ASSIGNMENT-1 Define Marketing Strategies Tectics Mar keling Activities a Company undertakes to Promote the Buying or Selling of a Product or Service Marketing is the activity set of Institutions and Process for Creating, Communicating, pelinering and Exchanging offerings that have Value for Customers, clients, Partners and Society at Longo. - Official Definition from the Marketing Plays an Important role in any Organization. Kent Crayson Strategies Prospective Consumers and twining them into Customer of their Products. A Marketing strategy is defined as "The high level Approach that you plan to care to Achieve Your objectives". Your Marketing Airategy is cultimote derigned to Back Your Audience to Promote your Product ox services. Markating Strategy clas withholder of to talk Specific Long. Term

lactics Pactics are defined as specific actions that will be taken in support of the Marketing strategies Marketing Tackies are It "Actual strategic Action that direct the Promotion of a Product or Service to Influence Specific Marketing Croals. Marketing tackies and Intentional Marketing Found Expariences. Marketing Tackies help you appeal to your larget Audience, Mose comize Soles and sten Competition. Organizaston 2) What are 30's sides of all enga Customer 2 socious & What is our What columntages do relationship with our Competition how? Customer How Con on sidestap them? 1 dich Company Competiton you are we different from Audor Product our Competition. Customer Corporation Forenwst Concern ought interest of its customers rather then to be 11 that of its Shareholdens

Company Are you Conducting your business with a focus on delivering operational efficiency and Price Leadarship. Correlitors While a robust Andysis of the Competitive Landscape would look out the strength, Capabilities, Product Portfolis and Value 3) What is Markeding Message Marketing Message and Short, Persuasive Statements used to Promote Products on Services to Potential Customer ther highlights what Makes 14 Product or Services Valeable and encourage people to buy or engage with it. in Product Differentialism: 16 Soldings their ingration as tout decide Practice or concretion busing nathant to cut is a Countred Market Disting Events and Parpling appeals to the sound of the Sound to the Sound to the Sound the Sound to the Sound the S to experience the testinations. a Delication Morta: offer perturbilities