

## **Lead by Marketing Information & Strategies: “Leaders are not Born they are Made”**

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**Abstract:** *In a boundary less, world a right series of decisions and actions could mean the difference between survival and destruction. The new **corporate mantra** is lead by strategies and not lead by examples. Marketing is a domain through which an individual company can grow as well as can be destroyed. The basic problem which is being faced by the marketers is how to sell their product & fulfill the objective of business. In order to tackle this problem the marketing strategies plays a major role. Correct information should be given at correct time, However, the availability of new technologies and new developments in the media industry have created a demand for new kinds of experience, cultural knowledge and skills sets that marketers must be aware of if they wish to be the leaders. In order to understand the nerves of the consumers correct strategy is required to be followed. It's a general saying that “**Leadership is an art, and then following is an art too**”.*

*Gaining leadership results in marking your presence in the eyes & minds of consumers as well as competitors. This paper is an endeavor towards awakening the marketers for concentrating and focusing on various marketing strategies which can helps them become the leader.*

**Keywords:** *Leadership, Strategies, Skills, Marketing, Corporate Mantra.*

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### **1. INTRODUCTION**

In this era of globalization where big companies from any of the countries are permitted to enter to any other country & establish their set ups, competition is spreading like a fire in the jungle the corporate houses are following the rat race to become known in the minds of consumers In the past, marketing was about the four Ps. Today, marketing strategy is about delivering smart content to help leaders innovate and grow their businesses. Audience fragmentation, social media and, more recently, Big Data, have changed the rules of content marketing. In sharp contrast with the strategies of a few years ago, influencer engagement and a solid mobile strategy are now emerging as the keys to success in this arena. Leadership is not magnetic personality that can just as well be a glib tongue. It is not "making friends and influencing people, that is flattery. Leadership is lifting a person's vision to higher sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations."

Leadership helps to:

- Earn trust and build credibility
- Expand your market
- Increase your qualified leads
- Engage with market influencers
- Shorten the buying cycle.

Thought leadership marketing helps you to earn trust and build credibility and recognition, differentiating you as one who clearly understands the business needs of your audience. And most importantly, it mobilizes your audience to think and act — engaging with you over the long term. It's a means of building awareness of your firm, generating and nurturing leads, and fostering customer loyalty. The prospects of a marketer talk about him, recommend him, choose him and research shows clearly that viral-marketing recommendations are the number one influence on a prospect's decision to buy. Marketing to India has unique challenges and opportunities for

western companies. Those who best understand these nuances are those who are most likely to be successful in Indian Markets.

In order to become known the companies are even degrading the image of products of other company/ competitor e.g. “The controversy of Colgate & Pepsodent”. HUL's latest ad shows two kids brushing their teeth with Colgate and Pepsodent, with both packs clearly visible. When the children take a cavity test, the voiceover says that Pepsodent Germicheck is '130% behtar', or superior to Colgate, when it comes to germ attack. The controversy of Rin and Tide. The controversy started with Hindustan Unilever releasing a commercial for its Rin detergent that says up front and directly that using Rin will us qoute - ‘Tide se behtar safedi '. Since then complaints have been made to Advertising Standards Council of India (ASCI), Procter and Gamble (P&G) has sued HUL, HUL says P&G started it all and in the middle of all this - `competitive' advertising has broken new ground.

**2. RESEARCH METHODOLOGY**

This paper is a blend of both Primary & Secondary research A questionnaire was prepared and was given to 60 companies categorized as 25 very well known brands, 20 Known brands and 15 Not known brands just to identify their view about the strategies to be followed by a leading brand to remain as a leader for a longer period of time. A Apart from that, the author has also gone through various articles based on similar topic. Data is also collected through magazines, online research articles and web sites.

**H1:** Leaders (Well known companies) also need to pay attention on the strategies which are followed by their followers in order to remain a Leader for a longer time.

**Table 1.**

Companies	Response		
	YES	NO	Total
Very well known brands	15	10	25
Known brands	9	11	20
Not known brands	6	9	15
	30	30	60

**Source:** Primary Data

**Test Statistics for Chi Square Results**

Chi-Square value	1.8
Degree of Freedom	2
Table Value	5.99

**Analysis of the Findings**

From table 1 it is depicted that in the slot of Very well known brands 15 companies agree that Leading brands also need to pay attention on the strategies which are followed by their followers in order to remain a Leader for a longer time and 10 companies do not agree. In the category of Known brands out of 20 companies, 9 agree & 11 do not agree with the statement. In the last category of Not Known brands out of 15 companies 6 agree & 9 do not agree with the statement..

After applying the statistical tool it is observed that the Chi Square Value (1.8) is much less than the Table value (5.99) at a significance level of .05% and degree of freedom is 2.

Chi square value is less than the Table value so the Hypothesis (**H1**) is accepted stating that Leaders (Well known companies) also need to pay attention on the strategies which are followed by their followers in order to remain a Leader for a longer time

CV is less than TV **H1** is accepted.

H2: More and more use of technology is enhancing the network but reducing the personal touch in sales.

**Table 2:**

Outlet	Yes	No	Total
Branded	5	10	15
Non Branded	10	15	25
	15	25	40

**Source:** *Primary Data.*

Chi-Square value	0.45
Degree of Freedom	1
Table Value	3.841

### Analysis of the findings

From the above table it is clearly visible that out of 15 Branded outlets 5 agree & 10 do not agree with the statement. Similarly from the bunch of 25 people 10 agree & 15 do not agree with the statement. After applying the statistical tool it is observed that the Chi Square Value (0.45) is much less than the Table value (3.841) at a significance level of .05% and degree of freedom is 1.

Chi square value is less than the Table value so the Hypothesis (H2) is accepted stating that More and more use of technology is enhancing the network but reducing the personal touch in sales.

CV is less than TV **H2** is accepted.

Being first in any category is going to give the edge – being the leader comes from being first. It's much easier to **get into the mind of consumers** first than try to convince people you have a better product or service than the one that did get there first. Improvements are always made to product/service inventions and **innovations** but the first in has a head start. Once you are the leader, a position mostly gained by being first, it is pretty hard for competitors to dislodge you, as long as you keep your products up to date and of comparable quality.

Further, the first in to the market has the opportunity to have its brand name adopted as the generic category name. Once you are first and get the consumers to buy your brand, often they won't bother to switch. People tend to stick with what they've got.

The market leader is dominant in its industry and has substantial market share. If you want to lead the market, you must be the industry leader in establishing an innovation-friendly organization, developing new business models and new products or services. One must be on the cutting edge of new technologies and innovative business processes. The customer value proposition must offer a superior solution to a customers' problem, and the product must be well differentiated.

Different scholars have given different mantras to be successful leaders.

- Manage processes not people.
- Use techniques.
- Design new products for efficient manufacturer.
- Treat suppliers & customers as partners.
- Manager inventory in superior fashion.
- Measure performance by customer satisfaction.
- Introduce new products faster than the competitor.

In order to survive in the market innovation is the necessity not luxury. Marketers lead through innovations.

The cost and time required to create a new product or service are so large than lack of a perfectly aligned and executed innovation strategy can be extremely wasteful.

A marketer must create an innovative strategy that is aligned with not only his firm's core mission and values, but with the future technology, supplier, and manufacturing strategies. Lack of alignment between product and process architectures rapidly increases cost and risk. Strategic innovation is the creation of growth strategies, new product categories, services or business models that change the game and generate significant new value for customers.

In the competitive scenario the most important “Ps” of the marketing mix is *PACE* besides Product Price Promotion & Place. Pace means how quick you respond to the needs and requirements of the consumers.

In order to be at Pace it is most essential to be in very close contact with the customers so that even their minutest requirement are known to the marketers.

Thus Customer Relationship Management is the vital concept. In order to gain an edge over the competitor it is always essential to understand the customers deeply.

Customer relationship management (CRM) is a widely-implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes—principally sales activities, but also those for marketing, customer service, and technical support. The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service. Customer relationship management describes a company-wide business strategy including customer-interface departments as well as other departments. Measuring and valuing customer relationships is critical to implementing this strategy. CRM systems for marketing help the enterprise identify and target potential clients and generate leads for the sales team. A key marketing capability is tracking and measuring multichannel campaigns, including email, search, social media, telephone and direct mail. Metrics monitored include clicks, responses, leads, deals, and revenue. Alternatively, Prospect Relationship Management (PRM) solutions offer to track customer behaviour and nurture them from first contact to sale, often cutting out the active sales process altogether. In a web-focused marketing CRM solution, organizations create and track specific web activities that help develop the client relationship. These activities may include such activities as free downloads, online video content, and online web presentations.

It's a cliché that organizations and people resist change. This cliché is nicely embedded into change management initiatives to “manage resistance” – although way less frequently than you may think. When it happens it is done politely, in a civilized way, usually by cheerful facilitators. It is generally said that companies who provide customized products lead.

It is always essential to mould the products as per needs & requirements of the consumers as followed by Parachute coconut hair oil. Initially this oil used to come in tin pack because of which customers were facing problem of having chances of cutting their finger while taking the oil in the palms. Company after keen research modified & transformed the tin oil pack into plastic pack. After that the company observed that consumers face the problem of dropping off oil so they provided a lid on the plastic can & after some time they provided customers with the facility of “*Hot oil with a massager*” so that the consumer should use Parachute Coconut hair oil even in winters. This way they are in a position to lead in the market.

In fact, this add-on marketing - first to produce something and then to try to sell it - was never really marketing. However, the fact that this worked at all was temporarily possible due to an era

When mass media reigned supreme Because, there was a time - our parents know it - when nearly all families viewed the same news, shows, soaps and yep, advertising.

These times of mass media are long gone, but the advertising industry is still struggling about how to regain the power of the campaign: Spending millions and moving the masses. The key to success in marketing is creativity, now-days consumers want new & attractive things as purchasing power has increased & they want something different so the Research & Development team plays a major role in this.

Stop wasting money and start using your creativity of your people to deliver something consumers really want, love, take part in, co-create, embrace, recommend, enthuse about, adore, desire.

### 3. CONCLUSION

In order to survive in the market it is always essential to know the customer that is why it is said that leaders are not born they are made as one needs to have a deep rooted knowledge about the customers so that this should not impede his way of success. It is visible from the acceptance of H1 that even the leaders have to keep a Hawk's eye on their smallest of the small counterparts as every move of any company is important to be observed. As seen in the analysis and findings that due to more use of technology the person touch is decreasing accepting the H2, the marketers must always provide the sense of belongingness to the consumers. Thus in order to lead the market it is always essential to follow your customers. **"To lead is to follow."**

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