**INQUIRIES, INVESTIGATION, AND IMMERSION**

**Impact of Marketing Strategies in Convincing Target Customers**

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According to Lath (2018), the world is flooded with a variety of businesses. She honestly said that a brand that successfully markets itself is more likely to be a successful brand. The growth and profit of business depends completely on the kind of business/products or service you offer. But she also stated that it's not always about the factor that determines the success of your business, it is the way you present your business to the audience.

According to her, business performance refers to the qualitative and quantitative progress of the companies in delivering top-quality products, keeping up to their promises and meeting the expectations of the masses. Interestingly, marketing strategy exercises a significant control over business performance. It is nothing but the methods and techniques adopted by influential business owners to make their product saleable and appeal to a wider audience. The marketing strategy adopted by a business benefits the overall performance of a company to a great extent.

She also states that marketing for small and medium sized enterprises seems to be quite a daunting task, but if done the right way you can generate more profit.

For example, the business is offering products for children, and if you are marketing the business on irrelevant channels, then you’ll probably never see your business growing. A simple solution to this is to be familiar with your target audience and reach them on channels that they use frequently. In today’s digitally oriented world, your marketing strategy can make or break your success.

She states how marketing strategies boost your business and those are growth surge, increase in sales and revenue, online discoverability, soaring customer base, more achievable goals and efficient business promotion.

According to International Journal of Innovation and Economic Development (2015), that marketing strategy has been a focus of organizations and a tool for attaining overall firm performance. Deduction from existing literature enabled a construction of a conceptual model that explains overall firm performance. Promotion, pricing, distribution, and product standardization and adaptation have an impact on sales, customer and financial performance of firms. The study suggests that the impact is mediated by marketing strategy implementation success. At the same time the impact of moderating factors of product homogeneity, stage of product life cycle and competitive intensity are present.

The fundamental tenet of global marketing strategy for the model developed in this study is that the international marketing process and program of the company should be either standardized or adapted to markets depending on the customer requirements. There are two concepts to which marketing strategy components such as product offering, pricing, promotional mix and channels of distribution should be based on to achieve firm performance. The two concepts are standardization and adaptation to which the global marketing strategy is streamlined toward the scope of performance regarding sales, financial and customer. Next, the research model is purposively developed to explore whether marketing strategy should be based on standardization or adaptation to attain firm performance across national boundaries.

The pandemic crisis is affecting the behaviour of the consumers and the way the marketing can be used. The use of marketing during and after the pandemic shows the way that how marketing is carried out during the downfall of the economic. Dekimpe and Deleersnyder (2018) said that they have summarized the relevant studies on the marketing efforts during upturns and downturns.

Euromonitor International (2020a, b) had observed the focus on self, community, family, health and digital solutions and expected this to last long term. Euromonitor identified various megatrends, including: 1.) Connected Consumers: the consumers and also the businesses are showing strong emotional connections with trustworthy suppliers for their search for stability and value. 2.) Healthy Living: a healthy lifestyle and habits outside and inside the house are becoming important; the best way to approach to the wellness is the ability to adopt. 3.) Middle Class and Lower Class Retreat: as the result of the pandemic, both the middle and lower economic class is struggling to maintain their lifestyle and position in the economic. 4.) Shopping Reinvented: as the result of the social distancing because of the pandemic, the physical shopping leads to online shopping among the consumers. As a result, online stores are experiencing high increase in turnover. 5.) Shifting Market Frontiers: because of the social distancing needed to maintained, large cities reach saturation. The free spaces are also being occupied for the distancing of the people; as a result, a shift to living in mid-size cities is expected.

During COVID-19 there's a lot of people affected that they forced to stay at home. Social distancing and remote work are the only solution that helps people to stay safe in this time of pandemic. In time of pandemic we commonly see a panic buying, people more used canned foods instead of restaurant and delivery, travel restriction, avoiding luxury shopping and shopping online. This crisis leaves physiological impact on customer some are saying that it is good for a long time some says they indulged as a rebound.

During COVID-19 there are a lot of things that we need to change just like the best company in the world on how to meet the needs of the consumers. The things that we normally do like going to work, grocery store malls, gym, going to school, change to digital experience.

Chef marketing (John Nash) and strategy officer (Red point) said that marketer may now seem obsolete, however its quiet opposite that it is an opportunity to know customer behavior and find a new ways that engage consumer virtually.

Negative sentiment and economic slowdown is marketer’s tools to survive are resilience, innovation, agility, and empathy. Consumer’s lifestyle is staying at home so marketers proactively reach out the consumers. These are the insight of marketing expert on the evolution of marketing strategies.

Due to changes to changes of customers’ behaviour towards buying and consumption, marketers should learn to understand these appearing patterns, and think ahead of what their costumer needs. To overcome the challenges of meeting the customer needs, marketers should look at a different perspective considering COVID-19. Make use of the digital world. As people are always inside their homes, they tend to be always on social media and it is a huge opportunity for marketing advertisements. Make sure that costumers experience is greater than ever, give them confidence in your product and make them feel safe as if they are home. Doing so will make your brand known and gather loyal customers. Making sure that the business is not only for gaining profit but has a clear purpose on what it has to be become. There are five steps that will help you identify who your audience is and how the best you connect with them (Graham, 2013).

Step one is Acknowledge that you have a specific target audience. A marketer’s primary goal is to have target punters so that you can create campaigns that have a message to a right people. There's a lot of marketers assume that there target audience is everybody, but according to Spider Graham this is not true and can affect to create an effective marketing campaign that talk to the right people. Step two is Determine what criteria you intend to use to identify the consumers you most wish to reach. Audience can be sorted in many ways base in infinite number of criteria. But your audience is very unique that you need to know how can you connect to their potential needs base on what your company can offers. There are some starters that used demographic points examples is, age, gender or geography to find the best recipients for the product. How about use criteria that matches a belief, opinion, attitude and intentions. You can focus to the people who are most apt to be and willing to do a sort of action and when they see your message. Step three is Identify what your customers and prospects want most from you. Don't be too close to your own brands and try to put yourself in the shoe of your target customers by this you can avoid a misunderstanding and the things that a consumers may find offensive. Also by seeing your brand by new eyes you will possibly see your company weakness. Step four is Identify the best channels to use to communicate with these people. There’s no hundred percent right answer in the question of what the best way to reach your target audience? Start by thinking how your target audience can get information, if it is in newspaper or webpage in social media. Step five is Measure campaign results to determine if you actually did reach the right people.

Defining target audience is the first step now you will now open for the feedback because not to assume that just because you have identified an audience and then determined the best criteria to select and reach that audience that your work is done. The feedback is the very important because you learn from your target audience and be optimizing to get idea for the company to the future. Marketers one of the problems is giving a right message to a right people to become a possible customer.

According to (Anonymous, 2019) reaching the target audience effectively is one of the hurdles you will face as a marketer. Conveying the right message to right people is the main goal of marketing. Learning the target audience first is the key to does it right? First you need to figure out a way to reach target audience to market your product. Because if your market product to the wrong costumers, you'll end up wasting your resources. To avoid making those mistakes, these are the key things one should do, define the target market audience, create useful and relevant content, use influencers, use target advertising, referral marketing, reach target audience on social media via hash tags. Effectively reaching the target audience will result into more sales.

According to Olenski (2015), that brainstorming as an effective strategy but never an easy work because you had to make decisions who you think your target customers are, then spent an enormous amount of time gathering and analyzing data about their consumer habits. It's either time-consuming or expensive, and often it's both. However, this time and monetary investment could yield game-changing results for your company 8. As stated by Olenski (2015) that there were 10 steps for your business to be successful.

First step stated by him is through surveys, because if you don't have target customers in mind, you won't be able to connect with them effectively. Second step he stated is to have research to your competitors and find out who their customers, because it is an easy way to find out what kind of marketing campaign will work and not. Step three he stated is to have target ads, because Facebook and Google is the most cheaper methods of advertising while the most advertising in the world only reaches the people when have billboard and bus stop or commercial. However, these targeted ads can locate the people most likely to need your service based on their geographical location, demographics interest and browsing activities. Step four he stated that there's having a presence on social media and then there's having social media on presence. When it comes to keeping customers in a little extra work on Facebook, Twitter and Instagram definitely pays off. Many business used their accounts to simply promote their own company while the smart social media managers strategies relevant post and answered customers' questions. Step five he stated is respond to every email, tweet, Facebook comment, and phone call and adjusts you as necessary. Step six that he stated is affiliated marketing because it has been around since the dawn of the internet and still an overlooked but highly effective to raise your brand awareness significantly. Step seven that he stated is establish trust in your community: publish user reviews, get likes, syndicate articles - with so many competitors firms flooding practically every industry, it's getting increasingly difficult to stand out and grow a decent-sized following. Step eight he stated is connect with the right influencers because engaging with the major players in your industry can be a very effective approach to expand your market share and if you capture the attention of thought leaders or an influencer, you will have an opportunity to catch their fans, friends, and also the establish trust and credibility. Step nine that he stated is post relevant content on blogs because keeping a practice and meticulous posting schedule for relevant and original blog content not only keeps your firm glowing in the Google sun. Step ten that he stated is craft an engaging newsletter to foster leads because generating leads is the most time-consuming aspects of online marketing. Typically, involves analyzing customer demographic and social media activity, putting out ads, online surveys and updating user data on a yearly basis. However, new companies such as Lead Genius are springing up to make lead generation and in some cases, they even perform the work for you.

According to Westford University College (2018), over the world the Business organization tried to influence the consumer to buy their products and services by encouraged them. This study is about the needs of the consumer and making appropriate strategies so that consumer buys products. These are the several marketing strategies to influencing consumer's behavior which affects the buying decision.

The first thing to remember while building strategies for marketing products is to communicate with consumers emotionally. This can be accomplished by providing promotional materials to consumers in order to attract their attention. Consumers are attracted to a product that creates emotions in form of joy and surprise. Consumers who find it simple to handle problems with a certain products or services are usually to switch brands. This is especially beneficial if the service or products offered is sold with the low cost than competitors. The message that having your products is better offers in high value is easy to influences the consumer and when it comes to the marketing items, the consumers ‘expectations must be met.

According to International Journal of Management Science and Business Administration, (2016) marketing strategies are depicted as a key element of success for organizations. Conceptualizing and creating is just as important as executing an effective marketing strategy. Firms used skimpy resources through marketing credentials in order to attain the set goals and targets through marketing strategy implementation. A detailed literature review was performed in order to illustrate the value of marketing strategy and the process of implementation. A total of (Number of Studies Depending On the References Count, After Employee Deletion) studies on the topic of marketing strategy have been examined. The meta-analysis uncovers two distinct but related features to marketing strategy content: marketing strategy decisions and marketing strategy decision implementation. The literature accentuates a further need to perform conceptual and empirical studies and also they suggested that there is a relationship of marketing strategy, and marketing mix elements on organizational performance. The reviewer's originality and value lies in the fact that the marketing strategy outcomes were analyzed both in terms of it and a process that does not produce satisfying results without effective implementation.

To connect with consumers and the community some retail businesses used online marketing, especially those small retail business leaders. The purpose of this qualitative multiple case study was to examine the strategies that make the sales of a certain company increase and how they used it to implement in online marketing. The data that had been used here were collected from 4 small retail business owners that used the strategies successfully on implementing online marketing in California. Some business leaders of small retail organizations considered aligning the strategies identified in this study if they want to increase revenue, remain competitive, and overcome challenges associated with online marketing, and increase communication by implementing new technology. There will be a lot of opportunities for small retail business leaders to increase revenue while providing more job opportunities to benefit employees, employees' families, and the community if there is an implication of positive social change (Locket, 2018).