

The core benefit represents the fundamental need met by the product - **ANSWER******What is a core benefit?

A simplified version of the product providing only the basic features for functionality. This is also known as the minimum viable product. - **ANSWER******What is a generic product?

The expected product takes the generic product up a notch and includes features that most buyers expect when making a purchase. - **ANSWER******What is an expected product?

The augmented product includes additional features when differentiated from competitors. - **ANSWER******What is an augmented product?

The potential product represents the future version of the product as companies consider opportunities to fuel growth - **ANSWER******What is a potential product?

Product managers design, and develop products - **ANSWER******What is product management?

Product marketers, stimulate demand through positioning messaging, and the overall marketing strategy - **ANSWER******What is product marketing?

It may be because the product's benefits and value are difficult to convey. The product might be creating a new category and perspective. Buyers need to be educated. There are also instances where the product is marketed to the wrong target market or the product design is inadequate. - **ANSWER******Why do products fail?

These buyers are product followers, who are price, sensitive and risk adverse. They purchase, older generation or discontinued models with lower prices, or fewer product features. -

ANSWER****What are the late majority?

This group makes up the last 16% of adopters. These are product of waiters and want to avoid adoption as long as possible. they are resistant to change. - **ANSWER******What are laggards?

The equivalent of adding new offerings, either up market down market or in both directions. -

ANSWER****What is a product line stretch?

How a company reaches and interact with perspective and existing customers to educate, inform and entertain. - **ANSWER******What is marketing communications?

Create awareness, elicit a response and stimulate the man leading to a purchase -

ANSWER****What are the objective of marketing communication?

TV, press, releases, websites, direct mail, festivals, coupons, direct selling. - **ANSWER******What are integrated marketing communication tactics?

Uses all digital media, including the Internet and mobile and interactive channels, to develop communication and exchanges with customers - **ANSWER******What is digital marketing?

Search Engine Optimization - **ANSWER******What is SEO?

Pulling consumers to your brand, true value added content that is relevant, contextual, and personalized. - **ANSWER******What is inbound marketing?

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