

Marketing Mindset in L&D

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Objectives



- Define
 - What?
 - Why?
 - When?
 - How?
 - Now What?

What' a 'Marketing Mindset'?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

- American Marketing Association (Approved 2017)

Marketing Mindset is a mindset that puts your **customers first** and foremost. It's about understanding their needs, wants, and motivations in order to create an engaging experience that is tailored to their needs.

- Muhammed Hussain, CEO, Boundless Technologies





Why Should I Care?

The Shifting Source of Competitive Advantage

WHAT ELSE CAN WE MAKE AND SELL?

WHAT ELSE CAN WE DO FOR OUR CUSTOMERS?

UPSTREAM ACTIVITIES				DOWNSTREAM ACTIVITIES		
Sourcing	Production	Logistics	Innovation	Shaping Customer Perception	Innovation	Building Accumulative Advantage
Contract with lowest-cost suppliers	Reduce costs/ maximize scale and throughput	Optimize supply-chain and distribution efficiency	Build better products	Define competitive set Change purchase criteria Build trust	Tailor offering to consumption circumstances Reduce customer costs and risks	Harness network effects Accrue and deploy customer data
FIXED COSTS, CUSTOMER VALUE, AND COMPETITIVE ADVANTAGE ARE MOVING DOWNSTREAM						

•“When Marketing is Strategy”, HBR Article by Niraj Dawar, 2013



Why Should I care?

- Customer engagement
- Lead generation
- Conversion optimization
- Brand awareness & loyalty
- Credibility
- Competitive advantage
- Thrive vs. survive



When Do I Do This?



THE BEST TIME TO PLANT A TREE
WAS 20 YEARS AGO
THE SECOND BEST TIME
IS NOW

One Bright Spark



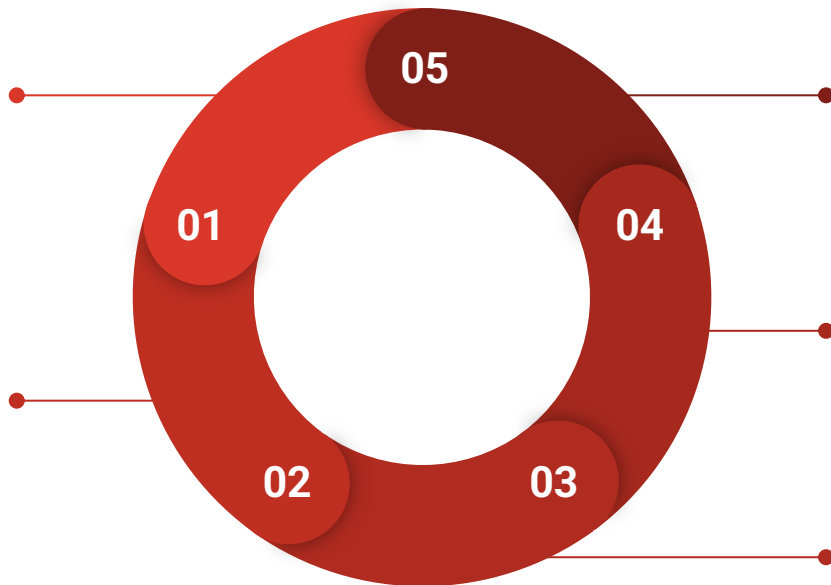
How Do I Do This?

LEARN

- Business
- People
- Competition
- Needs/ Wants/ Desires

IDENTIFY

- Audiences
- Purpose
- USP
- Opportunity
- Narrative



SOCIALIZE

- Gatekeepers
- Influencers
- Promoters
- Communities

COMMUNICATE

- Owned
- Earned
- Paid

ASSESS

- Current state
- Truth tellers
- Gaps
- Control vs. Influence



Now What?



- Start with strengths
- Focus on ONE goal at a time
- Embrace strategic patience