

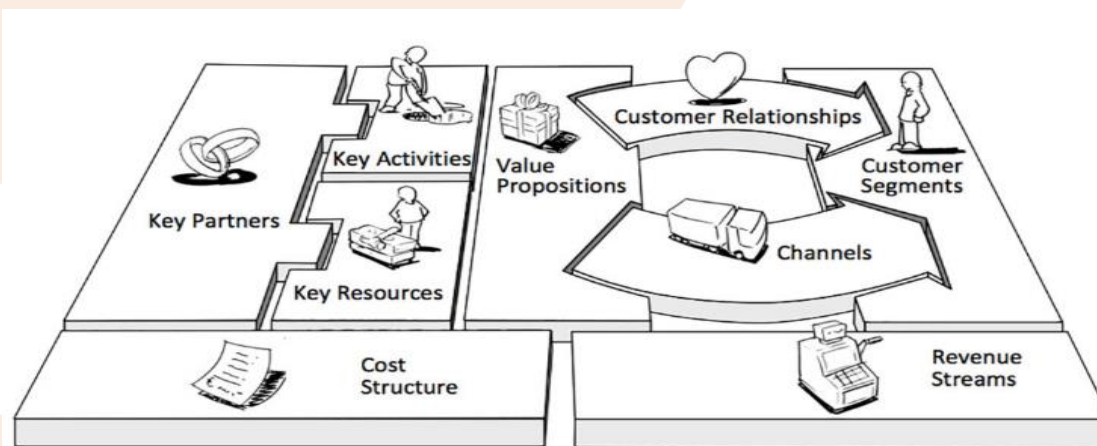
The Evolution of Marketing and the Business Model Canvas

Mindspace University V – Life sciences

March 2023

The objective of our presentation to familiarize you with an effective and strategic customer centric management tool, and a corner stone of the Lean startup Methodology

the Business Model Canvas

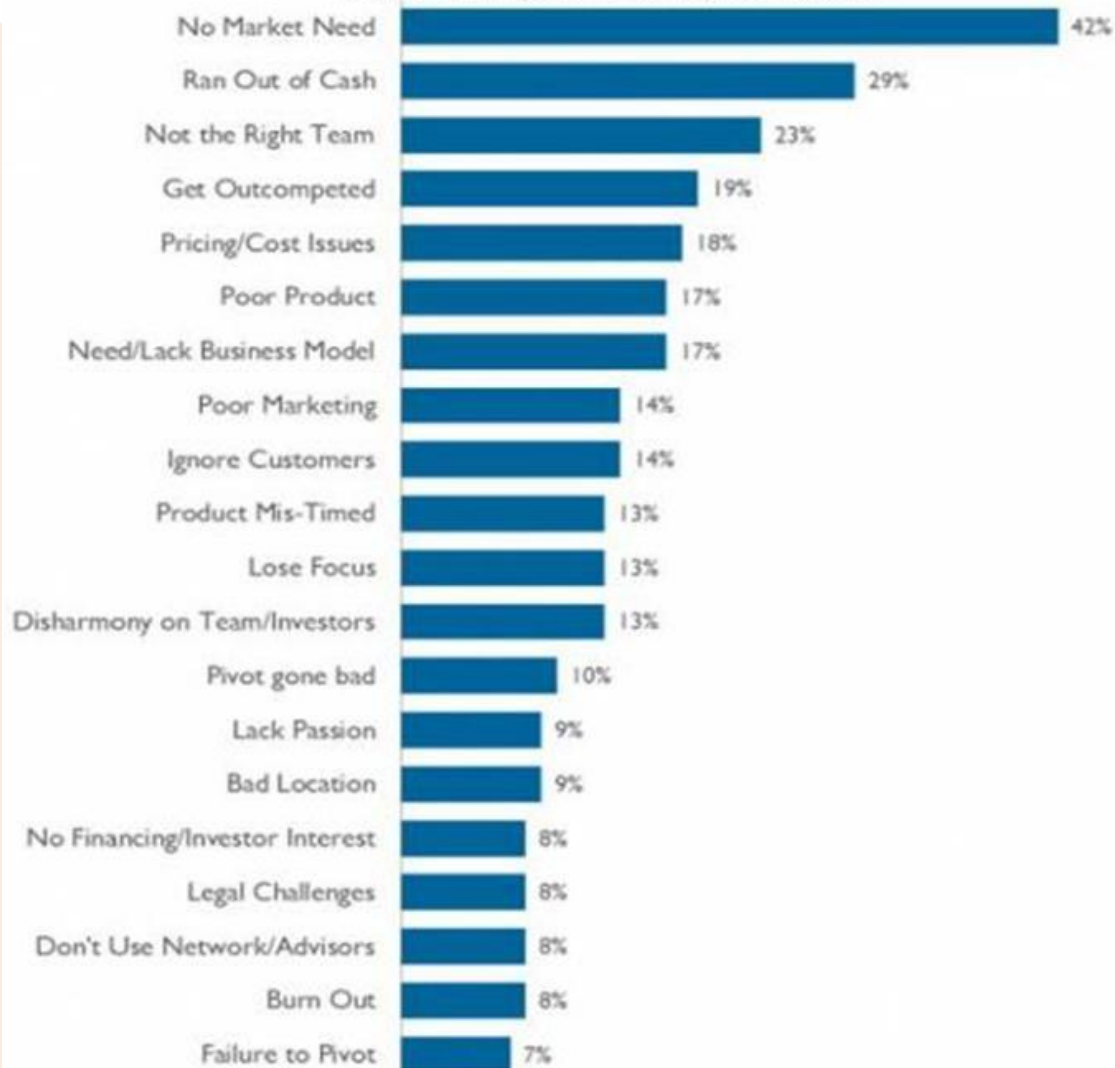


We shall begin our presentation with a brief explanation of the marketing evolution which made BMC an indispensable business tool.

After all, **the #1 reason why 9 Out of 10 Startups fail, is "No market need" with 42%.**

Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



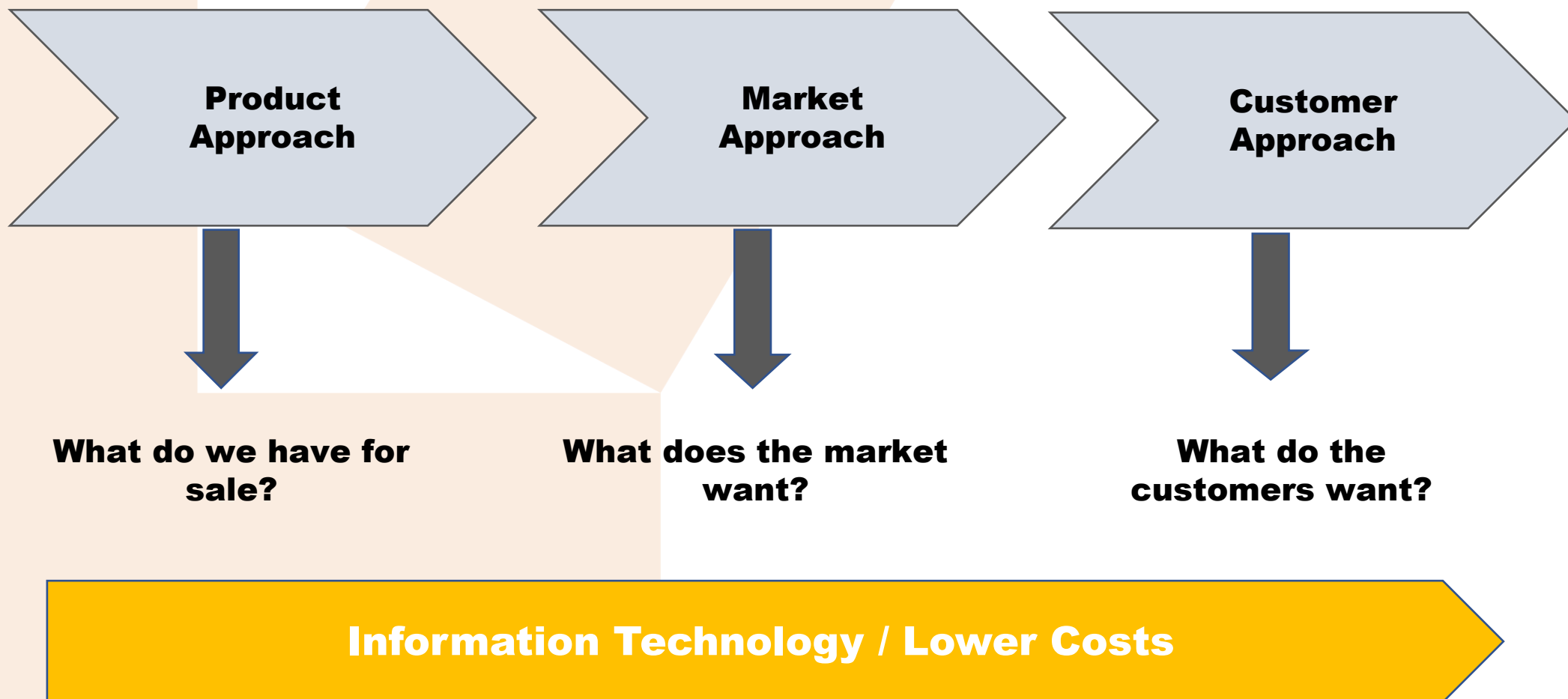
Do you want to avoid being one of the “9” Out Of 10?

If yes, then you must learn and effectively use the Business Model Canvas



The Evolution of Marketing

What was the basic question as Marketing moved from one stage to the next ;



That is from

“You choose any color you wish, as long as it is ...black”, by Henry Ford,
to **selecting and buying a Tesla electric car online.**



1925 Ford Model



Tesla Model 3

From the 2 choices for all in 1917 offered by CONVERSE (**what we produce**),
to selecting among various types and brands (**what the market wants**),
to a personal message the customer wants on the shoe (**what the customer wants**).



**All Star in
Brown**



**Various Brands for
Sports, Colors , Design..**



Personal message

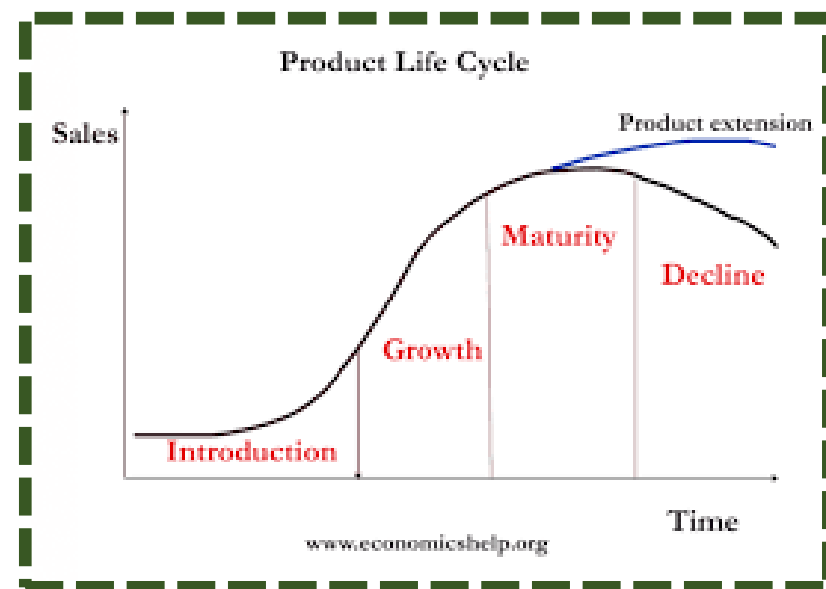
From the traditional 4P's Marketing Mix and the Product Life Cycle

With this Presentation we will introduce you to the Evolution of MKT in recent years which led to the necessity of BMC as a Structural tool for modern Business Development.



It was not by chance that the customer was not part of the 4P's

The Marketing concepts we grew up with in the last decades were **the Marketing Mix of the 4P's and the Product Life Cycle.**



The 4P's Marketing Mix Era

was characterized by the product centric outbound, one way communication.

Marketing objectives and activities were guided mainly by the Product Life Cycle phase

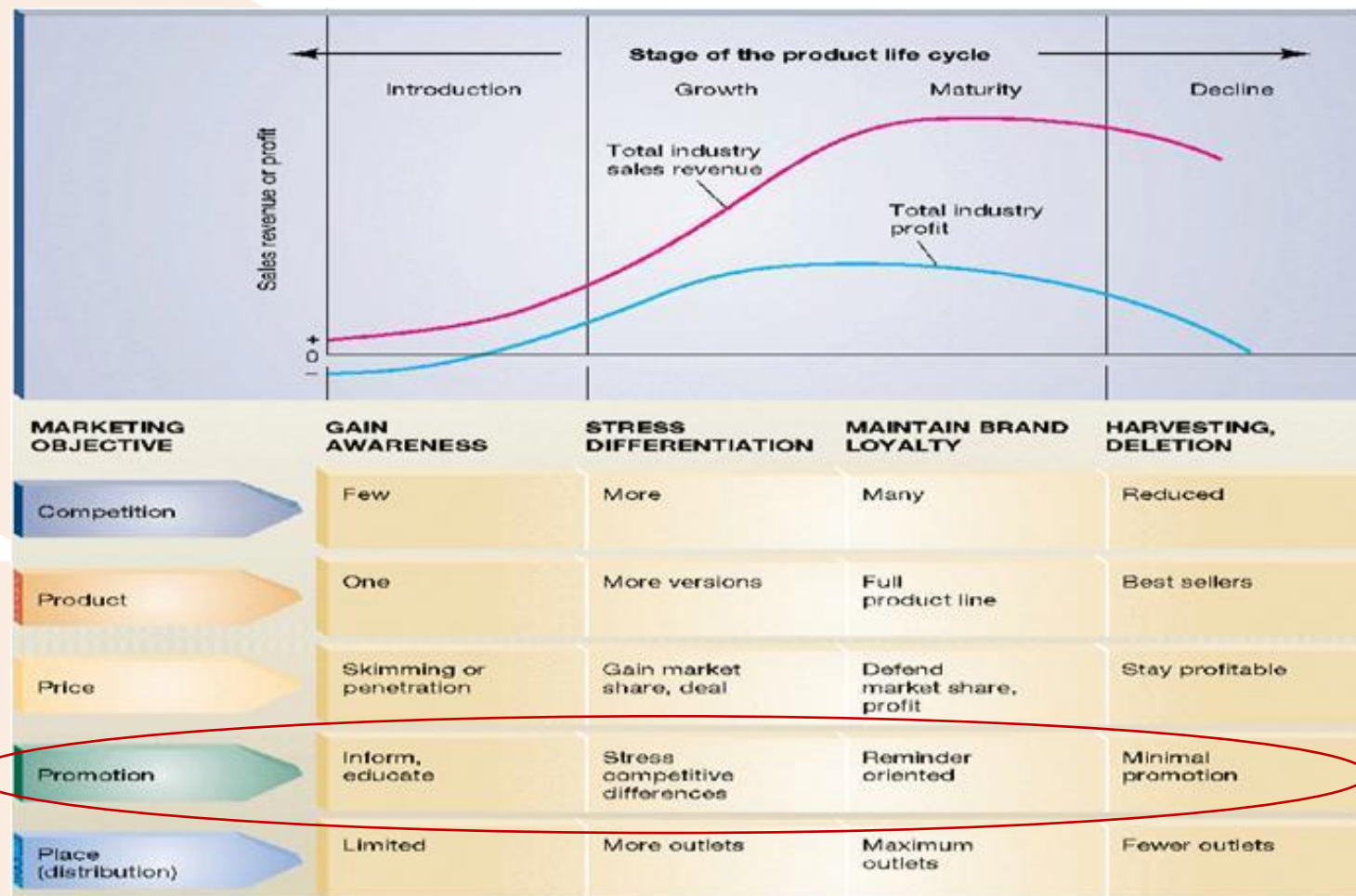
i.e. the **Promotion objective**

at **Introduction** was to inform/educate,

at **Growth** compete/differentiate,

at **Maturity** reminder oriented and

at **Decline** minimal promotion.



The evolution of computers introduced new marketing disciplines and tools, such as Data Base Marketing, and Customer Relationship Marketing, which facilitated direct customer focused communication.

The personal computers in the 90's, the explosion of web marketing, the social media, the mobile marketing etc, allowed interactive communication between businesses and their customers, giving way to interactive marketing.

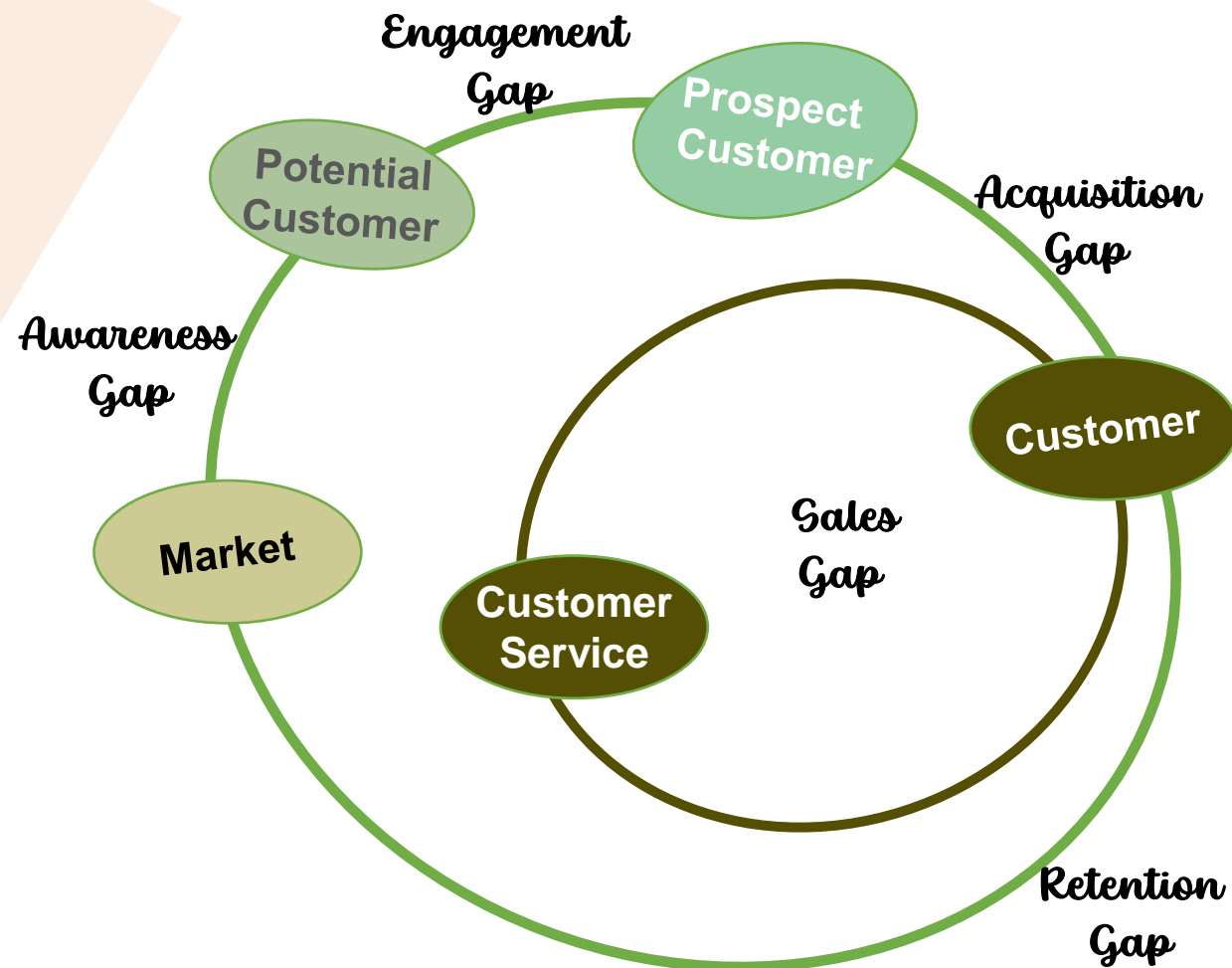
The Product Life Cycle could no longer serve this new marketing reality.

The Customer Life Cycle was the new concept, characterized by the 2way communication

Customer Life Cycle
"displaced" the importance
of the Product Life Cycle.

Due to the development of
Computer Technology,
Database Marketing,
and Customer Relationship
Marketing

The Customer Life Cycle



With the Internet and the Social Media, customers have changed and they are **no longer passive. They can do their own research with a few clicks.**



Digital marketing and analytics make it possible to track the customer through the journey touch points, and a **forward-thinking Business Model** is required, in order to effectively apply **Inbound Marketing Strategy and Techniques** to manage the Customer Lifecycle relationship.

3 types of Touch Points

Paid:

Traditional and Digital Media i.e. TV spots, Pay Per Click Ads, Posters etc.

Owned:

Communication channels over which we have complete control. such as Websites, Blogs, Apps, Email newsletters, Forums, and so on.

Earned:

Uncontrolled channels such as Re-tweets, Facebook, word-of-mouth κλπ.

Touchpoint Mapping

The more the touch points, the more complexed (but necessary) is the Touch Point Mapping Όσο περισσότερα είναι τα σημεία επαφής, τόσο πιο περίπλοκη (αλλά και αναγκαία) είναι η χαρτογράφηση (Touchpoint Mapping), considering that they are connected to both the Customer Journey and the Customer Life Cycle.

Consider that each touchpoint may require a differentiated content and communication strategy.

Next we see an indicative mapping Template.

Customer Journey/ Life Cycle Mapping	Before Purchase		Purchase	After Purchase	
		Evaluation	Purchase	Usage	Loyalty
Website					
E-Shop					
Face to Face					
In-Store					
Call Center					
Facebook					
Reviews					
Web Forums					
Email					
Post					
Print/TV κλπ.					

Buying a Gas Grill



Customer Journey/Life Cycle Mapping	Before Purchase		Purchase	After Purchase	
Touch Points	Awareness	Evaluation	Purchase	Usage	Loyalty
Website	Leroy Merlin, Praktiker, Media Markt κλπ.			Installation Video By Broil King	
E-Shop	Salonica e-shop , other shops	Broil King	Salonica e-shop Special offer		
Face to Face	Friend Suggestion of a Chalandri Shop			Delivery Assembly	
In-Store		Leroy Merlin,Media Markt, Chalandri			
Call Center			Order / payment		
Facebook					
Reviews	Amazon, Various Brands	Skroutz Pirces, Reviews			
Web Forums					
Email				Thank you email by eshop	Suggestions, Recipes/tips. Up Selling Cross Selling
Post			Delivery by Courier		
Print/TV κλπ.					



Lamb hamburgers with Tzatziki

The purchase Journey became a Taste Journey with continuously updated Recipes and Grilling tips.

BROIL KING Holders
for grilling chicken legs
and more

Up/Cross Selling



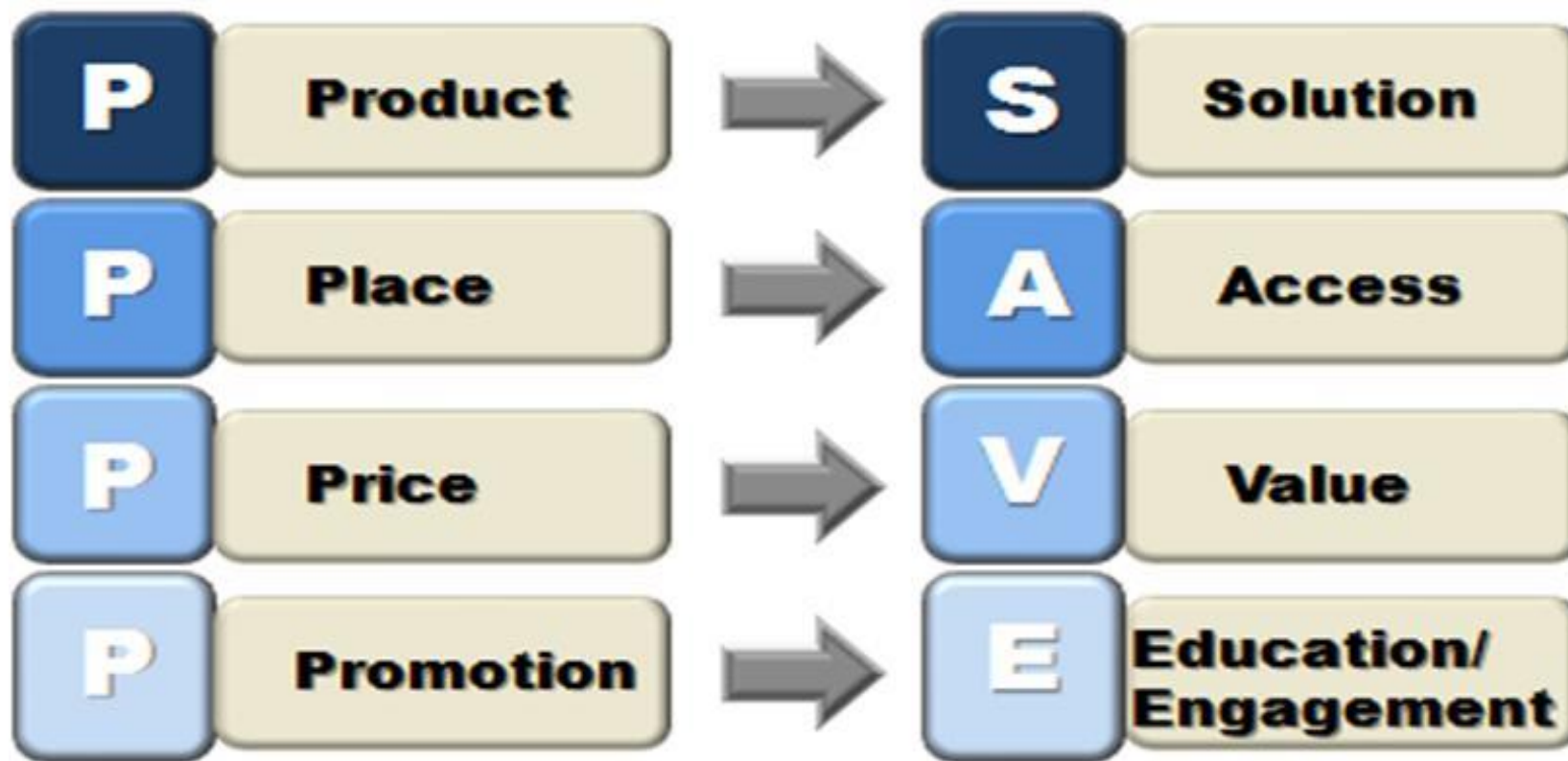
From the 4Ps Marketing Mix to SAVE

Various suggestions:

- **4C's (Consumer, Convenience, Cost, Communication),**
- **4E's (Experience, Everywhere, Exchange, Evangelism),**
- **SIVA (Solution, Information, Value, Access),**
- **SAVE (*) (Solution, Access, Value, Education/Engagement).**

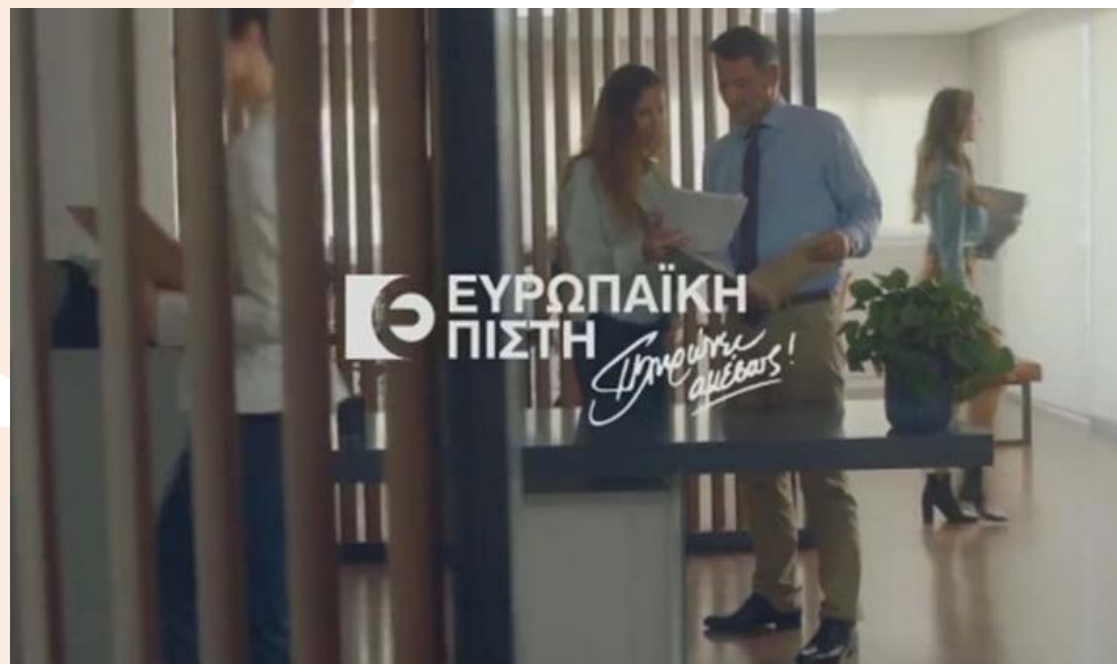
(*) Proposed in 2013 in a Harvard Business Review article: "Rethinking the 4Ps". It is the most popular substitute of the 4Ps

From 4 P's To SAVE



Many organizations do not focus on product but on solution. Customers don't care about the product; all they care about is solving their problems.

The biggest pain of insurance clients in Greece was delayed payment of claims. One of them became successful by paying claims immediately and made the promise part of its logo.



Nowadays, many businesses operate around 24/7, always-online, with high-speed Internet access. Place is irrelevant, it's all about access.

South Korean busy subway travelers may scan QR codes at train stations and pick up S/M products when they arrive at home.



Customers have concerns about price, but only after their concerns about value.

What is the value you create?

When designing new business models your Value Proposition is key.

*Ad promotes
the inner drive of
the value offered
by exercising with
Nike.*



Businesses today can provide current and potential customers with information relevant to their interests to engage them and create a sense of familiarity and trust long before a purchase is even made.

Nissan and GE joint ad educates EV owners and prospects about The WattStation charging system

The new car.
The 100% electric, no-gas Nissan LEAF. Innovation for all.

WHAT THE NEW CAR HAS BEEN WAITING FOR.
Introducing the WattStation™
It seems like we've been waiting a long time for the electric car, but maybe the electric car was waiting for this. Learn more about electric vehicle charging at ecomagination.com/wattstation.
a product of ecomagination™

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NISSAN SHIFT the way you move
NissanUSA.com

GE imagination at work

A prerequisite for any sale is that the value proposition (rational+emotional) is greater than the Price of the product or service, and is expressed by the equation:

$$\text{Selling} = (\text{Performance} + \text{Emotional Value})/\text{Price}$$

It requires a different emphasis towards the customer's logic and emotion, which presupposes engagement (Engagement), which was added to SAVE.→



Johnny Walker Black 12 yr



Lucia baby tomatoes for kids



Football Fans Credit Cards

In order to achieve Sales, we must:

- ✓ *Know our Prime Prospect (Customer Persona)*
- ✓ *Know our Prime Prospect Problem(s) (Problem Detection Research)*
- ✓ *Position our Brand as a Solution (Positioning)*
- ✓ *Communicate Effectively (Targeted Media/Content)*

Source: BBDO Discipline

Business Model and Business Model Canvas

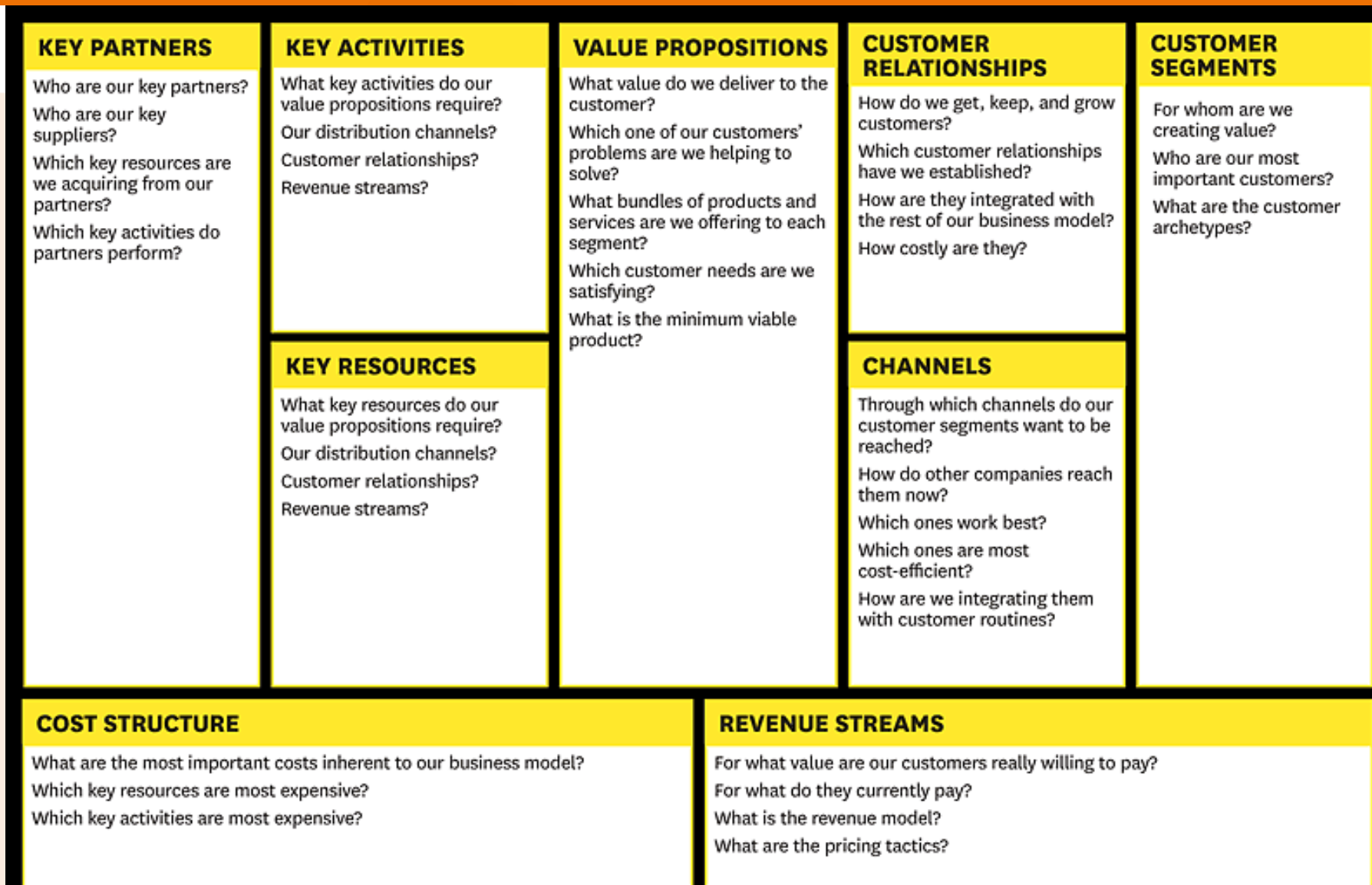
The Business Model describes how a Business **Creates Value,** offers it to the Customer and **is rewarded**



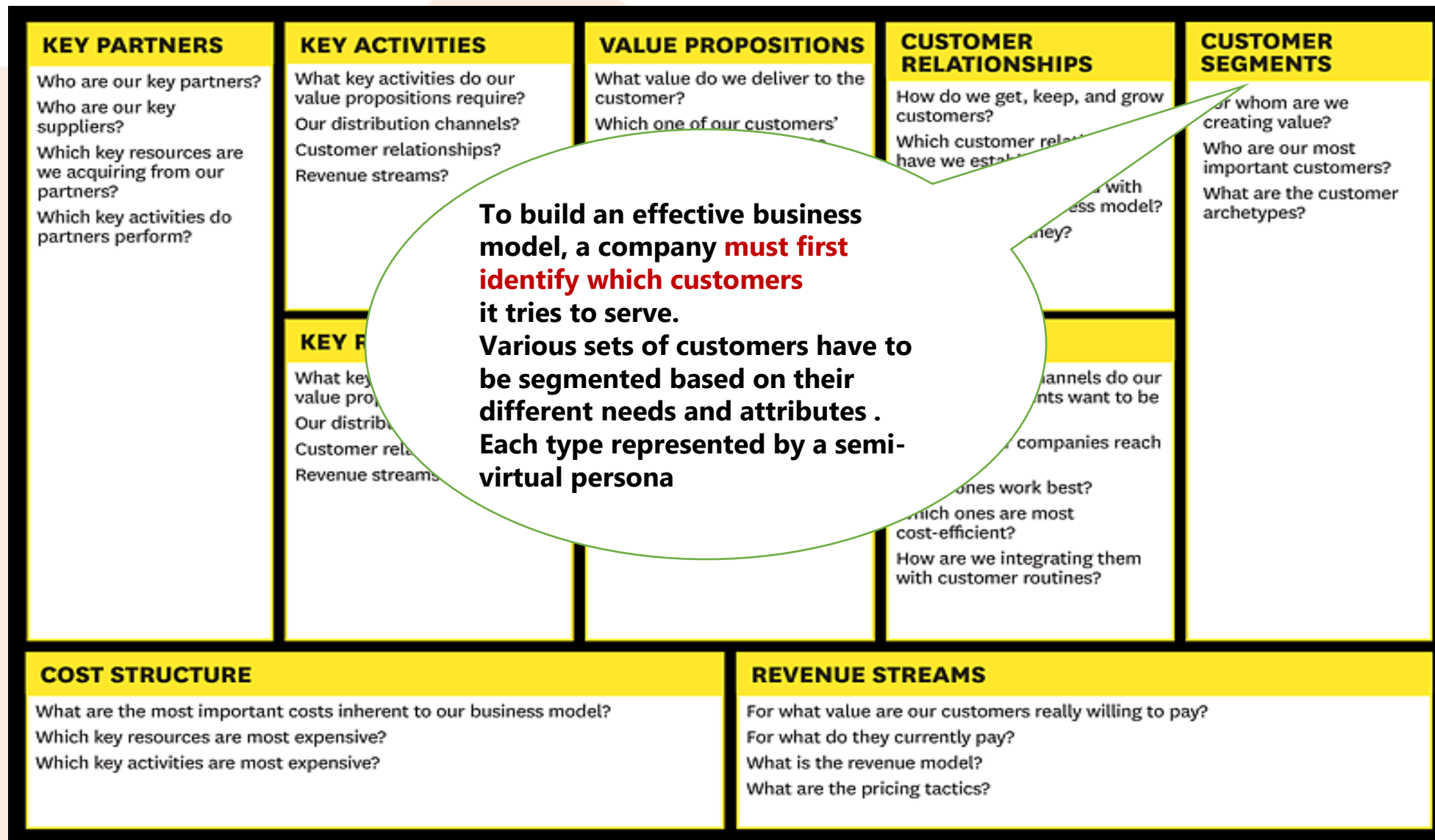
Steve Blank



Business Model Canvas: 9 Blocks define the Business Model of any enterprise

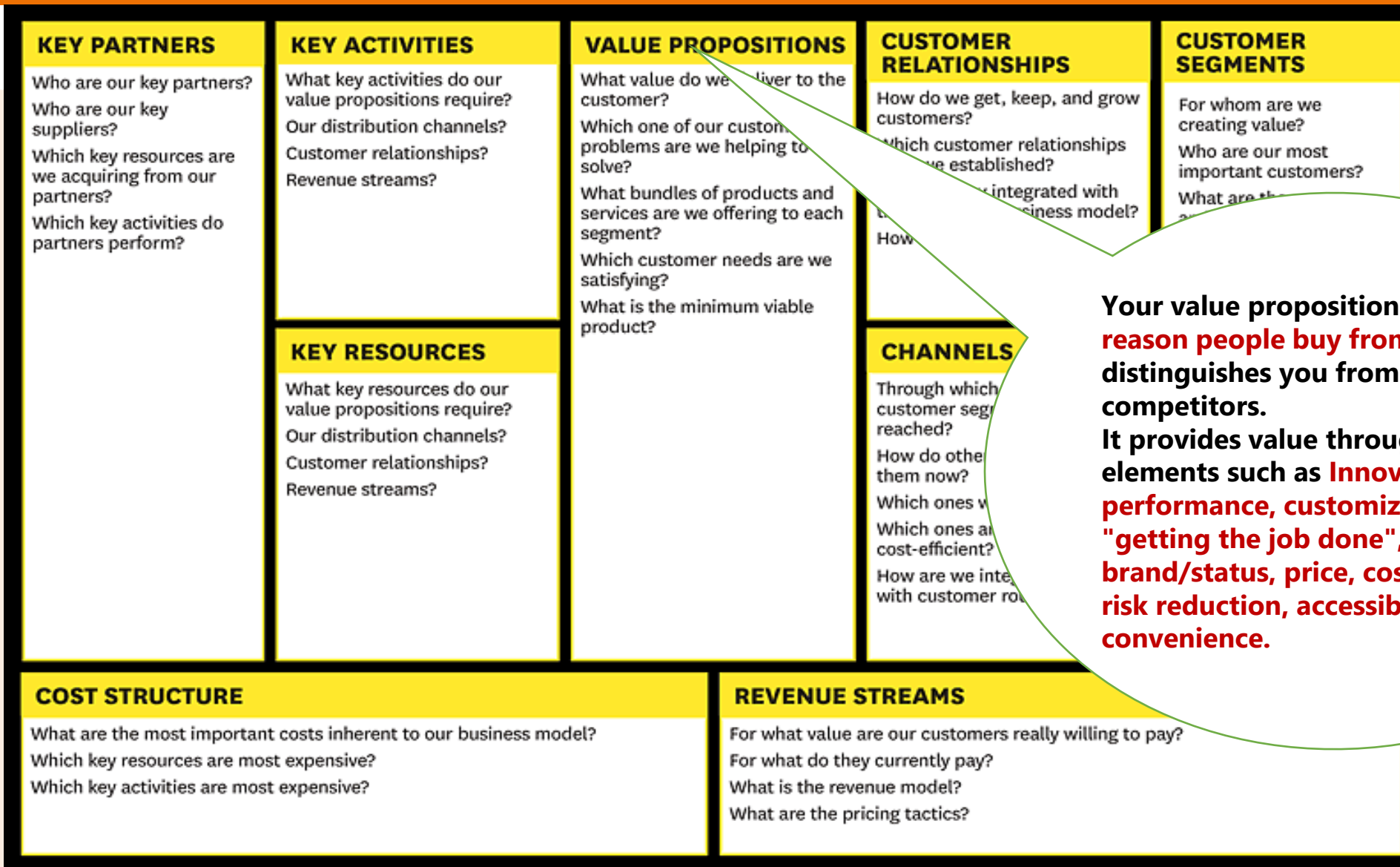


Source:
Alexander Osterwalder
& Yves Pigneur

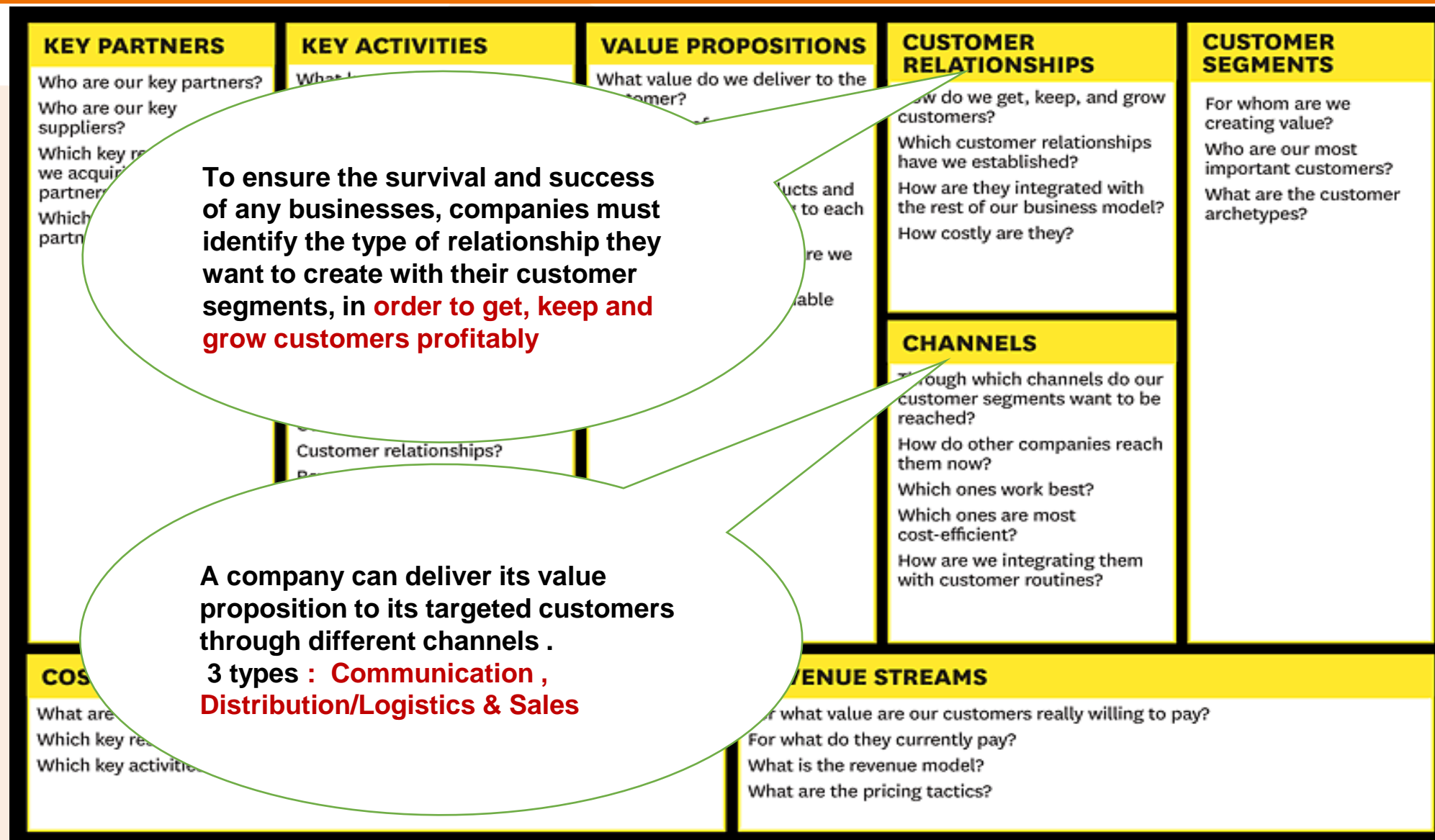


The 9 Building Blocks

2. Value Propositions

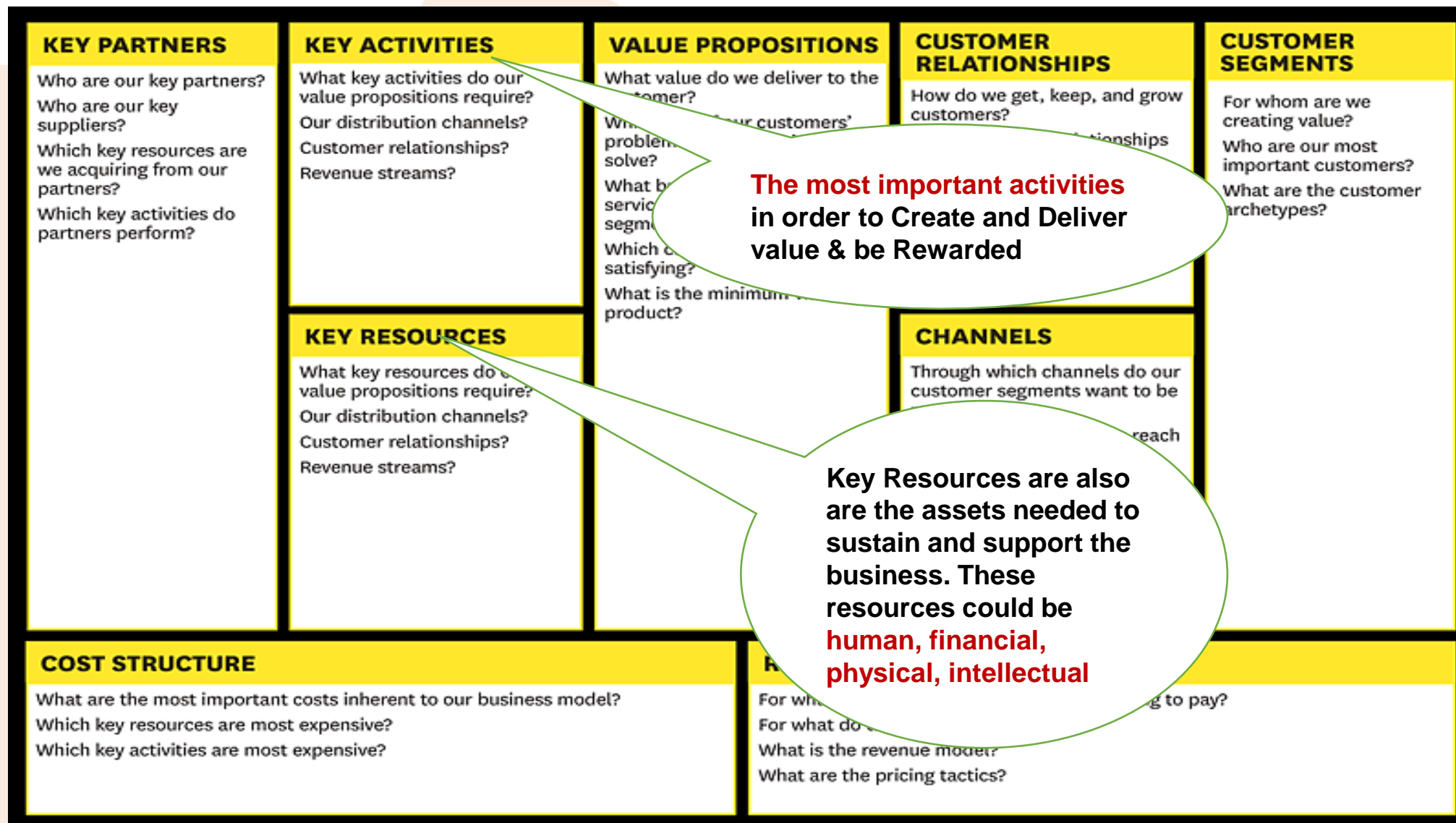


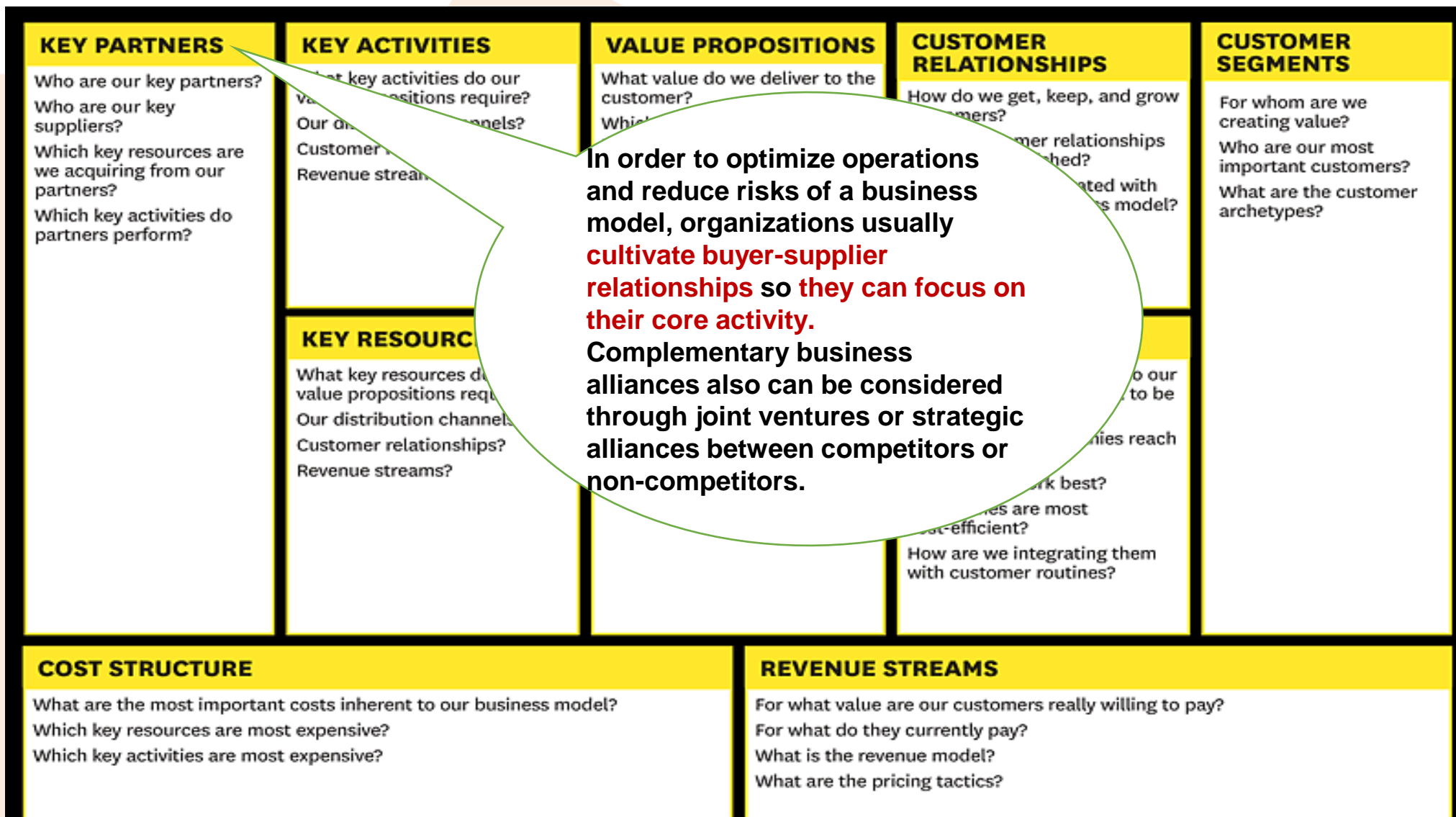
Your value proposition is **the reason people buy from you**. It distinguishes you from competitors. It provides value through various elements such as **Innovation, performance, customization, "getting the job done", design, brand/status, price, cost reduction, risk reduction, accessibility, and convenience**.

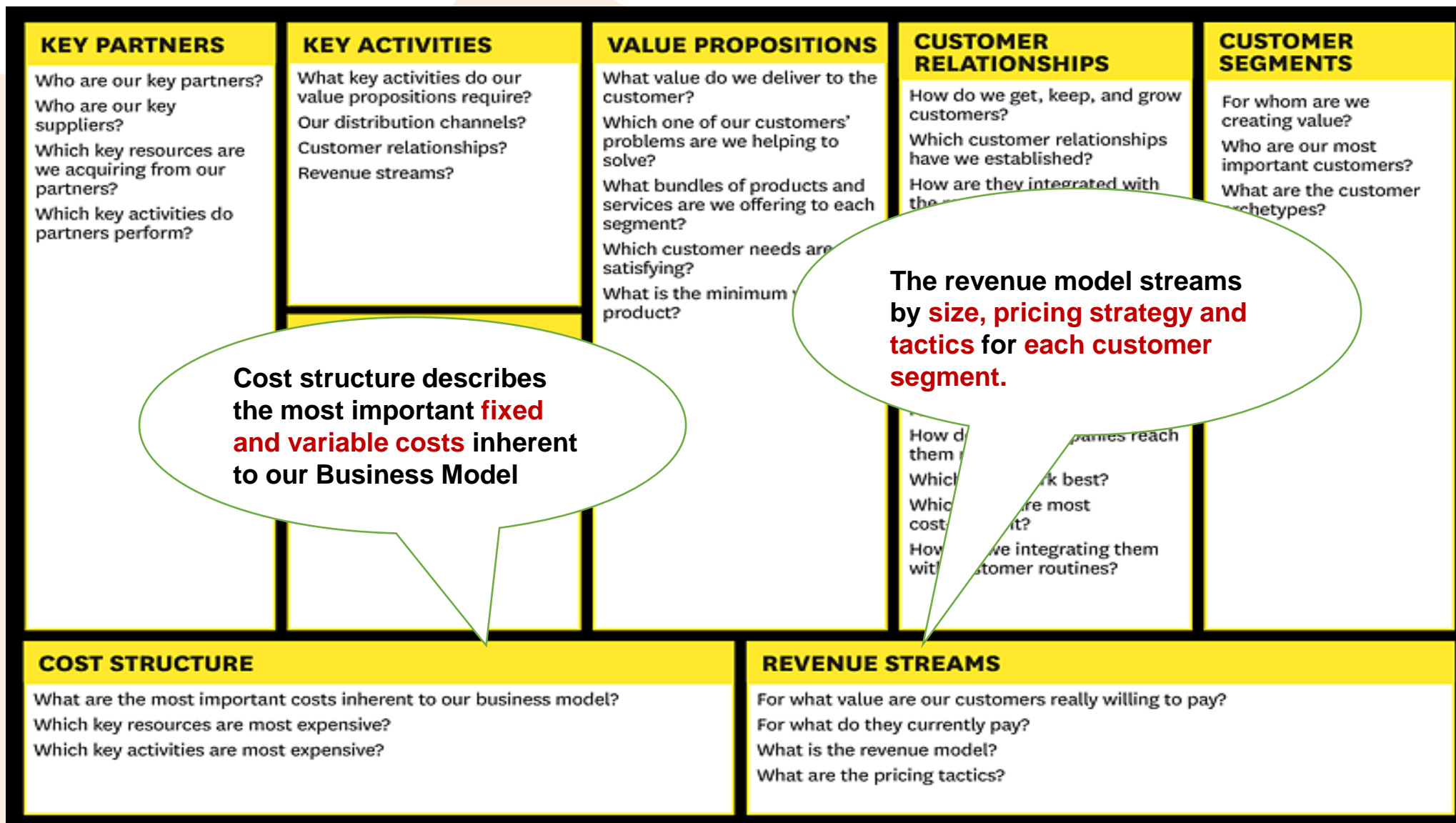


To ensure the survival and success of any businesses, companies must identify the type of relationship they want to create with their customer segments, in order to get, keep and grow customers profitably

A company can deliver its value proposition to its targeted customers through different channels .
3 types : Communication , Distribution/Logistics & Sales







- It is a "reminder" tool that **forces** us to **think customer-oriented**, systemically and creatively.
- It is the **link** between **traditional** and **digital marketing**.
- It is a tool for **"correcting"** the **business direction** with research techniques such as MVP (Minimum Viable Product).
- It **guides** us to **design, evaluate and improve** our Business Model.
- It **obliges** us all to **"speak the same language"**.
- It allows us to **"record"** **progress** from one phase to the next.
- It clarifies how **different aspects** of the business **are related to each other** and finally,
- It is the core and driving force of the **Business Plan**

THANK YOU

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