

# **Presentation On Marketing Strategy**

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# INTRODUCTION

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- A marketing strategy can be defined as a process for allowing a company to target limited resources on the best opportunities.
- It results in increased sales and achieving a sustainable competitive benefit.
- Generally, this strategy combines all their marketing targets into one plan and achieving maximum profit.
- The Scarce resources consist of human capital, technology, time and monetary capital.

# TYPES OF MARKETING STRATEGIES

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- There are different types of marketing strategies available. Picking up a marketing strategy includes analyzing the needs of your business, your target audience and specifications of your products. The two main types of marketing strategy are:

1. Business to business (B2B) marketing
2. Business to consumer (B2C) marketing

The most common form of marketing is business to consumer (B2C) marketing. Let's explore a bit more.

# TYPES OF MARKETING STRATEGIES....

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- **Paid advertising**

This includes multiple approaches for marketing. It includes traditional approaches like TVCs and print media advertising. Also, one of the most well-known marketing approach is internet marketing. It includes various methods like PPC (Pay per click) and paid advertising.

- **Relationship marketing**

This type of marketing is basically focused on customer building. Enhancing existing relationships with customers and improving customer loyalty.

# Types of Marketing Strategies....

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- **Word of mouth**

It totally relies on what impression you leave on people. It is traditionally the most important type of marketing strategy. Being heard is important in business world. When you give quality services to customers, it is likely that they'd promote you.

- **Internet marketing**

It is also known as cloud marketing. It usually happens over the internet. All the marketing items are shared on the internet and promoted on various platforms via multiple approaches.

# Advantages

- Improved efficiency
- Targeted Approach
- Better Information
- Branding

# Disadvantages

- Getting Struck
- Decreased Value



# CONCLUSION

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Marketing strategies have made it much easier to promote products and services. They also limit the strategy to target audience ensuring the proper advancement of the business.