

# POSSIBLE MARKETING STRATEGIES

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## SEGMENTATION STRATEGIES

- ☐ Geographic
- ☐ Demographic
- ☐ Psychographics
- ☐ Behavioral

## TARGET MARKET SELECTION STRATEGIES

- ☐ Single-segment concentration
- ☐ Selective specification
- ☐ Product specialization
- ☐ Market specialization
- ☐ Full market coverage

## DIFFERENTIATION STRATEGIES

- ☐ Product itself
- ☐ Services
- ☐ Personnel
- ☐ Image

## POSITIONING STRATEGIES

- ☐ Attribute positioning
- ☐ Benefit positioning
- ☐ Use/application positioning
- ☐ User positioning
- ☐ Competitor positioning
- ☐ Product category positioning
- ☐ Quality/price positioning

## MARKETING MIX STRATEGIES

- ☐ **Product**
  - ☐ New product development
  - ☐ Product line
  - ☐ Brand
  - ☐ Packaging/labeling
  - ☐ Product life cycle decisions

## ☐ **Pricing**

- ☐ Markup pricing
- ☐ Target-return pricing
- ☐ Perceived-value pricing
- ☐ Value pricing
- ☐ Going-rate pricing
- ☐ Sealed-bid pricing
- ☐ Geographical pricing
- ☐ Price discount allowances
- ☐ Promotional pricing
- ☐ Discriminatory pricing
- ☐ Product mix pricing

## ☐ **Promoting**

- ☐ Advertising
- ☐ Billboards
- ☐ Point-of-purchase displays
- ☐ Symbols and logos
- ☐ Packaging inserts
- ☐ Sales promotion
- ☐ Public relations
- ☐ Personal selling
- ☐ Direct marketing

## ☐ **Place**

- ☐ Channel choice
- ☐ Market logistics
- ☐ Inventory
- ☐ Transportation modes/carriers

## **CURRENT MARKETING STRATEGIES**

- ☐ Relationship marketing
- ☐ Database marketing