

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 Exchanging offers that have Value for customers, Clients, Partners and Society at large.

marketing plays an important role in any organization.

Strategies:

A business plan for reaching Prospective Consumers and turning them into Customers of their products.

marketing strategy is defined as "The high-level approach that you plan to use Achieve your objectives Your marketing Strategy is ultimately designed to reach your audience to Promote your products or Services.

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 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 though to be interest of its customers rather than that of its shareholders.

Company:

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

Are you conducting your business with a focus on delivery, operational efficiency and price leadership.

Competitors

While an analysis of the competitive landscape would look at the strength, capabilities, product portfolio and value propositions of your competitive set, for branding purposes you also need to look at how they present themselves.

2) 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

Managing in marketing & how to a brand communication

What customer 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. It's mission, vision and values.

Every business engaging in marketing needs a marketing message, whether you sell B2C or B2B, Software as a Service.

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