

Marketing Problems

Issues, problems and risks related to marketing areas such as promotion, pricing, branding and sales.

Overview

Simplifiable

- Lack of information and inability to measure customers, competitors and markets.
- Business model disruptions driven by technological, market and social change.
- Losing customers to competitors.
- Declining margins and sales due to falling demand or competitive pressures.
- Brand issues and a lack of brand recognition in the market.
- Customer relationship issues such as poor reviews.
- Ineffective offers and failed products.

Examples

1. Increased Competition
2. Failing Business Model
3. Inability to Measure
4. Poor Sales
5. Low Conversion
6. Low Traffic
7. Low Brand Recognition
8. Poor Reviews
9. Poor Customer Relationships
10. Customer Attrition
11. Ineffective Offers & Campaigns
12. Poor Differentiation

Problems In Marketing Analysis And Applications

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