

Marketing your Business with strong value proposition: Leveraging technology

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Marketing wafer



Lack of visibility with prospective customers

Understanding sales & marketing difference

Educating prospective customers

Understanding your customer

Understanding your competition

Differentiation

Brand

**Customize your
offering for
current stage of
economic cycle**

Pioneer

Focus

Creativity

Re-package

Benchmarking

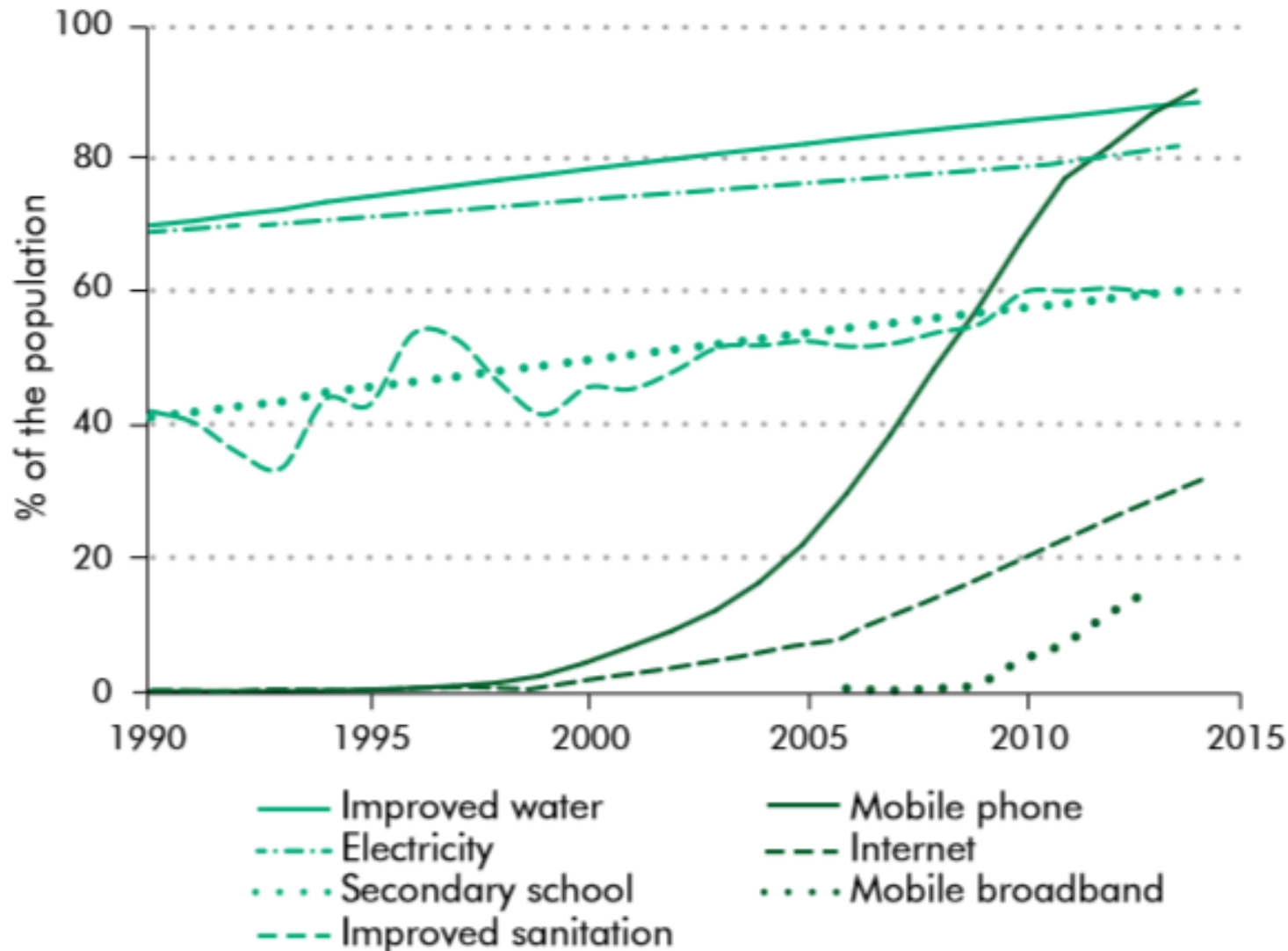
**Be on revenue
side than on
cost side**

Have
visionary
advisors

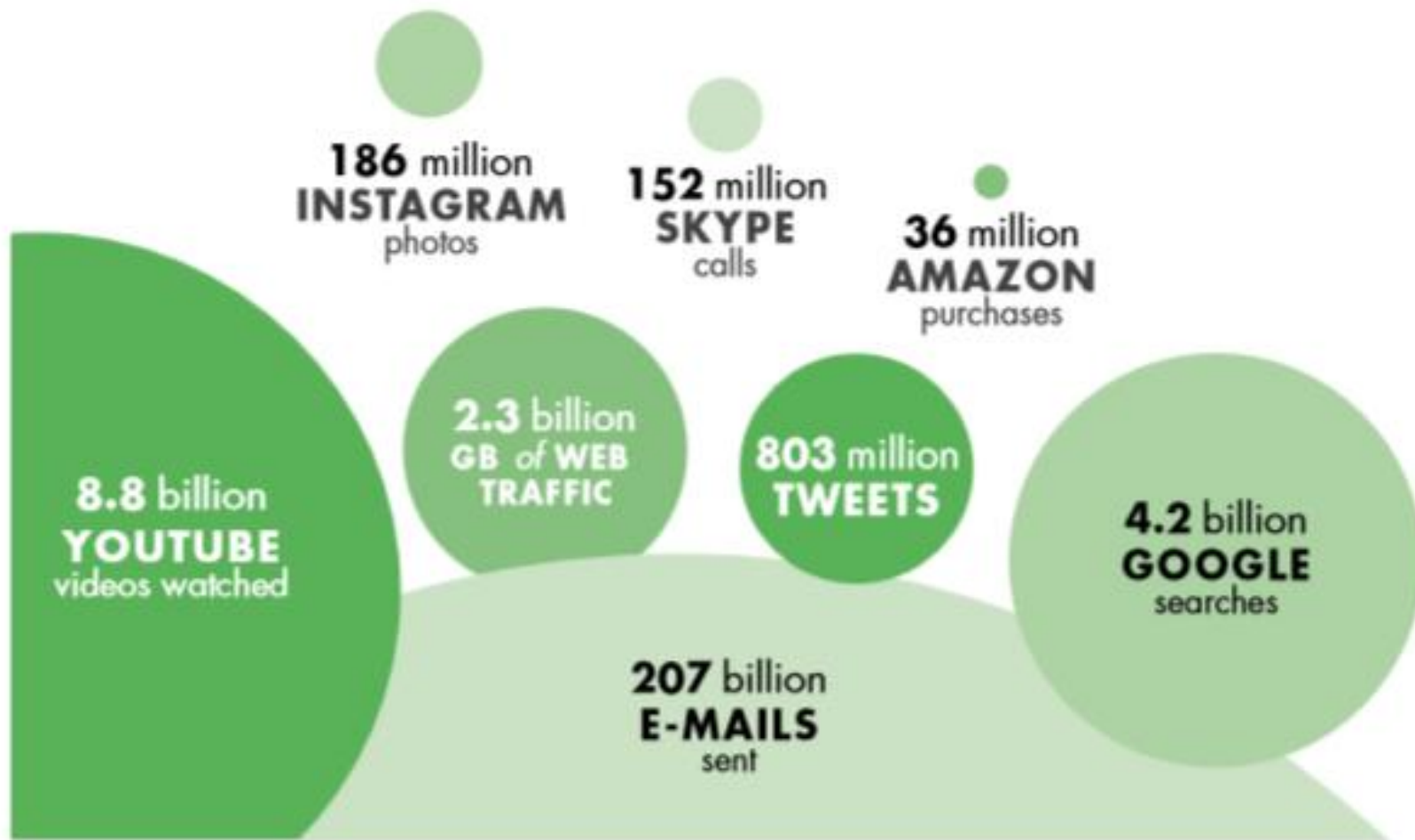
Keep on reinventing your business model

Figure O.4 Digital transformation in action

a. Digital technologies are spreading rapidly in developing countries



b. A typical day in the life of the internet



Sources: World Development Indicators (World Bank, various years); WDR 2016 team; <http://www.internetlivestats.com/one-second/> (as compiled on April 4, 2015). Data at http://bit.do/WDR2016-Fig0_4.

Note: In panel a, for some years data for electricity are interpolated from available data. GB = gigabytes.



Leveraging technology



Objective



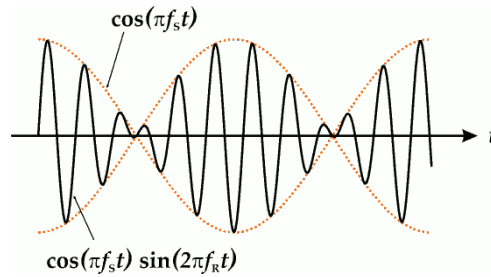
Method



Medium



Content



Frequency



Schedule



Review