Blackblot Product Manager's Toolkit® www.blackblot.com

## **Blackblot Marketing Domain** Model

## **Marketing Domain Marketing** Corporate **Product Marketing** Communications Marketing Feature Value **Product** Corporate **Analyst** Graphic **Public Advertising Emphasis** Branding Branding Relations Arts Relations **Emphasis** Loyalty Market Loyalty Knowledge Copyrighting, budgeting, research. programs, programs, Presentations. Competitor databases, Press sales tools, value and community community briefing Releases, analysis, relations, relations, stationary, positioning creative, Events, product sessions,

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comparison ...

Price

**Emphasis** 

Skimming,

penetration,

diversification,

discrimination

alliances,

symbols, ideas

demos, visits

Internet, print,

radio, TV ...

colors, logos,

packaging ...

alliances.

symbols, ideas

messages,

messaging

plan ...

Lobbying ...

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Blackblot Marketing Model - Marketing Domain Strategies (Summary Table)			
Strategy	Coordinated set of long-term decisions that help achieve corporate objectives.		
Market Strategy	Decisions that define target markets, set marketing objectives, and outline how to build a corporate competitive		
	advantage.		
Marketing Strategy	Decisions that determine how to achieve marketing's goal in a particular target market, through the selection and		
	application of marketing mixes.		
Product Strategy	Decisions that build and enhance products to fit market needs, and outline how to build a product competitive		
	advantage (Product strategy belongs to the product management business domain).		

Blackblot Marketing Model - Marketing Domain Plans (Summary Table)			
Market Plan	Description of the long-term goals and messages delivered to the target market relative to a particular company of		
	product.		
Marketing Plan	Description of the selection and application of marketing mixes in the target market.		
Marketing Program	Description of the short-term marketplace effort designed to obtain a specific marketing goal.		

Blackblot Marketing Model - Marketing Domain Plan/Strategy/Department Mapping (Summary Table)			
Plan Type	Market Plan	Marketing Plan	
Strategy Type	Market Strategy and elements of the Product Strategy	Marketing Strategy	
Corporate	<ul> <li>Product Marketing (relative to the product)</li> </ul>	Marketing Communications	
Department	<ul> <li>Corporate Marketing (relative to the company)</li> </ul>		