

Definition of Marketing :

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Many companies use marketing techniques to achieve their goals without even realizing it, as they work to promote themselves and increase sales of their product or service.

Types of Marketing Strategies :

Marketing is a combination of many types techniques and tactics. Below we've listed some essential marketing strategies that you should know about.

1/ Marketing Plan: A roadmap for achieving business objectives through the creation and execution of a comprehensive marketing strategy.

2/ Digital Marketing: Explore online strategies and channels to reach and engage target audiences.

3/ Direct Marketing: A targeted and measurable approach to reaching and influencing potential customers.

4/ Email Marketing: A cost-effective way to reach and engage with a large audience, proven to generate leads and sales.

5/ Mobile Marketing: The use of mobile platforms and applications to reach and engage target audiences, including mobile advertising, app marketing, and location-based targeting.

6/ Viral Marketing: A powerful way to reach a large audience and generate interest in your brand by putting out engaging and shareable content.

7/ Performance Marketing: This performance-based approach focuses on generating measurable returns and guarantees advertisers only pay for tangible results.

8/ Inbound Marketing: A content-driven approach to attracting customers by providing them with valuable materials that build trust, drives sales, and increase a brand's web traffic.

What Does Marketing Do for Your Business?

Marketing offers numerous benefits for your business. Here are a few of the most impactful Ones.

- ➡ Raising Brand Awareness.
- ➡ Generating Traffic.
- ➡ Increasing Revenue.
- ➡ Building Trust in Your Brand.
- ➡ Tracking Your Metrics..

Marketing Objectives (Goals):

Your marketing plan won't work unless you know what you want to achieve. Here are 09 examples of marketing objectives.

1* Increase brand awareness among your target audience: This is the most common marketing objective, especially for new brand.

2* Increase market share: Secure a favorable position in the market by increasing your brand's market share.

3* Launching a new product: Introduce a new product or service to the market and generate interest accompanied by a well-planned launch strategy and pricing.

4* Improve ROI: ROI, or return on investment, measures how well your marketing campaigns perform. It is one of the most important marketing metrics to track.

5* Increase business profits: Increase the profits of your business through marketing efforts.

6* Optimize the conversion funnel: Improve the efficiency of each stage of the funnel.

7* Capture new leads: Leads are potential customers who have expressed interest in your product and service.

8* Customer loyalty: Create programs encouraging customers to stay loyal to your brand.

9* Increase sales: The top priority for most marketing departments is increasing sales to boost revenue generation and achieve sustained business growth.