

# Assignment 1

## Marketing

⇒ Marketing is increasing <sup>the</sup> sale of a product and profit using strategies and tactics

⇒ The company should think of innovative ideas to promote the sale of their products

⇒ Effectiveness of tactics adopted to sell a product that depends on the marketing strategies the company decides

## Strategies

Strategies is long term plan (or) goal

Strategies generally involves setting goals and priorities, determining action to achieve the goals and mobilizing resources to execute the actions. A strategy describes how the ends (goals) will be achieved by the means (resources)



tactics

tactics means ideas

A tactic is a conceptual action or short series of action with the aim of achieving a short term goal. This action can be implemented as one or more specific tasks. The term is commonly used in business, by protest groups, in military, espionage, and law of enforcement contexts, as well as in chess, sports or other competitive activities.

What is 3C's?

The 3C in marketing refers to the three key elements that business must consider when developing a marketing plan. The 3Cs are company, customer, competitor.



3C is a very powerful marketing framework, along with the 4P in marketing

The concepts of the 3C's was first introduced in the 1960's by Harvard Business School professor Jerrold A. McCarroll. The idea was to provide a simple framework for business to analyze their marketing strategies and make informed decisions

customer

What motivates customer to a particular brand? you need to know your target customer are they male / female, age group, habits & young, old, how frequently they are

company

prioritizing the customer process of identifying & selecting specific group of people



competition

This financial benefit will be different to you must know how customer feel about a brand your creative and innovative ideas should be able to encourage them to change their brand

what is marketing message?

A marketing message is a way for a company to communicate with its target audience about the value of its products or services. It can include both the internal language and subtext of a brand's ads. A good marketing message can help attract potential customers, influence their feelings about a product or services and persuade them to take a desired action

5.2.2