

Tlemcen University
Faculty of Economics, Management and Business Sciences

Department of Business Sciences



2nd Year Master Marketing

5. Industrial Marketing Strategy

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B to B Marketing Strategy



A B to B marketing strategy is always linked to the business strategy.

It is necessary to know **the medium and long term objectives** and integrate them into the action plan.

Depending on the sector(s) of activity, the marketing strategy to be developed will concern either the industry as a whole or a product or a family of products (or services).

B to B Marketing Strategy



Two terribly effective tools for defining clear objectives for your strategy:

The SWOT analysis (Strengths, Weaknesses, Opportunities, Threats);



The SMART method (Specific, Measurable, Achievable, Realistic, Time).



Measuring the results of the Marketing Strategy

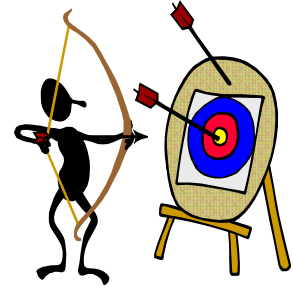
We need to define **Key Performance Indicators (KPIs)** to measure the marketing strategy and to judge the relevance and effectiveness of the marketing strategy in the industry.

Here are some KPI indicators that are interesting to follow:

New leads; percentage of customers who continue to purchase or collaborate, measures customer satisfaction and likelihood of recommendation, customers who purchase regularly...

You can also supplement this with performance indicators for: your website (number of visitors, number of likes, shares, comments, and clicks...)

The B2B Marketing Mix



The B2B Marketing Mix is similar to B2C, but it requires adjustments to meet the specificities of business-to-business markets.

Reminder:

The Mix - marketing: these are the different elements which, when mixed together (hence the term Mix), give a coherent whole and ensure a good balance to the product.

The B2B Marketing Mix



Developing the marketing mix involves respecting a certain number of principles ensuring a good balance and consistency of the marketing actions implemented in a development strategy.

The marketing mix is made up of four essential elements, also called the 4 P rule :

Product- Place - Price - Promotion

For B2B service companies, we add 3P:

People - Process - Physical Evidence