

Strategic Marketing Process Paper

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The process provides an actionable way for measuring the status as well as the success of initiatives. Strategic marketing can be explained as a process of planning to develop and to implement operations so as to attain a competitive edge in a particular niche. This process is very important for outlining and simplifying the goals and objectives of a company and how they can be achieved.

What is Strategic Marketing Process and Its Three Phases

The first describes the strategic marketing planning process itself and the key steps within it. It also deals with implementation issues and barriers to marketing planning. The second part provides guidelines for the marketer which will ensure that the input to the marketing plan is customer focused and considers the strategic dimension of all of the relationships the organization has with its business environment.

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Strategic Marketing is that which takes to the process by which organizations, groups and individuals get what their desire and want by identifying value and delivering the thing to others. The nucleus concepts of marketing are customers desires related to products, exchanging things, communications and relationships.

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In this respect, the strategic marketing process plays a crucial role. This is the planning process that seeks to clarify the purpose of the business's marketing endeavors so that all efforts of the marketing personnel are unified and there is no conflict. The conclusions of this planning process then become the basis of the marketing plan. But as mentioned above, both the strategic marketing process and the marketing plan need to be updated regularly in line with changes in market demand.

Walkthrough of a Strategic Marketing Process

Amazon annual global marketing expenses. Generally, Amazon marketing strategy is based on the following principles: Amazon 7ps of marketing mainly focuses on product and place elements of the marketing mix. Offering hundreds of millions of products in the USA alone, Amazon product range is the widest among online and offline retailers.

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The Strategic Marketing Process is designed for business-to-business (B2B) marketers. Business-to- consumer marketers (B2C) follow a similar process, with a few additional subjects like product placement, market demographics and packaging.

The Strategic Marketing Process E-Book

A marketing strategy is based on deep research and analysis, factoring what can positively or negatively impact your business success. This research forms the foundation of your overall marketing plan and sets the direction for how to achieve your company's vision, mission, and business goals.