

STP Strategy

Electronic Commerce Marketing



- Code: 166186-01
- Course: Electronic Commerce Marketing
- Period: Autumn 2013
- Professor: Sync Sangwon Lee, Ph. D
- D. of Information & Electronic Commerce

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01. STP Strategy

- Market
 - (From the point of physical view) a place of buyers and sellers
 - (From the point of marketing view) a collection of needs and benefits

01. STP Strategy

- STP Strategy
 - Segmentation
 - Checking needs
 - Segmenting markets
 - Targeting
 - Analyzing market attractiveness
 - Choosing target markets
 - Positioning
 - Imprinting image on consumers

02. Market Segmentation

- Market Segmentation
 - Classifying markets on the basis of needs, benefits, and demographic factors

02. Market Segmentation

- Goals of Market Segmentation
 - Effective distribution of marketing resources
 - Establishment of enterprise competitive coordinates
 - Establishment of correct target markets
 - Accurate Analysis of market situation

02. Market Segmentation

- Preconditions of Market Segmentation
 - Easy measurement and acquisition of information
 - Guaranteed profitability
 - Easy accessibility and transmissibility
 - Accurate discrimination and high responsiveness
 - Consistency and durability

02. Market Segmentation

- Process of Market Segmentation
 - Clarifying roles
 - Selecting variables
 - Segmenting customers
 - Deciding the number of market segmentation
 - Describing market characteristics

02. Market Segmentation

- Variables of Market Segmentation
 - Bases: needs, wants, demands
 - Descriptors: demographic factors

03. Targeting

- Targeting
 - Choosing target markets so as to use resources effectively after analyzing market attractiveness

03. Targeting

- Considerations of Targeting
 - Market scale in the present and in the future
 - Degree of potential competition
 - Ability and resources of enterprise
 - Consistency between enterprise goal and target markets

03. Targeting

- Analysis of Segments Attractiveness by 5 Factor Analysis (Michael Porter)
 - Competition analysis in segments
 - Potential entrants
 - Bargaining power of suppliers
 - Bargaining power of buyers
 - Substitutes

03. Targeting

- Method of Targeting
 - One segment
 - Product specialization
 - Market specialization
 - Selective specialization
 - Perfect attainment

04. Positioning

- Positioning
 - Imprinting image and products of enterprises on consumers in target markets

04. Positioning

- Positioning Strategies
 - Be the first!
 - Find out a niche market!
 - Reposition competitors!
 - Focus continuously!

04. Positioning

- Establishing and Practicing Positioning Strategies
 - Checking the present position
 - Discovering to-be position
 - Checking competitors in the same position
 - Using resources effectively
 - Acquiring position
 - Maintaining and strengthening acquired position