**Discussion 1**

Turn the Page Inc. is a startup company that will offer a free online service to book lovers. By inputting preferences on genres, writers, and books, Turn the Page Inc. will give readers a comprehensive list of future reading suggestions and offer them numerous buying options from various book sellers. This service is free to Turn the Page Inc. customers, so it is a little more difficult to evaluate it's success in the monetary sense. However, by monitoring its usage and popularity we can see how successful the service is. Further, evaluating the brand of the company can be done in a few ways.

For one thing, market research will be crucial to evaluating the company and its service because understanding what the customers think of the company and how they use it is imperative. Implementing a strategic monitoring system will help Turn the Page Inc. evaluate its success and its service's success. First the company will need to identify key variables that may affect the service being offered, including external forces and those forces controlled by the company. In the case of Turn the Page Inc., some of the external forces that must be considered are possible competitors and the changes they may be making to their objectives and strategy and changing industry trends. They then need to make an outline of where they want their service to be when. a positioning statement is one way in which they will do this. They could also use a projected income statement to show the possible success or they want the service to be.

In order to evaluate the success of Turn the Page Inc.'s branding and marketing success they will first need to set goals up front. Those goals need to include usage of their site and service and profit of the company. They will also need to set up feedback loops to ensure they utilize the information gathered. They could set up monthly check ins with all their employees to gather feedback and make sure everyone is still on the same page. They can also use customer surveys and reviews to improve their current service and develop future products and services. They will use customer and employee feedback to see where they may need to course correct and take corrective actions to point them back in the direction of success.

Reference

Mullins, J. and Walker, O. (2013). Marketing management: A strategic decision-making approach. McGraw Hill Publication, 8th Ed. New York:NY. Pg.466-517.

**Discussion 2**

For Whirlpool, a very well known company and one with many different product lines, evaluating the success of products especially of new product lines is a very important aspect for the business and future success in launching more products. Evaluating the success of new products and seeing what worked and what didn’t or getting feedback can help in future product launches or new business endeavors.

              One method to help evaluate success is establishing clear goals or objectives before the launch of a product and after the launch, to see if the success matches up to the goals set before. Goals and objectives can give a company a clear and measurable baseline for evaluating success (Linton, 2019). For any product launch, in this case for the Tornado Pro, setting different goals in marketing, profits, and shipments are a few departments where goals can be set to measure the success of the Tornado Pro from different aspects. Doing a profit analysis is one way to evaluate success in a financial aspect. A profit analysis, with determined costs associated with specific marketing aspects, to find the profitability of different market segments and products (Mullins & Walker Jr., 2013). Another aspect is evaluating success in terms of customer satisfaction. According to our textbook, one way of measuring customer satisfaction is asking “how likely is it that you would recommend us to a friend or colleague?” (Mullins & Walker Jr., 2013). This is a simple and inexpensive way to get high response rates and a measurable basis of customer satisfaction.

              Evaluating the success of Whirlpool’s brand is important as well. According to an article from entrepreneur, there are three key metrics to evaluating a company’s brand and those aspects are interaction, engagement, and participation (Gardner, 2014). Interaction is the starting point, when the customer expresses any connection with the product and measuring it is simple. Did the customer walk into the store? Did they go onto the website? Engagement is the next level. Its when the customer physically and actively responds to the interaction of the product. In order to measure engagement could be surveys or questionnaires. Or did the customer give their email? Comment on any social media posts? Finally, there is participation, the deepest level of emotional value in the brand. Does a customer talk about the product they bought? Constantly engage with posts and buys the products (Gardner, 2014)?  Because Whirlpool has a foot in many market segments, sending surveys before and after the Tornado Pro launch can be an effective way to measure the success of the product and of the brand.

In the course textbook, there is a section that talks about marketing metrics. In this section it goes over setting performance standards financially, like return on marketing investment, a profitability analysis, and measuring customer satisfaction. It also discusses specifying and obtaining feedback, evaluating that feedback, and then taking corrective actions(Mullins & Walker Jr., 2013). In this case, if Whirlpool follows these steps with the launching of the Tornado Pro, it will be able to evaluate the success of the Tornado Pro.

References

Gardner, J. (2014, November 5). *The 3 Best Measures of True Branding Success Are Tough to Quantify*. Retrieved from Entrepreneur: https://www.entrepreneur.com/article/239201

Linton, I. (2019). *How to Identify the Key Success Factors in a New Product Launch*. Retrieved from Chron: https://smallbusiness.chron.com/identify-key-success-factors-new-product-launch-65743.html

Mullins, J. W., & Walker Jr., O. C. (2013). *Marketing Management(8th Ed.).* New York City: McGraw-Hill.