

ASSIGNMENT - 1

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 offering that have value for customers clients, partners and society at large.

Strategy:-

A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantages. It encompasses everything from determining who your customer are to deciding what channels you use to reach those customers.

Tactics:-

Marketing tactics are the actions a brand follows to promote its products or services to the target audience and achieve its goals. Commonly used marketing tactics include paid digital marketing, SEO, affiliate marketing, email marketing, and partnership marketing.

What is C's?

Customer:-

For Ohmae, 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". As a startup that is striving for funding you may think your investors come first. Once you launch, customers will need to take centre stage. The wisdom here is, if you have happy customers, you will have happy investors.

Company :-

This is really about defining your strength as an enterprise and a culture. Are you conducting your business with a focus on delivering operational efficiency and price leadership (like Dell)? Are you are service-oriented culture with a passion for putting customers first (Zappos)? 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 strength, 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.

What is marketing message?

Marketing messaging represents how a brand communicates to its customers and highlights the value of its products. "message" refer to not only the actual words and phrase used by a brand in advertising but also feelings and emotions associated with what they say.

In short messaging cover both a brand's literal languages and the subtext of their ads. Your approach to messaging impacts pretty much every corner of your business including:

- Social media posts
- Promotions
- Website ads
- Email campaigns
- Call to actions

Examples:-

- * Affordability and value
- * Ease of use
- * Comfort
- * Security and peace of mind
- * Style
- * Longevity and practicality
- * Ethics and sustainability

5.88