

Chapter 1 : Marketing Warfare » theinnatdunvilla.com - Learn from the best

*Marketing Warfare By Al Ries, Jack Trout [-Author-] on theinnatdunvilla.com *FREE* shipping on qualifying offers. Will be shipped from US. Used books may not include companion materials, may have some shelf wear, may contain highlighting/notes.*

By now most of you have figured that out. And most of you are familiar with Marketing Warfare , a book I wrote with my former partner Al Ries on the strategy and tactics that can and should be implemented on the front lines of marketing. With help from Prussian General Karl von Clausewitz we concluded many things about the battlefield marketers face. Today on Branding Strategy Insider, I offer a brief re-cap on some of the greater points that will assist you as you head into the fray! Defensive Position Called for when your organization is the clear market leader. Only the market leader should consider playing defense. The best defensive strategy is the courage to attack yourself. Strong competitive moves should always be blocked. Key Points -You strengthen your position by introducing new products or services that obsolete your existing ones. It protects market share, the ultimate weapon in any marketing battle. Offensive Position Called for when your organization is 2 or 3 in the market, and you have the resources to sustain a challenge to the leader. Launch the attack on as narrow a front as possible. Flanking Position Called for when your organization is in the market, and you have the resources to pursue your flanking move, sewing up that market segment. A good flanking move must be made into an uncontested area. Tactical surprise ought to be an important element of the plan. The pursuit is as critical as the attack itself. Key Points -The success of a flanking attack often hinges on your ability to create and maintain a separate category. The reason is that in a true flanking attack, there is no established market for the new product or service. Perhaps you should have waged guerrilla warfare. Guerrilla Warfare Appropriate for the other 96 organizations in a org market. Find a segment of the market small enough to defend. No matter how successful you become, never act like the leader. Try to pick a segment small enough so that you can become the leader " but never act like the leader. Successful guerrillas operate with a different organization and a different timetable. Get as high a percentage of your personnel on the firing line as possible.

Chapter 2 : Books similar to Marketing Warfare

The book that changed marketing forever is now updated for the new millennium In , Marketing Warfare propelled the industry into a new, modern sensibility and a world of unprecedented profit. Now, two decades later, this Annotated Edition provides the latest, most powerful tactics that have.

It retools effective positioning strategies specifically redesigned for our current climate. Competition, Change, and Crisis. Differentiate or Die second edition. A newly revised and expanded edition of the revolutionary business classic, Differentiate or Die, Second Edition shows you how to differentiate your products, services, and business in order to dominate the competition. It also introduces a new chapter on researching differentiation. In Search of the Obvious BY: Jack Trout New York. This book is not written to make people happy but to explain to marketers what their real problem is. Only then will they begin to look for the obvious solutions that will separate their products from their competitors in a way that is equally obvious to customers. All this comes with no jargon, no numbers, no complexity, and a great deal of common sense. Written in response to the demands by Trout fans, acolytes, and students worldwide, this book brings together the key ideas from his substantial body of work in a quick-bite format. This book outlines the most popular mistakes and their high costs. It names names and makes the key point that knowing your enemy can keep you out of trouble. It also points out Wall Street as nothing but trouble as we have all discovered. Dec To commemorate the 20th anniversary of the classic book that changed an industry, McGraw-Hill has reunited mavens of marketing Al Ries and Jack Trout to make available to another generation of advertisers the book that forever changed the way advertising is done. This book advocates the importance of paying attention to the basics and simplifying the processes in order to stay focused on the core business issues at hand. Keeping it simple has enormous power that is under appreciated. Complexity is the enemy of clear thinking. Jack Trout updates and adds to a concept that he first wrote about in It presents new material on the mind and how it works. It contains the final words on what has become one of the biggest words in business. Ries and Trout offer a compendium of twenty-two innovative rules for understanding and succeeding in the international marketplace. From the bestselling authors of Marketing Warfare comes another winner that turns conventional views of marketing upside-down, presenting a step-by-step approach to turn an effective tactic into an overall business strategy. This book provides a simple template on how to cope with your competition. Based on your position in the category, you must wage four types of warfare: Defensive, offensive, flanking and guerilla. It helps you figure out which type you should fight.

Chapter 3 : Marketing Warfare by Al Ries

"A business book with a difference: clear-cut advice, sharp writing and a minimum of jargon."Newsweek "Revolutionary! Surprising!"Business Week "Chock-a-block with examples of successful and failed marketing campaigns, makes for a very interesting and relevant read."USA Today.

Rather, firms would do better by becoming competitor-oriented. If the key to success were to introduce products closest to those wanted by customers, then the market leader simply would be the firm that performed the best market research. Clearly, much more is required. To illustrate their point, Ries and Trout compare marketing to a football game. If a team simply identifies the goal line and moves the ball towards it without regard to the competing team, they most likely will be blocked in their effort. To win the game, the team must focus its efforts on outwitting, outflanking, or over-powering the other side. This is the case in football, war, and marketing, according to Marketing Warfare. Because of the importance of the competition faced by the firm, a good marketing plan should include an extensive section on competitors. Ries and Trout tell the story of several famous battles in history that illustrate lessons of warfare. These battles range from Marathon in B. The lessons from these famous battles illustrate the concepts of planning, maneuvering, and overpowering the opposing side. These principles are relevant not only to warfare, but also to marketing. Ries and Trout disagree, arguing that once at the top, a company can use the power of its leadership position to stay there. All other things equal, an army with a larger number of troops has an advantage over smaller armies. A larger vehicle has an advantage over a smaller vehicle in a collision. When several companies enter a new market, the one with the larger sales force is likely to become the leader. The larger company has the resources to outnumber smaller competitors. This is not to say that smaller companies do not stand a chance. Rather, smaller companies must recognize the principle of force and attempt to win the battle by means of a superior strategy, not by brute force. Some managers may believe that they can overcome a larger competitor through superior employees. Ries and Trout maintain that while it may be possible to assemble a small group of star performers, on a larger scale the employee abilities will approach the mean. Another argument is that a better product will overcome other weaknesses. Again, Ries and Trout disagree. The way to win the battle is not to recruit superior employees or to develop a superior product. Rather, Ries and Trout argue that to win the battle, a firm must successfully execute a superior strategy. The Superiority of the Defense An entrenched defense that is expecting an attack has an advantage that can only be overcome by an overwhelmingly larger attacker. For example, a defensive position that is in a trench or foxhole will be shielded from the attackers, and the attackers will suffer many more casualties than the defenders. For this reason, the attackers require a much larger force to overcome the defensive positions. The same is true in marketing warfare. Many companies with insufficient resources have tried unsuccessfully to attack a leader. A study was made of 25 brands that held the number one position. Sixty years later, 20 of those 25 brands still held the number one position. It is very difficult to overtake the market leader. The element of surprise helps the attacker, but when the market leader is large the attackers also must be large, and the logistics of launching a large scale attack or a large promotional campaign are such that the element of surprise is difficult to maintain and the defensive position becomes yet more difficult to upset. When the defenders are taken by surprise, it usually is because they ignored warnings or did not take them seriously. The New Era of Competition Increasingly, one hears marketing terms that are borrowed from the vocabulary of military strategy. From "launching a breakthrough campaign" to the "cola wars", the analogy between marketing and warfare is evident. As in military strategy, it is unwise for a firm to publicly state deadlines for its victory. Deadlines often are missed, and the firm loses credibility in the propaganda war if it fails to live up to a prediction. Politicians who are wise to this rule tend to make their campaign promises vague. Publicly stated marketing promises should be vague for the same reason. Firms also should avoid the trap of thinking that if they work hard enough, they will succeed in their attack. Ries and Trout argue that it is strategy and not hard work that determines success. In warfare, when a battle turns to hand-to-hand combat, the advantage resulting from the strategic plan no longer exists. In marketing, a firm achieves victory through a smarter strategy, not by spending longer hours with meetings,

reports, memos, and management reviews. When management declares that it is time to "redouble our efforts", then the marketing battle has turned to hand-to-hand combat and is likely to end in defeat. The Nature of the Battleground In military warfare, a battle often is named after the geographic location where it took place - for example, The Battle of Waterloo. Ries and Trout argue that marketing battles do not take place in geographic areas, nor in stores. Rather, marketing battles take place in the mind of the consumer. Before a military battle, the battlefield usually is mapped and studied in great detail. In marketing, market research traditionally has served this function. However, Ries and Trout propose that the most important information is to know which positions are held by which companies in the mind of the consumer. In other words, who holds the high ground. In military warfare, mountains and higher altitude areas represent strong positions and often are used to present a strong defense. For example, in the U. Mountains often are segmented and competitors may launch different brands each targeting a specific segment. Too often, the leader responds by attempting to counterattack in each segment, only to fail and even to lose its original leadership position. The Strategic Square Ries and Trout discuss four strategies for fighting a marketing war: There often is a significant market share gap between two competitors such that each has approximately a factor of two more market share compared to the next weaker competitor. For this discussion, assume that there are four firms and each is approximately twice the size of the next closest to it. In such an environment, each of the four firms has different objectives: If the market leader attempts to grow larger, then anti-trust issues will be raised. If a major market leader wins the marketing war and causes the next largest firm to exit the market, then the government may take steps to break up the firm that is dominating the market. Consequently, the best strategy for such a firm is a defensive one. The reason is that the gaining of market share from the number three firm is unlikely to make a large impact on the much larger number two firm. However, there are potentially significant rewards if market share can be gained from the dominant firm. The number three firm is too small to sustain an offensive attack on a larger firm. Its best strategy often is to launch a flanking attack, avoiding direct competition, for example, by launching a product that is positioned differently from those of the larger firms. The smallest firm probably does not have sufficient resources to launch any type of sustained attack. If it launched a flanking product, a larger competitor likely would launch a similar one and would have the resources to win more customers. The smallest firm would do best to pursue a guerrilla strategy, identifying a segment that is large enough to be interesting to the small firm but not large enough to attract competition from any of the larger firms. On the mountains in the mind of the consumer see The Nature of the Battleground discussed previously , the high ground at the top of the mountain is owned by the market leader.

Principles of Defensive Warfare A defensive strategy is appropriate for the market leader. Ries and Trout outline three basic principles of defensive marketing warfare: Defensive strategies only should be pursued by the market leader. It is self-defeating for a firm to pretend that it is the market leader for the purpose strategy selection. The market leader is the firm who has attained that position in the mind of the consumer. Attacking yourself is the best defensive strategy. Introducing products better than your existing ones preempts similar moves by the competition. The leader always should block strong offensive moves made by competitors. If the leader fails to do so, the competitor may become entrenched and permanently maintain market share. This move was intended to prevent Bristol-Meyers from advertising Datriil as a lower-priced alternative to Tylenol. However, Bristol-Meyers responded by accelerating the launch of the television advertising campaign. Tylenol sales soared on the publicity and lower prices. Successfully attacking the competition and winning raises anti-trust issues. Attacking oneself is less risky from an anti-trust perspective. It also is preferable to expand vertically rather than horizontally into new markets since laws prevent a firm from using its monopoly in one market to develop a competitive advantage in another. Finally, once there is marketing peace and the brand has affirmed its dominance, it can grow its sales by growing the market.

Principles of Offensive Warfare An offensive strategy is appropriate for a firm that is number 2 or possibly number 3 in the market. However, in some cases, no firms may be strong enough to challenge the leader with an offensive strategy. In such industries, the market leader should play a defensive strategy and the much smaller firms should play a flanking or guerrilla one. Ries and Trout present the following three principles of offensive strategy: Attack on as narrow a front as possible. Avoid a broad attack. Simply attacking any weakness is insufficient. For

example, the leader may charge a premium price and the price may appear to be a weakness. However, the leader may in fact have large profit margins and may be willing to lower the price as much as necessary to defend its position. For example, a leader may be so successful that it is crowded with customers, and the challenger then can exploit that success by offering a better customer experience. The line at our counter is shorter.

Chapter 4 : Books by Jack Trout

That's a physical way of looking at marketing warfare." This book proves that the "us-against-them" mindset thrives, even in this era of joint ventures. If you believe Bill Gates succeeded because he was a nice young man, this book probably isn't for you.

Leadership Secrets of Attila the Hun by Wess Roberts , By the turn of the century marketing warfare strategies had gone out of favour. It was felt that they were limiting. There were many situations in which non-confrontational approaches were more appropriate. The Strategy of the Dolphin was developed in the mid 80s to give guidance as to when to use aggressive strategies and when to use passive strategies. Today most business strategists stress that considerable synergies and competitive advantage can be gained from collaboration, partnering, and co-operation. They stress not how to divide up the market, but how to grow the market. Such are the vicissitudes of business theories. At last, a recent contribution for understanding and using marketing warfare strategies is the visual business war game proposed by S. Defensive marketing warfare strategies - are used to defend competitive advantages; lessen risk of being attacked, decrease effects of attacks, strengthen position. Flanking marketing warfare strategies - Operate in areas of little importance to the competitor. Guerrilla marketing warfare strategies - Attack, retreat, hide, then do it again, and again, until the competitor moves on to other markets. This is a strategy, which utilises its current position. And can be a weak disadvantage against the attacking opposition. In a business context this is a strategy usually applied when a company has a dominant stake in the market place this is usually a monopolised and controlled industry. Marketing with this type of strategy can be identified through barriers of entry. This is where a company has fortified its position by having key strongholds in the Marketing segment or brand identity or product familiarity. They may apply these areas through increasing the equity of the brand or repeat purchases other wise known as customer loyalty strategies Shayne, Milligan. By moving resources and creating new strategies and tactics the intended goal is to create a moving target that is difficult to attack by the opposition. This also equips the defence to repel any attacks the opposition has in store. The interpretation in business explained by Shayne Milligan is when businesses introduce new products, replacement products, modifying existing products and repositioning products as well as changing the marketing segments, target markets or changing promotional focus. This type of defensive strategy is most likely incorporated by entrepreneurial companies with strong marketing research and marketing skills along with the ability to continuously develop their product line Shayne Milligan. By re-deploying your resources to discourage any type of flanking attack. This in business terms is developing new products in a marketing segment that you occupy. By expanding resources the business is able to strengthen their hold on the segment under threat Shayne Milligan. Absolute vodka had found a marketing segment that was less served. In doing so they were able to capture this market by increasing prices by promoting premium vodka this tackled their competition Smirnoff in a space they did not allocate resources towards. This is known as Flanking marketing compared to the strategy of flanking position this was a successful attack towards the opposition Jamie Burns. This initially involves counter attacking the opposition that has attacked you. In business context this is where a counter attack is made on the oppositions weakest point Shayne Milligan. When faced with these competitive signs the options can be frontal deployment of resources by strategically developing new products or improving on products. The other option is finding the oppositions weakest point, which in military terms would be attacking the competition's main territory. Central DuPage a suburban hospital located in Chicago had been under invasion by competitors. Primary and urgent care centres had moved into the local suburban area and with the population rising it became an opportunity not just for the Central hospital DuPage but also for their competitors. In order for the local hospital to protect its share in the market it had to develop new physician offices located in under served areas. This was a counter offence by re-positioning themselves they were able to take in patients through their newly allocated offices where the physicians could refer their patients to the Central DuPage hospital Naresh, K Malhotra. This strategy is specifically designed to engage the opposition with a head on frontal assault. This also means using a substantial amount of resources and financial

commitment when taking on a competitor with this strategy. From marketing to the production process all elements are activated when initiating such an abrasive move. Advertising campaigns and new products are usually intensified to take on the competition where they are strongest this is to weaken their market share and margins by cutting off their leading products and influencing their targeted audience to re-evaluate their loyalty to the brand or product. It is rare to encounter such strategies, as the process is quite expensive and time consuming this is also a high risk venture if the competition has a strong counter offensive attack which, can leave the attacking opponent open to counter strikes. With resources already stretched this strategy is not for the faint hearted. Shayne Milligan explains that this type of strategy is only used when the market space is homogenous, brand equity is low, customer loyalty is low, products are poorly differentiated, the competitor has relatively low resources or the attacker has stronger resources Shayne Milligan. In the US shopping giant Target had entered the Canadian market with financial investments exceeding 4. Part of this initial investment was allocated towards purchasing previously acquired stores of Zellers a local Canadian merchandising mogul. With almost 10 million being spent on the refurbishing of each store as well as the hiring of employees per store. The financial forecast for the Target Corporation was estimated to be around 6 billion per year by the year of This was not to be the case as Targets initiating year in the Canadian retail market failed to achieve any realistic financial goals. Such competition had put the Target Corporation in a position at risk of making more losses than profits, which would also effect their US based stores. Taking on Wal-Mart and other foreign and domestic competition has been unsuccessful but Target continues to move towards dominating some part of the Canadian retail market This strategy is more broadly used as it focuses on subtle offensive attacks. When done properly this type of strategy can avoid a full-scale frontal assault. The objective is to find niches in the marketing space rather than the creating of products that directly compete against the competition. It is more of an indirect assault on the oppositions market share. Shayne Milligan suggests this strategy be used when the market is loosely segmented, some segments are free of larger competitors, the attacker has strong product development resources, the attacker has enough resources to operate in multiple segments simultaneously and the attacker has a decentralized organisational structure Shayne Milligan. This was specifically incorporated to focus on pricing, product form, sales promotion and advertising. They focused on one area at a time against competitors while funnelling specific treatments for patients into one hospital in each area at a time Naresh K, Malhotra. Bypassing is a strategy that is the less indirect compared to the alternative options. In business terms this can be achieved through technological advancements or creating new segments that have not been developed as of yet Naresh K, Malhotra. A guerrilla strategy usually consists of small incremental attacks by using unconventional methods against a larger opposition. In a business context this can be a strategy most commonly used by smaller firms on the bigger competition. These are tactically made forms of communications between the consumers influence of the bigger competitors specifically targeting a market segment that is heavily influenced by the competing opposition. They maybe short burst attacks through price cuts, supply deterrence, executive raids or a promotional blitz, even legal actions against the competition or negative publicity. But this type of strategy must have some type of disengage tactic, as a full on confrontational assault could be disastrous for a small firm Naresh K, Malhotra. In a telecommunications company based in Romania had launched its self in to and already emerging market of mobile phones they did this by acquiring an already unsuccessful firm but re-branding the company and using the already established networks. Two rivalry competitors at that time had complete control of the telecommunications sector in Romania. In order for the smaller firm to compete they had to resort to two marketing warfare tactics. Flanking attacks as well as guerrilla strategies. They were able to penetrate two segments, post pay and pre pay segments by not taking the competition head on through more heavily operated segments of the industry at that time they were able to find an area that was lease productive for the larger telecommunication providers. This was unexpected by the two larger telecommunications providers even though they still controlled a larger portion of the telecom industry the small firm was able to become a medium sized competitor within a short period of time B, G, Cernat. According to the business literature of the period, offensive strategies were more important than defensive one. Defensive strategies were used when needed, but an offensive strategy was requisite. Only by offensive strategies, were market gains made.

Defensive strategies could at best keep you from falling too far behind. The marketing warfare literature also examined leadership and motivation, intelligence gathering, types of marketing weapons, logistics, and communications.

Chapter 5 : Marketing Warfare

"Marketing Warfare" describes how you can do this, and how you can compete for a position in the consumer's mind if you're in an industry already dominated by a leader. I learned more solid, applicable concepts from this book than I did from the first year Marketing curriculum of Harvard Business School.

In the place where they must provide you their email address for their bonus 27, the hyperlink to your own bonus content will induce visitors. Give you their email address and receive whatever listing motivator you have setup to build your listing. Click Funnels for Writers Additionally, it functions to start a publication. A certain percentage of your clients will need to find out from you. Click Funnels supplies a selection of alternatives to cover whatever sort of stream that you would like to produce. Larry will share how writers can use Click Funnels create approaches to advertise your publications, launch a relationship and also to construct an e-mail listing. Just click Funnels has some powerful technologies that is emerging which permits you to segment your listing in ways that are effective. The number one thing which places internet entrepreneurs is they try items. Add purchase buttons if you would like to earn cash in your small business. Testing permits you to tweak your page and sales funnel to make the most of also the value for your viewers and the money that you make. Expert Media Group, his firm, has helped countless customers market thoughts and their books. You can perform any number of items with those in your list. In case you have an autoresponder which operates for you, Click Funnels be a backup in the event data is lost by your autoresponder and can incorporate together. You need different bonus material if folks. The thank you page that folks visit after they register for your listing is another fantastic spot. A squeeze page is a page. You design your pages easily, compose your backup, and may use your own images. In the online era connection is a superior worth. In this manner, you are able to tailor email campaigns according to your audience and where they came out. Just click Funnels stands out as an agency since it permits you to find out more about your viewers compared to other options that are list-building. You would like to set two email lists up based on if your listing is joined by someone later or before the publication is purchased by them. This permits you to communicate to various sections of your audience. The advertisement and some squeeze page will connect with bonus material that promotes your publication. Is see what they are offering regarding services in their small business and research successful writers. You provide a similar kind of product which you be sure that your audience knows about it and send in your own way that is distinctive. This is an easy procedure between two pages and may be installed in as few as 24 hours. Produce a sales funnel to offer your merchandise. Produce a training funnel. There are two windows of opportunity to accumulate the email address of someone: Larry Becht can be a Click Funnels partner that is licensed and has become a marketing expert for the previous ten years. The Expert Media Group, his firm, helps your merchandise and ideas turn. Click on Funnels is a support that is self explanatory. Meaning that if you subscribe to Click Funnels, you do not have to get an autoresponder. With Click Funnels , you may set everything up on your sales funnel through a single heart. You need to plan this kind of thing one month. This gives individuals time also to undergo the collection, and to enroll prior to your book starts in your listing. Click Funnels which makes it effortless to elements of your advertising funnel. You can get when you segment your lists suitably. After individuals have signed up to a listing, they have access to some video from the series every couple of days. The purpose of this is the conclusion of the video collection, your audience has a excellent idea about what is in the book and they are enthusiastic about the material. The most significant thing you can do as an indie writer is to construct an email listing. The method of collecting the email address of someone is using a squeeze page. Larry was an entrepreneur for the past 25 decades. He began analyzing marketing with Dan Kennedy. He became among the first individuals in the world, when Larry watched the possibility of this Click Funnels technologies. So at the conclusion of your collection, you tell people your publication offer your publication plus training classes or training for a higher price point and is dwell on Amazon. In order that they do not need to await the launching date, it is possible to set this up so people may pre-order your publication straight. Click Funnels can manage: You establish a squeeze page which enables people to get into a video coaching set of a few videos within a two-week interval. These

videos cover the four or three important points in your publication. Or folks could be trained by them. You can segment by:

Chapter 6 : Marketing warfare strategies - Wikipedia

A summary of Al Ries & Jack Trout 's marketing bestseller: Marketing Warfare. The marketing concept states that a firm's goal should be to identify and profitably satisfy customer needs.

Chapter 7 : Book Review Of Marketing Warfare | Clickfunnel Design

This is book review on 'MARKETING WARFARE', a Marketing Bestseller by Al Ries and Jack Trout the duo authors of book 'Positioning'. This book explains how 'Marketing is also a war played on the battlefield of 'Customer's minds'.

Chapter 8 : Marketing Warfare - Al Ries, Jack Trout - Google Books

Understanding Marketing warfare The true nature of marketing today involves the conflicts between corporations, not the satisfying of human needs and wants. Marketing is the strategy and tactics a company.

Chapter 9 : marketing warfare | Download eBook PDF/EPUB

Marketing warfare strategies represent a type of strategy, used in commerce and marketing, that tries to draw parallels between business and warfare, and then applies the principles of military strategy to business situations, with competing firms considered as analogous to sides in a military conflict, and market share considered as analogous to territory in dispute.