

## **MARKETING STRATEGY**



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A marketing strategy is a business's overall game plan for reaching people and turning them into customers of the product or service that the business provides.

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### **Marketing strategy Wikipedia**

Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation,

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### **Marketing Strategy Coursera**

More specifically, you will better understand your consumers and the main market research techniques. You will know how to segment, target and position your product, and the four Ps of marketing will give you the power to develop a coherent marketing strategy in a marketing plan.

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### **What is marketing strategy definition and meaning**

An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan.

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### **Smarta How to develop a marketing strategy**

Your marketing plan is typically a more live document than your strategy (meaning you will tweak and update it more regularly). As costings, market conditions, economic conditions and other factors change, you'll need to adjust your plan to accommodate them - whereas your strategy could well remain the same.

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