

# Van Marketing tot Klant

Stichting Vrouwen netwerk Curacao  
20 October 2008

# Het doel van vandaag

- Het mogelijk maken dat je met meer vertrouwen over marketing, advertising, public relations kunt spreken in je organisatie
- Betere beslissingen kunt nemen hieromtrent
- Algemene ontwikkeling

# Programma

## ■ Introductie

- Tamira La Cruz, MBA, eigenaar, marketing strateeg & -onderzoeker, MarkStra

## ■ Reactie panelleden

- Drs. Carline Nissa, docent UNA/UDC, ivv reclamebureau
- Monique Rosalina, eigenaar & grafisch ontwerper, Passaat Design
- Ton van Haaren, eigenaar & drukker, van Haaren Printers
- Drs. Jetha Romer, manager marketing & communications, Banco di Caribe

## ■ Discussie met de zaal

# Tamira La Cruz, MBA

- Marketingstrateeg en -onderzoeker
- Opleiding:
  - Master's in Business Administration
    - Specialisatie: corporate strategy en multinational management
  - Bachelor's in Business Administration
    - Specialisatie: marketing management en finance management

# Contents

- Goal of marketing
- Public Relations, Advertising, Marketing:  
what's the difference
- MAC in the organization
- Education
- Case

# Ultimate goal of the organization

- More profit
- More believers

# The goal of marketing

- Contribute to achieving the organizational goal through
  - Higher margin
  - Higher traffic/volume
  - Longer customer lifetime value

Marketing, advertising, public relations –  
what is the difference

# Public Relations

- Building **good relations** with the company's various publics by
  - obtaining favorable publicity,
  - building up a good corporate image, and
  - handling or heading off unfavorable rumors, stories and events.
- Serves to
  - Attract good employees
  - Get more understanding when something does go wrong
  - Get favorable treatment
  - Attract clients

# Advertising

- Any **paid** form of **non-personal** presentation and **promotion** of ideas, goods, or services by an **identified sponsor**.

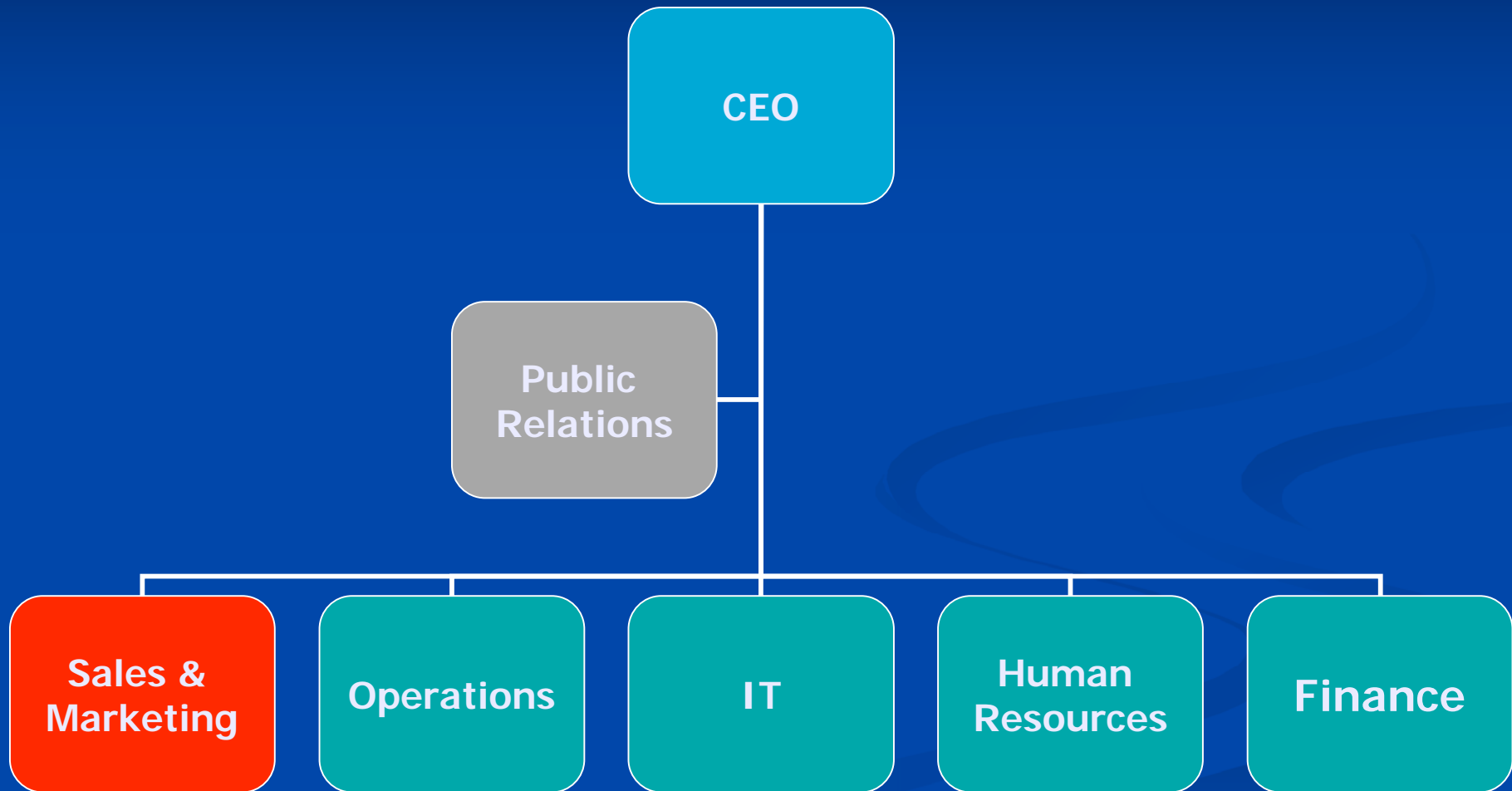
# Marketing

- There is a mix of tools that together causes the customer to buy your product
  - Product
  - Price
  - Place (distribution)
  - Promotion
  
  - Partnerships
  - People
- Research tells you where client should invest her money

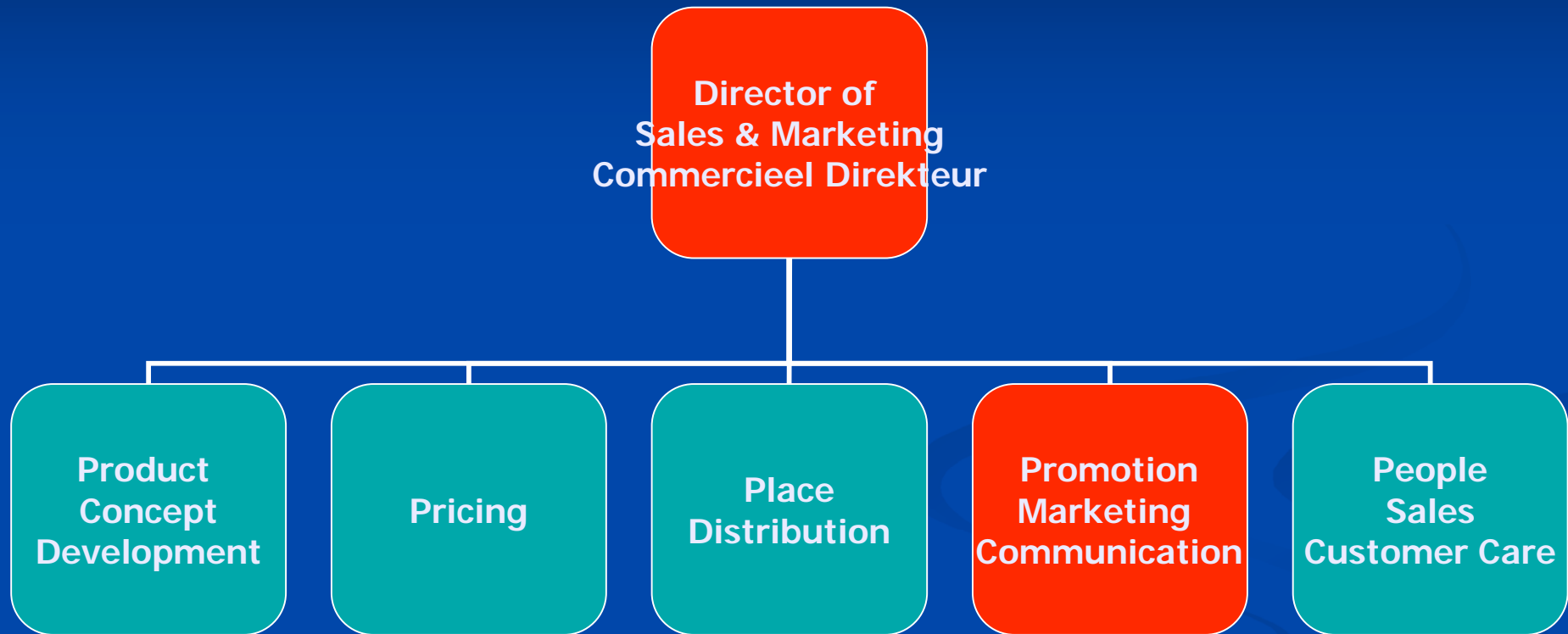
# Marketing Strategy

- What do existing or potential customers want or need?
  - What can we provide?
  - What are competitors providing?
  - Are there unserved needs?
  - What are market conditions?
- 
- What should we provide?

# The Organization (theoretically)



# Marketing Job Description



**Marketing  
Communication**

**Advertising  
Agency**

**In-house functions**

**Outsourced functions**

Account managers

Concept Development

Creative team:  
writers, graphic designers,  
photographers

Media Planning Team

Print shop

Media

Etc.

# Education

- Marketing
  - Business administration/management, specialization in marketing management
  - Commerciele economie
- Advertising
  - Communication, specialization in advertising
- Public relations
  - Communication, specialization in public relations and/or journalism
- Graphic Design
  - Art (Kunst), specialization in graphic design

Praktijkvoorbeeld  
Hoe kijkt iedereen ernaar?

# Bijeenkomst | Vrouwenennetwerk Curaçao

**Thema** | Van Marketing tot Klant

**Spreker** | Tamira La Cruz en andere panelleden

**Datum** | Maandag 20 oktober 2008

**Tijd** | 17.30 - 20:30 uur

**Plaats** | Koetshuis Avila Beach Hotel

**Kosten** | netwerkers ANG 32,50 & gasten ANG 40,-



Aanmelden voor deze avondbijeenkomst kan bij  
Marijke via e-mail | [secretariaat@vrouwennetwerk.com](mailto:secretariaat@vrouwennetwerk.com)  
website SVC | [www.vrouwennetwerk.com](http://www.vrouwennetwerk.com)

# Drs. Carline Nissa

- Docent marketing & communicatie UNA en UDC
- voormalig account manager reclamebureau
- Opleiding:
  - Drs bedrijfskunde Groningen
    - Specialisatie: Marketing
  - Bachelor's in Business Administration UNA
    - Specialisatie: Algemene bedrijfskunde

# Monique Rosalina

- Grafisch ontwerper/Art director
- Opleiding:
  - Hogeschool voor Kunsten, Utrecht
  - Grafische vormgeving
  - Specialisatie: Design & Typography

# Ton van Haaren

- Drukker
- Opleiding:
  - Grafische School
  - Specialisatie:

# Drs. Jetha Romer

- Manager Marketing & Communications
- Opleiding:
  - Master's in Business Communication, Katholieke Universiteit Nijmegen
  - HBO/Master's Interpreter, Translator, Law