

University of Management and Technology

**Assignment of Marketing**

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**29 Marketing Startegies.**

**1.Define your marketing goals:**

We need to assume our goals before we can take the right business strategies. Before our starting the business we take care of few things. Like,does we have awareness that we have to build our business into brand, are we expert in four field, Are we have power to selling our product or launch new prodects and service in the market.

**Describe what makes your products or services different:**

In this era, to win customer loyality is not very simple. We will need to determine ourself from this competition and try to make our product or services unique, better and more featuresfull. But we have take care of somethings that the services we provide are according to customer needs and demands or not and the important thing that matters is that the thing is better in quality and lower in price.

**3.Define your target market:**

In this strategy we create a profile of our customer. What sort of person is buying this product or services continuously today. Before buying services first time customer check company status . Is this company real or fake and the product they provide us is better featurefull or not etc. After drilling that things whem they are satisfy in company loyality then customer buy the services.

**4.Understand what the customer want to buy:**

This is not important that customer buy those things or services that we want to buy. The important thing is that we provide or launch that services that are according to customer needs and demands. This is much important thing to take care the customer demands.

**5.Learn the best time, place and format to reach your target:**

If you want to launch your new product, as yourself that we have what to do that the customer buy our product and services. If we don’t know then ask our likely customers that what type of features or new products they demand.

**6.Make yourself a trusted resource to prospects and customers:**

It’s natural that people buy things from those companies, brands they already know or trust. Hence, to attract customers and prospects first win their trust by providing required information.

**7.Make yourself a resource from media:**

Press are always in seek of news to give their expert views on it. So stay in touch with local media and subscribe HARO to receive inquiries from media to keep an eye on interview subjects or stories for example facebook, instagram, pintrest, twitter etc.

**8.Set up professional social media profiles:**

Your apperances on social media challenges like are important for your business. So, it’s necessary that your every profile is professional and linked with your websited then it might help your prospects to fin d you on search engineif in any case, he loses your business card or something else happens.

**9.Claim your place on google busoness and bing places for business:**

Google is not not only for search food establishment or retail stores but also you can get all the services, locations and details of any company you want to search. If you live in a big city thaen it is not a guaranteed that your profile will be on the top of the page in list.

**10.Participates in social media discussion group:**

Participating social media helps you to attract the customers and to know their requirements better and to become more expert in your business. Linked with social media helps you to represents your products and to make your products quality better with the help of customer comments.

**11.Develop a content marketing strategy:**

You need a content marketing strategy to attracts your customers before selling something. Make sure tha your selling products are capable to attract your customers attension. You can also write articles to attract your customers. These things will also help you to recoganise in the marketing world.

**12.Print up flyers or brochures:**

As we are living in a digital world. It may be helpful to give ads and articles on internet and newspaper to attract customers by showing your product quality and features.

**13.Volunteers to speak at local business groups:**

If you want to be an expert, it is advantegous to speak on local and other business events. Interesting and confident speakers are one of the main requirements of a business group to attract the pople of meetings. The main point of your talk should be to solve audience;s problems to give them right information.

**14.submit proposals to speak at industry group conferences:**

If you are expert in business than can arrange conference where you can solve audience’s problem by giving right opinons and you can also tell information abiut your products by sharing their advantegous.

**15.Seek referals and recommendations:-**

You should always find ways to get customers to recommended to their friends and relativeves. This will help you to bring ready to buy customers on your doorsuch customers because they already trust you are easier for you to sell something you can also increase your refferals by motivating them with your sold products.

**16.Refers business to other business in your networks:-**

It is important to give references Of products to companies about your features. It will help you to make a good image and to attract other companies.

**17.Co\_Market your business in your network:-**

For your business product you should make arrangements with other business that meets your customers requirements.

**18.Tweet, mention and link to other people;s articles and post:-**

You can share your interesting information and contents to your customers by tweeting or on other sources and can also share the features of your launching products to attract the customers.

**19.Build an E\_mail list and send informative mailings to it on regular basis:**

You email should be upgraded and you should share interesting informations on it on regular basis.

**20.Be proactive about networking:-**

In this starategy the important point is that it is not enough to just join networking it is important we tell information about the services and products that we created and those that we want to launch its benefits is that it attracts the customer and help to grow up.

**21.Use postcard mailings:-**

Postcard mailing is great and important for existing and other or new customers for keeping in touch. It gives benefits. A person who have not a time to talk however, he wants to buy the products or services so he can give the order through email.

**22.Ask for Refferals:-**

In this strategy we can ask the customers if they are know anyone who can use their services or want to buy you can sell more products by this strategy.

**23.Pick up the phone and call likely prospects:-**

If you want to improve your business and increase the sale of your services. You must have to start your converstation about your product and services> It can give more benefits and advantage to your business.

**24.Cancas Neighbourhood:-**

If you want to expand your business and become famous and increase your selling prodicts rate then You call tell about your business and your products and services by go to homedoors. By this strategy you can tell everyone about the features of your products services and become attract to your services.

**25.Don’t be too quick to discourage:-**

It is not an aesy to questioning the answres for everyone. If we make plans and tells the answers of the questions politely without any indicationsand tell abiut your products features and and answers the questions this become help to grow the business up.

**26.Have a website and publicize it:-**

It is very important to have an website for your business. It can help to improve your business and attracts the new customers.in your website you can detail of your products and services about their features. You can give ads about your new products you want to launch. With the help of your website customers will be keep in touch with you, products information or updation. This can give more benefits in your business.

**27.Have a fully functioning website:-**

A fully functioning website can help more and give advantegous to your business. In fully functioning websit tgere can be full detail abiut your business, product,services and the customers can access information the required prodducts he want at any time. They can help to attract your custome and help to increase your customers by advertising your products and services on the website.

**28.Be Creative:-**

Sometimes we need top look outside and this can help us improve or create new products. If we try to be creative and launch the products with more features and this can help to improve your business and become famous in your field.

**29.Don’t stop Marketing:-**

Continous marketing and can help the starter to become expert and professional in life and become help with experiences to establish our own business . We can prometing our starting business through advertising whether digital or or in a print form and allow you to send your marketing message to a targeted audience.