

ADVANTAGE AND DISADVANTAGE MACRO AND MICRO MARKETING

The disadvantage of macro level planning at the board level is the potential for dissociation between the view from the top and implementation of goals on the.

Management applies the directives from the macro level to the micro level of the organization that ultimately carries out these directives. User-Generated Growth. Let me explain this a bit. They are also usually less sensitive to price and are more willing to take the time to absorb information about goods that may help them do their job better. According to Michael Porter's classic book *Competitive Strategy*, the three most common competitive strategies are low-cost supplier, differentiation, and niche. It usually carries low risks of financial loss and companies can increase their revenue without additional costs for marketing. Residential type data is concerned with lifestyle and spending habits, reading materials, travel and hobbies and dining habit. The macro-environment consists of six types of forces economic, demographic, cultural, natural, technological and political. Think small, get the early adopters, and let them spread the word for you. Anyone, can take advantage of Facebook to maintain a good relationship with others, who identify with certain tastes or products. The board of directors can come from within the organization or outside of the organization. Micro-marketing campaigns plant seeds in niche areas and let the early adopters do the marketing. It might start with grey hair, skin that appears dull looking, a line across the forehead that intensifies into a wrinkle or difficulty remembering even the smallest of things. Perhaps it would target males in the Midwest between the ages of 18 and There are many advantages and disadvantages to outsourcing. But it was not until the s that companies began to place a greater emphasis on advertising and promoting their products and began striving to tailor their goods to specific consumer needs. Networks that serve an entire community for shipping and service must also be formed and this has a higher cost as well. Zyman, Sergio. It should then tailor its marketing campaign towards the small group already defined. Importantly, business buyers will often be extremely cautious about trying a new product or a new company because they do not want to be responsible for supporting what could be construed as a poor decision if the good or service does not live up to the organization's expectations. You are drilling down into the demographic to select a specific segment of the population, based on ethnicity, location, sex, interests, and even favorite foods. The general scope of environmental scanning is that it is a component of global environmental analysis. It takes a further look into lifestyles, spending habits, attributes and attitudes of the target group. If students are more of a visual learner, then they will be compatible with Microeconomics. The demographic which is being targeted must be highly refined for this process to be effective. It also evaluates the benefits of these products to the society. This suggests that small business owners must master the basics of marketing in order to succeed. During that period, the proliferation of goods and services, increased worker specialization, and technological advances in transportation, refrigeration, and other factors that facilitated the transfer of goods over long distances resulted in the need for more advanced market mechanisms and selling techniques. In any case, price is used as a tool to achieve comprehensive marketing goals. For instance, a manufacturer of fishing equipment would not randomly market its product to the entire U. Creating Comprehensive Marketing Strategies A successful marketing strategy involves elements of both macro and micro marketing. These four decision groups represent all of the variables that a company can control. This new technology offers many James writes for the Product2Market blog to create a source for news and discussion about some of the issues, challenges, news, and ideas relating to Product Marketing. Many of the revolutionary changes that have taken place and supplied this economic engine with fuel are due to electronic commerce. Companies that adopt a low-cost supplier strategy are usually characterized by a vigorous pursuit of efficiency and cost controls.