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Marketing Strategy Your marketing strategy is an explanation of the goals you need to achieve with your marketing efforts. Your marketing strategy is shaped by your business goals. Your business goals and your marketing strategy should go hand-in-hand.

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Plan your marketing strategies so that you can evaluate the successful campaigns and build upon them, while adjusting or stopping unsuccessful ones. Situation Analysis.

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Marketing Strategy Investopedia

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The Cambridge Strategy Group (CSG), L.L.C. is dedicated to providing marketing and management consulting services to small and emerging businesses looking for opportunities to increase their potential for success.

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7 Digital Marketing Strategies and How to Plan Your Own

This one strategic campaign might be one small part of a larger digital marketing strategy that serves to generate more leads for one of its products or business lines. Now that we've gotten to grips with the basics of digital strategy and digital marketing campaigns, let's dig into how to build your strategy.

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