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MARKETING STRATEGY IN AN 'ALWAYS-ON' WORLD

Introduction

Nowadays, the world has been recognized as a village for global marketing which has become an essential ingredient for success in any business. It has become difficult for every market competitor to survive in the market for a significant amount of time due to the competition. In terms of marketing, change or die has been considered as the core faith and this is the reason for developing a marketing strategy over time. A correct marketing strategy helps to achieve the primary objective in the market. Marketing objectives help the corporate world in achieving an advantage over rival companies. Essential marketing strategies and their campaigns can work together to help establish a brand, reduce resistance to sales, and create a desire for the service or product. In today's world, marketing is available everywhere and organizations engage in a large number of activities that are known as marketing. Every company in today's world wants to give their attention to the customers within the capacity and intimacy of the customers. This market can be divided into several groups and segments with several needs. Market dividing strategy in a group that is homogeneous is called segmentation. Companies that have marketing phenomena in a large number have now adopted the process of segmentation. The main aim of segmentation is to force on gaining an advantage at a competitive level present within the segment. Marketing energy concentration is the marketing strategy essence and is considered a tool for achieving a specific focus. A marketer should understand the need of a target market in order to meet their demand. There are people who need food, and water and these needs become essential when directed to certain objects. Segmentation of marketing has been first put forward by an American marketing professor. Segmentation of the market is to divide those markets into small groups that have different behaviors and characteristics.

Discussion

The first step in segment marketing is to select a category for the product or market for their study. It can be a market in which organizations have already occupied a specific category of the product. There are presently no procedures for the selection of segmentation variables. The third step is to select the descriptors of segmentation, a marketer should select descriptors of the segmentation. Descriptors help in identifying specific variables of segmentation for their usage. This analysis includes the size of the segments, frequency of purchasing, loyalty of the brand, and potential profit. The information that is gathered can be used in ranking the potential segments of the markets by risk, opportunity, and organizational objectives. The last step is to design and

implement the appropriate mixes of marketing (Ally, 2019). Mix in marketing has been described as the distribution, pricing strategy, and promotion that have been used in bringing certain relationships that are satisfying with the markets. A framework has been proposed for the implementation of market strategy segmentation that suggests several steps needed to consider for the segmentation process. The aim of this study is to determine the demographics that are observable in the segment in order to develop a segmentation of the actionable markets. There are several steps present in the segmentation process. These steps include segmentation based on needs that helps in grouping customers based on their common needs and benefits. Segment Identification helps in determining the lifestyles and demographics that make the segment identifiable and distinct (Nguyen, 2021). Assess Segment Attractiveness uses the segment attractiveness that has been determined previously for enhancing the attractiveness in individual segments. Evaluating the profitability of a segment helps in determining the profitability of the segment. Marketing mix strategy expands the strategy of positioning that includes all the aspects such as pricing, product, and the promotions. The strategy of market segmentation is considered an adaptive strategy that consists of market operations for selecting the market segments. Market consumers can be segmented based on the following characteristics of the customers. This characteristic includes demographic, geographic, behavioral, and psychographic characteristics. In geographic segmentation, there are specific variables that can be used for the segmentation purpose such as climate, the density of the population, size of the area that is segmented, and the region in which the segmentation has been performed. A variable of the demographic segmentation includes age, gender, income, education, nationality, and many more. Psychographic segmentation includes variables such as activities, interests, attitudes, and values. Behavioral segmentation that is dependent on the customers includes some variables such as rate of usage, user status, loyalty to the brand, and occasions. Marketers that have segmented successfully the entire market can adapt the products to smaller segments for increasing the margins of profit and reducing the pressure that is competitive. Small business finds the market segmentation as a key to enabling competition with the larger organizations (Feldman and Haber, 2020). There are several consulting firms that provide assistance with the segmentation of market to business that are small. The possible gains that have been offered by the segmentation in the market should be measured against the costs that include population increase and expenses in the market. Customers and markets that make up the entire structure are not considered as homogeneous. From that time, enhanced literature has been

developed that suggests different techniques that can be effective for the actionable segments of the customer. There is a large literature that focuses on different criteria that will be used for the market segmentation. There are several tests that have been described as a primary requirement to establish the viability of the segment. Segmentation in marketing is a strategy that can be adaptive, consisting of the market partition for selecting the market segments that an organization can target by the development of marketing mixes. The market segmentation process also includes selection of the segments that are suited well to serving the competitive advantages thereby reducing the adaptation costs so that a niche can be gained. A market segmentation application can serve as the purpose to develop a competitive scope that will produce a powerful effect on several advantages for shaping value chain configuration (Murray *et al.* 2019). By the help of market segmentation, an organization can provide significant customer value in developing a market mix that will address specific concerns and needs of the segment that is selected. Most of the techniques in the segmentation of a market rely on factors that are descriptive and are not efficient for buyer behavior of the future. A belief that underlies the strategy of segmentation is the primary reason for the true segments of market existence. Despite the benefits that are well documented, businesses continue to encounter several difficulties in the implementation. This becomes an important concern for the problems and the solutions to overcoming them. This paper describes that the approach of when planning is important in thinking about the process of segmentation in three different stages. This helps in highlighting different questions that can be addressed at individual stages (Shevchuk *et al.* 2021). It becomes helpful in maintaining the segmentation awareness factors. This study has tried to provide an answer to the questions that have been asked with the help of literature that is connected to the process of segmentation. Companies should work to ensure that their marketing strategies possess a significant impact. An increase in competition makes the situation difficult for a strategy of mass marketing to succeed. Customers nowadays have become diversified and firms have constantly differentiated their products that are relative to their competitors. Segmentation in the market allows the firms in focusing the resources in an effective way that has a high rate of success. Brand managers, marketing, and product have been advised in increasing their return on the investment that has been provided to them. These companies are always searching for present information related to their market, and several different ways of approaching them. Segmentation of the market focuses on the prospects that contain the highest potential in becoming a customer to generate revenue (Darmody and Zwick, 2020). Companies that segment the market often match

strengths and offerings to specific customer groups that will respond to them in a clear way. Differentiating services and products in order to meet the needs of the customers and their desires. Designing products that are new and services in order to meet the needs of the market. Targeting a mix of the market in front of the customers that specifically want a product or service. Reducing market competition in a narrow market that has proven in improving their profitability. There are several factors that can be held responsible for the segmentation in the market that is new or modern. The earlier factors of demography have been considered best for segmentation, still, they are presently not effective in FMCG sectors for the purpose of segmentation. There is an investigation into the routine purchase of 500 consumers for identifying their demographic attributes that are connected to the above of this study. This study depicts that FMCG products that typically involve products of personal care do not matter on the basis of age and education level. There remains an effect of education and gender that creates an impact on the purchase routine of products used for personal care. This indicates that a need for the development of an effective segmentation in the marketing of an organization is necessary. It has been proved that the demographic that can be considered as an attribute influences customers purchasing power that cannot be considered enough in the present time. There are several researchers that have presented in their study, different ideas that are more powerful on the basis of brand choice. They have also revealed the idea of attributes that are demographic and does not create any impact on the choice of brand and their price. Variables of demography that are based on interest are gender, age, household, occupation, and income level. The results that have been concluded from this study have depicted that demographic influence on retail choice possesses a significant effect on the retailer's choice that has been selected (Stocchi *et al.* 2021). The idea has been presented that the concept of demography has now failed in the effective segmentation and is not sufficient in the complex market of today's world. It gives an idea about different segmentation that could be applicable with the help of Enneagram. It is an ancient technique that has been used as an indicator to for detecting someone's personality. The concept of one-to-one marketing can not be made feasible due to the requirement of a significant amount of money and effort that affects directly a company's profit. Companies that are FMCG help in the market segmentation for gaining results that will be fruitful. Several researchers have suggested specialized methods for the segmentation of the market which are hyper and finer segmentation, profiling progressively, and method of addressable marketing. Finer segmentation can be defined as a more accurate way of segmenting

the markets into different clusters. Profiling progressively often involves incremental methods of data collection across the interaction points online. Different marketing segmentation basis has their own importance in today's competitive world (Cunneen *et al.* 2019). This is happening only due to traditional factors such as geographic, demographic, and behavioral that is not considered enough. Finding and then implementing a proper market segmentation base has become an important issue in the research of marketing. There are several customers worldwide that have their different needs and wants, it becomes almost impossible for different companies in designing a mix of marketing that will suit the need of every customer. There are some cases where a product has been used on a universal basis and has been unbranded. In different situations, it becomes important in recognizing the fact that cannot be targeted by the advertising and product of all the customers. Companies are required in making a choice that is strategic for identifying the market that will be perfect for them. There are several important methods that have to be considered for a company to make a significant amount of profit. Purchasing behavior in the segments of consumer have been suitable from several companies that are not that much great. Consumers that possess similar characteristics have been divided into several segments so that the efficiency of the company can be increased. It becomes impossible for a company to target all the customers that are available in the market and therefore a strategic choice has to be made in such scenarios (Boyle, 2019). Segmentation of a market is important for a company to work properly. The reason behind this is the traditional patterns of class that do not exist thereby providing consumers more room to spend. It becomes important in dividing the consumers into different segments that can be more manageable depending on the segment's needs. It also enables future development of all products in the correct direction. Targeting all the consumers will lead to an effort that is unnecessary and has high expenses in the advertisement. It becomes necessary for companies in understanding consumer segments that are focused on certain factors such as values, age, and attitudes. Segmentation which is demographic has been used widely in dividing consumers into different segments. The segmentation that is demographic is mostly used by different companies for easy identification and measurement.

Conclusion

"Always On" is considered a new method of marketing that has been developed in the digital era. In this approach, brands promise to tell engaging stories for building a two-way conversation between the audience. Consumer habits have been evolving continuously as the present market

sees smartphones as the primary device of choice. Brands will now be able to develop sustainable program content for an extended period of time that can lead to production, planning, and distribution of the media. Marketers that know the best strategies understand the contents that they distribute about the quality and quantity. This further ensures the way that engages several audiences. The main purpose of a company for their branding and advertisement is to increase the customer base. There are several data that have depicted the journey of different people through storytelling, they have been provided with an important value that is both entertaining and educational. The concept of content marketing and "always on" always works together, and are considered a marketing strategy that needed to be ticking in the background. Usage of campaigns often results in valuable spike traffic, conversions, and engagement. Brands should be able to maintain engagement of the audience that will help to hold the long-term value. Brands have finally started to understand that they should be focus on content creation that will be relevant, engaging, and valuable. This type of recognition has driven thinkings of a pure campaign to the content that is real-time and is "always-on".

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