

## *Strategic Marketing Problems Answers*

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## **Strategic Marketing Problems Answers**

Big brands almost always invest substantial resources to create a comprehensive strategic marketing plan. Especially in consumer markets. Yet from my experience, few small to midsize businesses bother to create one.

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Fig. 1 shows the strategic social media marketing framework with its four central dimensions. First, social media marketing scope addresses the question whether companies use social media marketing predominantly for communication with one or a few stakeholders or comprehensively (both externally and internally) as a genuine tool for collaboration. . Defenders use social media marketing ...

## **Elements of strategic social media marketing: A holistic ...**

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