

Early Market Intelligence



Know the census of your competition.
Know the size and trajectory of your
local home health market.

Marketing Intelligence



A Marketing intelligence system is a set of procedures and sources that managers use to obtain everyday info about developments in the marketing environment.

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- The marketing intelligence system supplies happenings data.
 - Marketing intelligence collecting must be ethical and legal.



Marketing managers collect
marketing intelligence from
various sources.....

Sources

Possible Actions..

- Train and motivate the sales force to spot and report new developments.
- Motivate distributors, retailers, and other intermediaries to pass along important intelligence.

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- Hire external experts to collect intelligence.
 - Network internally and externally.
 - Set up a customer advisory panel.

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- Take advantage of government data resources.
 - Purchase information from outside suppliers.
 - Collecting marketing intelligence on internet.

Marketing Intelligence on Internet

- Thanks to the explosion of the outlets available on internet, customer discussion forms, chat rooms, and blogs can distribute one's customer experience to the marketers seeking information about consumers and competition.

INTERNET

GYRO ON PITA CHICKEN	7.00
GYRO ON HERO	5.50
GYRO ROLL	5.50
SHRIMP ROLL	5.00
CALZONE	5.50
PIZZA	8.00
PIZZA	5.00
PIZZA SNACK	5.00
ADDITIONAL ITEMS - 1.00 EACH	

SINUS PIZZA	
SPINACH	12.00 14.00
BROCCOLI	14.00 17.00
ANCHOVES	14.00 17.00
PEPPERS	14.00 17.00
MUSHROOM	14.00 17.00
ONIONS	14.00 17.00
WIND'S COMBINATION	14.00 20.00
VEGETARIAN	14.00
GLAZED HOT WINGS SLICE	2.50
TOPPING	3.00

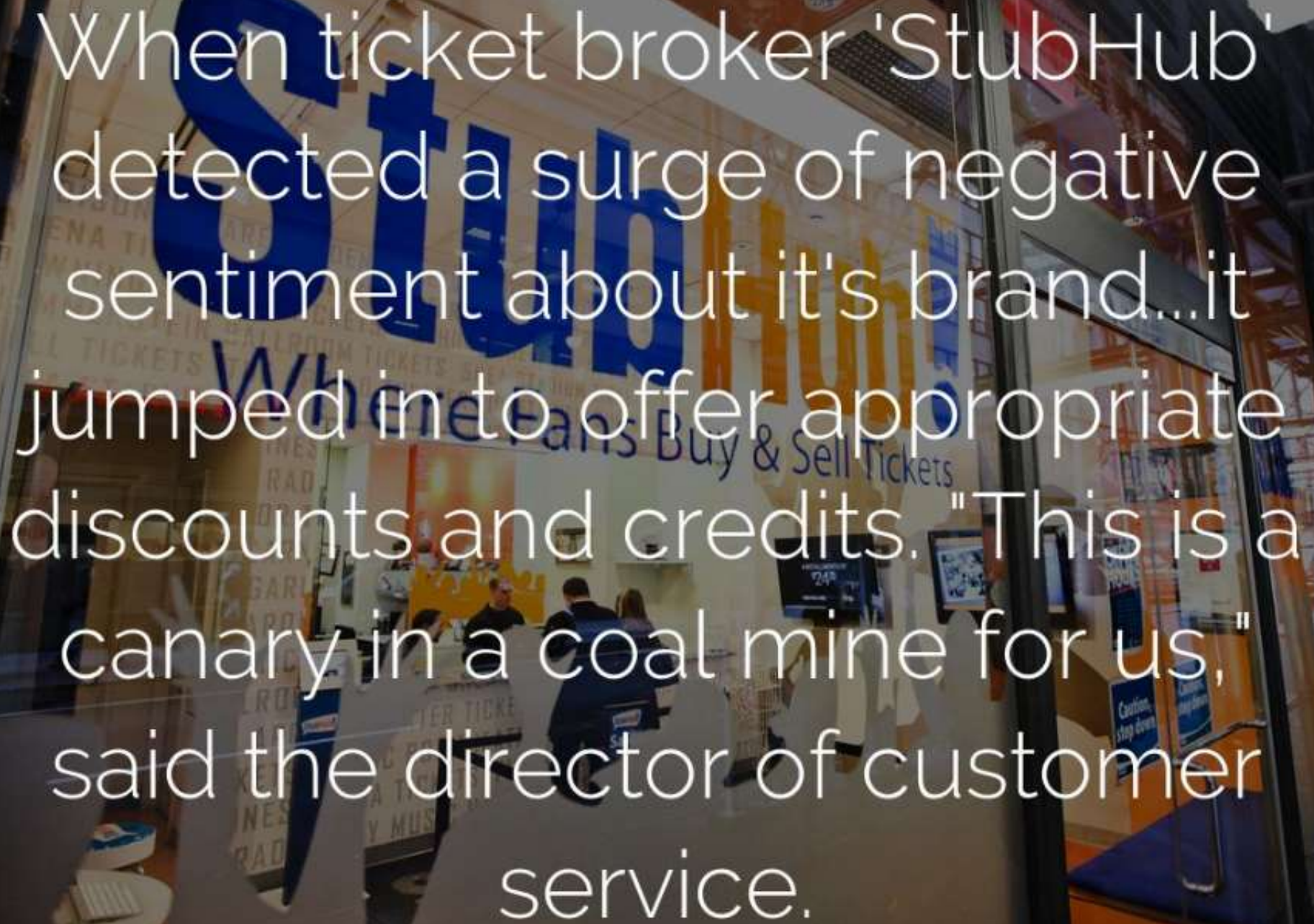
Main ways of reaching products online.

- Independent customer goods and service review forums.
- Distributor or sales agent feedback sites.

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- The background features a dark brown color with a large, light-colored circular graphic. The graphic is divided into three curved segments. The top segment contains the word "Public", the middle segment contains "Blogosphere", and the bottom segment contains "Marketing".
- Combo sites offering customer reviews and expert opinions.
 - Customer complaint sites.
 - Public blogs.

Communicating & Acting

- The competitive intelligence functions work best when it is closely coordinated with the decision-making process.
- As for some relevant examples go further.....

A photograph of a StubHub storefront. The large blue 'StubHub' logo is prominent on the glass. Below it, the text 'Where Fans Buy & Sell Tickets' is visible. The interior shows a service counter with staff members and customers. A television screen displays '24°'. A 'Caution, step down' sign is on the right. The text is overlaid in white on a semi-transparent dark background.

When ticket broker 'StubHub' detected a surge of negative sentiment about its brand...it jumped in to offer appropriate discounts and credits. "This is a canary in a coal mine for us," said the director of customer service.



When coke's monitoring software spotted a Twitter post of a consumer which spread to 10k followers who couldn't redeem a prize from a MyCoke rewards program...Coke quickly posted an apology and rewarded him with his prize.®The changed his avatar on twitter holding a COKE.

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THANK
YOU

