MARKETING STRATEGIES COMPARISON

Name

Subject

Date

**Introduction**

Marketing strategy refers to where a company or an individual focuses the limited resources on the best opportunities in order to increase the sales hence achieving all competitions. Marketing strategy entails what should be done. It involves eliminating threats and weakness before investing on business opportunities. Market comparison helps in highlighting the differences between two or more commodities.

Carry out comparison on business strategy. Since you don’t know what exactly your competitors contents of business plan, view the segment he or he serves. That is, compare the customer’s base with yours; highlight which area captures majority of customers. How do they do advertising and campaigns; mostly compare topics and marketing content. Investigate the distribution channels used; this should major on pricing and discount offering.

Compare the marketing content. Carry out comparison on types of contents used; does he do blogging, how frequently do they offer and add free goods. Try to subscribe their blog, this will help you know if they have schedule. One can also compare how they create content concerning the new items trending. (Shama, 1993), this will make it possible to tailor marketing strategy

Who are you targeting? This simply means knowing your audience. In every business, targets differ but always all are struggling to achieve the same goal. Demonstrate the same marketing effectiveness. (Stahura, Leung, & Bai, 2015). Even though almost all marketers have the same goal, it doesn’t mean to target the same buyer .Always think outside the box and set your own targets. The only thing to be done on your competitors is to pay attention and figure out who they try to capture.

**Conclusion**

Marketing comparison is of many importance.it gives one room to learn from competitors mistakes. When marketing comparison is done in a positive manner it leads to great achievement. Each marketer should be aiming at his or her goals.

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