

# The “Marketing in Action” Series

**GROWTH**



**INNOVATION**



**TECHNOLOGY**



**RISK**



# Cooper

**A Premier Marketing Organization**

**Business • Technology • Industrial • Digital**

**A Better Way**

# Cooper

A Premier Marketing Organization  
Business • Technology • Industrial • Digital  
A Better Way

## INTRODUCTION

TO: Marketers and C-Level Executives

Here is your personal copy of our four-part series “Marketing in Action”. This series focuses on some of the areas that many C-Level Executives and marketers cite as the most challenging today. They include, but are not limited to **Growth, Innovation, Technology and Risk**.

Each individual section of the series details how to optimize and use it more effectively to enhance and strengthen existing and future marketing efforts.

Cooper has leveraged decades worth of industry knowledge, strategic thinking, and innovative creativity into this Series. We also are aware that helping you translate marketing and sales opportunities into successful competitive advantage creates value for both your company and shareholders.

We sincerely hope that you enjoy reviewing this Series and that you will find it a useful reference.

The  
*“Marketing in Action”*  
Series  
GROWTH



**Cooper**

**A Better Way**

**Business & Technology Marketing**

# The “Marketing in Action” Series

## Introduction

Corporate growth is realized by increasing existing revenue and profitability, exploring and entering new markets, and launching new products all of which can help take your sales and marketing expectations to reality and new levels of growth.

“Applying Competitive Intelligence and Market Research, F H Cooper is helping clients launch new products and fully explore new markets.”

*(CEO/CFO Magazine)*

## Background

Marketers and C-Level Executives cite Growth as one of the more challenging areas today. In the promotion process, entering a market or industry that is known, but one in which you are not presently represented is a challenge. However, entering an industry or new market that appears to have great sales and marketing potential, but in which you are not known, can be daunting.

## Meeting the Challenge

To meet this challenge, competitive intelligence and market research are helpful tools. More solid data can be obtained by personally interviewing a small cross section of companies and individuals that comprise this new market. We can learn their opinions about your products (or services), their attitudes toward possible purchase, and to what degree they think your efforts will succeed. Some of the individuals targeted for interviewing should be corporate decision makers. In addition, talking to their customers will provide additional input about specific products or services and whether they would purchase and use them.

Interviewing a small cross section of your target industry will provide a snapshot of the future success or failure of your efforts. In this effort, segmentation can be applied since it can help serve multiple segments with different offerings and elicit more specific input.

Some of the questions you might consider are:

- How do you see our product or service improving your business?
- What kind of ROI are you looking for?
- How important do you see the cost/benefit relationship?
- What factors do you think would support a “buy” or “no buy” decision?

## Considerations

Once there is sufficient data to indicate a positive decision to enter the new market, there are many considerations including product or services positioning, or the possibility of forming an alliance. Positioning involves dividing the market into homogenous groups based on their geographic, demographic, behavioral profiles.

Alliances hold great promise for companies that want to enter new markets but are not familiar with them. The object is to locate a suitable partner who already sells into that market and is familiar with it. In return, you will help them achieve one or more pre-established objectives that will benefit their company. It is not uncommon for alliances to be formed between buyers and vendors, or vendors and manufacturers. Many of the most popular products on the market today did not exist five years ago. Alliances created those products and, in some cases, created new markets in which to sell them.

## Strategic Fit

If you select a new market to address, and there is not a strategic fit, all the promotion will not help you be successful. From beauty products to heavy machinery and equipment, there must be an actual (not perceived) benefit that your product exhibits that either does not presently exist, is not available from your competitors, or is just not available in that specific market.

Although price may be a consideration, it should not be a major factor. Benefits usually win the day. Today's public and executive management have become more sophisticated when it comes to purchasing.

## Note

Once you have gathered all the information and data about the new market, it is suggested that you "tiptoe" into that market to affirm the integrity of the data you have gathered. If this foray into that new market proves successful, you might consider launching a full-blown promotional campaign.

## The Last Word

These are a few suggestions you might think about when creating a Growth program or contemplating a new product launch. Today is an ideal time to start evaluating new markets for your products and services. Once you select the ideal target market, it's time for *Marketing in Action*.

The  
*“Marketing in Action”*  
Series  
INNOVATION



**Cooper**

**A Better Way**

**Business & Technology Marketing**

# The “Marketing in Action” Series

## Introduction

“Creativity is thinking up new things. Innovation is doing new things.”

Theodore Levitt (Renowned Economist)

Innovation is vital to every business. It is the combination of creativity and implementation to create business value. Today, markets are highly competitive because of new technologies and knowledge-sharing opportunities offered online. New ideas are crucial to a business in improving its processes, introducing new and improved products, increasing efficiency, and improving its profitability. Studying your market and understanding how innovation can add value for your customers will result in a profitable and sustainable business.

## Background

Some of the areas that marketers and C-Level Executives cite as challenging today include, but are not limited to Growth, Technology, Innovation and Risk. There are many definitions for Innovation. We have condensed a few of them to this end: *Turning an idea into a solution that adds value from a customer's perspective and adds value to the organization.*

## Meeting the Challenge

One of the biggest challenges is that many companies do not invest in, or support a new idea to make it happen. Developing new ideas is easy, but those ideas need to be executed. Simply put, Creativity is thinking of something new, while Innovation is implementing something new. Companies must move from idea generation to product commercialization.

## Considerations

Placing innovation into the core of an organization's thinking changes the conversations, it shifts the whole dynamics of where to go to grow and sustain the organization for the future. Here are some suggested guidelines for businesses looking to instill innovation into their own company culture. Set a single-minded goal or objective. Create the right conditions for innovation, obtain visible senior management support, create a team with diverse disciplines and skills with a strong focus on results, value others' ideas and sharing and learning. Share big ideas with employees, partners and customers, play to your strengths, being an established business gives you an advantage over pure startups, and lastly, have an obsessive customer focus. Every great idea addresses a real customer problem.

Focus on the problem not the idea. When managing innovation is closely tied to business strategy, companies give themselves a better chance of fostering innovation for valuable outcomes.

## Strategic Fit

The process for developing an innovation strategy should start with a clear understanding of specific objectives to help the company achieve a sustainable competitive advantage. For innovation to create value, it must save the customer money, make a product easier to use, be more reliable, more durable, cheaper, or provide some larger societal benefit.

## The Last Word

These are a few suggestions that you might consider when contemplating the creation of an innovation strategy. Today is an ideal time to start evaluating new markets for your products and services. Once you select target markets with great sales potential, it's time for *Marketing in Action*.

### Acknowledgement Excerpts:

Entrepreneurs/powered by  
Chamber of Commerce of Montreal's  
Acclr experts  
Idea to Value  
The Community for Creativity  
and Innovation  
The Manufacturer  
*Harvard Business Review*  
Gary P. Pisano  
*Digital Marketing Magazine*  
Peter Sayburn



# The *“Marketing in Action”* Series TECHNOLOGY



## Cooper

A Better Way

Business & Technology Marketing

# The “Marketing in Action” Series

## Introduction

Technology has evolved and shaped our workplaces in many ways, through the adoption of tools like the internet and email for communications, word processing, spreadsheets and presentations for office productivity, electronic databases, and robots and artificial intelligence for automation. The challenge for marketers will be how they use the data they collect. Without marketing intelligence that unifies data insights, the technology will not deliver the anticipated results. Today, markets are highly competitive by employing these new technologies and knowledge-sharing opportunities offered by the Internet.

With respect to Artificial Intelligence, “It requires a shift in thinking to get computer scientists to focus on business impact before optimal statistical models...Figure out the impact on the business first. Know what you are solving for. Know what business challenge you need to address.” (1)

## Background

Some of the areas that marketers and C-Level Executives cite as challenging today include, but are not limited to, Growth, Innovation, Technology, and Risk.

Technology affects the way individuals communicate, learn, and think. It determines how people interact with each other. We are living in an era where technological advances are common such as the internet and cell phones.

Technology such as the web, mobile phones, social media, and customer relationship management systems greatly affect modern marketing. Technology helps businesses grow and prosper, create relationships, strengthen the effectiveness of organizations, allow people to learn about one another, and greatly affects the way companies communicate with prospective customers. Technology is an important and strategic tool to increase overall efficiency and stay on top of competitors.

## Meeting the Challenge

“How to be more productive” is one of the most searched topics online. Technology is the only productivity strategy that can be applied to many different workplaces. Some ways technology can increase workplace productivity are by making the workplace more conducive to remote working, creating an environment for collaboration, making project management seamless, automating time tracking, eliminating the need for manual file sharing, and empowering self-service to name a few.

## Considerations

It is no secret that millennials are driving the digital workplace. Even as they drive faster technology adoption in the workplace, they worry about losing jobs to automation. A deeper look at the conflicting data by CompTIA shows that millennial views reflect the personal impact of automating technologies on their lives and work. About 60 percent of younger workers see well-established examples of automation like bank ATMs and online travel booking that increase personal convenience as more positive forms of automation. However, only 43 percent of younger workers are positive about more advanced technologies like factory automation that could potentially replace today's current jobs. Millennial and Gen Z workers who connected with mobile devices at an early age, now expect similar types of interaction with technology when they enter the workplace.

## Strategic Fit

The company ultimately must figure out what new technologies make sense for their business, and what's going to make them more productive, more efficient, and more profitable. With advancing information technology, businesses must adapt to more efficient structures that utilize the latest in robotics and machine learning capabilities to create optimal human-robot cooperation. However, there are vital rising concerns regarding the possible consequences of deploying artificial intelligence, sophisticated robotic technologies, automated vehicles, self-managing supply modes, and blockchain economies on business performance and culture, including how to sustain a supportive business culture and to what extent a strategic fit between human-robot collaboration in a business ecosystem can be created.

## The Last Word

These are a few suggestions that might be considered when contemplating a technology strategy. Today is an ideal time to start evaluating new markets for your products and services. Once you select target markets with great sales potential, it's time for *Marketing in Action*.

### Acknowledgement Excerpts:

MV Organizing /Ben Davis  
TINY Pulse Lori Li  
Steven Ostrowski, Dir. Corp  
Communications CompTIA  
Bussecon International Academy/  
BSCint  
Digital Marketing World Forum  
Hannah Pinchbeck, Mkt Mgr  
Versatech International  
(1)Scott Berinato, Senior Editor at  
Harvard Business Review,  
Special Issue, How AI is Changing  
Work

The  
*“Marketing in Action”*  
Series  
RISK



**Cooper**

**A Better Way**

**Business & Technology Marketing**

# The “Marketing in Action” Series

## Introduction

Everyone from Adam Smith to John Maynard Keynes has supported risk as a force that propels economic progress.

“The risk and return characteristics of innovative ideas and projects presents another challenge for decision makers. Like a share of corporate stock every project has a unique risk-return profile. Executives must consider an individual project’s risk-return profile when they decide to commit or withhold support. “ (1)

## Background

Financial risk is concerned with a company’s ability to generate sufficient cash flow to be able to meet debt related obligations. Business risk refers to the basic viability of a business to be able to make sufficient sales and generate sufficient revenues to cover its operational expenses and turn a profit. Rewards can be dramatically enhanced by adding a degree of risk to the equation. The question is how much risk should a company take? Sometimes you need to take a risky action to pull ahead of your competitors.

## Meeting the Challenge

All business involves risk, but project managers work to bring the amount of risk down as much as reasonably possible. While “reasonable” levels will differ, there are similar risk management considerations available to apply before starting a project. Four common types of risk management are financial, physical safety, technical and contractual. Although risk is part of business, you don’t have to be vulnerable to it. Risk management techniques can lower the project management risks and keep the company running smoothly.

## Considerations

Some of the risk tolerance considerations for project managers are:

- establishing the level of risk an organization is willing to accept to reach its goals
- risk tolerance - identifying how sensitive the stakeholders are to risk
- establishing a level beyond which the organization will no longer tolerate risk

## Strategic Fit

Strategic fit expresses the degree to which an organization is matching its resources and capabilities with the opportunities in the external environment. Strategic risk management is the process of identifying, quantifying, and mitigating any risk that affects a company's business strategy, strategic objectives, and strategy execution. We are aware that there is some degree of risk associated with almost everything we do.

## The Last Word

Every business executive should have a working knowledge of risk management and sound decision-making. The more input that can be obtained regarding a specific action that requires a decision, the safer and sounder that decision will be. Please note that a risky decision that worked and resulted in great rewards in the past, does not mean that it will work the same way next time. Project all likely scenarios and their consequences before you embark on a risky decision.

These are a few suggestions to think about when contemplating a risk or risk management strategy. Today is an ideal time to start evaluating new markets for your products and services. Once you select target markets with great sales potential, it's time for Marketing in Action.

### **Acknowledgement Excerpts:**

Technology Advice.com

Jean Fulmer

Massaro

Blog: Wes Hopmans

Workiva /Mike Rost, VP

(1)The Innovator's Toolkit, Harvard Business

Essentials, Harvard Business School Publishing

Corporation ISBN 13:978-1-4221-9990-9

# Cooper

...we create marketing excellence

## Client Relationships

These are some of the Fortune and mid-sized companies, not-for-profit organizations and government agencies with whom we have had the pleasure to work.



## **Our Value Proposition**

Our value proposition is based on our objectivity as an outsider, and our knowledge and experience in the fields of marketing and technology. Many of us have spent decades working in the industrial and technology fields and can leverage a great deal of historical data.

Additional client value is derived from our understanding the impact of marketing fundamentals on profitability, managing change to your advantage, and maintaining integrity, clarity and transparency throughout our business relationship.

# **Cooper**

**A Premier Marketing Organization**

**Business • Technology • Industrial • Digital**

**A Better Way**

312-965-0540

[www.cooperllc.net](http://www.cooperllc.net)

[fcooper@cooperllc.net](mailto:fcooper@cooperllc.net)