

bluevizia's Marketing Manager is a modern, easy-to-use software tool for the successful development and management of marketing processes.

## Installation

### Windows

Double-click with the left mouse button on the downloaded file installmm.exe. Shortly afterwards, the installation menu appears. You can install the program in the suggested folder or select a new one. In the latter case, enter the desired folder and click on the **Next** button.

After the successful installation, an icon is created on the desktop as well as the group Marketing Manager in the menu Start, Programs. To start the application, double-click on the icon on the desktop or click on the button Start and select Programs, Marketing Manager and the icon Marketing Manager.

### Linux

To read the instructions about the installation of Marketing Manager under Linux, please click [here](#).

### Mac

To read the instructions about the installation of Marketing Manager under MacOS, please click [here](#).

## The Components of Marketing Manager

The components of Marketing Manager are the five main functions of the program:

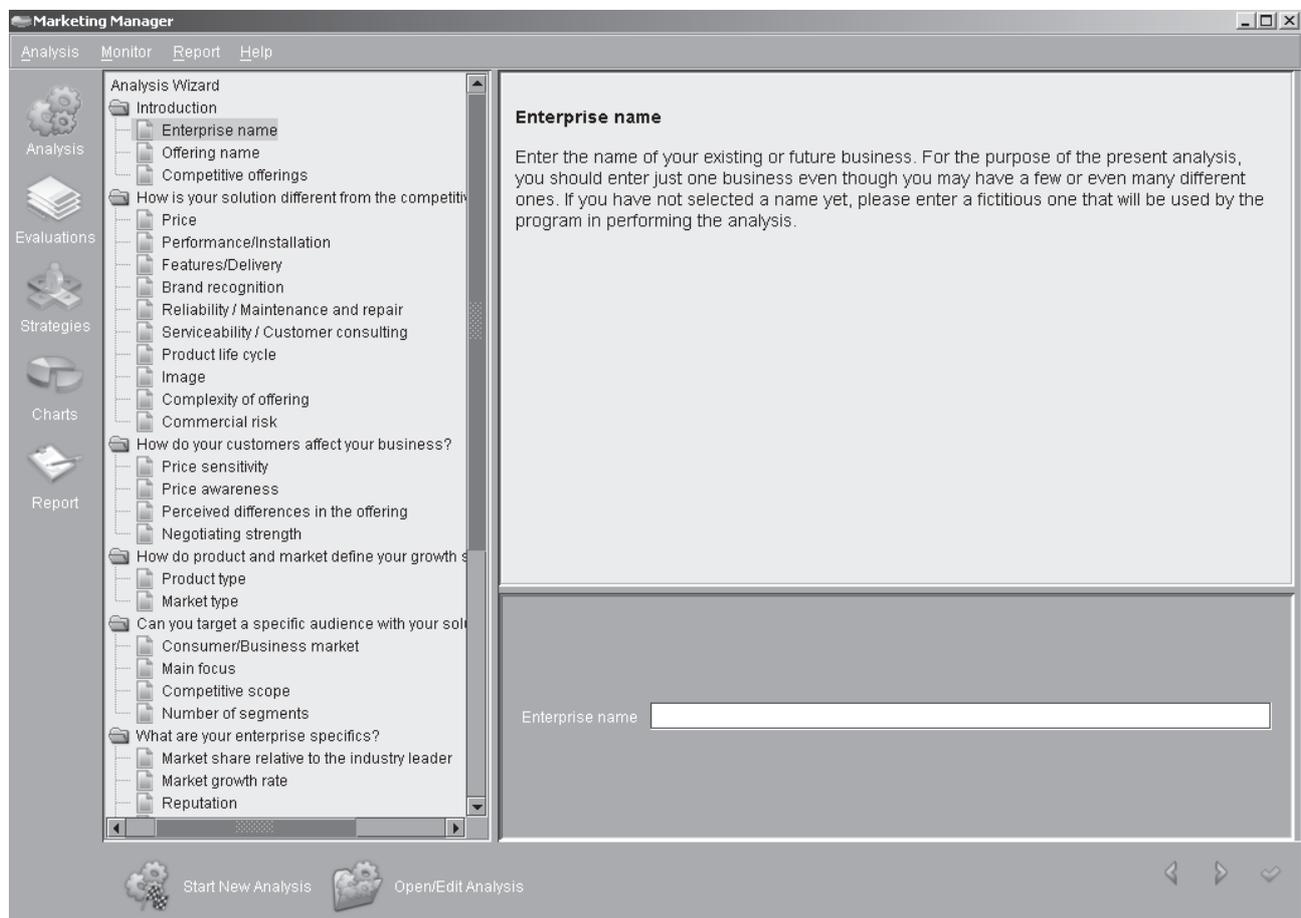
### Analysis, Evaluations, Strategies, Charts, Report

You can switch between the different components of the program through the main menu or the quick launch bar.



### Wizard

After starting the program, the Wizard appears. From its window, you can create a new analysis with the  button, or open an existing analysis with the  button. While creating an analysis, you must answer a series of questions. At each question, there is a text field at the top with detailed instructions about the answer, and an entry field below.



There are three types of wizard questions in terms of the entry field mode:

The first type present an entry field in which you must enter information into a text box. Entry fields of this type are: Enterprise name, Offering name, Competitive offerings. The second type have a sliding bar. Using the slider, you can give answers on a scale of 1 to 10. Above the sliding bar, there are explanations of the minimum and maximum values. The third type are closed questions in which you can select one possibility only, by activating the respective option. This includes the questions: Product life cycle, Product type, Market type.

## Wizard Functions

You can reach any page of the wizard by using the Back  and Next  buttons at the bottom of the screen or by clicking on an element in the wizard outline. Open the wizard outline by selecting the respective option in the **Analysis** menu or by means of the **Ctrl+W** key combination. Exit the wizard by clicking on the  button on the last page.

## Start New Analysis

There are two possibilities to start a new analysis - select the **Start New Analysis** option in the **Analysis** menu or click on the **Analysis**  icon on the quick launch bar.

## Open Analysis

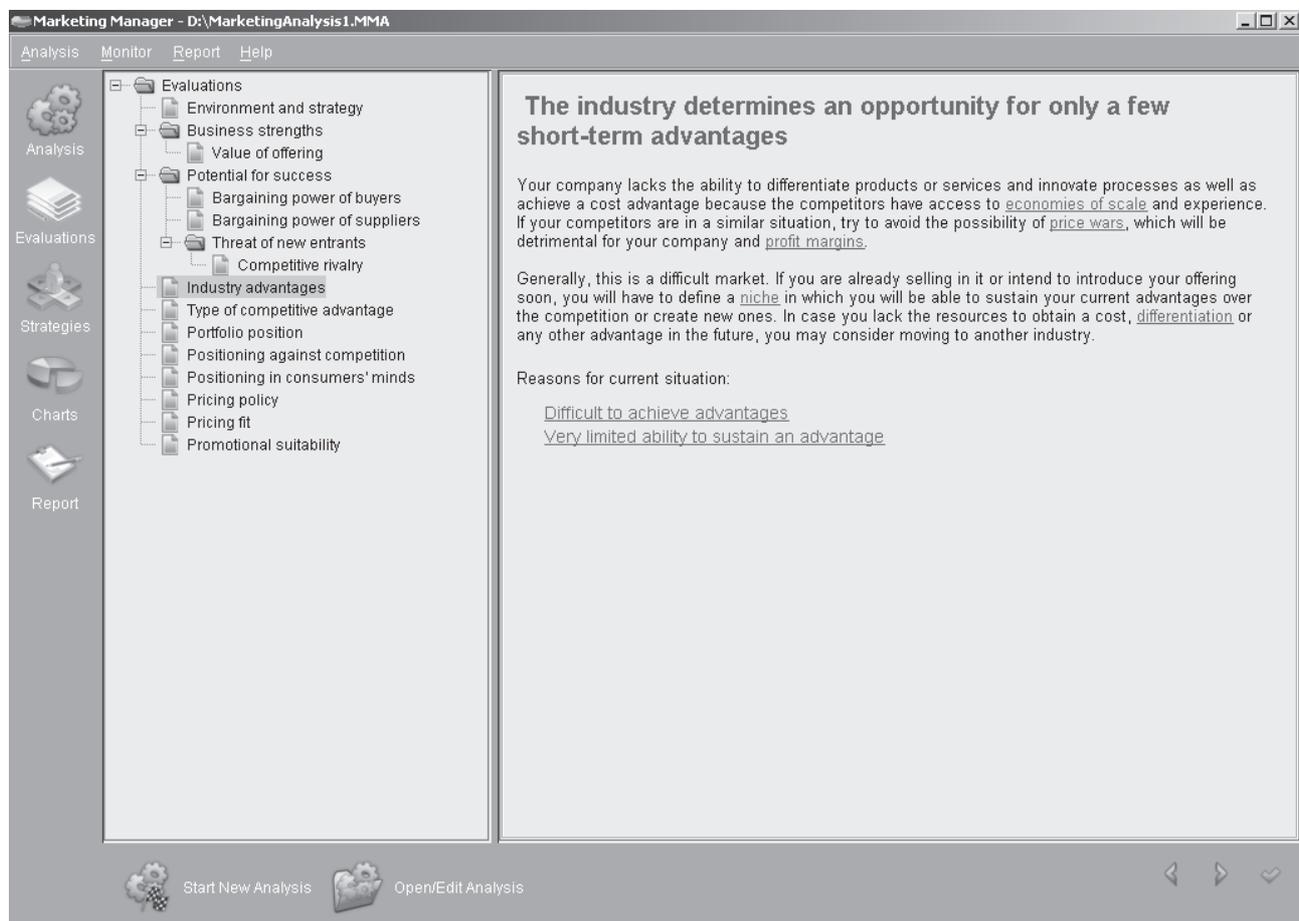
There are two possibilities to continue a saved analysis - select the **Open Analysis** option in the **Analysis** menu or click on the **Open/Edit Analysis**  icon. A dialog window with a list of all saved analyses is opened.

## Save Analysis

While answering the wizard questions, it is recommended to save your work with the **Save** or **Save As** command in the **Analysis** menu. When exiting, starting a new analysis and opening a saved analysis, the program asks you if you want to save the changes of the current analysis.

## Evaluations

### Open Evaluations



The screenshot displays the Marketing Manager application window. The title bar reads "Marketing Manager - D:\MarketingAnalysis1.MMA". The menu bar includes "Analysis", "Monitor", "Report", and "Help". The left sidebar contains icons for "Analysis", "Evaluations", "Strategies", "Charts", and "Report". The main content area is divided into two panes. The left pane shows a tree view under "Evaluations" with the following items: Environment and strategy, Business strengths, Value of offering, Potential for success, Bargaining power of buyers, Bargaining power of suppliers, Threat of new entrants, Competitive rivalry, Industry advantages, Type of competitive advantage, Portfolio position, Positioning against competition, Positioning in consumers' minds, Pricing policy, Pricing fit, and Promotional suitability. The right pane displays the text for the "Industry advantages" section:

**The industry determines an opportunity for only a few short-term advantages**

Your company lacks the ability to differentiate products or services and innovate processes as well as achieve a cost advantage because the competitors have access to economies of scale and experience. If your competitors are in a similar situation, try to avoid the possibility of price wars, which will be detrimental for your company and profit margins.

Generally, this is a difficult market. If you are already selling in it or intend to introduce your offering soon, you will have to define a niche in which you will be able to sustain your current advantages over the competition or create new ones. In case you lack the resources to obtain a cost, differentiation or any other advantage in the future, you may consider moving to another industry.

Reasons for current situation:

- [Difficult to achieve advantages](#)
- [Very limited ability to sustain an advantage](#)

At the bottom of the window, there are two icons: "Start New Analysis" and "Open/Edit Analysis", along with navigation arrows.

Open the evaluations through one of the following possibilities - select **Evaluations** in the **Monitor** menu, use the **Ctrl+V** key combination or click on the **Evaluations**  icon on the quick launch bar in the main window.

The evaluations are active only if there is a finished analysis or an open report. Choosing any of the above-mentioned possibilities opens a dialog window that displays an evaluations outline on the left and text on the right. Marketing Manager evaluates here, on the basis of your answers, the influence of the economic and cultural trends as well as of the government actions and technological developments on your marketing strategy. Your strengths, weaknesses and potential are assessed here, too.

### View Evaluations

Review the generated evaluations by going through the evaluations outline in the left pane of the screen or by means of the **Back**  and **Next**  buttons in the bottom pane of the program window. When you go to certain evaluation, its content and defining factors appear on the right as according to the answers of the wizard questions.

### Edit Evaluations

The respective defining factors can be found after each evaluation text. Click on a factor to follow it down to its subfactors and finally to the wizard questions. Click on the  button on the button bar at the bottom of the screen to go back to the previously visited page. You can see how the evaluations are changed when you modify your original answers in respect to changes in your enterprise, product, competitors and market.

## Strategies

### Open Strategies

You can open the strategies through any of the following possibilities - select **Strategies** in the **Monitor** menu, use the **Ctrl+T** key combination or click on the **Strategies**  icon on the quick launch bar in the main window. You can open strategies only if there are finished analyses or an open report.

### View Strategies

View the different strategies by clicking on any strategy in the strategies outline in the left pane of the screen. The respective explanatory text is displayed in the right pane of the dialog window that opens by clicking on a strategy in the strategies outline. To go back and forth, use the **Back**  and **Next**  buttons in the bottom part of the screen.

## Charts

### Open Charts

You can open charts through the following three possibilities - the **Charts** option in the **Monitor** menu, the **Ctrl+C** key combination or through the **Charts**  icon on the quick launch bar in the main window. You can open charts only in case you have finished an analysis or opened a report.

### View Charts

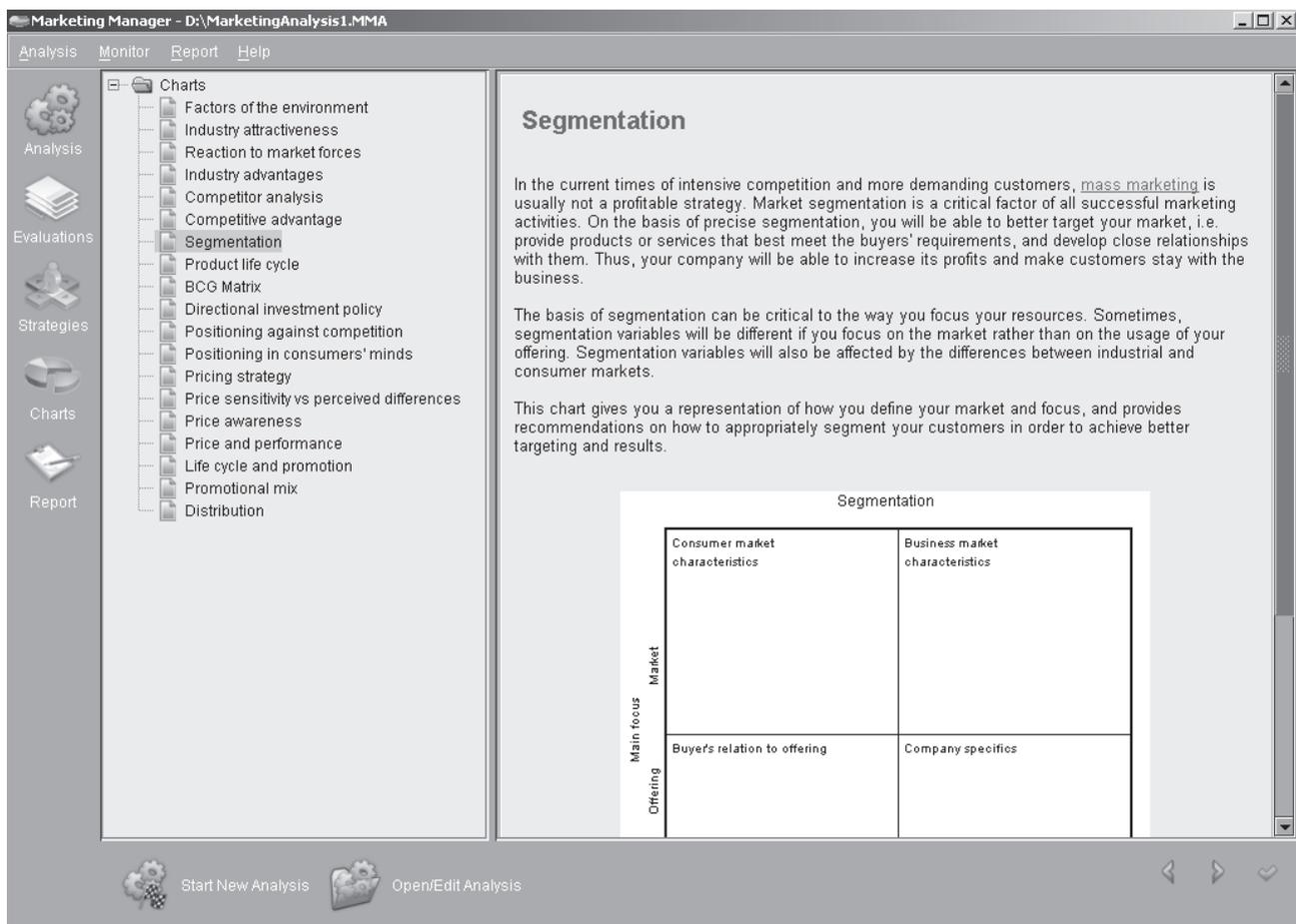
View the charts by clicking on them in the outline. A dialog window is then opened, which displays an outline of the charts in the left, and the respective explanatory text and chart in the right. To go back and forth, use the **Back**  and **Next**  buttons at the bottom of the screen.

### Follow Chart Sources

The chart sources under each chart are links to the data used for the respective model. Click on a link to reach its data sources. Experiment with the answers to the questions related to the specific chart to see how your and your competitors' position change.

## Report

A fully detailed, structured report is generated after each performed analysis. It is a document with evaluations, strategy recommendations and charts tailored to your enterprise. The program allows you to view a report, to switch over to its separate chapters through the outline, to follow back the contained final conclusions, to save and print reports, and to export already saved reports to other programs.



## Open Report

You can open a report through each of the following possibilities - select the **Open Analysis** option in the **Analysis** menu or use the **Ctrl+O** key combination. Opening a report automatically opens the report saved for it.

Clicking on the **Open Analysis** command, a dialog window with a list of all the saved analyses appears for selection. For this, you need to have finished analyses and generated and saved reports.

## View Report

There are a few possibilities to view a report: click on the **View** option in the **Report** menu, the **Ctrl+R** key combination or the **Report**  icon in the main window.

The three options are active only if there is a finished analysis. After clicking, a dialog window appears, which displays a report outline on the left and the respective explanatory text and hints on the right.

## Save Report

After you have finished the analysis wizard, the program generates a report. There are three possibilities to save that report - when exiting, when starting a new analysis or when opening a saved analysis or report.

Use the **Save** or **Save As** option in the **Analysis** menu to save the report of an analysis.

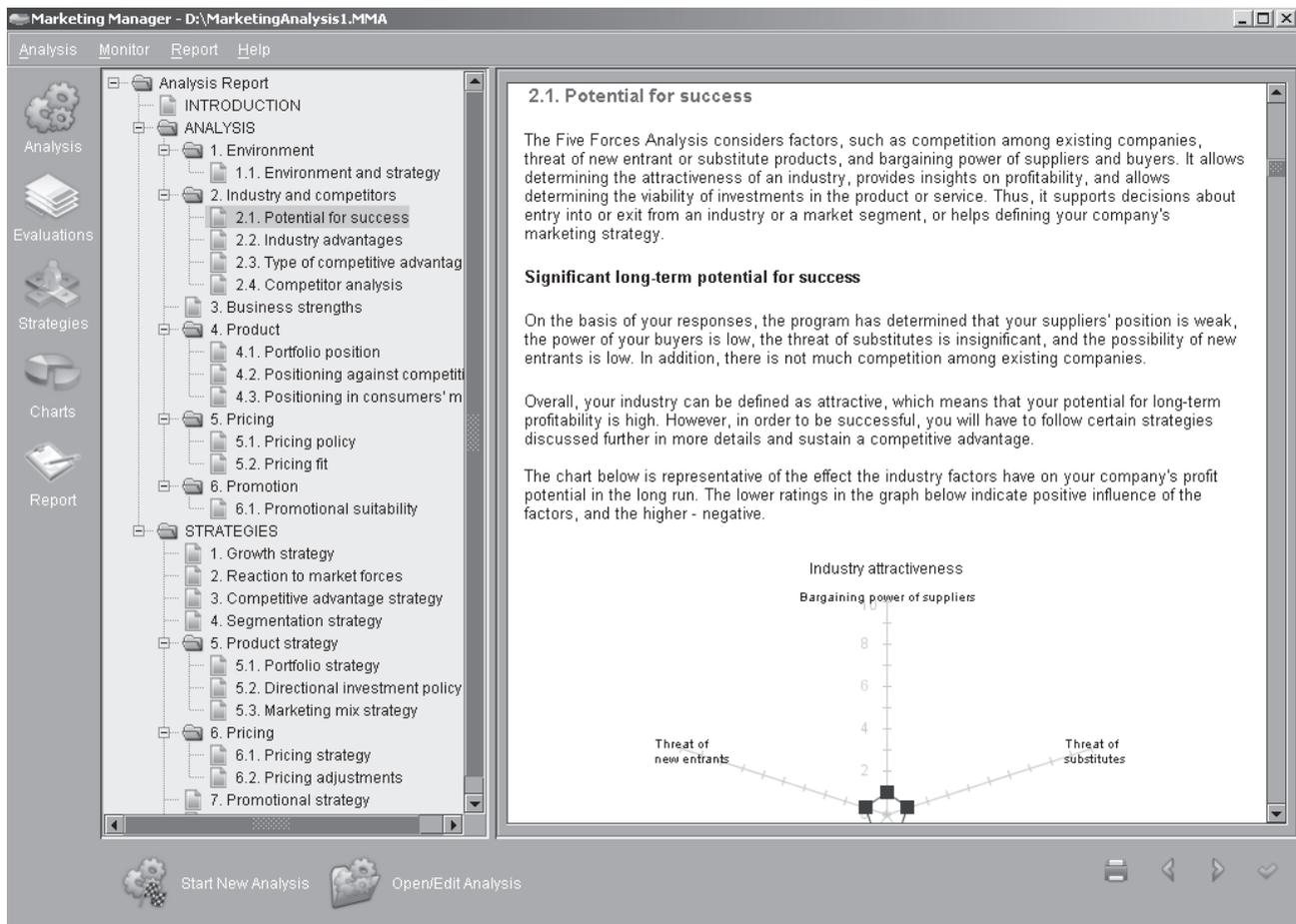
## Export Report

Use the export function by selecting the **Export to PDF** or **Export to RTF** command from the **Report** menu. The generated report will be converted to PDF/RTF, which will make it more suitable for viewing and printing. Exporting to RTF enables also integration into other applications.

## Extras

### Glossary

Marketing Manager is supplied with an extensive list of marketing and business terms. This marketing glossary can be accessed through the following possibilities: Click on the **Glossary**  icon on the quick launch bar, the



**Glossary** option in the **Help** menu or the **Ctrl+G** key combination. The terms and concepts are listed in an alphabetical order. By clicking on a term, you will access its respective definition in the right pane of the window.

## Business Processes and Strategies

This chapter provides information on critical business processes and strategies whose development and proper management will bring success to the enterprise. Go to **Business Processes and Strategies** by choosing the respective command in the **Help** menu. A file is thus opened with the processes and strategies arranged in a tree structure. By clicking on an element in the outline in the left, the program shows you the corresponding topics or articles in the right.

### Navigator

The purpose of the Navigator is to introduce you to the program and to provide easy access to its main functions. You can open it by selecting the **Navigator** option in the **Help** menu or through the **Ctrl+H** key combination. To view the Navigator at program start, activate the **Show Navigator at Startup** option.

### Further Online Assistance

Additional information related to marketing, such as statistics, useful links etc., you will find on our *online.bluevizia.com* website. You are linked to it directly from the program. Select the **bluevizia Online** option from the **Help** menu.

