

MARKETING MANAGEMENT

Assignment - 1

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1) DEFINE MARKETING, STRATEGIES, TACTICS.

MARKETING :-

Activities a company undertakes to promote the buying or selling of a product or service.

Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

- Official Definition from the American.

Marketing plays an important role in any organization.

- Kent Grayson

STRATEGIES :-

A Business Overall game plan for reaching prospective consumers and turning them into customers of their products.

A Marketing Strategy is defined as "The high-level approach that you plan to use to achieve your objectives". Your Marketing strategy is ultimately designed to reach your Audience to promote your products or services.

MARKETING STRATEGY

- * Clear.
- * Concise.
- * Sepecific
- * Long-Term.

TACTICS

TACTICS are defined as specific actions that will be taken in support of the marketing strategies.

Marketing Tactics are "The Actual strategic Actions that direct the promotion of a product or service to influence specific Marketing Goals". Marketing Tactics are high-level concepts that direct Content creation and intentional marketing funnel Experiences.

Marketing Tactics help you appeal to your Target Audience, Maximize sales and stay Competitive.

2) WHAT ARE 3c's

3c's

- * Customer.
- * Company.
- * Competitors.

CUSTOMER

Customer-Based Strategies are the most important;

"A corporation's Foremost Concern ought to be the Interest of its Customers rather than that of its shareholders."

The only way you are going to gain that understanding is through conversations with customers.

COMPANY

This is really about. Defining your strengths as an enterprise and a culture.

Are you conducting your business with a focus on delivering operational efficiency and price Leadership.

Once you have made that decision. You have a key ingredient of your Brand Positioning.

COMPETITORS:

While a robust Analysis of the competitive Landscape would look at the strengths, Capabilities, Product portfolios and value Propositions of your Competitive set, for Branding purposes, you also need to look at how they present themselves.

In other words, you must consider Brand Image in the form of Marketing Communications, along with everything else.

* Curious.

* Compassionate.

* Courageous.

3) WHAT IS MARKETING MESSAGE?

A Marketing Message is the words you use to communicate with your audience to convince them to do business with you. Your message is extremely influential in helping you meet your business goals, as it can be the difference between a new acquisition or sending a customer on to your competition.

Messaging in marketing is how a Brand communicates. What customers want to know about your Brand. It goes beyond just sharing information about the product or service available; it builds your Brand Identity. Through the "Why" of your company; its Mission, Vision and Values.

Every Business Engaging in Marketing needs a marketing Message, whether you sell B2C or B2B, Software as a Service [SaaS] or clothing.

⇒ Demonstrate Care for Your Audience.

⇒ Address Customer Pain Points.

⇒ Present Your Business as a Solution.

⇒ Build Trust With Customers.