

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 Process for Creating, Communicating, Delivering and Exchanging offerings that have Value for Customers, clients, Partners and Society at Large.

- official Definition from the American.

Marketing Plays an Important role in any organization.

- Kent Gragson

Strategies

A Business's Overall game Plan for reaching Prospective Consumers and turning them into Customers of their Products.

A Marketing Strategy is defined as "The high level Approach that you plan to use to Achieve your objectives". Your Marketing Strategy is ultimately designed to Reach your Audience to Promote your Products or Services.

Marketing Strategy

Clear

Concis

Specific

Long Term

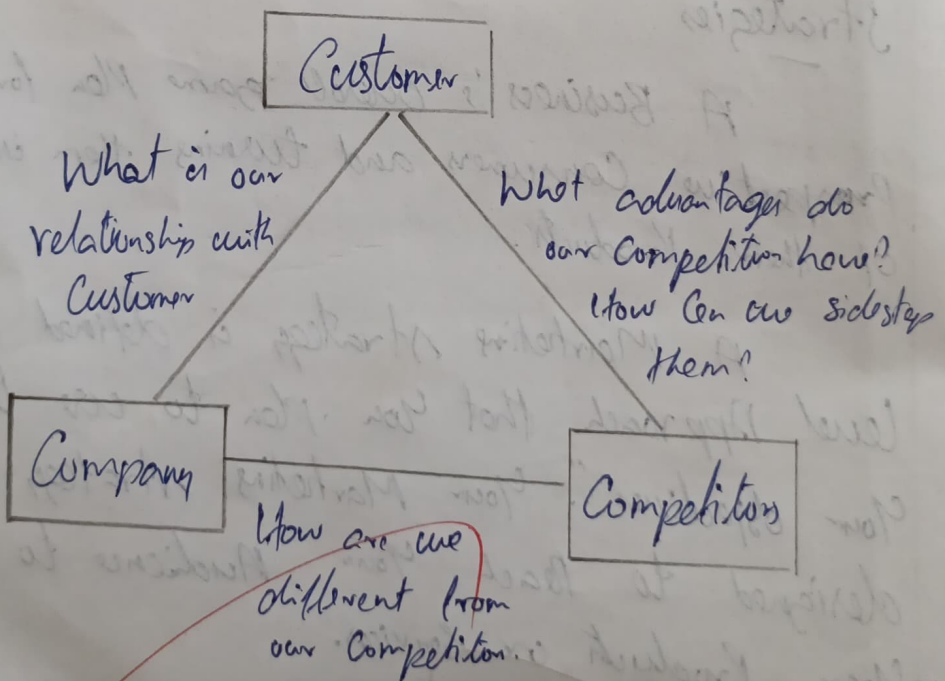
Tactics

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 are high level of Concept that direct Content Creation and Intentional Marketing Funnel Experiences.

Marketing Tactics help you appeal to your Target Audience, Maximize Sales and Stay Competitive.

2) What are 3C's



Customer

A Corporation Foremost Concern ought to be the interest of its Customers, rather than that of its shareholders.

Company

Are you conducting your business with a focus on delivering operational efficiency and Price Leadership.

Competitors

While a robust Analysis of the Competitive Landscape would look at the Strength, Capabilities, Product Portfolios and Value

3) What is Marketing Message

Marketing Message are short, Persuasive Statements used to Promote Products or Services to Potential Customer. They highlight what makes the Product or Services Valuable and encourage people to buy or engage with it.

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