

Список терминов

А

Activity-based costing (расчет себестоимости по видам деятельности) — бухгалтерские процедуры, которые могут количественно определить истинную прибыльность различных видов деятельности путем определения фактических затрат, которые они за собой влекут.

Administered vertical marketing system (администрируемая вертикальная маркетинговая система) — маркетинговая структура, в которой один из участников координирует последовательные этапы производства и распределения.

Advertising (реклама) — презентация и продвижение идей, товаров, услуг и брендов с использованием платных средств массовой информации (массмедиа).

Agents (агенты) — брокеры, представители производителей и торговые представители, которые ищут клиентов и могут вести переговоры от имени производителя, но сами не покупают и не перепродают продукты.

Alpha testing (альфа-тестирование) — оценка продукта или услуги внутри компании.

Anticipatory pricing (упреждающее ценообразование) — повышение цен более чем на фактический рост затрат в ожидании дальнейшей инфляции или государственного контроля над ценами.

Areas of dominant influence (области доминирующего влияния) — географические или рыночные области, на которых сосредоточен бюджет маркетинговых коммуникаций.

Attitudes (отношения, позиции, мироощущения) — устойчивые оценки человека, эмоции, чувства и поведенческие тенденции по отношению к объекту или идее.

Auction pricing (аукционное ценообразование) — установление цен путем проведения конкурентных торгов.

Average cost (средняя себестоимость) — затраты на производство единицы продукции при определенном его (производства) уровне.

В

Behavioral research (поведенческие исследования) — средства получения данных для лучшего понимания процессов покупки, потребления и принятия решений клиентами.

Behavioral segmentation (поведенческая сегментация) — разделение целевых клиентов на группы на основе их действий.

Belief (вера) — убежденность в том, что что-то истинно или реально, независимо от того, так оно или нет на самом деле.

Beta testing (бета-тестирование) — оценка продукта или услуги клиентами.

Bottom Of the Pyramid (BOP) — основание пирамиды — социально-экономическое понятие для обозначения беднейшей группы населения мира.

Bottom-up idea generation (генерация идей «снизу-вверх») — процесс, который начинается с изобретения, а затем направляется на выявление неудовлетворенных потребностей рынка, которые может удовлетворить данное изобретение.

Brand (бренд) — название и/или элемент дизайна, предназначенный для идентификации товаров или услуг компании и отличия их от предложений конкурентов.

Brand activism (бренд-активизм) — необходимость компании занять позицию по спорному социальному, экономическому, экологическому или политическому вопросу.

Brand associations (ассоциации с брендом) — все мысли, чувства, образы, переживания, убеждения и отношения, которые приписываются бренду, связываются с ним или вызываются им.

Brand audit (аудит бренда) — оценка состояния бренда и его положения на рынке.

Brand character (персонаж бренда, бренд-персонаж, талисман бренда, лицо бренда, фирменный персонаж) — символ бренда с человеческими характеристиками, повышающий привлекательность и узнаваемость бренда.

Brand dilution (размывание бренда) — ослабление силы бренда.

Brand equity (капитал бренда) — ценность бренда в монетарном выражении, отражающая надбавку к оценке рыночной стоимости компании из-за того, что она владеет этим брендом.

Brand extension (расширение бренда) — использование компанией существующего бренда для своего рыночного предложения в другой товарной категории или на другом ценовом уровне.

Brand hierarchy (иерархия брендов) — отражение той системы, в рамках которой бренды компании связаны с ее продуктами и услугами, а также друг с другом.

Brand mantra (мантра бренда) — краткое изложение сути бренда.

Brand personality (индивидуальность бренда) — человеческие качества, приписываемые данному бренду.

Brand personification (персонификация бренда) — средство для определения ассоциации потребителей с брендом путем просьбы сравнить бренд с каким-либо человеком, животным или объектом.

Brand portfolio (портфель брендов) — совокупность всех брендов, принадлежащих компании.

Brand power (сила бренда) — дополнительная ценность, которую бренд вносит в продукт или услугу.

Brand tracking (отслеживание бренда) — использование количественных данных для предоставления согласованной информации о том, как работают маркетинговые программы и насколько эффективен сам бренд.

Brand value chain (цепочка создания ценности бренда) — концепция оценки того, как маркетинговая деятельность создает ценность (капитал) бренда.

Branded variants (фирменные варианты) — конкретные линейки брендов, поставляемые конкретным розничным продавцам или каналам сбыта.

Branding (брендинг) — процесс наделяния продуктов и услуг силой бренда.

Business markets (бизнес-рынки) — все организации, которые приобретают товары и услуги, используемые в производстве других товаров или услуг, которые затем продаются, сдаются в аренду или поставляются другим потребителям этих продуктов.

Business-model design (разработка бизнес-модели) — процесс определения того, каким образом товар или услуга будут создавать рыночную ценность.

С

Cause marketing (причинный маркетинг, благотворительный маркетинг) — действия, направленные на связывание вклада фирмы в достижение

общественно значимой цели с приносящими ей доход операциями ее клиентов.

Channel captain (капитан канала) — организация, отвечающая за управление партнерскими отношениями в рамках канала дистрибуции (сбыта).

Channel conflict (конфликт внутри канала) — действия одного из участников канала, которые мешают другому участнику канала достигать своих целей.

Channel power (власть в канале) — это способность изменять поведение участников канала с тем, чтобы они предпринимали действия, которые в противном случае они бы не предприняли.

Cobranding (кобрендинг) — совместное продвижение (или рекламирование) двух или более брендов, под которыми продается один продукт.

Commercialization (коммерциализация) — процесс информирования целевых клиентов о предложении компании и предоставления им доступа к этому предложению.

Communication objective (коммуникационная цель, цель коммуникации) — конкретная задача, которую необходимо решить с определенной аудиторией в течение определенного периода времени.

Company demand (спрос на продукцию компании) — предполагаемая доля компании в общем рыночном спросе в данный период времени.

Company sales forecast (прогноз продаж компании) — ожидаемый уровень продаж компании за конкретный период времени, оцениваемый на основе рыночных тенденций и с учетом маркетинговых действий компании.

Company sales potential (потенциал продаж компании) — верхний предел продаж, который компания может достичь на конкретном рынке в данный период времени.

Competitive advantage (конкурентное преимущество) — способность компании создавать рыночную стоимость таким образом, которым не обладают конкуренты.

Competitive-parity budgeting (бюджетирование на основе конкурентного паритета) — подход к коммуникационному бюджетированию, ориентирующийся на аналогичные расходы конкурентов.

Competitive pricing (конкурентное ценообразование) — установление цен на свою продукцию на основе цен конкурентов.

Concept validation (проверка, «валидация» концепции) — оценка осуществимости и привлекательности основной концепции, на которой базируется предлагаемое рыночное предложение.

Conformance quality (соответствие качеству) — степень, в которой все выпускаемые изделия идентичны и соответствуют заявленным характеристикам.

Conjoint analysis (совместный анализ) — измерение ценности, которую потребители придают конкретным атрибутам рыночного предложения.

Consumer incentives (потребительские стимулы, стимулы для потребителей) — вознаграждения, предлагаемые покупателям для поощрения их покупок.

Containerization (контейнеризация) — размещение товаров в стандартных контейнерах для их удобной перевалки между различными видами транспорта.

Contextual placement (контекстное размещение) — покупка рекламы на сайтах, связанных с рекламируемым товаром.

Contract manufacturing (контрактное производство) — использование местных производителей для производства продукции компании на конкретном рынке.

Contractual vertical marketing system (контрактная вертикальная маркетинговая система) — группа независимых фирм, позиционирующихся на разных уровнях производства и дистрибуции, которые на договорной основе интегрируют свои программы для получения большей экономии или влияния на продажи.

Conventional marketing channels (традиционные каналы сбыта) — системы, состоящие из независимых производителей, оптовых и розничных торговцев.

Conversion rate (коэффициент конверсии) — процент клиентов, перешедших на следующий этап в процессе привлечения клиентов.

Core competency (основная компетенция) — опыт в конкретной области деятельности, который дает компании конкурентное преимущество.

Corporate culture (корпоративная культура) — общие восприятие, истории, убеждения и нормы, характеризующие организацию.

Corporate vertical marketing system (корпоративная вертикальная маркетинговая система) — стратегия, объединяющая последовательные этапы

производства и дистрибуции в рамках одного бизнес-субъекта.

Cost inflation (инфляция издержек, затрат, расходов) — обстоятельство, при котором рост затрат, не соответствующий росту производительности (обгоняющий рост производительности), сокращает размер прибыли и приводит компании к регулярным раундам повышения цен.

Creative brief (креативный бриф) — краткий документ, в котором излагается конкретный подход к маркетинговым коммуникациям, который будет использоваться в креативном подходе к созданию маркетингового сигнала-сообщения.

Crowdsourcing (краудсорсинг) — сбор данных и мнений общественности для обогащения маркетингового процесса*.

Customer acquisition funnel (воронка привлечения клиентов) — описание этапов процесса привлечения новых клиентов.

Customer base (клиентская база) — клиенты, лояльные к компании и ее предложениям.

Customer-centricity (клиентоориентированность) — внимание к запросам клиентов, которое лежит в основе всех предложений и деятельности компании.

Customer empowerment (расширение прав и возможностей клиентов) — возможность клиентов выбирать, как они хотят взаимодействовать с компанией.

Customer equity (клиентский капитал) — общая сумма пожизненных ценностей всех клиентов компании.

Customer lifetime value (пожизненная ценность клиента) — общая сумма, которую клиент, как ожидается, потратит за все время своего взаимодействия с компанией.

Customer profile (профиль клиента) — наблюдаемые демографические, географические, поведенческие и психографические параметры, служащие для описания основных особенностей клиентов.

Customer profitability analysis (рентабельность клиентов) — анализ средств оценки и ранжирования прибыльности клиентов.

* Авторы дают это определение в контексте только маркетинг менеджмента. В более широком плане краудсорсинг — это привлечение широкого круга лиц на добровольных началах к решению самых различных проблем. — *Примеч. науч. ред.*

Customer relationship management (управление взаимоотношениями с клиентами) — процесс управления подробной информацией об отдельных клиентах и всех точках соприкосновения с клиентами для максимизации их лояльности.

Customer touch points (точки соприкосновения, взаимодействия с покупателем) — случаи, когда покупатель сталкивается с брендом, продуктом или услугой.

Customer value analysis (анализ потребительской ценности) — оценка того, как потребители рассматривают сильные и слабые стороны компании по сравнению с конкурентами.

Customer value management (управление потребительской ценностью) — анализ восприятия клиентами ценности предложения для разработки маркетинговых стратегий по привлечению и удержанию клиентов и стимулированию их покупательского поведения.

Customer value proposition (ценностное предложение для клиентов) — ценность, которую компания стремится создать для своих целевых клиентов.

D

Demand forecast (прогноз спроса) — оценка размера потенциального рынка для предложения компании.

Design (дизайн) — совокупность характеристик, влияющих на внешний вид и функции продукта, ощущения от него.

Design thinking (дизайн-мышление) — процесс разработки дизайнерских концепций.

Direct exporting (прямой экспорт) — продажа продукции компании в другие страны самой компанией.

Direct investment (прямые инвестиции) — процесс, посредством которого иностранная компания может купить частичную или полную долю в местной компании или построить свои собственные производственные или сервисные предприятия.

Direct marketing channel (прямой канал сбыта) — производитель, продающий напрямую конечному потребителю.

Distribution channel (канал дистрибуции, дистрибуционный канал, канал сбыта) — совокупность взаимозависимых организаций, участвующих в процессе обеспечения доступности продукта или услуги для целевого рынка.

Diversification strategy (стратегия диверсификации) — выход на новый рынок с новым для компании предложением.

Diversified portfolio (диверсифицированный портфель) — достаточно широкий ассортимент продукции, состоящий из нескольких линеек продуктов.

Divesting («избавление») — процесс продажи актива компании или самой компании.

Dual-level channel (двухуровневый канал) — канал сбыта, в котором участвуют два посредника, обычно оптовик и розничный торговец.

E

Economic-value-to-customer pricing (ценообразование на основе экономической ценности для клиента) — установление цены, которую потребитель готов платить, исходя из своего восприятия ценности продукта.

Elaboration likelihood model (модель вероятности проработки) — описание процесса, с помощью которого потребители делают оценки как в условиях низкой, так и высокой вовлеченности в дела конкретной фирмы.

Ethnographic research (этнографические исследования) — особый исследовательский подход, основанный на наблюдениях, который использует концепции и инструменты из антропологии и других социальных научных дисциплин, чтобы обеспечить глубокое понимание культуры того, как люди живут и работают.

Everyday low pricing (EDLP) — ежедневные низкие цены — стратегия поддержания постоянно низких розничных цен с редкими и/или небольшими по масштабу специальными акциями или распродажами; или полным их отсутствием.

Exclusive distribution (эксклюзивная дистрибуция) — политика использования крайне ограниченного числа торговых посредников.

Expectancy-value model (модель «ожидание — ценность») — процесс, с помощью которого люди оценивают продукты и услуги, комбинируя свои оценки в соответствии со взвешенной важностью этих оценок.

Experience-curve pricing (ценообразование на основе «эффекта кривой опыта») — установление более низкой цены на основе будущей возможности снизить производственные затраты за счет накопления опыта производства.

External marketing (внешний маркетинг) — процесс разработки, коммуникации и доставки продукта или услуги клиентам.

F

Facilitators (фасилитаторы) — транспортные компании, независимые склады, банки и рекламные агентства, которые помогают в процессе дистрибуции, но не получают права собственности на товары и не ведут переговоры о продажах.

Fad («причуда») — категория жизненного цикла продукта, отличающаяся недолговечностью, не имеющая социального, экономического или политического значения.

Fixed costs (постоянные затраты) — затраты, которые не меняются при изменении уровня, объема производства.

Flagship product (флагманский продукт) — рыночное предложение, которое лучше всего представляет или воплощает бренд.

Flanking (фланговая атака) — воздействие на слабое место конкурента с целью захвата доли рынка.

Focus group (фокус-группа) — небольшая группа людей, отобранных на основе определенных демографических, психографических или других соображений и собравшихся вместе для обсуждения различных интересующих тем.

Forward buying (форвардная покупка) — покупка по выгодной цене большего количества товаров, чем розничный торговец может продать сразу.

Frame of reference (система отсчета) — эталон, по которому клиенты могут оценить преимущества предложения компании.

Franchising (франчайзинг) — предоставление разрешения на использование ноу-хау, процедур, интеллектуальной собственности, бизнес-модели и бренда компании для продажи своих фирменных продуктов и услуг.

Frontal attack (лобовая атака) — рыночные действия, прямо и аналогично отвечающие на маркетинговую стратегию и тактику конкурента.

G

Geofencing (использование геозоны) — стратегия мобильного продвижения бренда, компании, продуктов, ориентированная на клиентов, когда они находятся в пределах определенного географического пространства, обычно рядом с магазином компании или в нем.

Geographic segmentation (географическая сегментация) — разделение рынка на географические единицы, такие как страны, штаты, регионы, округа, города или районы.

Goodwill (гудвилл, деловая репутация) — бухгалтерский термин, обозначающий денежную стоимость всех нематериальных активов компании, который включает в себя, в частности, капитал бренда.

Gray market (серый рынок) — перенаправление брендовых товаров из авторизованных каналов сбыта.

Greenwashing (гринвошинг) — предоставление вводящей в заблуждение информации или создание впечатления, что продукты или методы более экологичны, чем они есть на самом деле.

Guarantee (гарантия) — обязательство компании предоставить покупателю определенную компенсацию, если продукт не будет работать так, как обещано или как ожидает клиент.

Guerrilla attack (партизанские действия) — серия мелких периодических атак на позиции конкурентов.

H

Harvesting («сбор урожая») — сокращение дальнейших инвестиций в развитие рыночного предложения для получения максимально возможной прибыли.

Heuristics (эвристика) — эмпирические правила, облегчающие процесс принятия решений.

High–low pricing («высокие-низкие цены») — политика поддержания более высоких розничных цен каждый день с частыми рекламными акциями, в которых цены временно ниже цен уровня EDLP (ежедневных низких цен).

Horizontal channel conflict (горизонтальный конфликт в канале) — спор между участниками канала на одном уровне сети дистрибуции.

Horizontal marketing systems (горизонтальные маркетинговые системы) — две или более несвязанные компании, объединяющие ресурсы или программы для использования появляющихся маркетинговых возможностей.

I

Image pricing (имиджевое ценообразование) — установление более высоких цен чем в среднем по рынку, чтобы сделать предложение более привлекательным в глазах потребителей.

Incentives (поощрения) — обычно краткосрочные инструменты продвижения продукта, предназначенные для стимулирования покупок товара или услуги.

Incremental innovation (постепенная, «инкрементальная») инновация — незначительное улучшение существующего предложения или процесса.

Indirect exporting (непрямой экспорт) — использование независимых посредников для продажи предложений компании в других странах.

Influencer marketing (маркетинг через влиятельных лиц, «инфлюенсеров») — использование популярной фигуры для продвижения продукта, услуги или бренда в его или ее страницах социальных сетей.

Informational appeal (информационные обращения) — выработка таких характеристик и/или преимуществ товара или услуги, чтобы повлиять на решение потребителя о покупке.

Institutional market (институциональный рынок) — школы, больницы, дома престарелых, тюрьмы и другие организации, которые предоставляют товары и услуги людям, находящимся на их попечении.

Integrated marketing (интегрированный маркетинг) — координация всех маркетинговых мероприятий и программ, направленных на разработку, постоянное предоставление потребителям ценности и их информирование.

Integrated marketing communication (интегрированные маркетинговые коммуникации) — подход к управлению коммуникационной кампанией посредством согласованного использования различных коммуникационных инструментов.

Intensive distribution (интенсивная дистрибуция) — размещение товаров или услуг в как можно большем количестве торговых точек.

Interactive marketing (интерактивный маркетинг) — реагирование компании на взгляды и поведение потребителей в отношении предложения или бренда, поощрение позитивных взглядов на них.

Internal marketing (внутренний маркетинг) — наем, обучение и мотивация сотрудников для привития им взгляда о приоритете обслуживания потребителей клиентов, что отражает цели компании.

Intrapreneur (интрапренер) — сотрудник компании, чьи обязанности сосредоточены на продвижении инноваций в продуктах, услугах и процессах внутри компании.

J

Joint venture (совместное предприятие) — коммерческое предприятие, в котором участвуют два (или более) отдельных субъекта.

Just-in-time inventory management (своевременное управление запасами) — заказ компонентов, необходимых для производства, по мере необходимости, чтобы сэкономить на складских расходах и повысить эффективность использования денежных средств.

L

Laddering («выстраивание лестницы») — серия все более конкретных вопросов, которые могут выявить мотивы потребителей и более глубокие цели.

Licensing (лицензирование) — предоставление разрешения на производство и продажу продукции компании на определенном рынке.

Line extension (расширение ассортимента) — добавление новых линеек продуктов компании к существующим.

Line filling (наполнение линейки) — удлинение продуктовой линейки компании за счет добавления новых позиций к существующему ассортименту.

Line stretching (расширение линейки) — расширение товарной линейки за пределы ее текущего ассортимента.

Localized marketing program (локализованная маркетинговая программа) — подход, который адаптирует свою маркетинговую деятельность к отдельным целевым рынкам.

Long-term memory (долговременная память) — способность запоминать и хранить информацию неопределенно долго или даже постоянно.

Loss-leader pricing (ценообразование с запланированным снижением прибыльности) — установление низкой цены на товар для привлечения большего покупательского трафика.

M

Macromodel of marketing communication (макро-модель маркетинговой коммуникации) — описание взаимодействия между отправителем (компанией) и получателем (потребителем) коммуникационно-го сигнала-сообщения.

Macroscheduling decision (решение с учетом фактора времени на макроуровне) — распределение коммуникационных расходов, связанных с сезонами и деловыми циклами.

Market demand (рыночный спрос) — общий объем продукта, который будет куплен определенной группой клиентов в конкретной географической области в заданный период времени в определенной маркетинговой среде в соответствии с определенной маркетинговой программой.

Market-development strategy (стратегия развития рынка) — программа расширения продаж продукта или услуги на новые целевые рынки.

Market expansion (рыночная экспансия) — действия, которые делают рыночное предложение доступным для всего целевого рынка.

Market forecast (рыночный прогноз) — рыночный спрос, который ожидается в будущем периоде времени.

Market leader (лидер рынка) — компания, у которой имеется наибольшая доля на рынке, на котором она конкурирует.

Market logistics (рыночная логистика) — инфраструктура движения материалов и товаров от производителя к потребителю и система контроля за этим движением.

Market offering (рыночное предложение) — реальный товар, который компания использует для удовлетворения конкретной потребности клиента.

Market-penetration strategy (стратегия проникновения на рынок) — программа увеличения продаж текущих рыночных предложений компании ее существующим клиентам.

Market position (рыночные позиции) — доля компании на рынке, на котором она конкурирует.

Market potential (рыночный потенциал) — максимальный объем продаж, который может быть достигнут на конкретном рынке в данный период времени.

Market segmentation (сегментация рынка) — разделение группы потребителей на подмножества, которые имеют сходный набор потребностей и/или профильных характеристик.

Market skimming («снятие сливок» с рынка, «скиминг») — установление относительно высокой цены, чтобы сделать предложение доступным только для клиентов с наибольшей готовностью платить.

Market test (тестирование рынка) — средство проверки предложения на части рынка или на всем рынке.

Marketing (маркетинг) — выявление и удовлетворение индивидуальных и социальных потребностей

способом, который гармонирует с целями организации.

Marketing communication (маркетинговые коммуникации) — средства, с помощью которых фирмы информируют, напоминают потребителям о продуктах и брендах, которые они продают, убеждают купить их.

Marketing dashboards (маркетинговые информационные панели) — структурированный способ распространения информации, полученной на основе измерения маркетинговых показателей и моделирования комплекса маркетинга.

Marketing management (маркетинг менеджмент) — искусство и наука выбора целевых рынков, а также привлечения и удержания клиентов, роста их покупок/закупок у компании за счет предоставления им наилучшей рыночной ценности.

Marketing mix (маркетинговый комплекс) — атрибуты (сам товар, услуга, бренд, цена, стимулы, маркетинговые коммуникации и дистрибуция), которые определяют предложение компании.

Marketing network (маркетинговая сеть) — компания и поддерживающие ее заинтересованные стороны, с которыми у нее выстроены взаимовыгодные деловые отношения.

Marketing-mix models (модели маркетингового комплекса) — способы анализа данных из нескольких источников для понимания результатов конкретных маркетинговых мероприятий.

Markup pricing (ценообразование с наценкой) — метод ценообразования, при котором к стоимости товара добавляется стандартная наценка.

Mass customization (массовая кастомизация) — использование методов массового производства для создания предложений, которые могут быть адаптированы для удовлетворения потребностей отдельных клиентов.

Mass marketing (массовый маркетинг) — обращение ко всему рынку с помощью одного рыночного предложения.

Merchant wholesalers (оптовые торговцы) — посредники, которые покупают напрямую у производителя, хранят товар, а затем продают его покупателю.

Merchants (продавцы, торговцы) — оптовые и розничные торговцы, которые покупают и перепродают предложение потребителям.

Micromodel of marketing communication (микро-модель маркетинговой коммуникации) — описание специфических реакций потребителей на данную маркетинговую коммуникацию.

Microscheduling decision (решение с учетом фактора времени на микроуровне) — распределение коммуникационных расходов в течение короткого периода времени для получения максимальной отдачи.

Mission (миссия) — ясное, краткое и устойчивое изложение причин существования организации.

Moore's model (содель Мура) — адаптация модели Роджерса для высокотехнологичных продуктов.

Multichannel conflict (межканальный конфликт) — конфликт между участниками двух (или более) каналов дистрибуции, которые продают данную продукцию на одном и том же рынке.

N

Native advertising (нативная реклама) — форма рекламы, напоминающая редакционный контент данного средства массовой информации, но предназначенная для продвижения продукта рекламодателя.

Net price analysis (анализ нетто-цен) — выявление «реальной цены» предложения после учета скидок и затрат на рекламу и продвижение.

Niche marketer (участник нишевого рынка) — компания, которая обслуживает подмножество клиентов с помощью своего предложения, адаптированного исключительно к их потребностям.

O

Objective-and-task budgeting (бюджетирование по целям и задачам) — подход к определению коммуникационного бюджета исходя из конкретной задачи, которую необходимо решить.

Observational research (наблюдение) — средство получения данных путем ненавязчивого наблюдения за покупательскими или потребительскими привычками покупателей.

Opinion leader (лидер мнений) — человек, дающий неформальные советы или информацию о том, как лучше всего использовать конкретный продукт или категорию продуктов; синонимы «лидеру мнений» — «влиятельный человек», «инфлюенсер».

Optimal value proposition (оптимальная ценность) — ценность, которую рыночное предложение создает одновременно для клиентов, сотрудников и компании.

Order-to-payment cycle (цикл от заказа до оплаты) — время между получением заказа, доставкой товара или услуги и его оплатой.

Organic growth (органический рост) — увеличение выручки, прибыли и/или положения компании на рынке за счет использования ее собственных ресурсов.

P

Penetration pricing (ценовая стратегия проникновения на рынок) — установление низкой цены для максимизации доли рынка.

Perception (восприятие) — процесс отбора, организации и интерпретации информации для создания осмысленной картины мира.

Perceptual map (карта восприятия) — визуальное представление потребительских восприятий и предпочтений.

Performance marketing (маркетинг результатов) — финансовая и нефинансовая отдача бизнесу и обществу от маркетинговых мероприятий и программ.

Permission marketing (маркетинг разрешений, доверительный маркетинг) — маркетинговая практика, когда потребителю могут направляться различные маркетинговые сигналы-сообщения только после получения его явного разрешения на это.

Personality (личность) — набор отличительных психологических черт человека, которые приводят к относительно последовательным реакциям на стимулы, воздействующие на него из внешней среды, включая покупательское поведение.

Personal selling (личные продажи) — взаимодействие продавца и покупателя лицом к лицу.

Personas (персоны покупателей) — подробные профили одного или нескольких целевых потребителей, изображающие типичного потребителя на целевом рынке.

Points of difference (PODs) — точки отличия/различия — атрибуты или преимущества, которые отличают предложение компании от конкурентов.

Points of parity (POPs) — точки паритета — атрибуты или преимущества, которые не уникальны и являются общими с другими брендами.

Positioning statement (заявление о позиционировании) — краткое изложение стратегии продукта или бренда, которое призвано направлять действия компании.

Positioning (позиционирование) — разработка предложения и имиджа компании, чтобы занять особое место в сознании субъектов целевого рынка.

Price discrimination (ценовая дискриминация) — продажа одного и того же товара по разным ценам разным покупателям.

Price elasticity of demand (ценовая эластичность спроса) — степень, в которой изменение цены приводит к изменению количества проданного товара.

Price image (ценовой имидж) — общее представление потребителей об уровне цен в данном розничном магазине.

Price indifference band (полоса ценового безразличия) — диапазон, в пределах которого изменения цены практически не влияют на покупки потребителей.

Pricing cues (ценовые подсказки) — средство, побуждающее покупателей полагаться на цену, чтобы сделать вывод о ценности продукта.

Primary data (первичные данные) — информация, собранная для конкретной цели или проекта.

Primary target (первичный целевой рынок) — подмножество целевых клиентов, для которых будет доступно предложение изначально.

Private label (частная торговая марка, бренд) — собственная торговая марка, разработанная и продаваемая розничными и оптовыми торговцами.

Product-development strategy (стратегия развития продукта) — создание новых продуктов или модификаций существующих продуктов на целевом рынке.

Product life cycle (жизненный цикл продукта) — промежуток времени между появлением предложения на рынке и его уходом с рынка.

Product line (продуктовая линейка, линейка продуктов) — группа связанных или сходных между собой товаров, продаваемых одной и той же компанией.

Product-market growth framework (модель роста продуктов и рынка) — структура, которая описывает различные стратегии роста, также известная как матрица Ансоффа.

Product-mix pricing (ценообразование для ассортимента продукции) — установление цен таким образом, чтобы максимизировать прибыль от всего набора предложений компании.

Product portfolio (портфель продуктов) — общее количество продуктов, предлагаемых компанией, включая различные категории продуктов и продуктовые линейки.

Product-value analysis (анализ ценности продукта) — оценка ценности продукта путем изучения способов модификации его компонентов или связанных с ним процессов для снижения затрат без неблагоприятного воздействия на его характеристики.

Prototype (прототип) — модель рыночного предложения, целью которой является устранение потенциальных проблем до того, как будет создано окончательное фактическое предложение.

Psychographic segmentation (психографическая сегментация) — разделение целевых клиентов на группы на основе психологических особенностей, образа жизни или ценностей.

Psychological resistance (психологическое сопротивление) — нежелание менять устоявшиеся предпочтения или мнения, являющиеся барьерами для совершения покупки.

Public relations (связи с общественностью, пиар) — разнообразные программы, призванные продвигать имидж компании среди соответствующих заинтересованных сторон (стейкхолдеров).

Publicity (паблисити) — использование редакционного контента СМИ для продвижения предложения, идеи, организации или имиджа компании.

Pull strategy (стратегия вытягивания) — использование рекламы, продвижения и коммуникаций для того, чтобы убедить потребителей потребовать товар от посредников.

Push strategy (стратегия проталкивания) — продажа продукта конечным пользователям через партнеров.

Q

Quality (качество) — степень, в которой товар или услуга оправдывают ожидания клиентов в отношении их ценности для себя.

Questionnaire (анкета-опросник) — набор вопросов, предъявляемых респондентам для сбора первичных данных.

R

Reference groups (референтные группы) — все группы, оказывающие прямое или косвенное влияние на убеждения, решения и поведение человека.

Reference prices (референтные цены) — информация о ценах, которую потребитель сохраняет в своей памяти, и которая используется для интерпретации и оценки новой цены.

Relationship marketing (маркетинг взаимоотношений) — развитие взаимоприемлемых долгосрочных отношений с ключевыми рыночными партнерами компании с целью заработать и сохранить свой бизнес.

Retailing (розничная торговля) — деятельность, связанная с продажей товаров или услуг непосредственно конечным потребителям для некоммерческого использования.

Retention rate (коэффициент, уровень удержания) — количество клиентов, которые продолжают вести дела с компанией в течение определенного периода времени.

Revenue leaders (лидеры по доходам, выручке) — группа клиентов, представляющих наибольшую ценность для компании.

Reverse-flow channel (обратный канал) — канал дистрибуции, по которому товары переходят обратно от пользователя к производителю, как правило, для переработки, перепродажи или утилизации.

Reverse innovation (обратные инновации) — использование успешного продукта в качестве базы для создания недорогой альтернативы на развитых рынках.

Rogers' model (модель Роджерса) — классификация потребителей по скорости, с которой они воспринимают и принимают новые предложения.

S

Sales force incentives (поощрения для коммерческого персонала, продавцов) — средства, используемые для мотивации сотрудников отделов продаж (продавцов), такие как бонусы и привлекательные командировки.

Sample size (размер выборки) — количество людей, которых следует охватить, чтобы получить достоверные результаты, которые можно экстраполировать на всю целевую группу.

Sampling procedure (процедура выборки) — способ выбора респондентов при рыночном исследовании/обзоре, делающий выборку более репрезентативной для всего обследуемого населения.

Sampling unit (единица выборки) — респонденты, которых следует опросить для получения информации о конкретном рынке, продукте или поведении.

Search engine marketing (SEM) (поисковый маркетинг) — практика оплаты компаниям, владеющим поисковыми системами, за то, чтобы продукт фирмы, ее сервис, бренд или сама эта организация отображались в результатах поиска по определенным ключевым словам.

Search engine optimization (SEO) (поисковая оптимизация) — действия, направленные на повышение вероятности того, что ссылка на компанию или бренд займет как можно более высокое место среди всех неоплачиваемых ссылок, которые появляются во время онлайн-поиска.

Secondary data (вторичные данные) — доступная информация, собранная для другой цели.

Selective attention (избирательное внимание) — процесс сосредоточения внимания на определенных раздражителях окружающей бизнес-среды при игнорировании других.

Selective distortion (избирательное искажение) — склонность интерпретировать информацию в соответствии с нашими предубеждениями.

Selective distribution (селективная дистрибуция) — использование ряда тщательно отобранных посредников, желающих продавать конкретный товар.

Selective market deployment (выборочное развертывание на рынке) — подход, при котором предложение компании развертывается только в определенных областях целевого рынка для проверки его реакции.

Service (услуга/сервис) — неосязаемое действие, которое один субъект выполняет для другого, не приводящее к передаче прав собственности.

Service blueprint (регламент обслуживания) — сопоставление услуги, предоставляемой компанией, с тем, как ее видит клиента.

Short-term memory (кратковременная память) — способность удерживать в памяти ограниченное количество информации в течение короткого времени.

Showrooming (шоуруминг) — осмотр товара в магазине перед его покупкой у другого продавца, как правило, для получения более низкой цены.

Single-level channel (одноуровневый канал) — канал дистрибуции, который содержит только одного торгового посредника, например, розничного продавца.

Social marketing (социальный маркетинг) — маркетинг, осуществляемый некоммерческой или государственной организацией для продвижения идеи, например, «Скажи нет наркотикам».

Specialized portfolio (специализированный портфель) — достаточно узкий ассортимент из одной или нескольких линеек продукции.

Stage-gate framework (модель «стадии — ворота») — многоэтапная модель управления процессом разработки новых предложений.

Standardized marketing program (стандартизированная маркетинговая программа) — стратегия, использующая один и тот же стратегический и тактический подход на разных рынках и в разных странах.

Strategic brand management (стратегическое управление брендом) — разработка и реализация маркетинговых мероприятий и программ по созданию, управлению и измерению характеристик бренда.

Strategic business unit (SBU) — стратегическая бизнес-единица — отдельный бизнес или совокупность связанных бизнесов, которые могут планироваться отдельно от остальных частей компании, со своими конкурентами и менеджером, отвечающим за стратегическое планирование и показатели прибыли этого бизнеса.

Strategic targeting (стратегический таргетинг) — ориентация на клиентов, потребности которых компания может удовлетворить лучше, чем ее конкуренты.

Strategy (стратегия) — план рыночной игры компании для достижения своих целей.

Subliminal perception (подсознательное восприятие) — сигналы-сообщения, которые потребители не осознают, но которые влияют на их поведение.

Supply chain management (управление цепочками поставок) — приобретение входных ресурсов и их преобразование в готовую продукцию, которая затем отправляется в адрес конечных пунктов ее назначения.

Sustainability (устойчивость) — предотвращение истощения природных ресурсов за счет снижения воздействия деятельности человека на окружающую среду.

Systems buying (закупка систем) — покупка комплексного решения бизнес-задачи или потребности у одной компании.

systems selling (продажа комплексных решений) — маркетинговый подход к привлечению покупателей, предпочитающих покупать целые системы у одной компании.

Т

Tactical targeting (тактический таргетинг) — определение средств достижения стратегически важных клиентов для коммуникации и доставки им предложений компании.

Tactics (тактика) — маркетинговый комплекс, который оживляет стратегию компании и определяет ключевые аспекты предложения, разработанного для создания ценности на данном рынке.

Target attractiveness (целевая привлекательность) — способность сегмента рынка создавать ценность для компании.

Target compatibility (целевая совместимость) — отражение способности компании удовлетворять потребности целевых клиентов.

Target market (целевой рынок) — рынок, на котором компания стремится создавать стоимость и получать ее часть для себя.

Target-rate-of-return pricing (ценообразование на основе целевой нормы прибыли) — установление цены, которая обеспечит желаемую норму прибыли.

Targeting (таргетинг) — процесс выявления тех клиентов, для которых компания будет оптимизировать свое предложение.

Time-and-duty analysis (анализ времени и обязанностей) — почасовое отслеживание деятельности сотрудников, чтобы помочь им понять, как они могут повысить эффективность своей работы.

Top-down idea generation (генерация идей «сверху вниз») — процесс разработки продукта, который начинается с определения рыночных возможностей и потребностей.

Total costs (общие издержки, затраты, расходы) — сумма постоянных и переменных издержек при данном уровне производства.

Total customer benefit (общая выгода для потребителя) — предполагаемая функциональная, психологическая и денежная ценность, которую потребители получают от рыночного предложения.

Total customer cost (общая стоимость сделки для клиента) — предполагаемые функциональные, психологические и денежные затраты, которые потребитель несет, чтобы оценить, получить и использовать предложение, а потом утилизировать соответствующие продукты.

Trade incentives (коммерческие стимулы) — вознаграждения, предлагаемые участникам канала дистрибуции.

Trend (тенденция) — изменение поведения или последовательности событий, обладающее импульсом и устойчивостью.

Triple bottom line (тройная финальная цель) — концепция, согласно которой компания несет ответственность перед заинтересованными в ее деятельности сторонами (стейкхолдерами), к которым относятся сотрудники, клиенты и общество в целом.

V

Value proposition (ценностное предложение) — тип ценности, которую компания планирует создать для целевых клиентов.

Variable costs (переменные затраты, расходы) — расходы, которые напрямую зависят от уровня/объема производства.

Vertical channel conflict (конфликт в вертикальном канале) — конфликт между участниками, находящимися на разных уровнях канала дистрибуции.

Vertical marketing system (вертикальная маркетинговая система) — маркетинговая система, в которой производители, оптовые и розничные торговцы работают вместе, как единое целое.

Visualization (визуализация) — способ для маркетологов получить представление о восприятии людей, попросив их создать коллаж или рисунок.

W

Warranties (гарантийные обязательства) — официальные заявления производителя об ожидаемых характеристиках продукта.

Wholesaling (оптовая торговля) — все виды деятельности, связанные с продажей товаров или услуг тем, кто покупает для перепродажи или совершает крупные покупки для коммерческого использования.

Word association (вербальные ассоциации) — метод исследования, который включает в себя опрос респондентов, какие слова приходят им на ум, когда они слышат название бренда.

Y

Yield pricing (ценообразование по принципу «управления доходностью») — стратегия ценообразования, основанная на предвидении и влиянии на поведение клиентов.

Z

Zero-level channel (канал нулевого уровня) — канал сбыта, в котором производитель осуществляет продажи непосредственно конечному потребителю; также называется каналом прямого маркетинга.

Zone of tolerance (зона допуска) — диапазон, в котором клиенты будут считать обслуживание компании удовлетворительным.

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