Peter Drucker, The Grandfather of Modern Marketing

- Presentation by Philip Kotler
  - Drucker Celebration
  - November 20, 2009
  - Vienna
Peter Drucker and Marketing

• How I met Peter.
  – A phone call from Peter.
  – Visiting Peter’s art collection at Claremont College.
  – Visiting Peter and Doris at home.

• Going to meetings at the Drucker Institute.

• What I learned about marketing from Peter.

• How is marketing evolving?
"The purpose of a business is to create a customer."

"Business has only two functions -- marketing and innovation. All the rest are costs."

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

“The aim of marketing is to make selling unnecessary.”

"The best way to predict the future is to create it.“

"The entrepreneur always searches for change, responds to it, and exploits it as an opportunity."
Marketing Moves!!

- POSTWAR
- 1950s
- SOARING
- 1960s
- TURBULENT
- 1970s
- UNCERTAIN
- 1980s
- ONE-TO-ONE
- 1990s
- FINANCIALLY-DRIVEN
- 2000s

• The Marketing Mix
• Product Life Cycle
• Brand Image
• Market Segmentation
• The Marketing Concept
• The Marketing Audit
• The Four Ps
• Marketing Myopia
• Lifestyle Marketing
• The Broadened Concept of Marketing
• Targeting
• Positioning
• Strategic Marketing
• Service Marketing
• Social Marketing
• Societal Marketing
• Macro-marketing
• Marketing Warfare
• Global Marketing
• Local Marketing
• Mega-marketing
• Direct Marketing
• Customer Relationship Marketing
• Internal Marketing
• Emotional Marketing
• Experiential Marketing
• Internet and e-business Marketing
• Sponsorship Marketing
• Sponsorship Marketing
• Marketing Ethics
• ROI Marketing
• Brand Equity Marketing
• Customer Equity Marketing
• Social Responsibility Marketing
• Consumer Empowerment
• Social Media Marketing
• Tribalism
• Authenticity Marketing
• Co-creation Marketing

Source: Philip Kotler
Are You Using the New Media?

Traditional Media

- Face-to-face sales calls
- Writing
- Leaflets and posters
- Billboards
- Newspapers
- Magazines
- Direct mail and catalogs
- Telephone
- Radio
- TV
- Film
- Sponsorships
- Street level promotion
- Festivals
- Trade fairs
- Product placement

Digital Media

- Websites
- Email
- Banners and pop-ups
- Webcasts
- Blogs
- Podcasts
- Videocasts
- Mobile marketing
- Social network sites
- Stimulated buzz

Digital inhabitants, digital natives, and mentoring.
Using Marketing Automation and Measuring Results

- Predictive analytics
- Marketing metrics and ROI
- Marketing models
- Sales automation
- Marketing automation
- Marketing dashboards
Examples of Vendors that Play in Each of these Spaces

Although some of the vendors play in more than one category, this summary is intended to classify software providers by their predominant solution feature.

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VALUE-BASED MARKETING

INDIVIDUAL

COMPANY

Mission (Why)

Vision (What)

Values (How)

Mind

Heart

Spirit

Deliver SATISFACTION
Realize ASPIRATION
Practice COMPASSION

ProfitAbility
ReturnAbility
SustainAbility

Be BETTER
DIFFERENTIATE
Make a DIFFERENCE

For SC Johnson, creating sustainable economic value means helping communities prosper while achieving profitable growth for the company.

Mission
Contributing to the community well—being as well as sustaining and protecting the environment

Vision
To be a world leader in delivering innovative solutions to meet human needs through sustainability principles

Values
Sustainability
We create economic value
We strive for environmental health
We advance social progress

We believe our fundamental strength lies in our people.

“Within five years. If you’re in the same business you are in now, you’re going to be out of business.”