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MARKETING STRATEGIES

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ABOUT ARTICLE

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**Abstract:** This article examines the importance of marketing strategies in the sales process. By analyzing recent research and strategies that date back to 1929, it shows how marketing strategies contribute to improving product quality and increasing sales. The study emphasizes the need to use marketing strategies in every sales process. The basis of marketing strategies is always the same, but the principle of operation changes every year. Last year, the number 999 worked when setting prices, this year the number 777 works. In terms of advertising, the usual opening ceremony worked a few years ago, but now this advertising quality is not suitable because it does not attract people. Currently, it is necessary to announce prizes, parties and big discounts during the opening ceremony.

INTRODUCTION

The basis of marketing strategies has always been the same. But the implementation environment changes every year, every month, and it is a widely discussed topic. Even marketing strategy has been of great importance from 1929 to the present day. This article examines how these strategies affect sales and seeks to answer the following question: Why are marketing strategies important for sales?

Literature Review

We likened marketing strategy to the connection of human consciousness to life. Because the human consciousness does not remain fixed in one place and is constantly taking in new information every second and using the information it receives to create something. It connects each creation to a part of

the previous creations. It also knows how to react to external shocks from the information it receives and is ready for every situation.

What is the marketing strategies?

In our article discussing the overview of marketing research, we compared marketing strategy to the human mind. Many aspects of business processes are derived from human life - tactics, strategy, attack and defense. A depressed state is often seen as an enemy, and newly acquired knowledge or courses taken to develop the mind are seen as attacks and actions. Therefore, marketing strategy can be described as a company's overall battle plan, which shows how to reach customers and convert them into buyers.

Marketing strategies: Vision/ Goals, Market Analysis, Competitor Analysis, Target Customer, Brand Messaging, Media Channels .

We go into business to sell our products, and we need to set a clear goal for what our business will be, that is, how many people our business is intended for and how much income it can bring. Setting a goal helps us understand why we want to sell this product and how much profit we can make from it.

Market analysis is the process of determining whether our product is available in the regions we want to sell it, how much it is available, and if so, what its quality is, and whether it meets demand. Market analysis helps us determine in which region we want to sell our product.

Competitor analysis - after we have determined the area where we want to sell our product, we determine what quality, quantity, price, and benefits others have in the area where we want to sell the same product. Competitor analysis helps us determine in what condition we should sell our product.

Target customer — a clearly defined group of customers to whom a company or business aims to sell its products or services. Target customers are usually clearly defined in a business's marketing strategy and are selected based on various factors, such as:

Demographic factors: age, gender, marital status, income level, education level, profession, etc.

Psychographic factors: customers' interests, values, lifestyles, shopping habits.

Geographic factors: where customers live, region or country.

Behavioral factors: customers' purchasing decisions, attitude towards the brand, needs and desires for the product. Target customer is a specific group of customers that a company or business aims to sell its products or services to.

Brand messaging is a set of communications and messages that a company uses to communicate the value, purpose, and personality of a product to its target audience. Brand messaging communicates a company's core values, mission, and how it serves customers or solves their problems. Effective brand messaging is essential for building customer relationships, differentiating a brand from its competitors, and building trust with customers. Brand messaging helps us to promote our products and sell more.

Social media channels are where we sell our products online by posting our brand messages on social media (telegram, instagram, facebook, you tube). This helps us sell our products even more.

Also, many people think that a marketing strategy is the same as a marketing plan. In fact, they are closely related, but you should distinguish between the two. A marketing strategy is a general guideline for your business. The language can be a bit confusing — the "marketing" part of the strategy refers to overall marketing activities, while the "plan" part refers to marketing as a promotional process. A marketing plan is a structured plan of action for implementing your promotional activities — how, where, when, and with what metrics you plan to measure the results of your campaigns.

Marketing plan: Campaign Objectives- specific goals for the campaign, Content Plan- a strategy for the content you produce and distribute, marketing activities- specific actions to achieve the goals, schedules- timelines for implementing activities, KPIs (Key Performance Indicators)- metrics to measure the success of your campaigns, responsibilities- assign roles and responsibilities, budgeting- allocate financial resources for the campaign.

In short, a marketing strategy is the master plan for your business, while a marketing plan is the plan for your promotional activities.

Why is a marketing strategy important? The importance of a marketing strategy.

Choosing the right marketing strategies for a company provides the following benefits: Increase sales, create sustainable growth for the company, understand customer desires, meet customer needs and exceed their expectations, strengthen relationships with the target market, strengthen the brand in the minds of consumers, difference between marketing strategy and marketing plan.

In order to develop a marketing strategy, the company's marketing objectives must be clear. However, it is important to understand the difference between a marketing strategy and a marketing plan.

### Types of Marketing Strategies

1. Portfolio Marketing Strategy: the sales of products are analyzed and the decision is made not to market products that do not bring economic benefits.
2. Segmentation marketing strategy: a method of dividing the market into segments and managing them: differentiated- using different offers for each segment, undifferentiated-using the same offer for all segments, concentrated-focusing on only one segment. .
3. Brand positioning strategy :determines how the brand is perceived in the minds of customers. For example, determining benefits, quality/price, attributes, uses, or positioning relative to competitors
4. Functional marketing strategy :is based on the marketing mix (4P: product, price, distribution and promotion).
5. Competitive strategy :involves determining the company's position in the market relative to competitors.
6. Loyalty marketing strategy: is aimed at retaining customers and ensuring stable communication with them.
7. Content marketing strategy: is to attract customers by creating useful content for them.
8. Digital marketing strategy: today, companies are promoting their products through digital platforms. SEO, social networks, email, etc. are the main parts of this strategy

Also, the advertising system in marketing strategy changes every year. Even in 1929, the American Edward Bernays managed to sell cigarettes to women on a large scale. In this marketing advertisement, cigarettes are shown as a symbol of freedom and independence.

### **CONCLUSION**

According to the findings, marketing strategy is a key tool for achieving long-term goals in your business. This tool helps the company to effectively reach its target audience. Methods such as technological development, customer mentality and adaptation to competitive conditions are important for the company. Choose the right strategies and adapt them to your business!

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