Marketing Strategies to Strengthen the Company's Positioning

Sánchez Trinidad Rosa del Carmen
Soto Pérez Rodolfo, Sánchez Trinidad Adriana del Carmen,
<Universidad Popular de la Chontalpa
Tabasco, México.

ABSTRACT: The main objective of the following research is to create marketing and advertising strategies to increase the positioning of the commercial company `` Consulting, Maintenance, Operation, and Training, Stock Company of Variable Capital ", and increase visibility in the market in order to reach to the potential user.
KEY WORD*: Strategic plan, Corporate image, Marketing, Positioning*

I.   INTRODUCTION AND LITERATURE REVIEW

Marketing

Product oriented (If it is created, they will come to it)

All efforts and resources are totally focused on production, their philosophy is to make products available and inexpensive without having to make a great effort to sell them. Based on mass productions, it is applied in products where demand exceeds supply and competition is less.

McCarthy and Perreault (2001) argue that in these companies it is very common that they do not take the time or the necessary interest to know if what they produce is really what the consumer needs or wants.

In addition, the organization is usually decentralized, that is, each department acts individually, only concerned with doing its part without taking importance of what the other departments do.

Sales oriented (Sell what is produced)

The main task is to convince consumers to buy what will be produced, through sales strategies. Their priorities will be the distribution activities and the means to be used to communicate with them, the communication will be unilateral.

To this concept, Stanton et al. (2007) add that the activity that prevails and that is carried out with the greatest confidence, in addition to allocating almost all the resources, is advertising.

Market oriented (Produce what can be sold)

It focuses on finding, collecting, as well as using information about the needs and wants of the market; which is made up of consumers, competitors and trends. Each of the activities to which they are focused, is carried out with the sole objective of making decisions prior to the beginning of the production and sale process.

So that finally, the market is provided with adequate products or services that anticipate its needs and satisfy them; communication with consumers is bilateral. By implementing this type of orientation "the company is committed to satisfying the needs of its customers in the long term" (Dev, Zheng, Brown and Agarwal, 2008, p.1).

Equally important, McCarthy and Perreault (2001) add that this type of orientation must be aware of the market at all times in order to make the necessary modifications and continue to satisfy consumers before a competitor does, this due to how dynamic the market tends to be. For example, the consumer constantly changes his needs and wants throughout the stages of his life. To this possible problem, Kotler et al. (2004) advise strategically planning a "process of development and maintenance of a possible fit between the objectives, skills and resources of the company" (p.43).

The individual approach that is given to the components of this type of orientation will have its own characteristics and also its own advantages. For example, if the orientation is directed towards the competitor, it "tends to achieve cost advantages for the company by obtaining information on the practices of the competitors, allowing it to reduce costs through adjustments to its value chain" (Dev et al., 2008, p. 3).

On the other hand, Stanton et al. (2007) point out that, unlike product-oriented companies, the organization that occurs in these is completely centralized. Since, the marketing department or whoever is in charge of the area has as part of their responsibilities to channel activities from other departments and correlate

them with marketing, such as; inventory control, storage, planning, budget, among others. That is, now the departments depend on each other, so together they will seek to achieve the objectives.

Market segmentation.
Smith (cited in Ahmad, 2003) introduced the concept of segmentation and defined it as the division of a heterogeneous market into a number of smaller homogeneous markets, with the objective of being able to differentiate preferences; which are attributable to the wishes of consumers; thus obtaining a more precise satisfaction.
For his part, Kotler (2002) has defined it as a process where Marketers identify and analyze profiles of different groups of consumers. Which must be well defined, so that when studying them, sufficient information can be obtained about preferences and requests regarding the different products to create a marketing mix appropriate to your needs.
This procedure arises from the fact that people are different by nature and if an organization decides to operate within a market, it must recognize that it will not be able to serve all its consumers equitably (Vyncke, 2002). Since, it would cause dissatisfaction in these and the possible failure of the company.
For this reason, every organization must first segment the market to know who they are going to target and focus on, in order to identify each of its characteristics, such as their needs, desires, tastes, preferences, purchasing habits, ways of using a good or service and purchase reasons (Powers and Barrows, 2006). Since, as indicated by Ahmad (2003), those people who share the same characteristics or are very similar will react in the same way.
On the other hand, again Stanton et al. (2007) highlight that the practice of segmenting can provide a company with a certain competitive advantage, by obtaining better results by directing all efforts and resources in the development of marketing programs for the desired consumers.
According to Schiffman and Lazar (2001) there are nine categories that constitute the most common bases for segmenting the market, these authors define these variables as follows:
A. Geographical segmentation
The theory behind this type of segmentation is that people who live in the same geographic area share similar needs and desires, attributes that are different from those of those who live in a different area, resulting in the division of the market into localities.
On the other hand, Kotler (2002) adds that the company can operate in any geographic area as long as it takes into account the existing variations between each of the sites.
B. Demographic segmentation
It is based on vital and susceptible statistics to measure a population. Helps locate target markets by revealing trends, which help identify new business opportunities. Hoffman et al. (2005) coincide with the previously cited authors when issuing the variables to be used; some are: age, sex, marital status, occupation, income, education level, race, family size, nationality, among others.
C. Psychological Segmentation
It refers to the segmentation carried out based on the internal or intrinsic qualities of the individual consumer.
D. Psychographic Segmentation
It is one where a relationship is created between the measurement of personality and attitudes. The psychographic profile of a segment can be seen as a combination of activities, interests and opinions. Again Hoffman et al. (2005) reaffirm this concept, pointing out that the variables for this segmentation are: social class, lifestyle, values and psychological characteristics (attitudes, interests and opinions).
For their part, Van Hoof, Vallen, McDonald and Wiener (2007) affirm that the criteria expressed above are related to people's motivations.
E. Sociocultural Segmentation
This type of segmentation is based on variables such as core cultural values, subculture affiliations, family life cycle, and social class.
F. Segmentation related to use
It refers to the frequency of use of the product, service or brand. It is calculated by the level of use, the level of awareness and the degree of brand loyalty. In addition, it helps companies identify potential customers and pay special attention to developing and preserving close relationships with them (Hoffman et al., 2005). On the other hand, Stanton et al. (2007) classify consumers into categories according to the rate of use; "Non-users, sporadic users, regular users and regular users" (p.157).
G. Segmentation by situation of use
It is determined by the occasion or situation of use, which influences the purchase decision process. That is why Marketers use it to persuade consumers to buy suitable products for certain occasions. For example, buying flowers on Mother's Day or chocolates on the day of love and friendship.

To this definition, Hoffman et al. (2005) have added the existence of five situational characteristics that affect purchasing behavior; the physical environment, social environment, temporal perspectives, motive and pre-purchase attitude.

H. Segmentation by benefits

It is based on the perception of consumers regarding the advantages or benefits that a product or service offers them. They are commonly focused on aspects such as finances, comfort or health.

I. Hybrid segmentation approaches

It is the combination of some variables of the segmentation bases, with the aim of not depending only on one base but on several in order to obtain more precise data and descriptions. Some combinations can be psychographic-demographic or geo-demographic.

For a segmentation to be effective, the resulting segments within a market must meet certain characteristics, these must be measurable, accessible, substantial and susceptible to action (Kotler et al., 2004).

Marketing channels

As Kotler (2002) rightly points out, in order to reach the target market there are tools with different characteristics and functions that are used by Marketers, some of these are the so-called marketing channels; made up of communication channels, distribution channels and sales channels.

The distribution channels are those who overcome the obstacles that separate the buyer from the product, such as time and space (Kotler et al., 2004).

To complete this concept, Winer (2004) affirms that the purpose is to create a system to supply the products to the market in an effective way. Some examples of this type of channel can be; commercials, promotions, advertising and direct marketing.

On the other hand, communication channels are those that deliver messages to buyers (Kerin et al., 2004). There are two types, personal and impersonal; the latter are those who send information without obtaining any feedback. While the personal ones are those that need direct contact and there must be a response from the receiver (Winer, 2004).

Finally, it is within the sales channels where producers, sellers and consumers are involved. It is made up of the purchase, sale and transfer of titles. It is worth mentioning that most of the marketing strategies arise from these (Hoffman et al., 2005).

Positioning

Positioning begins with a product, that is, a merchandise, a service, a company, an institution or even a person, perhaps with yourself.However, positioning is not what you do with a product, but what you do. It does with the mind of the prospective customer, that is, how it positions the product in their mind. For this reason, it is incorrect to speak of the concept of "product positioning", as if you were doing something with the product itself.

Consumers are so saturated with information about the brands that exist in the market, that it is already difficult to evaluate the services or products they offer, which is why to simplify the purchase decision they position it in their mind.

The above does not imply that there are no changes in the positioning, there are; but the modifications made in the name, the price and the packaging are not, in any way, changes in the product. These are only superficial modifications, made to secure an important position in the prospect's mind.

Positioning is also the first series of thoughts that address the problems that we barely manage to hear in a 'Over-communicated society like ours.

The act of positioning a product or service in the market is to create "a mental image of the product offering and its distinctive characteristics in the mind of the target market" (Ferrell and Hartline, 2006, p.151) or as Schiffman and Lazar say (2001) positioning "conveys the concept or meaning of the product or service, in terms of the efficiency with which it allows satisfying a consumer need" (p.141).

For their part, Stanton et al. (2007) separate this concept into two parts, the first is the position, which they define as the "way in which current and potential customers see a product, brand or organization in relation to the competition" (p. 163). And the second is positioning, which they have defined as the "use that a company makes of all the elements available to create and maintain a particular image in the mind of the target market in relation to the products of the competition" (p. 163).

The activities to position a product or service will begin after having chosen the target consumer, since the advantageous attractions to be highlighted will depend on it, with the aim that the product does not look the same as the competition, to avoid the risk of that the consumer cannot identify it or confuses it (Kotler and Armstrong, 2008).

The aforementioned authors emphasize the importance of highlighting any advantage that becomes competitive, to give or make the customer feel that they will be given extra value. For example, they could be; low prices, quality services and extra services at no cost.

On the other hand, it is necessary to point out that, during the evaluation of alternatives, the consumer will organize all the information they have on a category of products, so that in their mind the image already positioned will emerge with the benefits that the product or brand will provide. , which will facilitate decision-making (Kerin et al., 2004).

Finally, a necessary point to highlight is the diversity between this concept and that of differentiation, since they are often confused.

In the case of differentiation, it is where all the existing differences between the offer of a company and that of its competition are understood; based on product or service characteristics, additional services or other attributes.

In addition, it is considered one of the most important components for the development of any marketing strategy (Ferrell and Hartline, 2006). Finally, it is important to highlight Porter's theory (cited in González, 2005, p.44), which says that "no company can enter a competitive market without a clear definition of how to position itself"

1.1 of the paper introduces the concept and tried to justify the possible reasons behind the study through a brief review of literature. Section 1.2 clearly mentioned the basic research objectives of the paper. Section 1.3 clarifies the data and methodology of the paper. Finally, section 1.4 interprets the result and concludes

1.2   Research Objectives
Take advantage of the forces that the company has in its various environments, especially in the marketing mix, to offer that advantageous difference to the market (Porter, 2002), however, it is important to clarify that the advantages will only be used if they are aimed at offering a superior value and satisfying customers.

1.3   Research Methodology and Data Analysis
In the first instance, a comparative analysis of the companies of the same commercial line will be carried out to gather information about the presence in the digital and physical market to know the strategies they offer to differentiate themselves from the competition.

Next, a bibliographic documentary research is required that will resort to an exhaustive search of literature referring to basic concepts of marketing, evolution of marketing, marketing environment and marketing strategies, information sources such as magazines, magazines, books, websites, and / or reliable sources that support the results of this project, the instrument that will serve to collect data, store and classify the collection of information, will be the bibliographic records.

Subsequently, a qualitative investigation will be required, with the objective of analyzing and identifying the strengths and weaknesses of the CMOC company to know the functional structure of the organization. This research will be done through instruments such as interviews, conversations, records, discussion groups, etc.

According to this research method, an interview will be conducted with the owner of the company, Ing. Maximiliano García Calderón.

After collecting all the information and measuring the results of the interview, a strategic plan will be carried out by consulting the author (Capriotti, 199: pages 135-239) with his book, strategic plan for corporate image, who is a consultant for corporate image and communication strategies since the state does not have an experienced consultant, said plan must have a favorable direction achieving benefits, on the contrary, the risk cannot be taken where the organization is affected.

With the strategic plan, it will be possible to strengthen both internal and external weaknesses using ideas consistent with the Capriotti consultant base where they will be arranged and promoted in the main structure of the organization. This strategy will be put into practice primarily in the internal people, led by the corporate and ending with the collaborators, this innovation will be reflected in the mercantile company CMOC SA. DE C.V.

1.4   Findings and Interpretation
Carrying out content marketing is not an easy task, but it is necessary to know the target audience well, that way you will be able to know 3 fundamental aspects.
What they may need
What do they think
How is your behavior

The proposal for CMOC is to create content that is easy and fast to read since in the medium in which all the information is found it reaches the mobile phone directly, not letting those who access it from a computer pass.

It is very important that web content does not become heavy, it must consist of being attractive and original, prioritizing the main ideas that you want to reach potential customers.

Finally, CMOC must take into account a very important point, which is that when creating content, the appropriate format or channel must be displayed to capture the information, since it can be an image, video, gifs, app, post, app, among others.

Promote social networks to increase the positioning of CMOC.

The CMOC company before this investigation was closed to many doors in the digital area since they did not have a view on the internet, social networks in these times are the best option to publicize a product or service launched on the market, communicate any promotion or discount to attract customers.

They are also so important to be able to share information with the followers about events or important events that the company carries out, it is even important to also show the day-to-day of the company or employees so that the public can observe the way in which CMOC operates.

Having followers on social networks is too important a point since it shows the trust that the company transmits with users, today everything you publish can be shared, which is why it is important that CMOC has a strategic plan to to be able to provide valuable content, that is, to provide some kind of benefit.

The proposal of the social networks to which the company can be affiliated are, Facebook, Twitter, and Instagram.

FACEBOOK

At the moment the company has a Facebook profile (see image 5.15), this is a personal account, which is used for a non-commercial purpose, this profile was created in order to add users to publicize the company by medium of videos, and updates, but it is not active at the moment.

Keep in mind that, although all updates are public, only people who have added you as a friend will be able to see the content.

Creating a Facebook profile is not an option for companies that want to promote products or interact with customers.

However, creating a fan page is a commercial account that may well represent the CMOC company, since it is a profile similar to that of Facebook, with the difference of the profile being that it can manage and monitor the interaction and participation.

The difference between a profile and a fan page is that you can only create a profile with your name, however, in a fan page you can have an unlimited number of pages associated with your account, in the case of CMOC it has been given the proposal to have several people managing and contributing to your page.

Having a fan page is great because it can generate unlimited online followers, just click the "Like" button to start receiving updates from CMOC.

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