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## AN OVERVIEW OF STRATEGIES IN MARKETING

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### Abstract

*In today business world marketing plays a dominate role. The survival of business depends upon marketing and its new strategy. Enterprises have to redesign their marketing management practices and its strategies continuously to improve and sustain in the competitive world. Marketing is nothing but creating awareness about our products or services. The main aim of marketing is create a place for our existing products or develop it. Marketing strategies involve the formulation and execution of the major goals of the concern and initiative the customer to buy the product of our concern. In this paper we just explain the various strategies of marketing.*

**Keywords:** strategies, business and success.

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### Introduction

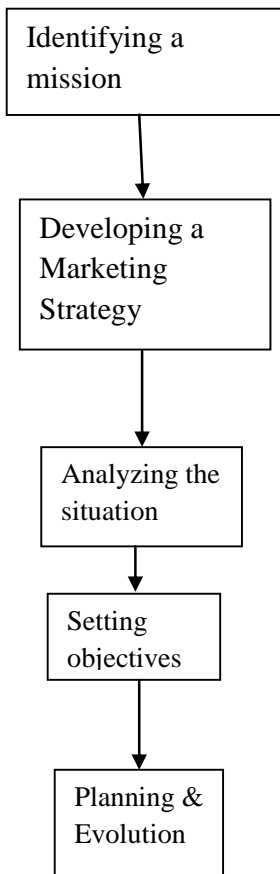
Today's competitive world the success of every business depends upon their customer. Because they are the king who is going to give a life for every business/ chances of breathing. In order to retain our customer we have to create awareness for our new business, for that we have to use marketing as yardstick. For the success of business every entrepreneur has to keep his/ her eyes view as birds because they have to create new strategy to create win – win situation. Marketing act as an Umbrella for our business it includes advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, your business may offer the best products or services in your industry, but none of your potential customers would know about it. Without marketing, sales may crash and companies may have to close.

### Strategic Marketing

A marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A marketing strategy should fulfil the satisfaction of customers and the owners.

## 5-Step Strategic Marketing Process

Strategic marketing is a planning process that seeks to establish a clear direction and unified purpose for all marketing efforts. Its conclusions are documented in a marketing plan that is regularly updated. The five steps in strategic marketing are: identifying a mission; analyzing the situation; setting objectives; developing a marketing strategy; and planning for evaluation.



### Mission

The first step in strategic marketing is to articulate the reason why the enterprise exists and how it can benefit target consumers over the long term. In particular, this mission statement is intended to anticipate the future and describe an ongoing role for the organization's product, service or expertise. For example, the mission of an airline might be to provide continuing innovation in global transportation. A hospital could state a mission to take the lead in improving public health and education.

### Situation Analysis

Organizations conduct a situation analysis, also known as a SWOT, to evaluate and prioritize their strengths, weaknesses, opportunities and threats. This second step in the strategic marketing process helps managers understand the resources they can build on and the challenges they face. Strengths and weaknesses are internal factors, under the firm's control. For example, a good image in the fashion press would be a key strength for a dress manufacturer, while a poor relationship with clothing retailers would be a weakness. Opportunities and threats arise from the external environment, like a strong economy or new payroll tax.

### Objectives

The third step in strategic marketing is to set marketing objectives. These are clear, measurable goals that give decision makers a basis for making choices and assessing progress. Objectives are typically expressed in terms of one or more quantitative targets like revenue, profit, sales or market share. Importantly, each objective must be achievable within a fixed period of time. For example, aiming for a five-percent increase in profits might be realistic within a year, but probably not within one quarter.

## Strategy and Evaluation

The fourth step in strategic marketing is strategy development. This involves selecting a target market, a distinct group of consumers who are highly likely to buy the firm's product. Planners must also choose implementation tactics, specifically, effective ways to use the marketing mix tools of product, promotion, price and distribution to reach and influence prospective buyers.

## Planning and Evolution

The fifth step, evaluation, means specifying how, when and by whom these tactics are to be

## Strategic Models

Marketing participants often employ strategic models and tools to analyze marketing decisions. When beginning a strategic analysis, the 3C's|3Cs can be employed to get a broad understanding of the strategic environment. An Ansoff Matrix is also often used to convey an organization's strategic positioning of their marketing mix. The 4P's|4Ps can then be utilized to form a marketing plan to pursue a defined strategy.

There are a many companies especially those in the Consumer Package Goods (CPG) market that adopt the theory of running their business centered around Consumer, Shopper & Retailer needs. Their Marketing departments spend quality time looking for "Growth Opportunities" in their categories by identifying relevant insights (both mindsets and behaviors) on their target Consumers, Shoppers and retail partners. These Growth Opportunities emerge from changes in market trends, segment dynamics changing and also internal brand or operational business challenges. The Marketing team can then prioritize these Growth Opportunities and begin to develop strategies to exploit the opportunities that could include new or adapted products, services as well as changes to the 7Ps.

Real-life marketing primarily revolves around the application of a great deal of common-sense; dealing with a limited number of factors, in an environment of imperfect information and limited resources complicated by uncertainty and tight timescales. Use of classical marketing techniques, in these circumstances, is inevitably partial and uneven.

Thus, for example, many new products will emerge from irrational processes and the rational development process may be used (if at all) to screen out the worst non-runners. The design of the advertising, and the packaging, will be the output of the creative minds employed; which management will then screen, often by 'gut-reaction', to ensure that it is reasonable.

For most of their time, marketing managers use intuition and experience to analyze and handle the complex, and unique, situations being faced; without easy reference

to theory. This will often be 'flying by the seat of the pants', or 'gut-reaction'; where the overall strategy, coupled with the knowledge of the customer which has been absorbed almost by a process of osmosis, will determine the quality of the marketing employed. This, almost instinctive management, is what is sometimes called 'coarse marketing'; to distinguish it from the refined, aesthetically pleasing, form favored by the theorists.

### **Marketing Strategy**

Marketing strategy of a firm is the complete and unbeatable plan or instrument designed specifically for attaining the marketing objectives of the firm. The marketing objectives will tell us where the firm wants to go; the marketing strategy will provide the design for getting there. Marketing strategy is a broad concept of how resources are to be deployed to achieve market success. If one examines the content of a marketing strategy, one will find that it shows how the proposed key features of the firm's offering (Product, price, promotion and distribution) are intended to achieve the firms objectives.

Marketing strategy is composed of a set of sub-strategies concerned with competition, (market positioning or market niche and target markets), pricing, promotion and distribution. How these sub-strategies are related defines the structure of the strategy and determines whether or not they form an effective 'plan of action. Structural criteria cover the following:

1. **Coherence:** Do all the sub-strategies' fit together in focusing on the market?
2. **Consistency:** Are there any inconsistencies among the individual elements?
3. **Contribution:** Does each sub -strategy or element of the strategy make a distinct contribution?
4. **Relative Significance:** Has the relative significance of each of the various strategies determined?

Product, price, promotion, place or distributions are the factors that, within limits, are capable of being influenced or controlled. Strategy can be viewed as reflecting a marketing mix of these four elements. Therefore, marketing mix is the mixture of controllable marketing elements (activities, tools or instruments) that the firm uses to pursue the desired level of sales in the target market.

### **Essentials of Marketing Strategy**

Any marketing strategy to be worth calling a successful of effective must enjoy certain essentials.

**Consistent:** A marketing strategy to be effective to be consistent with the overall specific objectives and policies and with other strategies and tactics of the marketing organization. Interval consistency is an essential ingredient of a good strategy as it

identifies the areas where the strategic decisions are to be made imminently or in the long-run.

**Workable:** Any strategy however laudable and theoretically sound, is meaningless unless it is able to meet the ever-changing needs of a situation. In this business world, contingency is quite common and the strategy that strikes at the head to contribute to the progresses and prosperity of marketing organization.

**Suitable:** A strategy is emergent of situations or environment. It is the subservient of changing environment of business world. It is but, natural that any strategy not suiting to the environment can impound the marketing organization in the compounds of danger, digress and frustration.

**Non Risky:** Any strategy involves risks as uncertainty is certain; what is important is that the extent of the risk involved or associated with strategy is reasonably low as compared to its pay-off or returns.

**Resource Based:** A sound strategy is one which is designed in the background of the available resources at its command. A strategy involves certain amount of risk which can hardly be segregated. A ,strategic decision warrants commitment of right amount of resources to the opportunity and reservation of sufficient resources for an anticipated or "pass through" errors in such demands of resources.

**Time Horizon:** The statement "a stitch in time saves nine" that aptly applies to the concept of strategy. A sound strategy is time bound to be used at the nick of the hour and tick of the opportunity. It has an appropriate time horizon. This time this is costlier than money and its horizon banks on the goals to be achieved. The time should be long enough to permit the organization to make adjustments and maintain the consistency of a strategy.

## Elements of Marketing Strategy

**1) Marketing Mix:** Marketing mix of the firm is the most visible part of the marketing strategy of the firm. Another important and interesting fact regarding the marketing mix is that it is the most visible part of the marketing strategy of the firm. In fact, to the outside world, the marketing mix and the marketing strategy of the firm are synonymous.

The different elements in the marketing mix must be handled in a unified manner. When one element of the mix is juggled with, the probable impact on the other elements of the mix must be taken into account. Sometimes, the solution to a particular marketing problem may seemingly lie in one particular element of the marketing mix. But an in-depth analysis will show that the trouble really lies elsewhere. An integrated handling of all the elements of the marketing mix is thus essential.

**2) Resources of the firm:** It is also evident that the marketing mix decisions depend very much on the resources available with the firm and the resources apportioned to

the particular business unit. Mere ambition or wish will not bring about a marketing mix; only resources in terms of money, materials and men can make it.

**3) Gaining Competitive Consciousness and Scoring over competition:** Gaining competitive consciousness and scoring over competition is the purpose and substance of marketing strategy. The main aim of marketing strategy is to cope with competition. Undoubtedly, it is competition that necessitates strategy; or, more precisely, coping with competition is the main aim of strategy. By the same token, it can also be said that in a marketing environment that is devoid of competition, the scope and need for marketing strategies will be far less. While the various basic functions of marketing, especially functions like distribution and pricing would still be required to be carried out in such a market, there will be nothing strategic about this task in such a market. It is the presence of competition that primarily renders the marketing task strategic in character.

### Key Drivers of Marketing Strategies

- 1) Competition
- 2) Economic growth and stability
- 3) Political Trends
- 4) Legal and regulatory issues.
- 5) Technological Advancements.
- 6) Socio – cultural Trends

1) Competition: In most industries, customers have choices and preferences in terms of the goods and services that they can purchase; Thus, when a firm defines the target markets it will serve, it simultaneously. Selects a set of competing firms. The current and future actions of these competitors must be constantly monitored and, hopefully, even anticipated. One major problem in analyzing competition is the question of identification. That is' how does the manager answer the question "who are current and future competitors?" To arrive at an answer, a manager must look beyond the obvious examples of competition; 'Most firms face four basic types of competition, which are as; Socio-cultural Trends follows:

**i) Brand' Competitors:** They are market products with similar features and benefits to the customers at similar prices.

**ii) Product Competitors:** They compete in the same product class but with products that are different' features, benefits, and price.

**iii) Generic Competitors:** They market very different products that solve the same problem or satisfy same basic customer need.

**iv) Total Budget Competitors:** They compete for the limited financial resources of the same customers.

All four types of competition are important, but brand competitors rightfully receive the 'greatest attention because customers see different brands as direct substitutes for

each other. For this reason, strategies aimed at getting customers to switch brands are a major focus in any effort to beat brand competitors.

**2) Economic Growth and Stability:** If there is one truism about any economy, it is that it will inevitably change. Therefore, current and expected conditions in the economy can have a profound impact on marketing strategy. A thorough examination of economic factors requires marketing managers to gauge and anticipate the general economic conditions of the nation, region, state, and local area in which they operate. These general economic conditions include inflation, employment and income levels, interest rates, taxes, trade restrictions, tariffs, and the current and future stages of the business cycle (prosperity, stagnation, recession, depression, and recovery) has to be considered.

Equally important economic factors include consumers' overall impressions of the economy and their ability and willingness to spend. Consumer confidence (or lack thereof) can greatly affect what the firm can or cannot do in the marketplace. In times of low confidence, 'consumers may not be' willing to pay higher prices for premium products, even if they have the ability to do so. In other cases, consumers may not have the ability to spend, regardless of the state of the economy. Another important factor is the current and anticipated spending patterns of consumers in the firm's target market. If consumers buy less (or more) of the firm's products, there could be important economic reasons for the change.

**3) Political Trends:** Although the importance will vary from firm to firm, most organizations should track political trends and attempt to maintain good relations with elected officials. Organizations that do business with government entities, such as defense contractors, must be especially attuned to political trends. Elected 'officials who have negative attitudes toward a firm or its industry are more likely to create or enforce regulations unfavorable for the firm. For example, the anti-tobacco trend has been in full swing since the late 1990s. Today, many states, countries and local communities have passed laws to prevent smoking in public places. A firm might need to change its marketing strategies from the current viewpoint to further because of the latest political trends in the specific region, for example, expansion strategy adopted by Mukesh Ambani for his new concept of reliance retail has been blocked in the state of Uttar Pradesh. So the company has to change its strategic decisions as far as the expansion was concerned. The same problem was in picture with ,production plant of TATA Nano in Singur, West Bengal, because local farmers began protesting the forced acquisition of their land for the factory.

**4) Legal and Regulatory Issues:** As one might suspect, legal and regulatory issues have close ties to events in , the political environment. Numerous laws and regulations have the potential to influence marketing decisions and activities. The simple existence of these laws and regulations cause many firms to accept this influence as a predetermined aspect of market planning. Organizations that engage in international

business should also be mindful of legal issues surround the trade agreements among nations. The implementation of the North American Free Trade Agreement (NAFTA), e.g., created an open market of roughly 374 million consumers. Since NAP went into effect. many U.S. firms have begun or expanded operations in Canada and Mexico Conversely.

**5) Technological Advancements:** When most people think about technology, they tend to think about new high-tech products such as wireless telephones, broadband internet access, medical breakthroughs, or interactive television. However technology actually refers to the way that anyone accomplishes specific tasks or" processes that others uses to create the "things" and consider as new. Of all the new technologies created in the past thirty years, none has had a greater impact on marketing than advances in computer and information technology. These technologies have changed the way that consumers and employees live and the way that marketers operate in fulfilling their needs. In some cases. Change in technology can be so profound that they make a firm's products obsolete such as typewriters, cassette tapes and pagers.

Technological advancements may either be

- a) Frontstage technology: It means that those advancements that are more noticeable to customers. E.g: Smart phones and GPS Navigation system aims at increasing customer convenience.
- b) Backstage technology: The advancements are not necessarily apparent to customers. Advances in backstage technology can affect marketing activity by making them more efficient and effective. For example, advances in computer technology have warehouse storage and inventory control more efficient and less expensive.

**6) Socio-cultural Trends:** Socio cultural factors are those social and cultural influences that cause changes in attitudes, beliefs, norms, customs, and lifestyles. These forces profoundly affect the way that people live and help determine what, where, how and when customers buy a firms products. Youth driven market, outsourcing hub, middle class, rural power, and hybrid cultures - these are some terms used by many in their descriptions of India.

Indian culture today is quite different from the stereotype perception that has prevailed so far. People are very different from those of yesteryears in their ways of thinking. Processing, analyzing and responding to stimuli. And there are powerful socio-cultural trends driving these changes, which simply cannot be ignored.



## Factors Affecting Overall Marketing Strategy

Factors which are claimed to have major impact over marketing strategies of a firm are as follows:

**1) Synergistic Potential:** Marketing inputs are capable of being, mutually reinforcing or having synergistic potential and marketer should consider this working towards an optimum overall marketing strategy. , " Displays and advertisements can be made mutually reinforcing since the display repeats the advertising efforts message at a time when the consumer is in an outlet where the product is one sale.

Product inputs and marketing channel inputs can be mutually reinforcing, depending upon the effectiveness with which they are integrated.

**2) Competitors' Counter-moves:** This differs with various marketing inputs. Most competitors can easily and quickly match or otherwise adjust to price changes. However, they often find it difficult to follow or to retaliate against product innovations. This explains why many marketers seek to gain differential advantage over their competitors by varying product characteristics as altering promotion than prices.

**3) Substitutability:** The selection of marketing inputs is also affected by their degree of substitutability. It is important to know the extent to which one type of input can be substituted for another type in as much as the nature of marketing objectives such as that of returning a certain level of profit presents a decision-maker from making unlimited use of all inputs. A marketing strategist must ask himself. Consideration of such substitutability helps in determining which inputs to include and which to emphasize in the overall marketing strategy.

**4) Diversity in Productivity Levels of Various Marketing Inputs:** The marketers should recognize that not all inputs have equal productivity; some inputs need a minimum level of use before they begin to have measurable effects. An advertising message must often be repeated several times before consumers become aware of it. The lower cost per consumer contact of radio, magazines and billboards often make it possible with a limited budget to present a much stronger impact on consumers.

**5) Elasticity of Marketing Inputs:** Different marketing inputs are elastic and they influence the demand of the product. The marketing manager must recognize that effect on the product. For example, a manufacturer determines different prices for different customers or for different areas only on the basis of varying elasticity of demand. More often, the price~ for wholesalers, retailers and consumers are different in almost all the markets. The marketing manager must consider all the above factors in mind while formulating the overall marketing strategy. The strategy must also be elastic so as to incorporate all the strategic factors of the competitors as and when required.

## Formulating Marketing Strategy

The essence of the marketing strategy of any firm can be grasped from, the firm's target market and marketing mix. The target market shows to whom the firm intends to

sell the products; the marketing mix shows how the firm intends to sell. Together, they constitute the marketing strategy platform of the firm.

Formulation of marketing strategy consists of four main steps:

**Segmenting the Market:** There are likely to be broad categories of people in this market, who have similar needs or wants, and who behave similarly *vis a vis* the marketing activities performed for a product. Marketers are frequently interested in discovering these groups of people with similar needs through process called segmentation. Segmentation divides a large market into smaller and more manageable sub-markets in order to identify homogeneous markets (consumer groups) that:

- i) Are similar in their needs and reactions to a retail company's marketing activity and
- ii) Are considerably different from other such groups in the market.

**Selecting the Target Market:** To say that target market selection is a part of marketing strategy development is an understatement. It does not fully bring out the import of the close and inseparable linkage between the two. When the selection of a target market is over" an important part of the marketing strategy of the firm is already determined defined and expressed.

**Positioning the Offer:** The next major dimension of marketing strategy relates to positioning of the offer. The firm has already selected the target market and decided its basic offer. Now, what is the conjunction between these two entities? How do they get connected? What is the interface? In other words, what is the locus the firm seeks among the customers in the chosen target market with its offering? How would the firm want the consumer to view and receive the offer? The point is that the firm has to clarify what it proposes to do with its offering, how it wants the offer to be perceived by the customer, what position it seeks and what image it proposes to build for its offer. These are the issues the firm has to grapple with in positioning. And, while formulating the marketing mix too, the firm will agitate over these issues.

**Assembling the Marketing Mix:** The target market and the marketing mix together constitute the marketing strategy platform of the firm. Assembling the marketing mix simply means assembling the 4Ps of marketing in the right combination. Involved in this process are the choice of the appropriate marketing activities and the allocation of the appropriate marketing effort to each one of them. Product strategy is a part of this process. Matching the products with market needs and consumer aspirations is the purpose of product strategy. Distribution strategy is another part of this exercise. Taking the product where the consumer wants it and delivering the product to him in a manner that is most convenient to him is the essence of the distribution strategy. When other elements link pricing, advertising and promotion are superimposed appropriately on this framework, the marketing mix gets assembled.

## Marketing Strategy Implementation

Marketing strategy, and implementation' are the, two, ends of continuum and it is difficult to draw a line of distinction between the two. For example a moral problem in the sales force is both a problem of strategy and implementation. It is a matter of strategy and policy when a compensation issue has to be decided, when issues in career development have to be considered or territory management dilemmas have to be solved. But territory, allocation, sales person performance review and counseling are implementation problems. Hence, it is necessary to understand that marketing strategy and implementation affect each other and in turn the firm's performance in the market place.

In many firms, implementation problems can be tracked to four factors as outlined below:

**1) Functions:** Marketing functions considered by Bonoma are the grass root ones like selling, trade promotions and excellent distributor management. Most firms have difficulty in handling these functions because they fail to pursue them in a determined way. Generally, the top management believes that these functions will be performed by someone else in the hierarchy and thus ignore them until a full blown crisis confronts them. Problems in marketing functions may also arise due to structural issues, like direct versus indirect marketing, and the failure of managements to pick one function for special concentration and competence. Rather, they try to do everything and thus emerge as "globally mediocre" firms.

**2) Programmes:** At the programmes level, firms have to appreciate that until their marketing" and non marketing programmes blend, an excellent marketing strategy may fail to deliver results. In fact, non coordination between marketing and non-marketing programmes can become an excuse for nonperformance by the marketing team.

**3) Systems:** The marketing systems problem is indeed a serious one. Particularly, when comes to the grassroots level like sales reporting systems. Rituals, politicization and unavailability characterize this system's problems. In fact, because of these problems it isn't uncommon to come across managements that have dumped these systems. But they too haven't benefited.

**4) Policy Directives:** Problems relating "to policies occur when the organization lacks a marketing culture and hence everything else other than the customer occupies center stage in the management's thinking. Words like "customer is king" become hollow and fail to give a direction to the organization and hence the marketing team feels discouraged about putting in its best performance.

**5) Marketing Strategies For Different Markets:** Marketing strategy is a method of focusing organizations energies and resources on a course of action which can lead to increased sales and dominance of a targeted market niche. A STRATEGY CONSISTS OF WELL THOUGHT OUT SERIES OF TACTICS TO MAKE A MARKETING PLAN MORE EFFECTIVE IT

often integrates an organizations marketing goals, policies and tactics in to a cohesive whole. In the present age of competition, every business needs to stay ahead of marketing strategies form an important tool for the same. Marketing strategies may differ depending on the unique situation of the individual business. The marketing strategies comprising of segmentation, targeting, positioning, and assembling marketing mix can be categorized under the following heads:

- 1) Strategies for Industrial Marketing.(B2B)
- 2) Strategies for consumer Marketing. (B2C)
- 3) Strategies for Service Marketing.

### **Strategies for Industrial Marketing (B2B)**

Business marketing is also referred as the industrial marketing or B2B marketing. Business marketing may be defined as the marketing of products, services, and solutions to organizations such as big enterprises, government departments, and institutions. Industrial products and services are typically used in the production of other consumption related products and services, either for the end user or for the organizational use.

The business marketing concept involves more than facilitating exchange with this customers because it is based on structure of a partnership between buyer and seller for the purpose of achieving organizational goals of the each. Generally, industrial organizations tend to solve the technical problems which customers are facing. For marketing effectiveness, the products should always be regarded as a variable and should be viewed from the customer perspective. Customer benefits and need satisfaction, rather than the physical product, should be the centre of attention.

### **Marketing Strategies in Industrial Marketing Consist of Following Aspects**

**1) B2B Branding:** B2B branding is different from B2C in some crucial ways, including the need to closely align corporate brands, divisional brands and product/service brands and to apply the brand standards to material often considered "informal" such as e-mail and other electronic correspondence. It is mainly of large scale when compared with B2C. B2B branding mainly consists of five things which are as follows:

- i) Product (or Service):** Because business customers are focused on creating shareholder value for themselves, the cost-saving or revenue-producing benefits of products and services are important to factor in throughout the product development and marketing cycles.
- ii) People (Target Market):** Quite often, the target market for a business product or service is smaller and has more specialized needs reflective of a specific industry or niche. A B2B niche, a segment of the market, can be described in terms of firmographics which requires marketers to have good business intelligence in order to increase response rates. Regardless of the size of the target market, the business

customer is making an organizational purchase decision and the dynamics of this, both procedurally and in terms of how they value what they are buying; differ dramatically from the consumer market. There may be multiple influencers on the purchase decision, which may also have to be marketed to, though they may not be members of the decision-making unit.

- iii) **Pricing:** The business market can be convinced to pay premium prices more often than the consumer market if individual know how to structure the pricing and payment terms well. This price premium is particularly achievable if individual support it with a strong brand.
- iv) **Business/ Industrial Advertising:** Business advertising is also known as business-to-business or B2B advertising, industrial advertising is the strategy of attracting the attention of another business and convincing that company to purchase the goods and services offered by another business. This type of advertising will likely use all the normal forms of generating publicity, including the placement of print ads in appropriate periodicals, direct mail campaigns, and any other means that is likely to produce, the desired sales. Industrial advertising is common within just about every profession or industry type, and helps to meet the demand for a wide range of items that are necessary to conducting business within that industry.
- v) **Trade Shows:** Trade shows are designed to let exhibitors meet many potential customers face-to-face in a brief period of time inexpensively. Exhibitors usually try to present a large proportion of their range of products/services at these trade shows, gaining in two ways. The first gain of marketer through trade show is advertising and brand promotion. A good portion of the target audience learns about new products to be launched. The second gain is through the direct sales that happen at these trade shows. The visitors also get a lot of opportunities by attending these trade shows. A large number of enthusiastic buyers directly purchases new products. This is because they get a good discount during the course of such business events.
- vi) **Place (Sales and Distribution):** The importance of a knowledgeable experienced, and effective direct (inside or outside) salesforce is often critical in the business market. If any individual sell through distribution channels also, the number and types of salesforces can vary tremendously and the success as a marketer is highly dependent on their success.

## 2) B2B Marketing Communications Methodologies :

The purpose of B2B marketing communications is to support the organizations sales effort and improve company profitability. B2B marketing communication tactics generally include advertising, public relations, direct mail, trade show support, branding and interactive services such as website design and search engine optimization

**B2B marketing communications methodologies consist of mainly following aspects:**

- i) Positioning Statement:** An important first step in B2B marketing is the development of the positioning statement. This is a statement of what any, individual do and how they do it differently and better and more efficiently than the competitors.
- ii) Developing the Messages:** The next step is to develop the messages. There is usually a primary message that conveys more strongly to the customers what they do and the benefit it offers to them~ supported by a number of secondary messages, each of which may have a number of supporting arguments, facts, and figures.
- iii) Building a Campaign Plan:** Whatever form the B2B marketing campaign will take, build a comprehensive plan upfront to target resources where customers believe they will, deliver the best return on investment, and make sure that they have all the infrastructure in place to support each stage of the marketing process - and that does not just include developing the lead – make sure the entire organization is geared-up to handle, the inquiries appropriately.
- iv) Briefing an Agency:** A standard briefing document is usually a good idea for briefing an agency.  
As well as focusing the agency on what is important to individual and the campaign, it serves as a checklist of all the important things to consider as part of the brief. Typical elements to an agency brief are - The objectives, target market, target audience, product, campaign description, the product positioning, graphical considerations, corporate guidelines, and any other supporting material and distribution.
- v) Measuring Results:** The real value in results measurement is in tying the marketing campaign back to business results. After all, anyone is not in the business of developing marketing campaigns for marketing sake. So always put metrics in place to measure the campaigns, and if at all possible, measure the impact upon the desired objectives, be it Cost per Acquisition, Cost per Lead or tangible changes in customer perception.

**Strategies for Consumer Marketing**

A consumer marketing strategy is a kind of plan that businesses pursue to try to maximize profit by matching their products with the individuals who are most likely to buy or use them. A consumer marketing strategy is part of a greater marketing strategy that includes branding opportunities, outreach, product development, multimedia marketing, and other aspects of general marketing. Many businesses are adopting consumer-oriented marketing strategies because they are so often useful in leading to higher sales and profits. In a consumer marketing strategy, marketers often "drill-down" to identify their most loyal customers and establish a more targeted customer base. This can include what is called target market segmentation. In target market

segmentation, planners take the overall target market and separate it into groups to see which of these groups the best consumers are; i.e., which of them tend to favor the company more than others according to sales figures and other available data.

When it comes to consumer marketing strategies, it is obvious that the base of these strategies should be consumer-oriented, and only then they become successful marketing strategies.: to physically interact with the marketer; he/she can establish a contact through mail~ phone~ fax or the Internet.

**5) Word-or-mouth:** Word of mouth marketing is a marketing strategy which uses the person-to-person communication of satisfied customers to raise awareness of an organization's products and services and generate sales. Word of mouth communication spreads through social and business networks and communities and is regarded as a particularly influential cost-effective, and speedy means of disseminating information about an organization's products. Various methods are adopted to promote this process, including customer partnerships and customer referral plans. Viral marketing and buzz marketing are similar concepts~ the latter focusing particularly on the creation of an atmosphere of excitement or "buzz" about a new product, often within a specific social group.

**6) Personal Selling:** Selling may be personal or impersonal. Personal selling is a highly distinctive word and the only form of direct sales promotion involving face to face relationship between sellers and potential customers. Personal selling is flexible and extremely effective but costly form of sales promotion. Personal selling is a two-way communication 'or mutual communication. The qualitative personal-selling objectives are long term and concern the contributions management expects personal selling to make in achieving long term company objectives. These objectives generally are carried over from one period's promotional programme to the next. The quantitative objectives assigned to personal selling are short term and are adjusted from one promotional period to another. The sales volume objective (the money or unit sales volume) that the management sets as the target for the promotional period is the key quantitative objective.

**7) Scarcity and Undercover Marketing:** Scarcity marketing creates a perception of a shortage which aims to entice customers to purchase out of fear that they may not be able to get it in the future. Undercover marketing, also known as stealth marketing, involves marketing to, consumers in a way that they do not realize they are being marketed to. .

**8) Relationship Marketing:** Relationship marketing is the process of building long term trusting and win-win relationship with customers, distributors, dealers and suppliers. Over time, relationship marketing promises and delivers high quality, efficient service and fair prices to the other party. It is accomplished, by strengthening economic, technical and social ties between members of two organizations or between the marketer and the individual customer. '

## Strategies for Service Marketing

A service is the non-material equivalent of a good. A service provision is an economic activity that does not result in ownership, and this is what differentiates it from providing physical goods. It is claimed to be a process that creates benefits by facilitating either a change in customers, a change in their physical possessions or a change in their intangible assets.

## Conclusion

Today business world is very tough and the consumer plays an important role in business. In order to retain them we have to implement new strategy that should be based on our business. So every entrepreneur has to select the best strategy. So the marketing strategy helps them to attain the goal of the business. If we want to succeed in business world we have to adopt new marketing strategy because it's an only way through which we can get more customer and we can reach our product all over the world.

## References

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