

# MANAGING MARKETING CHANNELS

## MARKETING PLANNING

**Presented by:**

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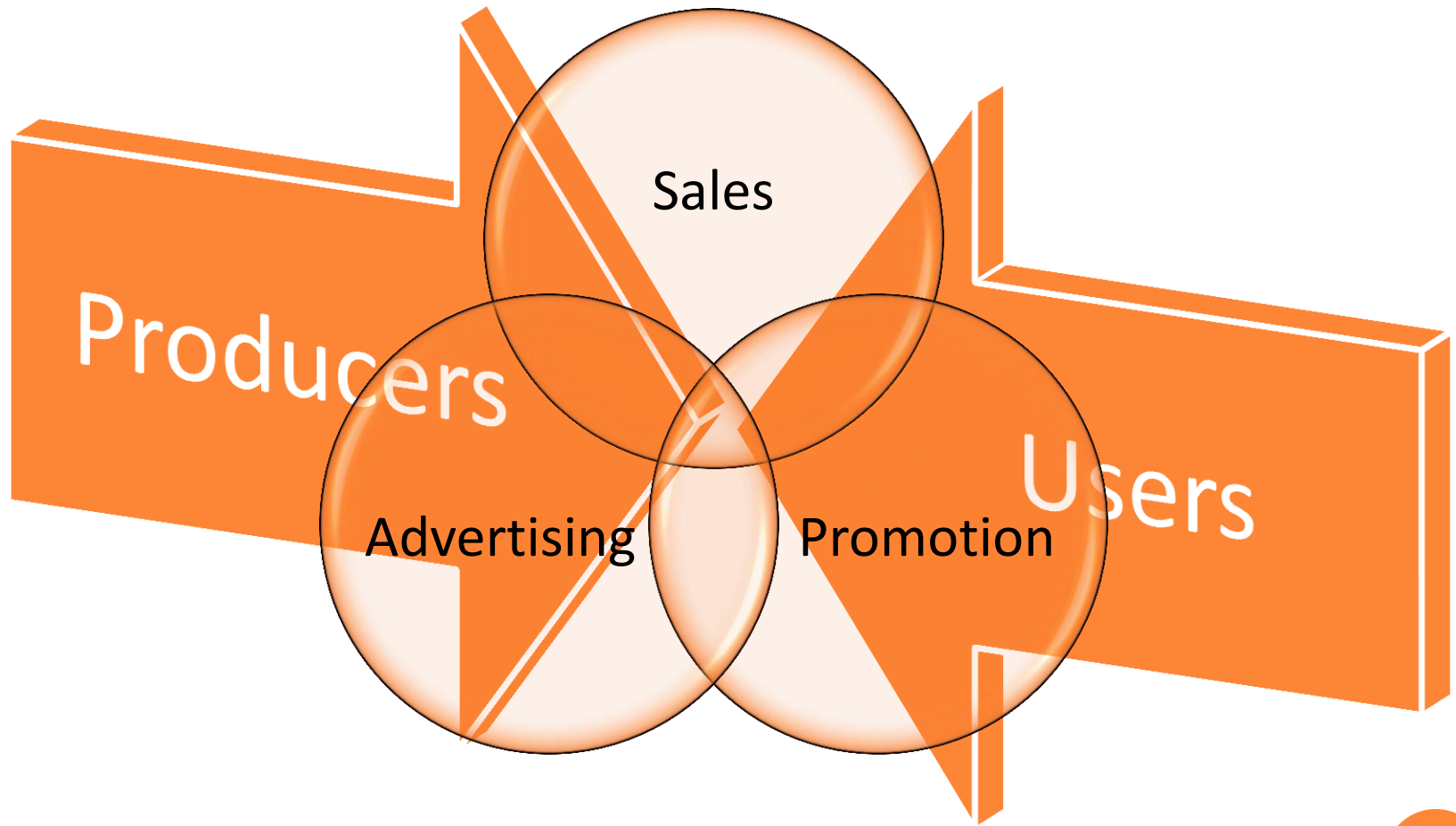
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# WHAT IS A MARKETING CHANNEL?



# MARKETING CHANNELS

- Directly: Manufacturer to Consumer
  - Mail/Catalog
  - Internet/Web
  - Mobile/Other Technology
  - Stores/Physical Place
  - On Location/Sales Reps
  - More?

# MARKETING CHANNELS

- Indirectly: End User is not 1<sup>st</sup> Customer
  - Distributor
  - Internal/External Sales Force
  - Wholesaler
  - Retailer
  - Service Provider
  - More?

# MARKETING CHANNEL CONSIDERATIONS

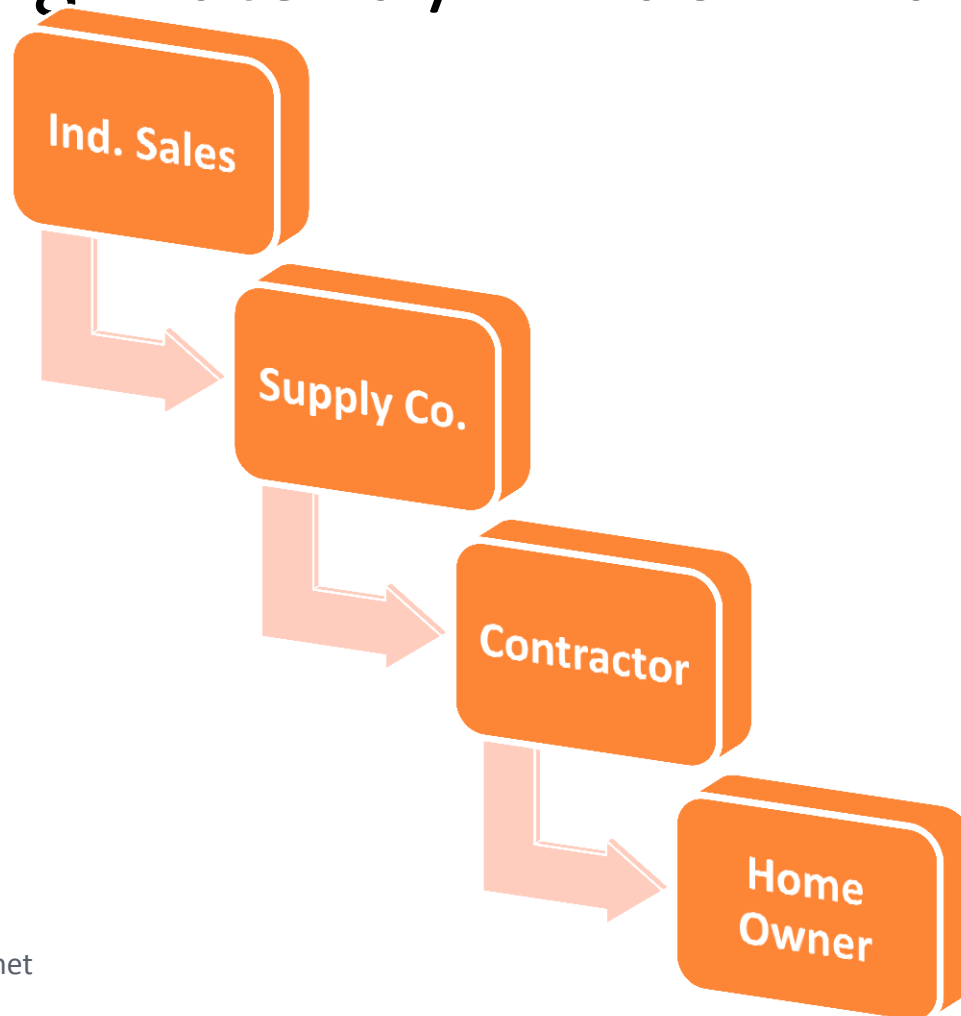
- Business Strategy
- Product vs. Service
- Business vs. Consumer
- Pricing Model
- Distribution Capabilities
- Service Levels
- More?

# CHALLENGES

- How Many Levels/Channels are involved?
- Need to address each, but be ONE company
- Needs of each may conflict
- Capacity
- Communications/Messaging
- Advertising

# EXAMPLE 1: BUILDING PRODUCTS

## Roofing Material/Window Manufacturer



# EXAMPLE 1: KEY CHALLENGES

- Vying for time of Sales Reps
- Need to create demand from end users and contractors
- Customer is not end user
- Communication/Message to four levels
- Highly competitive
- Advertising need beyond actual customer



# EXAMPLE 2: DINNERWARE/GIFTWARE

## Indirect

Department  
Stores

Specialty  
Stores

Mass  
Retailers

## Direct

Own Retail  
Own Outlet

Direct Mail  
Catalog

Internet  
Web

## Sales

Independent

Internal

## EXAMPLE 2: KEY CHALLENGES

- Channel conflict
- Operational support needs:
  - Distribution
  - Service Levels & Expectations
- Pricing: wholesale vs. retail
  - Consumer: higher margin, lower volume
  - Wholesale: higher volume, contractual support, lower margin, no price control

## EXAMPLE 2: EVEN MORE KEY CHALLENGES

- Different sales force needs and structure
- Messaging: different, but the same
- Marketing tactics

# HOW TO BALANCE?

Implement everything you learn:



# EXAMPLE 1: HOW, BUSINESS

- Business Strategy:
  - Internal VP Sales
  - Grow Regionally
  - Support Sales Force, Supply Companies, Target Contractors and Home Owners

# EXAMPLE 1: HOW, MARKETING

- Marketing Strategy:
  - Consistent Marketing Messaging Calendar
  - Sales Force:
    - Regular Communications
    - Marketing Support (printed, online)
    - Lead Generation
  - Supply Companies:
    - Trade Organizations, Publications and Shows
    - Marketing Support (events, online, mailings, printed)
  - Contractors
    - Same as Supply Company
    - Incentives and Programs
    - Training Videos
  - Home Owners
    - Incentives and Programs
    - Website

## EXAMPLE 2: HOW, BUSINESS

- Differentiate Some Aspects of Product Offering by Channel
- Prioritize Service Needs
- Separate Pricing Structures
- Support Each Channel

## EXAMPLE 2: HOW, MARKETING

- Created “Core” Product Assortments
- Customized additional product based on customer differences, including exclusives
- Established company wide content/offers, with channel variations



## EXAMPLE 2: HOW, MARKETING

- Encouraged interactions with multiple channels
- Marketing support for each channel
- Marketing Plan/Calendar
- Communication

# SOME MARKETING TACTICS

- Website
- Email
- Blogs
- Web Marketing
- Mail
- Phone
- Signs
- Events
- Publications
- Invoices
- Social Media
- Television
- Radio
- Traditional Print

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