

1. Research



The first step is research. Research simply means gathering data. This can take the form of surveys or even online analytics. The purpose is to gather data to help you make decisions about the who, what, when, where of your marketing activities.

7. Measure



Measure success by tracking against the goals you've set; typically revenue, profits, web traffic, conversions, etc.

2. Segment



Segmentation means creating groups of potential customers based on similar attributes. A segment is substantial, mutually exclusive and reacts similarly to a marketing message.

THE MARKETING PROCESS

Every marketing activity begins with this process.

Start by setting your goal and use this process to define the strategies, tactics, tools and measurements you will use.

3. Target



Evaluate each potential segment for fitness to your ideal customer and select the segment that needs what you sell the most and values it most highly.

6. Implement



This step contains the tactics you will use to implement your marketing strategies. In this step you are choosing and using marketing automation and tools.

5. Strategize



Often called the Marketing Mix. (Product/Price/Promotion/Distribution) In this step you are developing your core product strategies: what will you offer, at what price, where will it be distributed and how will you promote it.

4. Position



Differentiate yourself from other alternatives. Develop a marketing message and Unique Selling Proposition.

Marketing Of Process Equipment

Xiaolong Qi



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