



Classic Advertising vs. Modern Marketing

24th of July 2018
Steingraeber Worldwide Dealer Meeting

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„We need someone
who takes care of
our **marketing**.“

„Yes, exactly. We
need someone who
takes care of our
advertising.“



Marketing – what is it?

The traditional marketing is understood as a **market-oriented** management of the company.



All internal and external areas are used to build **competitive advantage**.



Marketing – what is it?

Analyze

Plan

Implement and
Check



Marketing – what is it?

Analyze

Marktabgrenzung
und Analyse der Nachfrager und Konkurrenten
sowie Analyse der globalen Umwelt

Plan

Schaffung und Erhaltung von Erfolgspotenzialen
durch Erarbeitung der Marketing-Strategie
unter Berücksichtigung interner Ressourcen

Implement and
Check

Umsetzung durch Marketing-Mix

Product

Price

Place

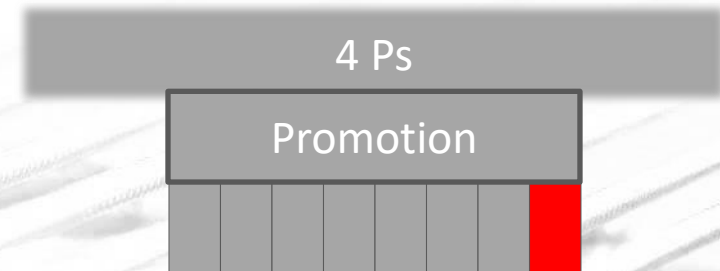
Promotion

Classic
Advertising



Communication tools – more than advertising

- Classic advertising
- Sales promotion
- Direct marketing
- Trade fairs
- Sponsoring
- Events
- Product placement



Communication tools

– you should use these basics

- Classic advertising
 - Print materials such as business cards, flyers, and image brochures
 - Online presence with SEO (Search Engine Optimizing tools)
→ you must be visible!
 - Ads
- Direct marketing: occasionally contact your customers
- Sponsoring: provide your pianos for concerts
 - You get advertising in return (model contract from us)
 - Attend the concert to be able to network
- Product placement: e.g., put a piano into a shopping mall

Price Leader or Quality Leader?



Low prices and big
sales amount.
Threat by „me too“
competitors

Premium brands,
high communication efforts,
demanding customers,
small sales amount

Price Leader or Quality Leader?

In between =

- Risk of defective profile
- Risk of low profitability

„stuck in the middle“



High Communication Efforts?

We help you!

- shop decoration etc.
- give aways and CDs
- high-resolution photos and logos
- advise and open ears
- occasional layouts for ads or flyers
- money:
 - Discounts
 - Bonuses
 - Money subsidy to advertising costs: you book your Steingraeber advertising (no other brands) and we pay part of it – depending on your annual sales with us

Take Home Message

- **Be the quality leader!**
 - Do not be afraid of the high communication effort and demanding customers. It is worth it!
 - Make yourself visible
 - With good web presence and ongoing SEO
 - With the basic instruments
 - Advertise where your target group is
 - Advertise in different channels with the same appearance (images, colors, writing)
 - Ask for help
 - From us
 - From agencies
- **Build competitive advantage!**

Now it is your turn

- Where do you see yourself?
- How do you advertise?
- Which measures have worked well or not at all for you?

THANK YOU FOR YOUR VISIT!