

D Define marketing strategies

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, exchanging offerings that have value for customers, business partners and society at large

Marketing plays an important role

in any organization

Marketing strategies

A Business plan for

reaching prospective consumers and selling them into customers of their products

marketing strategy

* Clear

* Concise

* Specific

* Long-term

Tactics

Tactics are defined as specific actions that will be taken in support of the marketing strategy

marketing tactics are the actual

strategic actions that direct the progression of product or service to its market. Specific marketing goals, marketing tactics are high-level

concepts that direct content creation by In-house marketing funnel experts

2) What are 3 C's

3 C's

* Customer

* Company

* Competitors

Customer

Customer - Based strategies are the most important "A" or position of interest to concern out to be the Interest of IS ought to that. that of IS is broader

The only way you are going to gain that which is standing is through conversations that are conversations with customers

Company

This is really about defining your strength as an enterprise by a

Leadership

you have a key ingredient of your brand positioning.

competitors:

I would look at the
 product portfolio and
 at how the business
 is doing overall

In other words, you must consider Brand Image in the context of marketing communication along with everything else.

meaning of 315

* curious

* compass

* ~~curious~~

~~315~~