# MARKETING STRATEGY PROCESS

01

Understand Customer

Develop a clear picture of your target customer using market research and analysis

07

Review and Revise

Continuously evaluate the effectiveness of your marketing strategy, and revise or extend as needed. 02

Amailyze Market

Some basic market research should allow you to find market data such as total available market, market growth, market trends, etc.

06

Financial Analysis

Put together your marketing hadget and evaluate projected marketing ROL customer acquisition costs, etc. 03

Analyze Competition

Analyze what other choices your target castomers have to solve their reed. Research and wastomers the strengths and wastomers of each.

05

Define Marketing Mix

Develop a clear picture of your Marketing Mix i.e. product, price, place and promotion. 04

Research Distribution

What is the best way to deliver your product or service to your target customers? This will impact your sales strategy.

## **Modern Marketing Strategy**

F Rizvi

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