





Module IV – Time Management

Topic 4: Marketing Plan

Session 3: Marketing Strategy



Outline

- I- What Is a Marketing Strategy?
- II- Marketing Strategies vs. Marketing Plans
- III- How to Create a Marketing Strategy
- IV- What is the best marketing method?
- V- Marketing Strategy Components
- VI- 7 Steps of a Marketing Strategy Process



I- What Is a Marketing Strategy?

- “A marketing strategy refers to a business’s overall game plan for reaching prospective consumers and turning them into customers of their products or services.”





II- Marketing Strategies vs. Marketing Plans

- The marketing strategy is outlined in the marketing plan—a document that details the specific types of marketing activities that a company conducts and contains timetables for rolling out various marketing initiatives.
- Marketing strategies should ideally have longer life spans than individual marketing plans because they contain value propositions and other key elements of a company's brand.





III- How to Create a Marketing Strategy

- 1) Identify your goals
- 2) Know your clients
- 3) Create your message
- 4) Define your budget
- 5) Determine your channels
- 6) Measure your success





IV- What is the best marketing method?

- The most effective marketing strategies are those that are targeted toward a specific audience, focused on key benefits based on the audience's point of view and interests, and delivered at an appropriate time





V- Marketing Strategy Components

- 1) Marketing Mix (4 Ps of Marketing)
- 2) Marketing Objectives
- 3) Marketing Budget
- 4) Competitive Analysis
- 5) Segmentation, Targeting, & Positioning
- 6) Content Creation
- 7) Metrics & Key Performance Indicators



Company Marketing Mix Template – [Company Name]

Product

Name and describe all the products and services your company sells.

Example:

- *Product 1: Name and purpose.*
- *Product 2: Name and purpose.*
- *Product 3: Name and purpose.*

Price

Lay out the price point(s) of your product and/or service line. This section can be an itemized list to correspond with your previous slide, or it can be a dollar range with an explanation.

Example: "Our products range between \$8 and \$23 in price to the consumer, which helps us appeal to buyers looking for both a bargain and a higher-value item."

Place

List the places where you sell each of your products and services, and note where some items are and are not available.

Example: "Product #1 and Product #2 are available in stores throughout Boston and on our website, but Product #3 is an ecommerce exclusive for our online store."

Promotion

Identify the promotional tactics your company engages in, both for your business as a whole and for specific products / services.

Example: [Company Name] relies on the following promotional channels.

- *Blogging*
- *Google and Social Media Ads*
- *Video Marketing on YouTube and Social Media*



VI- 7 Steps of a Marketing Strategy Process

- 1) Build a marketing plan
- 2) Create buyer personas
- 3) Identify goals
- 4) Select the appropriate tools
- 5) Review your media
- 6) Audit and plan media campaigns
- 7) Bring it to fruition



Thank you