

How to understand the domain of Operative and Tactical Marketing

... an example instead of
INTRODUCTION

PA116 DUM Introduction



INVESTMENTS IN EDUCATION DEVELOPMENT

What is Operational and Tactical Marketing (OTM)?

- Please, answer the question !
- Hints:
 - First: it is not a strategic marketing !
 - Second: the main question of OTM is: how to convert a possibility to sell into a real business?

What we need to know to understand this domain?

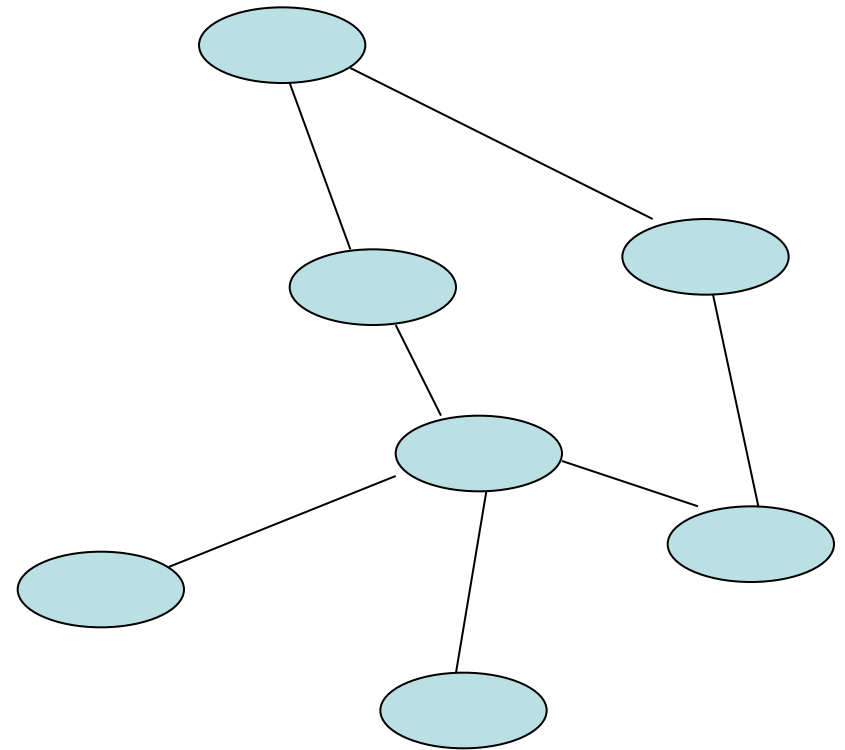
- Please, answer the question !
- Hints:
 - First: typical Objects of the domain
 - Second: their mutual Relationships (typical again)
 - Third: typical behavior of objects that can have a behavior (agents)

What are the typical objects?

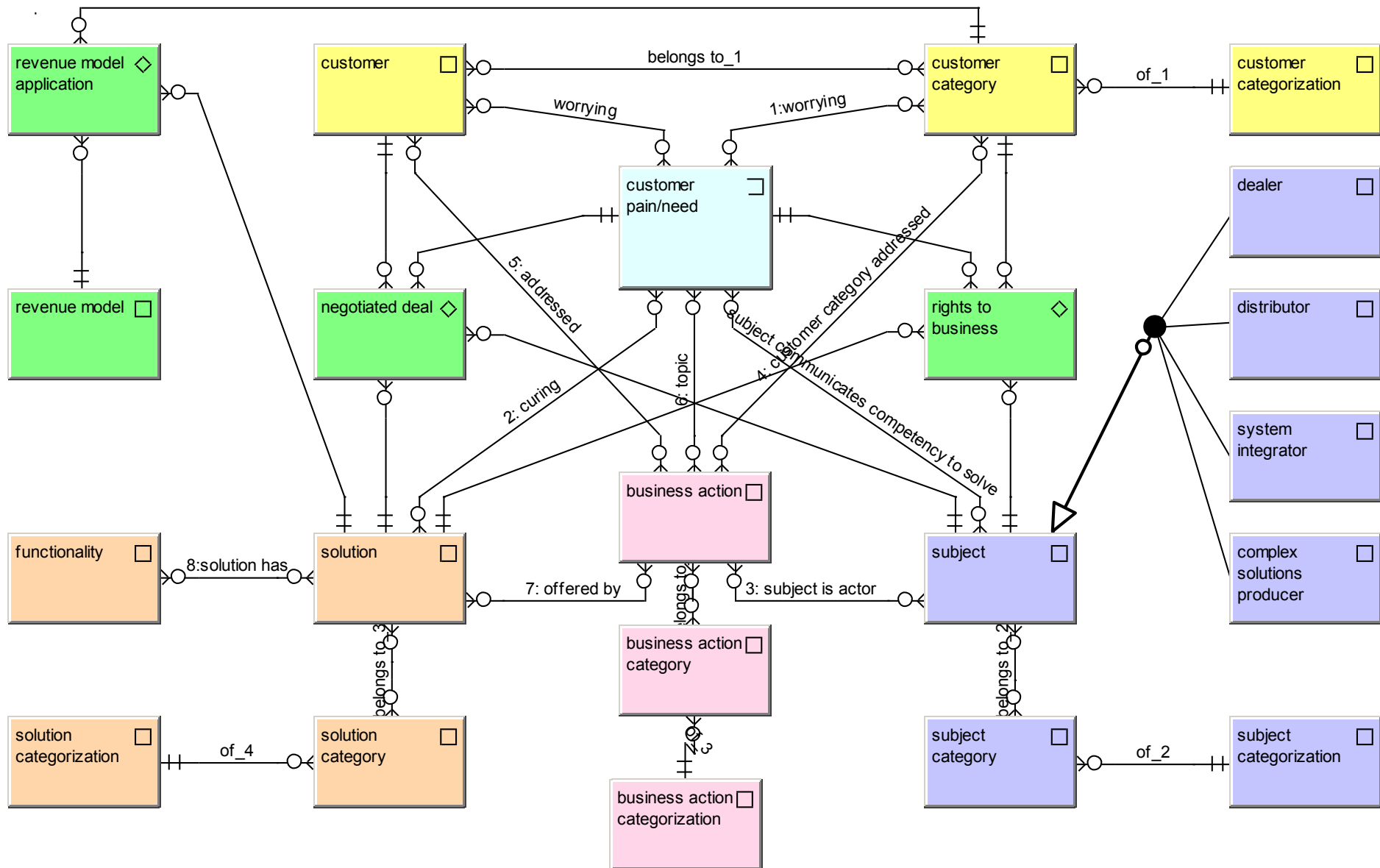
- Please, answer the question !
- Hints:
 - Customer, including a potential one
 - Customer's need/pain/problem
 - Our Solution (Product or Service)
 - Functionality of a solution
 - Our Partner or Competitor
 - Categorizations of the above mentioned
 - Action to make the possibility2business conversion

What are the important relationships?

- Customer, including a potential one
- Customer's need/pain/problem
- Our Solution (Product or Service)
- Our Partner or Competitor
- Categorizations of the above mentioned
- Functionality of a solution
- Action to make the possibility2business conversion



Mind Model: Operative and Tactical Marketing



What is the Mind Model?

- Remember/imagine the situation when computers didn't exist:
- A Company had a collection of books
 - Book of Customers, Book of Suppliers, Book of Invoices, Book of Orders, Book of Products, Book of Dealers, ...
 - Ledger
- Items in rows in one book referred to row(s) in other books or in the same book (1:1, 1:M, M:1)
- If we want now to think about the whole situation, if we want to improve it or to implement it on computers, we need ...
schema of books + mutual references
- **Mind Model** is a mental order of all tangible or intangible items we have **to keep in evidence** (what books and what references between them)
- It is a tool for minimizing of chaos in thinking and in negotiations connected to what we want or what we need to do

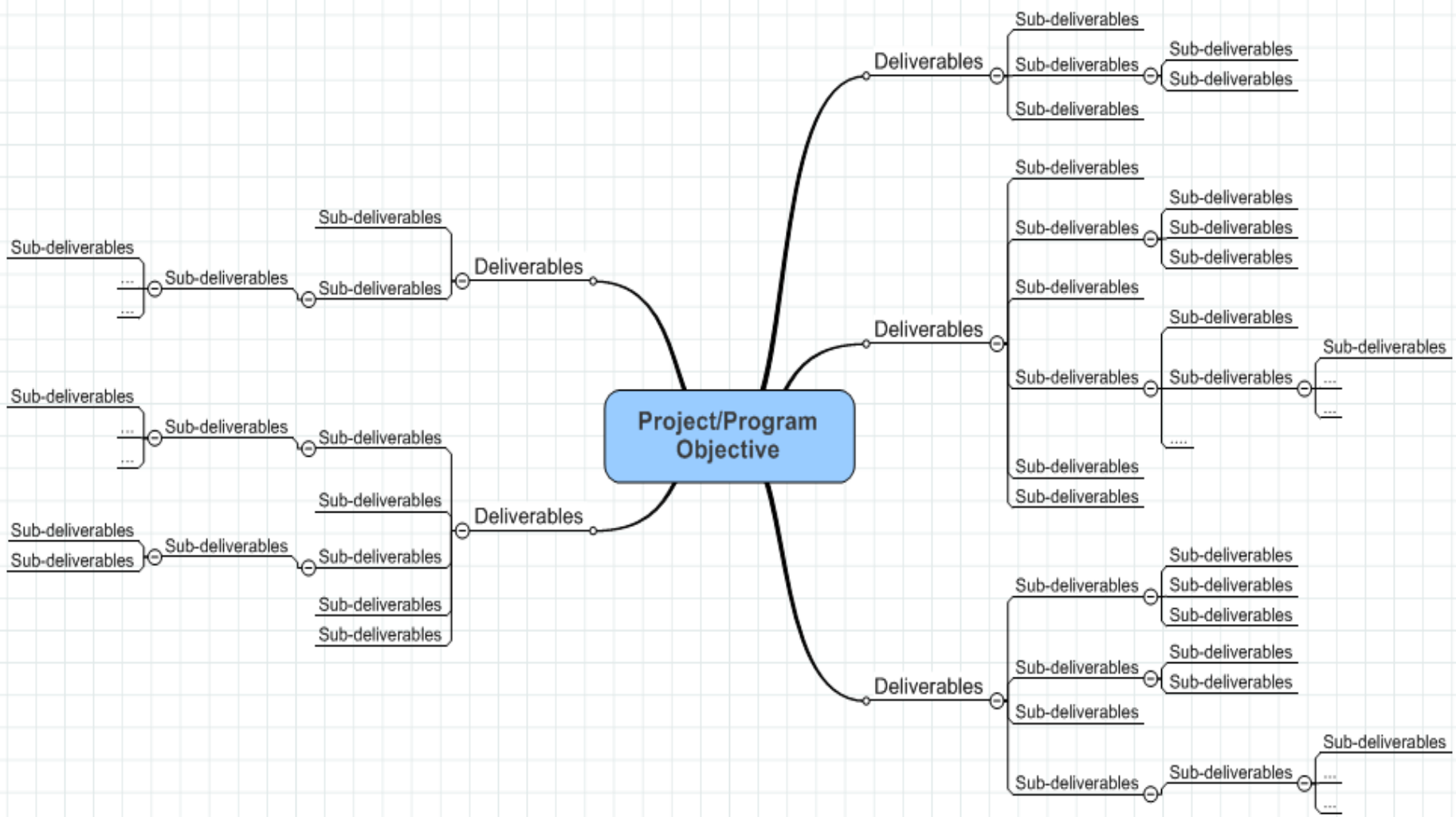
Mind Model

=

Conceptual Model

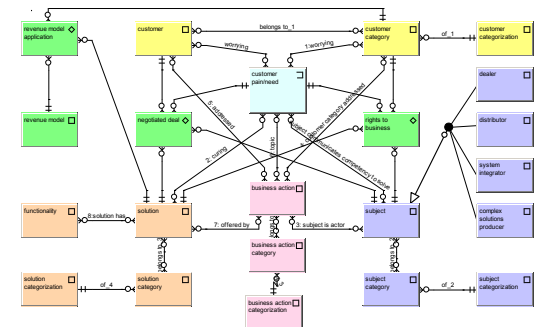
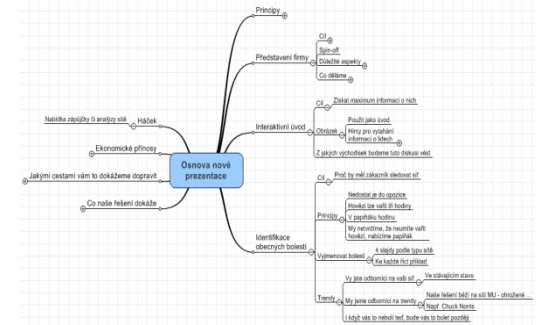
What the purpose of
something like this can be:

Let's start with "Mind Map":



What the purpose is

- (Step-by-step explication:)
- Mind Map:
 - Orientation in connections of the type “whole-part”;
 - Breakdown structures
- Mind Model:
 - Orientation in all other connections
 - Creation of **common dictionary**
 - To be able to **think** about a problem **jointly** and
 - To be able to **utilize** the results of thinking **in the same way**



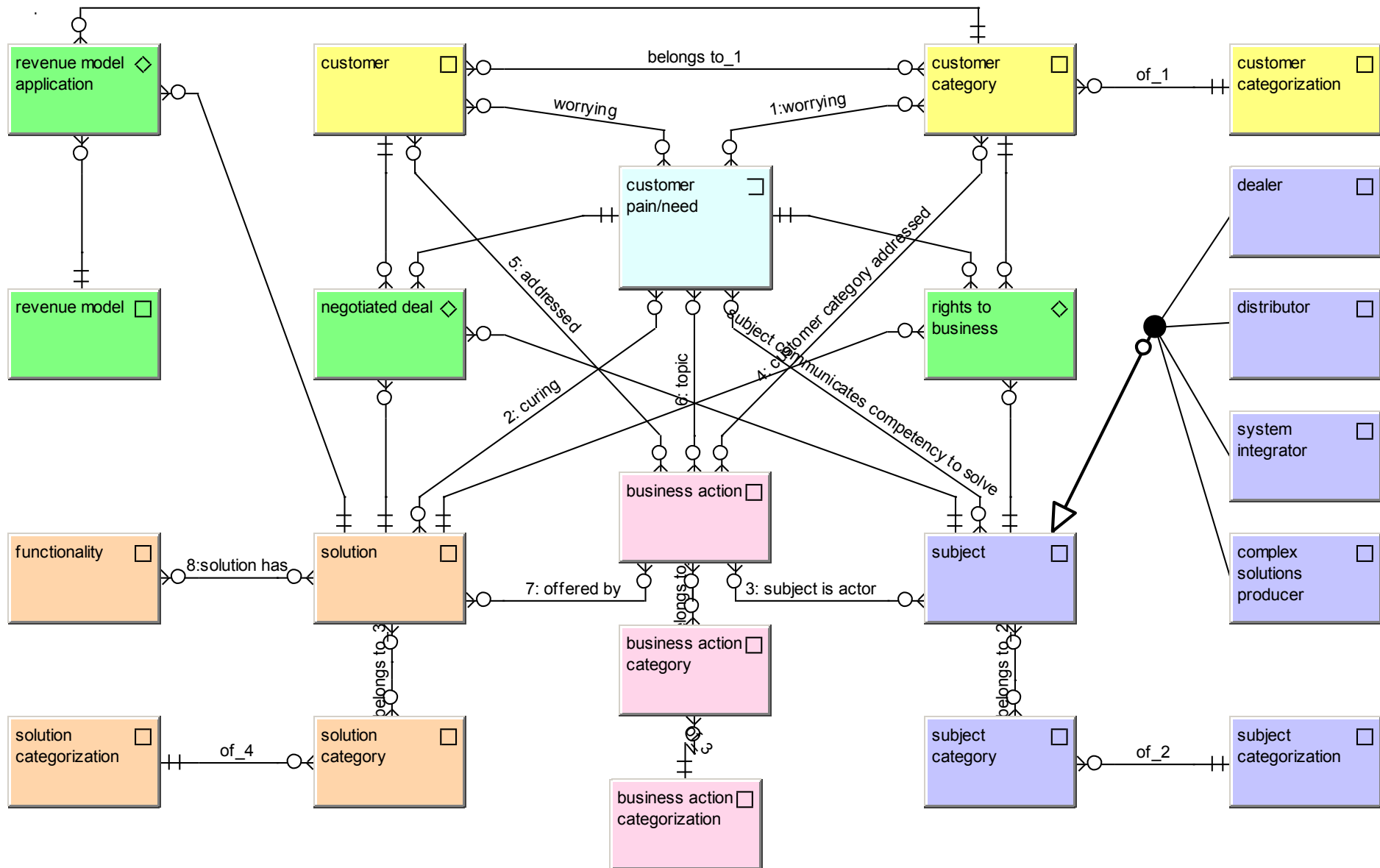
USE

MENTION

Leverage of Mind Model

- Whenever we do something we do it following some mind model—we have an idea what to do, a private one or a shared one
- Misunderstanding and incorrect thinking during negotiation **WHAT** to do (in the phase **MENTION**) multiplies costs in realization (in the phase **USE**)
- Investments into a good and shared Mind Model are small in comparison with investments into realization by “any” not shared Mind Model
- The matter is: „**for a little obtain a lot and do not thief** “

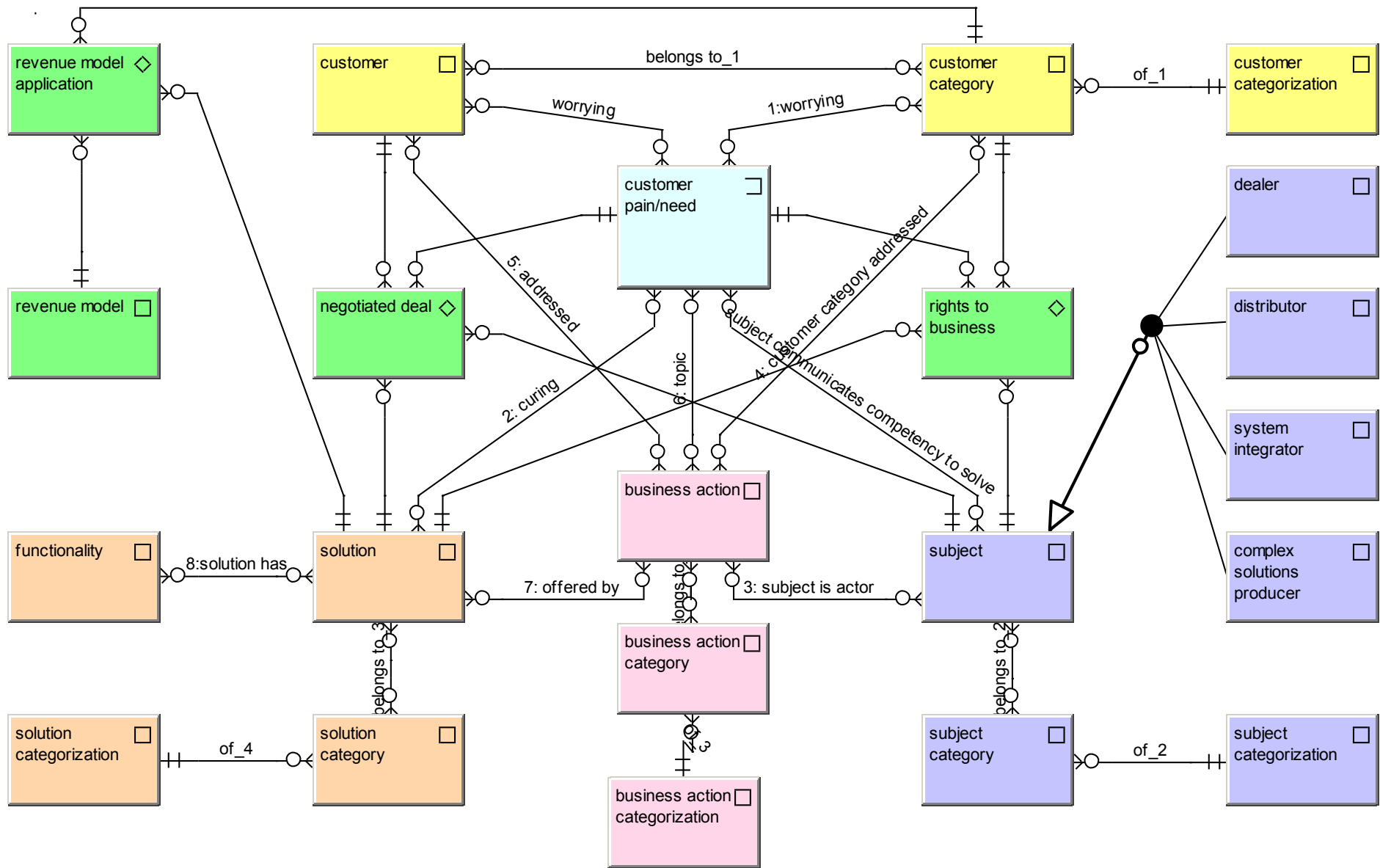
Mind Model: Operative and Tactical Marketing



How we can use such a Mind Model

- To fill up the books by particular instances
 - #Customer, #Customer category
 - #Solution, product, service (our own / competitor's one)
 - #Subject, #Subject category (our partners, competitors)
 - #Action heading for income flow
- To fill up references between books
- To revise our thinking by the model now and in the future
- To implement an extension of the company's ERP system in alignment with this Mind Model

Mind Model: books, references, sections in a bookcase



Let's start with sections in a bookcase

- Subject & co
- Customer & co
- Solution & co
- Business action & co

- The Use

- The “central entity”

Subject & co

Customer & co

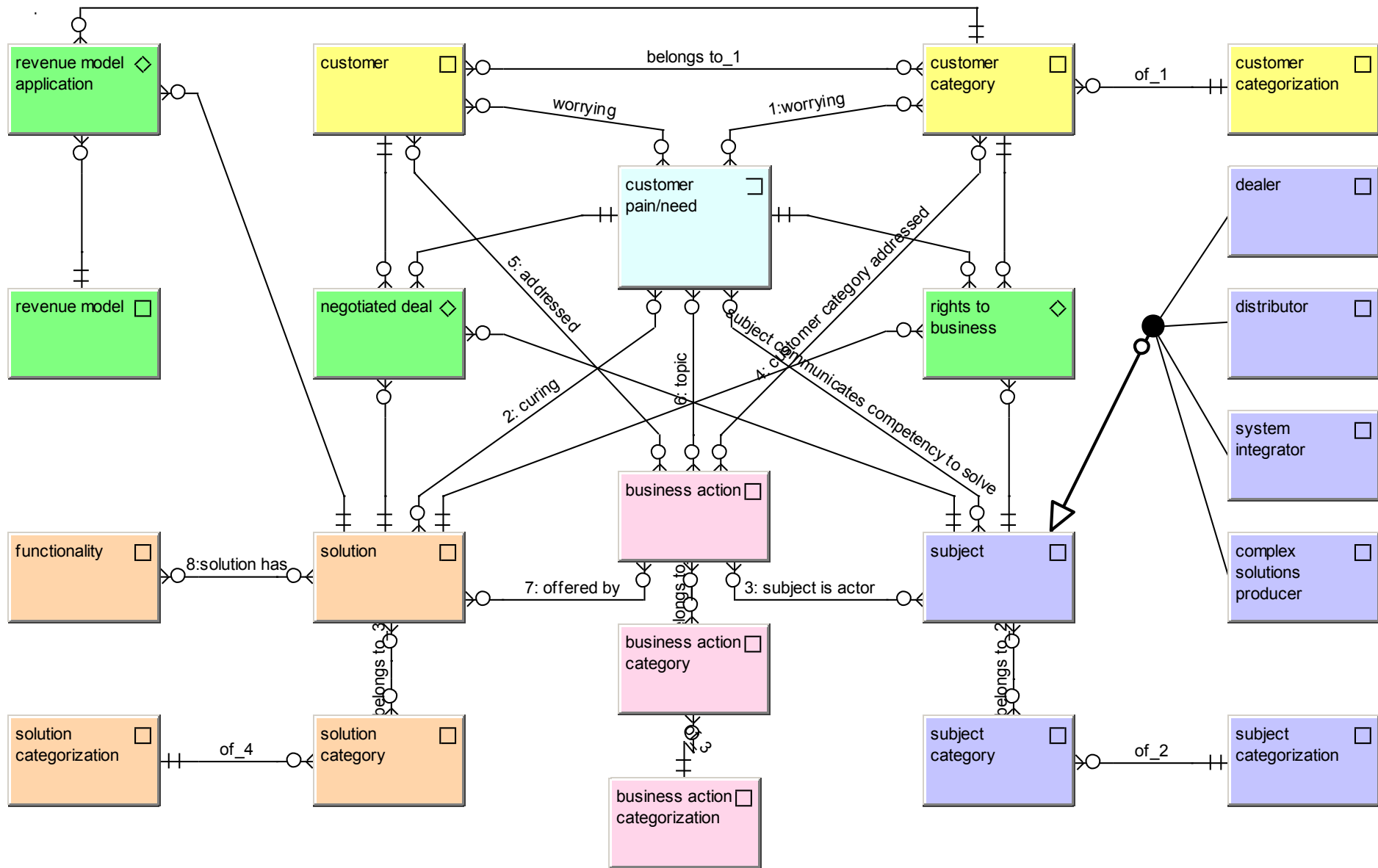
Solution & co

Business action & co

The Use

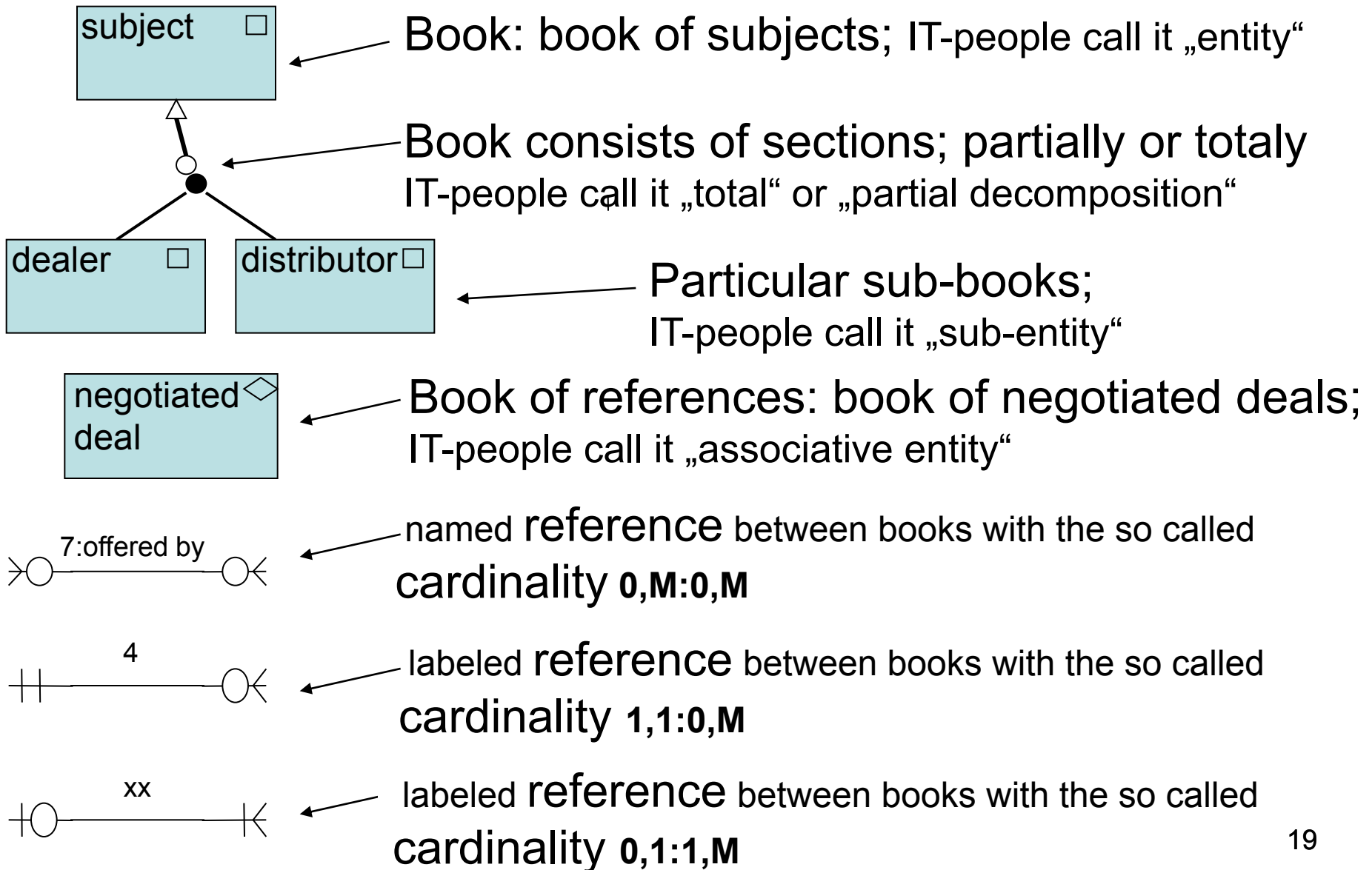
Customer
pain / need

Mind Model: books, references, sections in a bookcase

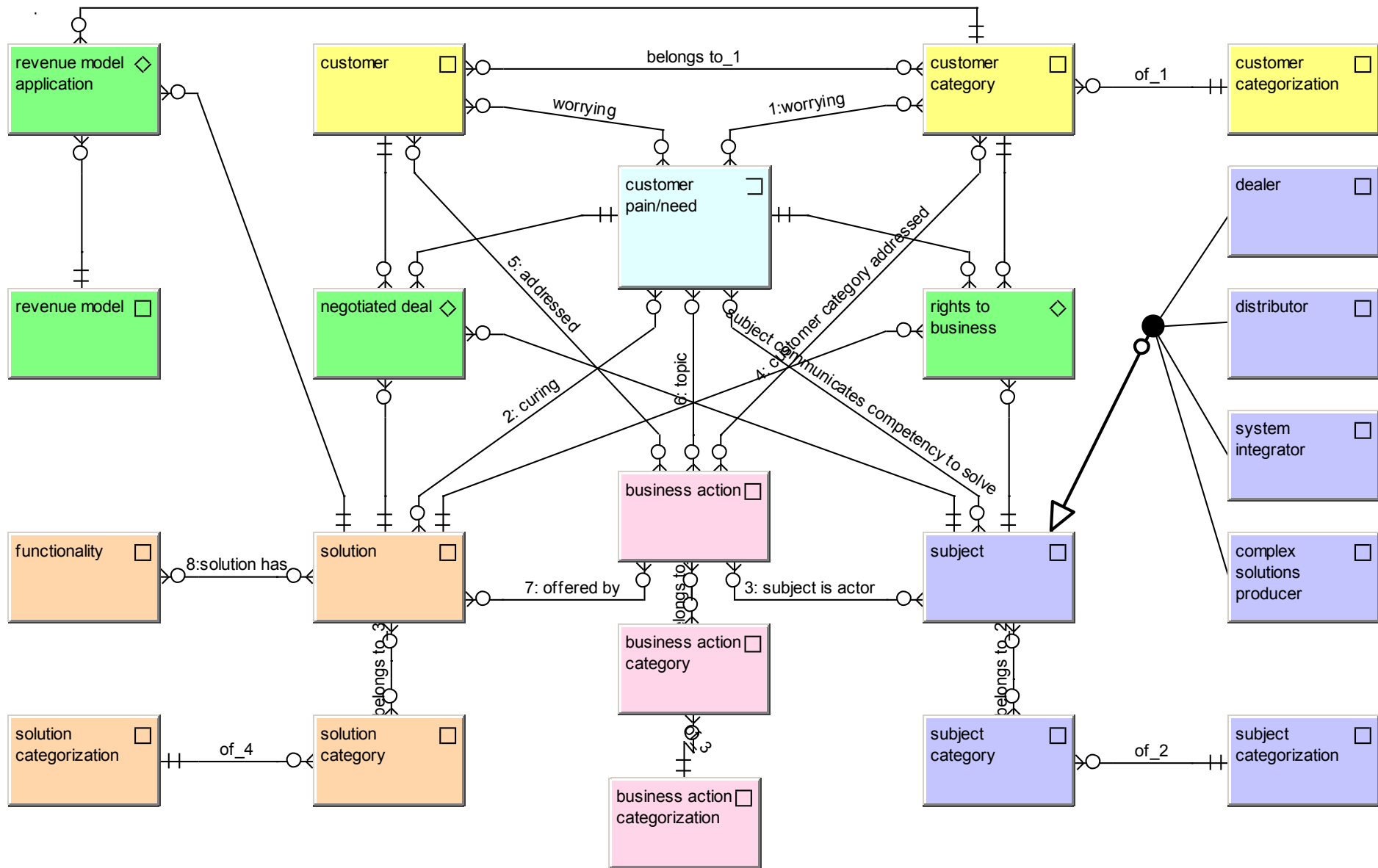


... and what the notation
means

Notation



Mind Model: Operative and Tactical Marketing



Let's look into “live model”

... dwelling in a CASE tool

What are the model constituents

- Schema
- Books definition: what to write to a given book
- Semantics of references: what is the meaning of (what expresses) a reference connecting rows in particular books (or book)
- Reference names of books:
(#name of book)
- Unambiguous semantics of references: “what is assigned to what by using references of books and cardinality of references

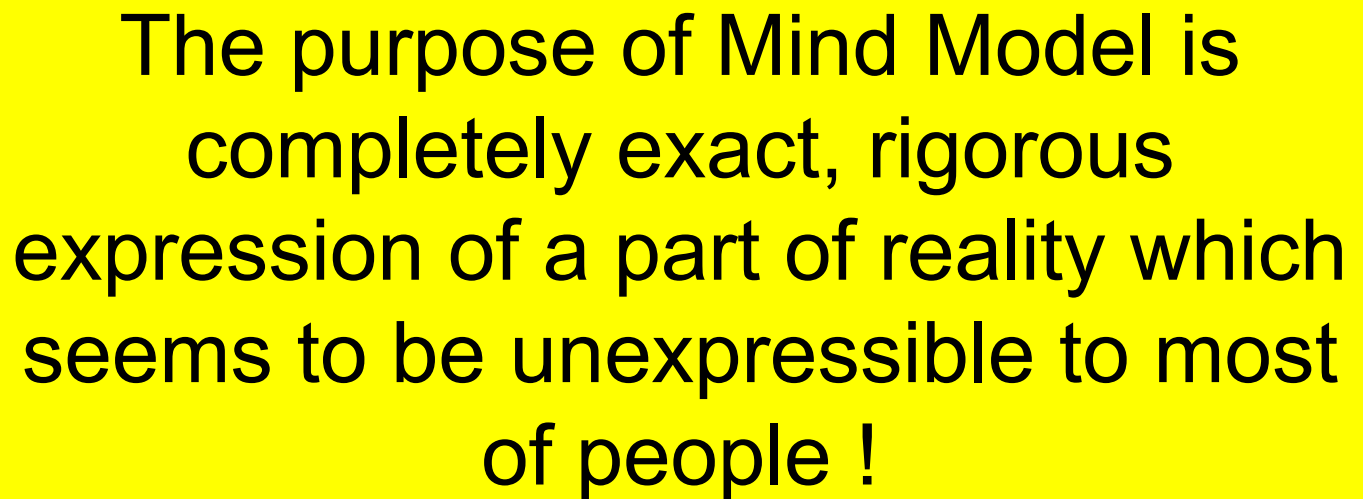
What is the content of the model or what the model expresses

Reading of the model

- How to read the schema
- How to read definitions and what importance they have
- How to read semantics of references

Again the “live model”

What is the content of the model
or
what the model expresses



The purpose of Mind Model is
completely exact, rigorous
expression of a part of reality which
seems to be unexpressible to most
of people !

And now:

Are you a little bit more familiar with the **Domain of Operative and Tactical Marketing?**

- Did you understand the main of Operative and Tactical Marketing?
- Are you able to identify satisfying events and alarming events?
- Are you able to identify them to be successful in marketing?
- Are you able to act in the operative and tactical marketing domain.