Marketing strategy is a plan or set of actions that a company uses to promote and sell its products or services. It is a way for the company to determine its target market, understand the needs and wants of that market, and develop a plan to reach and persuade them to buy. The marketing strategy should align with the overall business goals and objectives, and it should consider the resources and capabilities of the company.

A marketing strategy can include various elements, such as:

* Identifying the target market: This involves understanding the demographics, interests, and needs of the customers the company wants to reach.
* Setting marketing goals: These are the specific, measurable, attainable, relevant, and time-bound objectives that the marketing strategy is intended to achieve.
* Developing a marketing mix: This refers to the combination of elements that the company uses to reach its target market. The marketing mix includes the product or service being offered, the price at which it is sold, the promotion and advertising used to reach customers, and the channels through which the product is sold (e.g., online, in stores, through distributors).
* Identifying the unique selling proposition (USP): This is the unique benefit or value that the company's product or service offers to customers. The USP helps the company stand out from its competitors and gives customers a reason to choose its product over others.

Overall, the marketing strategy is an essential part of a company's business plan, as it helps the company to effectively reach and persuade its target market to buy its products or services.