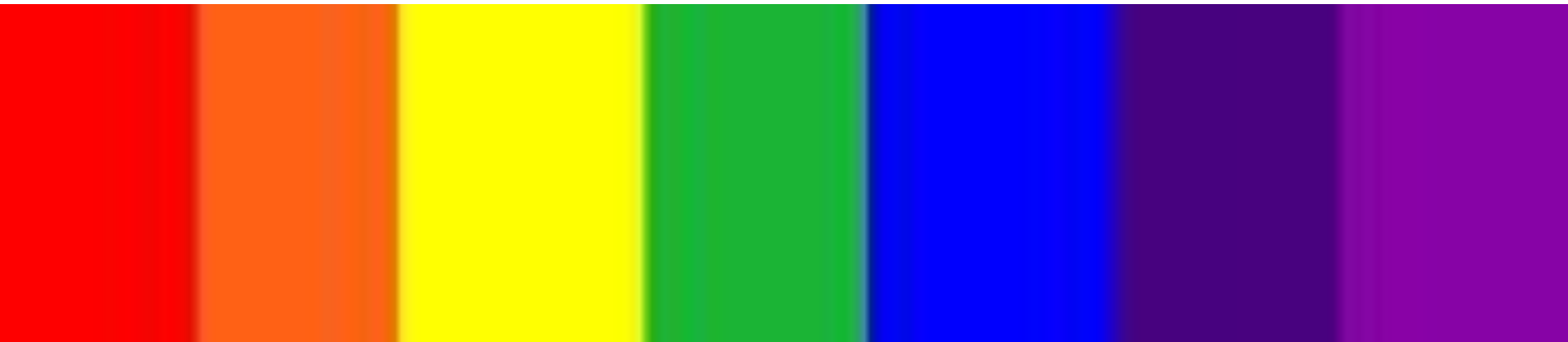


# Managing Marketing Information to Gain Customer Insights

Chapter: 4



# Marketing Information

- Customers can't *tell* what they *want*, you have to guess

*e.g. 1) Apple's Ipod*

*2) Tide stick*

*3) Hand Sanitizer*

- Information is **available** in abundance but to *utilize* that information properly is an art
- Customer *insights* is important



# Marketing Information

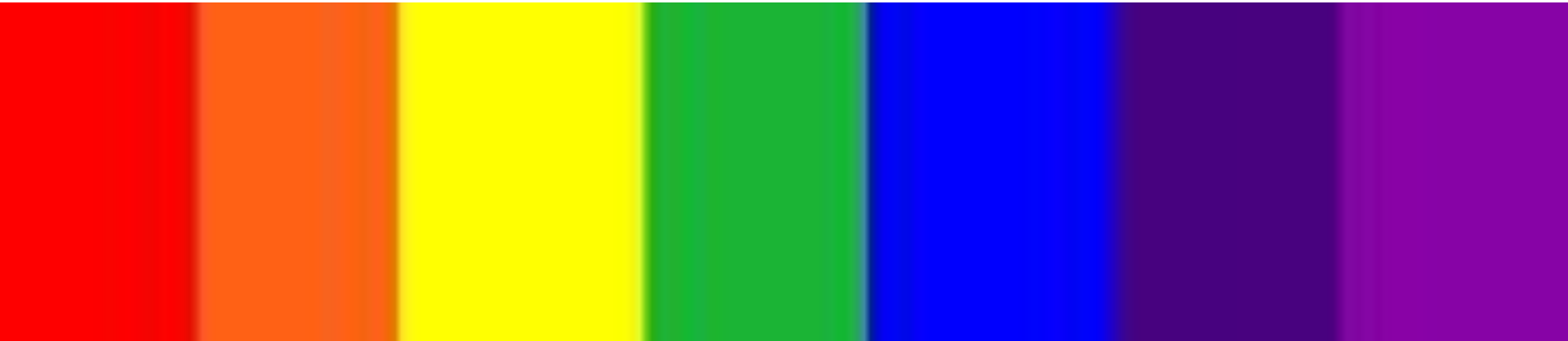
- Company can create more *value* for customer by looking at useful *information*
- Company should not become *customer controlled*



# Marketing Information

- Marketing Information system

People and procedures for assessing information needs, developing the needed information, and helping decision makers to use the information to generate and validate actionable customer and market insights



# The marketing Information System

**Marketing Managers and Other Information users**

Obtaining customer and market insights from marketing information

## Marketing Information System

### Developing Needed Information

Assessing  
Information  
needs

Internal  
Databases

Marketing  
Intelligence

Marketing  
Research

Analyzing  
and using  
Information

### Marketing Environment

Target  
Market

Marketing  
Channels

Competitors

Publics

Microenvironment  
forces

# Assessing Marketing Information

- MIS primarily serves Marketing and other managers, but external partners can also take information

*e.g. Wal-Mart's Retail Link give information to suppliers on customers buying patterns and inventory*

- MIS balances the information users would *like* to have against *what* they really need and what is *feasible* to offer
- Too much information can be as harmful as too little
- At times the company cannot provide enough information because of the limitations

# Assessing Marketing Information

- The cost of obtaining, analyzing, storing, and delivering information can mount quickly
- *Information* should be worth the *cost*



# Developing Marketing Information

- Internal Databases

Electronic collections of consumer and market information obtained from data sources within the company network

- **Marketing department:** buying behavior, transactions etc.
- **Consumer Service Department:** satisfaction/problems  
*e.g. Mobilink Call center*
- **Accounting Department:** losses, profits, costs, sales etc.
- **Operations Department:** production, shipment,





# Developing Marketing Information



# Developing Marketing Information

- Limitations in Internal Data
  - Collected for other purpose
  - Maybe Incomplete
  - Maybe Leading in wrong direction
  - Data ages quickly
  - Managing mountains of information



# Developing Marketing Information

- Marketing Intelligence

The systematic collection and analysis of publicly available information about customers, competitors, and developments in the marketing environment

- Improve strategic decision making

(consumers, competitors, threats, opportunities)

- The process has *grown* dramatically

- Helps in gaining insights into how customers *talk about* and *connect* with their brand

*e.g. Ford employs BrandIntel for marketing intelligence*



# Developing Marketing Information

- Competitive intelligence: to monitor competitors activities
  - early warnings of new moves
  - new product development
  - strengths and weaknesses
- Competitive Intelligence can be collected from people inside the *company*, *suppliers*, *reseller* or *customers*
- Observing competitors or monitoring their published information
- Internet



# Developing Marketing Information

- Online Databases

*e.g. Karachi Stock Exchange – Financial records of companies*

*e.g. P&G and Unilever*

- Increase in the number of ethical issues

