

# MARKETING STRATEGY



RETAIL SALE



RESTAURANT



TELECOM



RETAIL STORES



FMCG



SHOPPING MALL

VIVEK SAHU

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Published in India by Prowess Publishing  
YRK Towers, Thadikara Swamy Koil St, Alandur, Chennai,  
Tamil Nadu 600016

ISBN: 978-93-89097-65-8  
ePUB ISBN: 978-1-5457-4794-0  
Mobi ISBN: 978-1-5457-4795-7

Library of Congress Cataloging in Publication

**1) *There are various types of marketing strategies which is use by different companies, manufactures, traders etc., to increase their market share or to survive in the market, as the competition is increasing day by day.***

**1.1) What is Marketing Strategy?**

A marketing strategy is a way for reaching people and turning them into customers of the product or service that the business provides.

**1.2) The most common factors are given below for any business growth, and different marketing strategies can be used to achieve it.**

- Addition of new customers.
- Increase sales.
- Switch of customers from existing product
- Launching a new product or service.
- Increase market share.
- Establishment of a brand.

**2) *Every company want to create a unique impression in the customer's mind so that customer associates something specific or desirable with brand that is distinct from the rest of the marketplace.***

**2.1)** Now a day's companies or promoters are using different types of marketing strategy which is for a particular segment or a age group and may be costly. It is very difficult to target all age group for a common reason. There may be promotion by film stars, Crickets etc.

**3) *Let's discuss the way to reach maximum people for a common reason. You might have heard about the emotion is very much related to the advertising, branding.***

**3.1)** It's no secret that emotions play an important role in successful advertising campaigns. Strong emotions in advertising may drive us to make an expensive purchase or donate money to a cause. Not

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