



## Philip Kotler's Ten Deadly Marketing Sins! (2004)

***In South Africa, 90% of all new businesses fail in the 2<sup>nd</sup> year!***

The reasons? Running out of cash and/or lack of marketing & sales experience. It's not a lack of knowledge, but more a lack of marketing-in-practice...the inability to get the entire company to be market oriented or customer obsessed. Philip Kotler, the 'father' of marketing, suggests that you frame the "10-Commandments of Marketing Effectiveness"...his answer to the "10-Deadly Marketing Sins".

### Ten Deadly Marketing Sins

1	The <u>company</u> is not sufficiently <b>market focused</b> and customer driven.
2	The company does not fully understand its <b>target customers</b> .
3	The company needs to better define and monitor its <b>competitors</b> .
4	The company has not properly managed its relationships with its <b>stakeholders</b> .
5	The company is not good at finding new <b>opportunities</b> .
6	The company's marketing <b>plans &amp; planning process</b> are deficient.
7	The company's <b>product &amp; service policies</b> need tightening.
8	The company's <b>brand-building &amp; communications skills</b> are weak.
9	The company is not well <b>organized</b> to carry on effective & efficient <b>marketing</b> .
10	The company has not made maximum use of <b>technology</b> .

### Ten Commandments of Marketing Effectiveness

1	The <u>company</u> <b>segments</b> the market, chooses the <b>best segments</b> , and develops a strong <b>position</b> in each chosen segment (STP).
2	... maps its customers' <b>needs</b> , perceptions, preferences, and behaviour and motivates its stakeholders to obsess about serving and satisfying the customer.
3	... knows its major <b>competitors</b> and their <b>SWot</b> .
4	... builds partners out of its <b>stakeholders</b> and generously <b>rewards</b> them..
5	... develops systems for identifying <b>opportunities</b> , ranking them, and choosing the best ones.
6	... manages a <b>marketing planning system</b> that leads to insightful long-term & short-term plans.
7	... exercises strong control over its <b>product &amp; service mix</b> .
8	... builds <b>strong brands</b> by using the <b>most cost-effective communication &amp; promotion tools</b> .
9	... build <b>marketing leadership</b> and a <b>team spirit</b> among its various departments.
10	... constantly adds <b>technology</b> that gives it a competitive advantage in the marketplace.

Stakeholders (#4 above): Employees, suppliers, distributors, and investors.