

Shouldn't
Everyone believe in
Your product as
Much as you do?

Time
for
Change

4C *Foresee*
Advertising and Marketing Company

GROW YOUR BUSINESS

Creative Marketing Ideas from 4C

**MARKETING IS AN ART OF
ATTRACTING AND KEEPING
PROFITABLE CUSTOMERS**

Author - 4C-CMN

*There are three kinds of companies
a) Those who make things happen
b) Those who watch things happen
c) And those who wonder what happened.*

We Stimulate
Demand for your
products

Dear Business Owners,

Marketing is a form of communication between you and your customers with the goal of selling your product or service to them. Communicating the value of your product or service is a key aspect of **marketing**.

Our business, to help our client's business grow by meeting needs profitably, our aim as marketing and advertising company is to make our client's selling superfluous. We believe marketing as gardening, and help your firm to create a community of consumers; we help in winning markets through market-oriented strategic planning.

We make our clients believe that it is more important to do what is strategically right than what is immediately profitable. We treat Marketing and Advertising as an Art of attracting and keeping profitable customers, continuously inventing new advantages, leading to high repeat purchase and ultimately leading to high company profitability.

For us Marketing Goal; is to Increase shareholder value. We provide you with the whole new way of looking at Marketing,

Get Strategies that work to find customers, increase sales, beat the competition, and triple your organization growth.

As a founder of Advertising and Marketing Consultancy, me and my team help you build your company sales, brand and overall business.

Thanking you always,

Prof. Chandramohan Nair

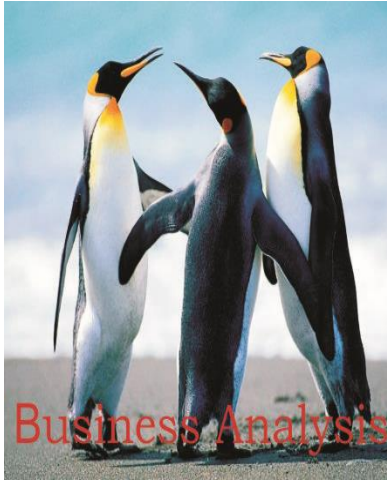
C E O

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4C - Marketing Products



Business Analysis :-

4C - helps in defining clearly our client's needs and recommending solutions that deliver value to stakeholders. It follows and implements a set of tasks and techniques which are used for Business Analysis. At **4C**, we provide insights for process improvements, organizational change, strategic planning and policy development; we work out Certain Tasks and Techniques, understanding organization structure, policy and operations.



Defining our Clients Marketing Goals: -

Goal setting is one of the hardest things that any Company's Marketing Department has to do, it's very very important to set goals that are specific, measurable, attainable, realistic, and time-bound. Focussing on what is important. **4C** helps its client companies in Goal Formulation which are specific with respect to magnitude and time.



Evolving View of Marketing's Role in a Company

We at **4C** make believe our clients, and teach the organization, how from a security personnel, peon, to top officers CEO is a Marketing Person,

As companies confront changing consumer behaviour, increasingly

important third-party scrutiny, and more diverse target.

Markets and segments, they must broaden the roles of marketing. Today, many chief marketers focus mainly on building brands, making advertising more effective, and perhaps market research. Although these responsibilities aren't going away, Marketing must address several other areas as well: leading company-wide change in response to evolving buying patterns, stepping up efforts to shape a company's public profile, managing complexity, and building new marketing capabilities throughout the company as a whole. The relative importance of these new priorities will of course vary by company and industry, but the broad importance of reinventing the Marketing role in the company as a strategic activist is similar across them.



Building Marketing Environment & Marketing Program.

Variety of environmental forces influence a company's

marketing system. Some of them are controllable while some others are uncontrollable, a company's marketing environment consists of the internal factors & forces, which affect the company's ability to develop & maintain successful transactions & relationships with the company's target customers". **4C** helps Firms need to understand their marketing environment so that they can make the most of positive factors and manage the impact of negative factors.



Building a Companywide Marketing Orientation

Market or customer focused companies understand customers better and serve them better. Customer is the reason why there is a job for any person in an organization.

4C develops enterprise wide marketing orientation programme, conducting training programmes



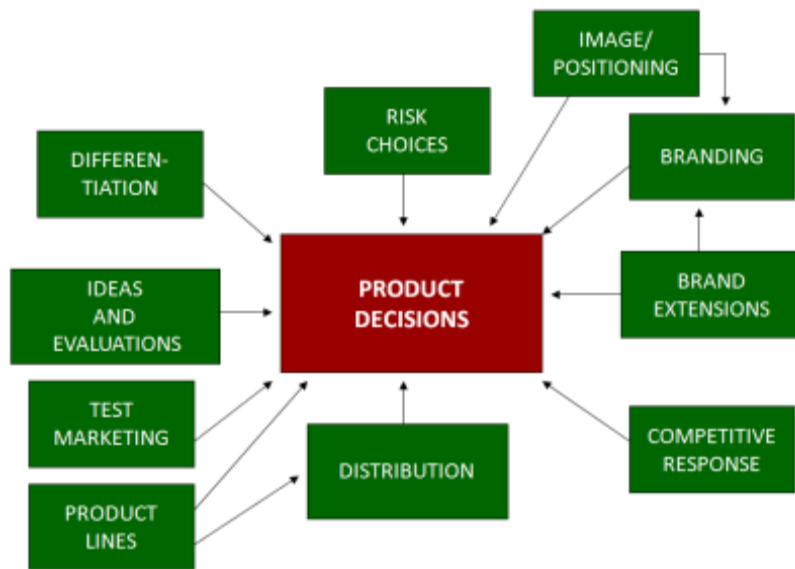
Injecting More Creativity into the Organization.

Creativity: It's not limited to writers and designers. In fact, you can find ways to be creative in almost every job out there, **4C** Innovate Solutions for Departmental Workflow, Content Creations, Learn (And Teach) A New Technical Skill, and Injecting Fun into Work place



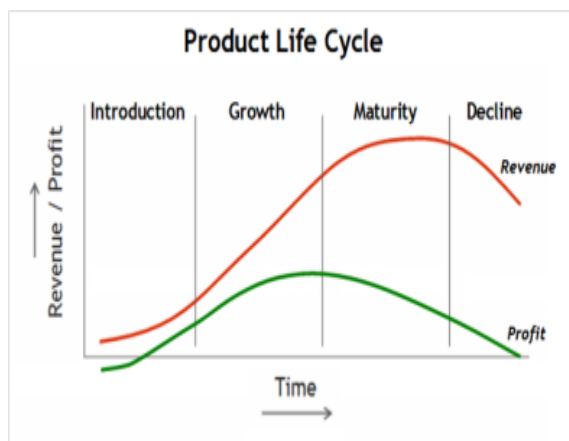
Reaching to a decisions marketers make.

Thru **4C** skills, marketing session, training, and one could see how a consumer moves through a decision making process in order to purchase a product or services? Learn at **4C** what methods marketers use to take advantage of this process.



Product Line Decisions/Analysis / Length

A product mix consists of various product lines, Product-line managers need to know the sales and profits of each item in their line in order to determine which items to build, maintain, harvest, or divest. **4C** makes its client understand and train on techniques and skills to beat competitors and as products goes thru life cycles, **4C** training and vibrant marketing session helps the company management to decide whether to keep or drop a product line and also the need to understand each product line's market profile.



The Product Life Cycles with Different Marketing Strategies for each stage.

Marketing efforts change during each stage of a product's life cycle. **4C** helps in knowing the changes associated in Marketing in each stage. Butterfly ...marketing strategies,



Brand Development / Decisions / Building tools /& Challenges

The greatest challenge faced when developing and building a brand is creating just the right name, slogan and symbol for the product. It will take a great deal of time and

consideration! **4C** provides for a thorough thought process and feedback which helps to get past any obstacle.



Setting the product and branding strategy.

Marketing strategy of a company revolves around 4Ps - Product, Price, Place and Promotion. At **4C** – we devise a strategy for companies by mixing the four. The most important among is the product. All the marketing push and promotion will go waste if the product is not able to deliver. To come out with

winner product, **4C** makes its client companies to understand target customers' needs and requirements. For **4C** Branding is process of giving identity and image to the product as to create an impression in the mind of consumer; at **4C**, we aim at Building brand identity which involves designing name, symbol and logo for the product. Branding involves developing strategy to create a point of differentiation from competitors as well point of similarity with product class. Brand which reaches a high level of awareness and enjoys the loyalty from customer develops brand equity. **4C** also provides for Packaging of the products as forms part of branding strategy.



Marketing Budgets

4C - marketing products is filled with strategies and ideas; it all comes down to planning and budget. Developing a solid marketing budget is an

important part of creating a plan of action that is realistic and will help improve revenues. Understanding your finances starts with organizing your reliable revenue information. **4C** marketing budget strategy, works on 4 concepts, Challenge, Strategy, Design, and Success.



Product Strategy - Product Life Circle.

A product strategy is the foundation of a product life-cycle and the execution plan for further development. With **4C** - product strategy allows the business to zero in on specific target audiences and draw focus on the product and consumer attributes. Choosing and implementing your product positioning strategy is an important task. **4C**



Marketing Strategy

Marketing strategy is the fundamental goal of increasing sales and achieving a sustainable competitive advantage, what specific actions will be taken over time to achieve the objectives. **4C** trains organization, how to greatly increase your odds of Business Success by using a **4C** Marketing Strategy.



Segmentation Strategy

If strategy is the art of allocating scarce resources, then segmentation and the understanding it provides about your core customer groups is part of the science

informing that allocation. In order to be an effective and efficient business **4C** works in Tandem with its clients, determining the target customer market, based on needs, demographics, etc. etc., with **4C** segmentation strategies, each segment will respond to a different marketing mix strategy, with each offering alternate growth and profit opportunities.



Pricing Strategy

A business can use a variety of pricing strategies when selling a **product** or **service**.

With **4C** Strategies, The **price** can be set to

maximize profitability for each unit sold or from the market overall. It can be used to defend an existing market from new entrants, to increase market share within a market or to enter a new market. Businesses may benefit from lowering or raising prices, depending on the needs and behaviours of

customers and clients in the particular market. **4C** helps in finding the right pricing strategy, which is a very important element in running a successful business. **4C** Pricing strategy is the pursuit of identifying the optimum price for a product



Positioning Strategy

4C - Positioning marketing strategy aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer. Positioning tactics of **4C** trains the organization, how to communicate the essential benefits of your small business to potential customers. Where you sell your product, how you make it, where you make it and your price all convey subtle messages to the marketplace, sometimes even without you're using any overt advertising, public relations or promotions.



Distribution Strategy

The success of your product or service is riding on the quality of your distribution channel; **4C** distribution strategy would identify which paths you intend to take in order to get your products to the end user. You may

decide to sell to wholesalers, retailers, or both. With **4C** trainings and strategies a channel acts as an important part of your small business's overall marketing strategy. At **4C** Distribution channels include wholesalers, e-commerce websites, catalogue sales, consultants, a direct sales force who sell over the phone, in person or both, dealers, home shopping networks and retailers.



Launch Strategy

A successful new product launch takes research, planning and a skilled and knowledgeable marketing team. Today's savvy consumers demand products that satisfy them on many levels including quality, price, status and function. **4C** - Product launch strategies and knowledge is an guaranteed module, which would build sales and revenue through expansion of customer base. By introducing new products, with **4C** training, a business can target previously untapped customer markets. The resulting growth allows businesses to hire additional sales and support staff.



Advertising Strategy

4C - Advertising strategy is a plan to reach and persuade a customer to buy a product or a service. Driving sales or building a vivid brand personality. Almost every business needs to promote itself in some way, reaching out to customers and potential customers. For businesses with large numbers of target clients in well-defined market segments, **4C** Marketing and advertising can be a cost-effective way of communicating with them. Its brief covers includes Setting your promotional objectives and deciding whether to advertise, Determining your promotional budget. Deciding where and when to advertise. Measuring the effectiveness of your advertising campaign.



Sales Strategy

4C sales strategy consists of a plan that positions a company's brand or product to gain a competitive advantage. Successful strategies help the sales force focus

on target market customers and communicate with them in relevant, meaningful ways. A successful sales strategy conveys this so that the sales force spends time targeting the correct customers at the right time. **4C** training strategies, process, methods works Lead Generation, Sales Process, Sales Force Structure Size, Sales Talent Management, Sales Management and Account Segmentation, etc etc.



Franchising Strategy

4C - Franchising Module is a business strategy for getting and keeping customers, increasing the

companies market share, It is a marketing system for creating an image in the minds of current and future customers about how the company's products and services can help them. It is a method for distributing products and services that satisfy customer needs,



4C -Perception Strategy

We do not see things as they are; We see them as we are.

4C- Perception Strategy works and trains the organization on Emotional Side of User Experience, The mission of **4C** - Perception Strategies is "to utilize the perceptions of trained observers to identify customer service opportunities... and to increase customer retention and advance a customer-centered culture, thereby increasing revenue.



4C marketing mix strategies are a set of controllable, tactical marketing tools that our client company uses to produce a desired response from its target market. It consists of everything that a company can do to influence demand for its product.

Marketing Mix Strategy



Relationship Marketing and Networks Strategy

4C – Trains and provides for strategies for its client on Relationship marketing as a facet of customer relationship management (CRM) that focuses on customer loyalty and long-term

customer engagement rather than shorter-term goals like customer acquisition and individual sales, with the growth of the internet and mobile platforms, relationship marketing has continued to evolve and move forward as technology opens more collaborative and social communication channels. This includes tools for managing relationships with a customer that goes beyond simple demographic and customer service data. Relationship marketing extends to include inbound marketing efforts



Mass Marketing

4C-Mass Marketing training and strategies initiates for its clients a wide market coverage, in which a firm decides to ignore market segment differences and appeal the

whole market with one offer or one strategy. **4C** ideas and strategies are to broadcast a message that will reach the largest number of people possible. Mass marketing is the advertising or promotion of a product, good or service to a wide variety of audiences with the expectation of appealing to as many people as possible.



The Selling Concept

4C believes that consumers and businesses, if left alone, will ordinarily not buy enough of the selling company's products. The organization must, therefore, undertake an aggressive selling and promotion effort. **4C** believes and makes a company selling oriented company and teaches how to master the art of selling.



The Customer Concept

4C- The customer concept module shows how the organization can achieve growth by capturing and

retaining its customers. As we approach through the new millennium, we are living in a world that is the most unstable, dynamic, exciting and frustrating for the last decades. Not only change itself but also the rate of change is accelerating. Operating in an uncertain, highly competitive and highly complex business environment brings so many questions to the businesses. Business insights often fail to recognize that their marketplace/market space changes every few years. **4C** Leading edge strategies and technics increasingly seek ways to measure customer satisfaction, loyalty and value as mean of setting strategies of the companies.



Differentiation

4C provides for a unique understanding and training of process of distinguishing a product or service from others, to make it more attractive to a

particular target market. Differences in quality, price, product functional features or design, working on , working on Ignorance of buyers regarding the essential characteristics and qualities of goods they are purchasing, Sales promotion activities of sellers and, in particular, advertising, Differences in availability (e.g. timing and location).



Developing Price Strategies and Programs

4C explains Price as the one element of the marketing mix that produces revenue. - The amount paid for some goods or services and trains it clients that at every price level, there is a definite demand for the product. **4C** helps its clients in plotting the demand curve with

respect to price as to understand price sensitivity also it helps its client understanding pricing in adapting to factors like geographical location, market segment and economic conditions. **4C** trains and teaches its clients how to remain flexible towards its pricing policy and change as per market dynamics and more importantly it trains specifically on how its clients Companies should also not react blindly to price change by competition but rather should focus on analysing the underlying motives.



Designing and Managing Services

4C is of the opinion that the brand building process continues even after the product is sold to the

customer. **4C** strategies help companies to come out to be a winner by showcasing differentiation in services at the point of sell and after sell customer service. Challenge is building confidence in customer through people, price, environment and right equipment. .Services Industries are there everywhere, Service is an act or performance of one party can offer to another that is essentially intangible and does not result in ownership of anything.



Analyzing Needs and Trends in Market

Markets change frequently - a business needs to watch for changes in its market. **4C** prepares and trains its client companies, that

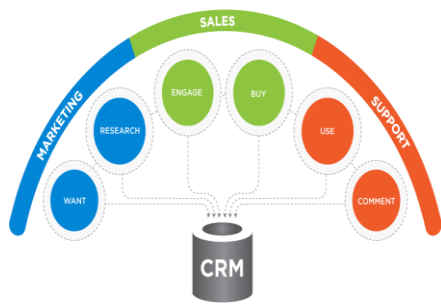
the market they need to look at is their potential market, not the actual market served, the one that's limited to their existing customers. **4C** trains its client companies to know, that their target market is much wider than just the people they already reach. It's the people they might someday reach, or people they could reach, that they need to be concerned about.



Market Logistics Objectives/Decisions

4C Trains its client company employees about marketing

logistics, which involves planning, delivering, and controlling the flow of physical goods, marketing materials and information from the producer to a market as necessary to meet customer demands while still making a satisfactory profit. Which means a market logistics has to simultaneously provide maximum customer service at the minimum distribution cost?



Customer Marketing

Relationship

Customers want to feel special and important; **4C** trains and companies in building their relationship marketing skills, in doing so it opens the door for more business opportunities because a personal connection experience leaves a long lasting impression.



Customer Perceived Value

It is also known as Value Marketing, also known as customer-perceived value, is the difference between a prospective customer's evaluation of the benefits and costs of one product when compared with

others. **4C** makes organization understand about importance of C.P.V, and how it tends to affect the demand and supply chain. Perceived customer value is marketing and branding related concept that points out that success of a product is largely based on whether customers believe it can satisfy their needs.



Integrated Marketing Communications

4C - Integrated Marketing Communication (IMC) is the application of consistent brand messaging across both traditional and non-traditional marketing channels and using different promotional methods to reinforce each other. **4C** in its training and strategies studies and provides for an approach to achieving the

objectives of a marketing campaign, through a well-coordinated use of different promotional methods that are intended to reinforce each other. Integrated marketing communications.

4C recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact."



Ghost Marketing

: It is anonymous
4C marketing strategy, the ghost knows everything, and his ghost power will protect your company and then he will vanish



International Marketing

International marketing is the application of marketing principles to more than one country by companies overseas or across national borders. International marketing is based on an extension of a company's local marketing

strategy, with special attention paid to marketing identification, targeting, and decisions internationally. **4C** International marketing training and strategies, provides for a multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services and Global level to create exchanges that satisfy individual and organizational objectives."



Competing in Global Market & Designing Global Market Offerings:-

21st century world is presented as a flat world. It is not flat because earth is changing shape but because way communication has evolved. Flow of information, goods and services is faster. Branded products are available in developed countries like USA and in developing

economies of India and China. Growth in number of multi-national companies has been exponential. Not every company is open to idea of globalization but it is prudent for companies to consider internationalizing their operation at some point. **4C** Training, Workshops, Designs and Strategies provides for a different level of cost, risk and control and identifying territories that have a demand for your products in international market.



Agile Organization

An Agile Organization is one that is quick in responding to changes in the marketplace or environment. **4C** trains normal organization into agile

organization and then to an entrepreneurial organization' and 'the resilient organization', focusing on the customer customized rather than its standardised offerings. **4C** trained highly agile organization reacts successfully to the emergence of new competitors, rapid advancements in technology and sudden shifts in overall market conditions.

4C-MARKETING INSIGHTS provide penetrating truth about consumers, their aspirations and motivations which can in turn be used to generate growth.

- 1) Marketing in the Age of Turbulence
- 2) Rural Markets in India and South Asia, Analysing and Researching rural environment and markets.
- 3) Building Relationships with Rural Consumers, Rural Consumer Behaviour,
- 4) Segmenting Rural Market.
- 5) Competition in Rural Market
- 6) Developing Products for Rural Market.
- 7) Developing Service offers for Rural Market
- 8) Pricing for Rural Market
- 9) Developing Distribution Channels for Rural market
- 10) Communicating to the Rural Audience.
- 11) Creative Innovative Marketing
- 12) Finding Gold at the Bottom of the Pyramid
- 13) Marketing to the Kool Generation
- 14) The Changing Consumption patterns of Indian Consumers
- 15) The Green Market Revolution.
- 16) Getting into heads of consumers
- 17) Understanding Brain Science
- 18) Bringing Marketing Research to Life with Persons.
- 19) Dash Boards to improve Effectiveness and Efficiency.
- 20) The Behavioural Targeting Controversy.
- 21) Made to Stick
- 22) Predictably
- 23) Big Sales from Small Business,
- 24) Establishing Corporate Trust, Creditability and Reputation.
- 25) Chasing the Long Tail
- 26) Managing a Brand Crisis
- 27) High Growth thru Innovation.
- 28) Brand Bubble Trouble
- 29) The Brand Value Chain, What is Brand Worth
- 30) When Less is More
- 31) Improving Company Call Centre's
- 32) Giving it all Away
- 33) Playing Games with Brands,
- 34) Direct Market in Rural areas
- 35) Major Account management
- 36) New Connect + Develop Approach to Innovation.
- 37) Spot Light on Key Developing Markets
- 38) The Marketing CEO

