Marketing and Digital Media Strategy
Team Tines Titans

A marketing strategy refers to a business's overall plan for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. We team tines titans are going to tell you our digital media strategy. We have made a website from wix.com. We have got a lot of reviews on it. We have also sent mails to many of other companies but what to do they didn't respond. We have everything one needs except the sponsorships but we were not lucky. After that they were saying that just give us anything but they didn't. When you think "social media," odds are sites like Facebook, Twitter and Instagram come to mind – but there is so much more to social media than these "traditional" platforms. We have used email marketing because as soon as customers migrated into the online world, Internet marketers have attempted to collect and organize emails for potential prospects. Many business-to-business marketers depend on email marketing as a primary way to connect with customers. At industry tradeshows, IBM consultants can often be seen exchanging email information with their prospects. I had a lot of talks with people who have done this before. I went to many stores and agencies and other types of organization to get sponsors but getting it is not an easy task. Our websites had our email address and also a column where they can contact us to know more about us. These days, when consumers have questions, they often don't ask their friends; they go straight for Google. In fact, Google is so good at answering our questions that millions of people daily search for their answers on this leading Internet search site. One does not have to look far to see the power of search marketing. Google has shaped the industry for many years now and has helped hundreds of retailers grow their businesses. While many businesses used to advertise in their local yellow pages, as less and less consumer consult their local physical directory, this channel becomes increasingly less effective each year. In the field of management, 'strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top managers on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates. The second major process of strategic management is implementation, which involves decisions regarding how the organization's resources (i.e., people, process and IT systems) will be aligned and mobilized towards the objectives. Implementation results in how the organization's resources are structured (such as by product or service or geography), leadership arrangements, communication, incentives, and monitoring mechanisms to track progress towards objectives, among others. We were not able to do this and because of this we were lost behind everyone. We got to know about the portfolio theory i.e. A strategy based primarily on diversification through acquisition. The corporation shifts resources among the units and monitors the performance of each business unit and its leaders. Each unit generally runs autonomously, with limited interference from the corporate center provided goals are me. We did strategic planning is a means of administering the formulation and implementation of strategy. Strategic planning is analytical in nature and refers to formalized procedures to produce the data and analyses used as inputs for strategic thinking, which synthesizes the data resulting in the strategy. Strategic planning may also refer to control mechanisms used to implement the strategy once it is determined. In other words, strategic planning happens around the strategy formation process. A key component to strategic planning which is often overlooked when planning is evaluation. There are many ways to evaluate whether or

not strategic priorities and plans have been achieved, one such method is Robert Stake's Responsive Evaluation. Responsive evaluation provides a naturalistic and humanistic approach to program evaluation. In expanding beyond the goal-oriented or pre-ordinate evaluation design, responsive evaluation takes into consideration the program's background (history), conditions, and transactions among stakeholders. It is largely emergent; the design unfolds as contact is made with stakeholders. In 1990, Peter Senge, who had collaborated with Arie de Geus at Dutch Shell, popularized de Geus' notion of the "learning organization". The theory is that gathering and analyzing information is a necessary requirement for business success in the information age. To do this, Senge claimed that an organization would need to be structured such that:

People can continuously expand their capacity to learn and be productive.

New patterns of thinking are nurtured.

Collective aspirations are encouraged.

People are encouraged to see the "whole picture" together.

Senge identified five disciplines of a learning organization. They are:

- Personal responsibility, self-reliance, and mastery – We accept that we are the masters of our own destiny. We make decisions and live with the consequences of them. When a problem needs to be fixed, or an opportunity exploited, we take the initiative to learn the required skills to get it done.
- Mental models – We need to explore our personal mental models to understand the subtle effect they have on our behavior.
- Shared vision – The vision of where we want to be in the future is discussed and communicated to all. It provides guidance and energy for the journey ahead.
- Team learning – We learn together in teams. This involves a shift from "a spirit of advocacy to a spirit of enquiry".
- Systems thinking – We look at the whole rather than the parts. This is what Senge calls the "Fifth discipline". It is the glue that integrates the other four into a coherent strategy. For an alternative approach to the "learning organization", see Garratt, B.

We used all the above methods and tried are best to implement them. I think it is right to say that we were not able to do all the things mentioned but tried our best.

<center>Thank You for Reading This</center>

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