

Assignment-1

1) Define marketing, Strategies, Tactics.

Marketing:-

Marketing is the Process of identifying creating, communicating and delivering value to a target audience to meet customers needs and achieve organisation goals. It involves understanding the market consumer behaviour and developing Product services or ideas that appeal to the target audience. Marketing encompasses a broad range of activities including market research, branding, advertising, Promotion, Pricing, distribution and customer service.

Strategies:-

Marketing strategies refer to long-term plans and approaches designed to achieve specific marketing goals. A strategy provides the overarching framework for a company's marketing efforts, guiding how to reach the target market, positioning the brand and achieving competitive tactics.

Tactics:-

Marketing tactics are the specific actions, tools or techniques used to execute the broader marketing strategies. Tactics are short-term and focus

On the day-to-day activities aimed at
and actionable than strategies and are used
achieve measurable results.

What are the 3 C's?

- * Customer
- * Company
- * Competition

Customer:-

Understanding the customer is central to
marketing strategy it involves identifying the needs
preferences, behaviours and demographic of the target
audience

Company:-

The company aspects refers to the internal company
strengths and resources of the business. It includes an
analysis of the company's core competencies, brand
identity, mission and how it is positioned in the market
compared to competitors. Understanding the company
strength and weakness help in crafting strategies
that leverage its advantages.

Competition:-

The competition element involves analysing
the market competitors including both direct
indirect competitors. Business need to understand.

the competitive landscape to gain a competitive edge. This involves studying competitors' strengths, weaknesses, strategies, and market share.

What is marketing message?

A marketing message is the core communication that a company delivers to its target audience to convey the value of its products, services, or brand. It is the key idea or statement used in advertising, promotions, or any other marketing material to engage potential customers, communicate benefits, and persuade them to take action such as purchasing a product or signing up for a service.

Examples of Marketing Message:-

Nike

"Just Do it"

Dominos Pizza

"You get fresh, hot pizza delivered to your door in 30 minutes or less - or its free"

Importance of a marketing message:-

* Brand Awareness

* Customer Engagement

* Conversions.