

Course : Entrepreneurship

Lecture 5: Entrepreneurial Marketing

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Panimula

- Marketing = puso ng negosyo (heart of business)
- Tungkulin: tukuyin at tugunan ang pangangailangan ng customer
- Hindi lang simpleng advertising → mas malawak na proseso
- Nagdadala ng produkto sa merkado at bumabalik ng impormasyon sa kumpanya
- Entrepreneurs rely more on creativity kaysa malalaking budget (hal. Red Bull)

Mga Layunin ng Pag-aaral

- Maipaliwanag ang kahalagahan ng marketing sa entrepreneurship
- Matukoy ang mga unique challenges ng small ventures
- Maunawaan ang market research (primary vs. secondary data)
- Masuri ang segmentation, targeting, positioning (STP)
- Mailarawan ang marketing mix (4Ps: Product, Price, Place, Promotion)
- Matukoy ang value proposition at growth strategies
- Mailapat ang social media at guerrilla marketing sa entrepreneurial context

Bakit Kritikal ang Marketing sa Entrepreneur

- Walang market → walang growth
- Entrepreneurs = dapat gumawa ng offer (product + price)
- Dapat i-deliver ang offer (distribution/place)
- Sabayan ng tamang communication (promotion)
- 4Ps = Product, Price, Place, Promotion → core ng marketing system

Mga Natatanging Hamon

- Limitadong pondo at resources
- Kadalasang walang marketing expertise
- Kaunti o walang market share sa simula
- Mababang brand awareness
- Kaunting access sa distribution channels

Market Information

- Kailangan ng datos bago magdesisyon
- Overconfidence = karaniwang pagkakamali ng entrepreneur
- 60% venture failures → kulang sa tamang market analysis
- Dapat suriin: sino bibili, paano sila bibili, saan sila bibili

Dalawang Uri ng Datos

- Secondary Data – galing sa na-publish na sources (industry reports, census, databases)
- Primary Data – surveys, interviews, focus groups, experiments
- Tip: Laging magsimula sa secondary bago gumastos sa primary

Focus Groups

- Structured discussions with 5–10 people
- Stages: Introduction → Rapport → In-depth → Closure
- Sample questions:
- Ano ang huling binili mo? Bakit?
- Ano ang features na hinahanap mo?
- Ano pa ang kulang sa produkto?

Limitations ng Research

- Henry Ford: “Kung tinanong ko sila, faster horse ang sagot.”
- Steve Jobs: customers don't know until you show them
- Bagay para sa incremental innovations
- Revolutionary products → mahirap sa survey at focus group

Customer Decision Process

- Awareness → Perceptions → Preference → Choice → Loyalty
- Entrepreneurs dapat i-guide ang customer sa bawat stage
- Marketing tools: product features, price, availability, communication

Segmentation

- Pagkilala sa mga grupo ng customers ayon sa:
- Demographic (age, income, education)
- Psychographic (lifestyle, risk-taking, time pressured)
- Behavioral (brand loyalty, adoption speed)
- Halimbawa: Millennials na health-conscious

Targeting

- Piliin ang pinaka-attractive na segment
- PTA (Primary Target Audience) vs. STA (Secondary Target Audience)
- Criteria: laki, growth rate, profit potential
- Example: Red Bull → extreme sports youth

Positioning

- Posisyon kumpara sa competitors
- Usually naka-base sa: Price, Quality, Convenience
- Example: Red Bull = high price + high quality
- Positioning map = visual tool

Marketing Mix (4Ps)

- Product – ano ang inaalok
- Price – magkano at paano ipe-presyo
- Place – saan ibebenta
- Promotion – paano ipapahayag at ibe-benta
- Entrepreneurs dapat creative in balancing the 4Ps

Product Strategy

- Core product vs. Augmented product
- Hal. iPhone (core) + App Store & upgrades (augmented)
- Key: Value Proposition + Differentiation

Product Life Cycle

- Introduction → educate customers, secure distribution
- Growth → build loyalty, brand building
- Maturity → differentiation focus
- Decline → efficiency focus

Innovation Spectrum

- Radical Innovation – bagong teknolohiya, risky pero high return
- Incremental Innovation – modification ng existing product, lower risk
- Product Diffusion Curve – innovators → early adopters → majority → laggards

Customer Involvement

- Co-creation: involve customers in design
- Custom Research → learn expectations
- Quality = pinakamahalagang attribute
- Word of mouth = essential for startups

Pricing Basics

- Fixed costs vs. Variable costs
- Price dapat $>$ variable + fixed costs
- Maraming startups fail dahil nagbebenta below cost

Skimming vs Penetration Pricing

- Skimming – mataas ang presyo, maliit ang market share
- Penetration – mababang presyo, malaking market share
- Entrepreneurs: madalas skimming sa start dahil kulang distribution

Price Promotions

- Temporary discounts to attract trial
- Examples: Nike clearance, Amazon Prime free trial
- Goal: awareness + customer lock-in

Price Discrimination

- Different prices for different segments
- Examples: coupons, loyalty cards, student discounts
- Goal: capture more value without losing customers

Distribution Strategy

- Channels are hard for entrepreneurs
- Consumer goods: supermarkets = slotting fees
- Service businesses: location critical
- Must balance outsourcing vs. direct control

Types of Distribution

- Intensive – widely available (soft drinks)
- Selective – chosen outlets (Kate Spade handbags)
- Exclusive – luxury goods (Hermes, LV)

Channel Conflicts

- Conflict kapag bypassed ang distributors (disintermediation)
- Example: Amazon vs. bookstores
- Entrepreneurs need to manage partner power dynamics

Multichannel Strategy

- Multiple ways to reach customers
- Pros: synergies, data, flexibility
- Cons: complexity, higher resource needs
- Example: Dell direct sales → retail → balik sa direct

Promotion Strategy

- Communication Mix: advertising, PR, personal selling, direct marketing
- Integrated Marketing Communications = consistency of message
- Goal: influence customer actions cost-effectively

Push vs Pull Strategy

- Push – trade promotions, personal selling (channel-focused)
- Pull – ads, consumer promos (end-user demand)
- Often combined for effectiveness

Social Media in Entrepreneurship

- Benefits: awareness, sales, data, traffic
- Downsides: costly CPC, low conversion
- Owned media (website, email list) = long-term assets
- SMART goals = Specific, Measurable, Attainable, Relevant, Timely

Guerrilla Marketing

- Non-traditional, grassroots, buzz-creating
- Types: word-of-mouth, buzz, viral marketing
- Pros: low-cost, high impact
- Example: Red Bull Stratos skydive event

Summary

- Marketing = foundation of entrepreneurship
- Entrepreneurs need creativity + strategy
- STP + 4Ps = central framework
- Brand building + customer listening = growth driver

Reflection Questions

- Paano mo malalaman ang tunay na pangangailangan ng customers?
- Aling market segment ang iyong uunahin?
- Ano ang iyong value proposition?
- Anong social media or guerrilla tactics ang gagamitin mo?
- Paano ka magtatayo ng sustainable brand?

Huling Pagbubuod

- Entrepreneurial Marketing = art + science
- Create → Deliver → Communicate Value
- Creativity > Cash, lalo na sa startups
- Strong customer focus = long-term success

Textbook

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