marketing plan. Part Two focuses on understanding the market in which a company operates. Specifically, we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company's offerings. We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action. Part Three covers issues pertaining to the development of a marketing strategy that will guide the company's tactical activities. Here we focus on three fundamental aspects of a company's marketing strategy: the identification of target customers, the development of a customer value proposition, and the development of a value proposition for the company and its collaborators. The discussion of the strategic aspects of marketing management includes an in-depth analysis of the key principles of creating market value in a competitive context. The next three parts of the book focus on the marketing tactics viewed as a process of designing

communicating and delivering value Part Four describes how companies design their offerings and specifically how they develop key aspects of their products services brands prices and incentives In Part Five we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose purchase and use a company s offerings Part Six explores the role of distribution channels in delivering the company s offerings to target customers by examining the value delivery process both from a manufacturer s and a retailer s point of view The seventh part of the book focuses on the ways in which companies manage growth Specifically we discuss strategies used by companies to gain and defend market position and in this context address the issues of pioneering advantage managing sales growth and managing product lines We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers The final part of this book presents a set of tools that illustrate the practical application of marketing theory Specifically Part Eight delineates two workbooks a workbook for segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company s business model This part also contains examples of two marketing plans one dealing with the launch of a new offering and the other focused on managing an existing offering

Value-based Marketing Strategy
Santiago Lopez, 2020-10-06

This book offers novel methods for developing Value based marketing strategies aimed at increasing revenue and profits The Value concept relates all the benefits offered by a product with its price and the effort required to obtain it Global competition requires managing Value rather than individual products or brands This fosters customer loyalty and provides a solid basis for relationship marketing The book takes a practical step by step approach to explain How the forces of supply and demand interact with customer Value The relationships between benefits quantities prices and costs How to develop effective competitive strategies How to manage inventory and product mix efficiently How to apply the Value model to increase profitability and solve major marketing problems The book sets forth several new approaches for marketing and pricing decision making The concept of Value integrates marketing finance economics and accounting in order to link Value based pricing with relationship marketing The law of supply and demand is restated with quantity as a function of Value instead of price this makes it a more realistic and practical tool for understanding today s highly competitive business environment The confrontation and complementation concepts provide useful tools for guiding marketers into new segments and pricing products accordingly They play a key role for devising win win strategies not only with customers but also with competitors The Value Matrix is a practical tool for understanding the product s positioning analyzing its competition setting prices and developing strategy It aims at achieving an optimal balance between customer loyalty and product mix profitability The Value Life Cycle illustrates how Value acts as a force that constantly changes revenue providing insight for developing strategies in each phase of the product s life cycle Analogies with physics illustrate how policy constraints create resistance to sales velocity thereby determining the rate at which a firm advances towards its

financial and marketing goals The strategy for pricing business services applies Value to balance supply with demand this leads to increased revenue The marketing approach set forth unifies product portfolio and inventory management with Value based pricing for maximizing income Clear explanations and accessible language make this book ideal for marketing professionals and non specialists Advanced readers may refer to the appendices where the subjects are analyzed further and the mathematical foundations are laid out numerous solved problems of pricing and costs are included *Marketing Management* Harper W. Boyd, Orville C. Walker, Jean-Claude Larréché, 1995 Very Good No Highlights or Markup all pages are intact

Strategic Marketing Decisions in Global Markets Isobel Doole, Robin Lowe, 2005 This groundbreaking text analyses the decisions within the overall planning process of strategy development within a global context The text identifies the issues faced at each stage of the strategic process and focuses on how more effective decisions can be made with the marketing environment Strategic Marketing Decisions in global markets meets the needs of marketing students and practitioners in an up to date and innovative manner It recognises the increasing time pressures of both students and managers and so strives to maintain the readability and clarity through a straightforward and logical structure that will enable them to apply their learning to the tasks ahead

Business Marketing Andrew C. Gross, 1993

Readings on Strategic Management Arnoldo C. Hax, 1984

Revenue Management for the Hospitality Industry David K. Hayes, Joshua D. Hayes, Peggy A. Hayes, 2021-12-14

REVENUE MANAGEMENT FOR THE HOSPITALITY INDUSTRY Explore intermediate and advanced topics in the field of revenue management with this up to date guide In the newly revised second edition of Revenue Management for the Hospitality Industry an accomplished team of industry professionals delivers a comprehensive and insightful review of hospitality pricing and revenue optimization strategies The book offers realistic industry examples from hotels restaurants and other hospitality industry segments that use differential pricing as a major revenue management tool The authors discuss concepts critical to the achievement of hospitality professionals revenue management goals and include new examinations of the growing importance of effective data collection and management A running case study helps students learn how to incorporate the revenue management principles and strategies included in the book s 14 chapters Written for students with some prior knowledge and understanding of the hospitality industry the new edition also includes A brand new chapter on data analysis and revenue management that addresses many of the most important data and technology related developments in the field including the management of big data data safety and data security In depth discussions of revenue management topics including Net Revenue Per Available Room Direct Revenue Ratio and other KPIs Major changes to the book s instructor support materials and an expansion of the instructor s test bank items and student exercises An indispensable resource for students taking courses in hospitality management or business administration Revenue Management for the Hospitality Industry Second Edition is also ideal for managers and executives in the hospitality industry

The Business Marketing Course David Ford, Lars-Erik Gadde, Håkan Håkansson, Ivan

Snehota, 2006-10-06 The Business Marketing Course is an important and insightful book that brings together the main theories and contributions of the Industrial Marketing and Purchasing Group in a student friendly form The book provides complete coverage of the role of business relationships and networks in domestic and international business a topic that is now gaining widespread attention among researchers and practitioners and is a vital part of student learning Professor Ian F Wilkinson School of Marketing University of New South Wales Australia The second edition of this fine book offers another step forward in terms of structure coverage and significance The thoughtful use of figures tables boxes and assignments provides further clarity for students Professor Luis Araujo Department of Marketing Lancaster University UK The new edition of this widely used business marketing text has been completely revised and rewritten The Business Marketing Course provides a comprehensive insight into business marketing in a compact and accessible format that provides the ideal foundation for courses on business or industrial marketing The new edition concentrates on the reality facing business marketers operating in complex and dynamic business networks The book provides a structured approach to both technology and the development of the marketer s offerings as well as an expanded guide on how to analyse business networks and customers and how to develop marketing strategy The book is essential reading for students who are studying business markets It is also an excellent guide for all managers who would like a clearer understanding of the complexity of networks in which they operate The book is still firmly based on the ideas of the IMP Industrial Marketing and Purchasing Group It includes a new chapter on how marketers can work effectively with colleagues in other functional areas The new edition is presented in a highly readable style with extensive use of examples and illustrations Each chapter in the book concludes with a study assignment based on the authors own experience of teaching business marketing **Journal of Marketing** ,2006 Apr issues for 1940 42 include Papers and proceedings of the semi annual Dec meeting of the American Marketing Association 1939 41

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