



The Path to Digital Journey

SUBJECT CODE: 21DMS001

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DIGITAL MARKETING STRATEGY

What is Marketing & Marketing Management?



Marketing:

- ▶ Marketing is the process through which a company receives what it need and desires by developing and exchanging goods and services with its customers.
- ▶ Simply said, it is the profitable supply of client satisfaction.
- ▶ It exceeds the competitors in terms of client satisfaction.

What is Marketing & Marketing Management?



Marketing Management

- ▶ Marketing management is the administration of a company's marketing efforts, which includes the planning, organizing, directing, motivating, coordinating, and managing processes.
- ▶ It is the process of an organization's customers' requirements and wants being met.
- ▶ Marketing management is an important role of an organisation because it brings the company closer to its customers.
- ▶ It entails creating a marketing-oriented company that places a strong emphasis on the customer.
- ▶ It is essential to the organization's success.

What is Marketing & Marketing Management?



Why is marketing management important?

- ▶ Because reaching and engaging with potential customers is such a key part of a business plan, marketing management is crucial. You may spend years getting a product ready to launch, but without marketing management, you'll certainly run into problems.
- ▶ Marketing management guarantees that you know exactly what your customers want, right down to colour schemes and packaging. You can find that your product doesn't even appeal to customers if you don't have it.
- ▶ Following a significant amount of time spent preparing your product or service for release, the proper marketing management methods ensure that it reaches the optimal potential client base via the appropriate channels at the appropriate time. Marketing management has the potential to transform your company from average to profitable. This can be accomplished if a marketing management team can assess client profiles and market share ahead of time, and then scrutinise campaign outcomes, team performance, ROI, and costs once the project is finished.

What is Marketing & Marketing Management?



What are processes of marketing management?

These procedures can be used by managers to maximise marketing operations from all viewpoints. The following are some examples of common procedures:

- ▶ Market and customer analysis: Understanding your company's existing market position and analysing consumer behaviour are key components of this marketing management approach. Strategy, goals, and objectives
- ▶ Development: What direction does a company intend to take? What is its strategy for getting there? Following a market and consumer analysis, strategy will lay out a road map for the future.
- ▶ Product development: Marketing managers are essential in the creation of new products. These experts assist in the creation of emotive, on-brand marketing when it comes to communicating the benefits of a product.

What is Marketing & Marketing Management?



What are processes of marketing management?

- Implementation of marketing programmes: Once promising programmes and campaigns have been discovered, it's time to put the resources in place to launch them. Monitoring and control: It's critical to assess the success of marketing strategies and operations. It guides the planning and execution of future operations.

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<http://whatismarketingrank.blogspot.com/2015/11/what-is-marketing-management.html>



What is Marketing & Marketing Management?



How is a marketing management strategy created?

- ▶ A marketing management plan is developed to support a company's overall marketing strategy. Whereas the marketing strategy focuses on the company's overarching goals for reaching customers and markets, the marketing management strategy focuses on developing a marketing plan to fulfil those goals and implementing a variety of techniques to ensure success.
- ▶ A brand audit is a common starting point for a marketing plan, as it allows a company to ask and answer various questions that might guide the future marketing management approach.

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How is a marketing management strategy created?

- ▶ A business should try to figure out the following things about their current situation:
 - What is the status of the company's current brand strategy?
 - What are its assets and liabilities in terms of resources and expertise?
 - What are the opportunities and threats that it is confronted with?
 - How does it compare to its competitors in terms of pricing and costs?
 - What strategic issues might the organisation be dealing with?

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business2community.com/marketing/develop-marketing-strategy-01997684



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<https://www.thebalancesmb.com/marketing-strategy-for-home-business-success-1794314>



What is Marketing & Marketing Management?



Functions of marketing management

- Various functions of marketing management in an organization are described below.

Marketing objectives

Planning

Organizing

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Coordination

Direction

Control

Staffing

Analysis & Evaluation

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Marketing objectives



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Planning



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Organizing



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Coordination



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Direction

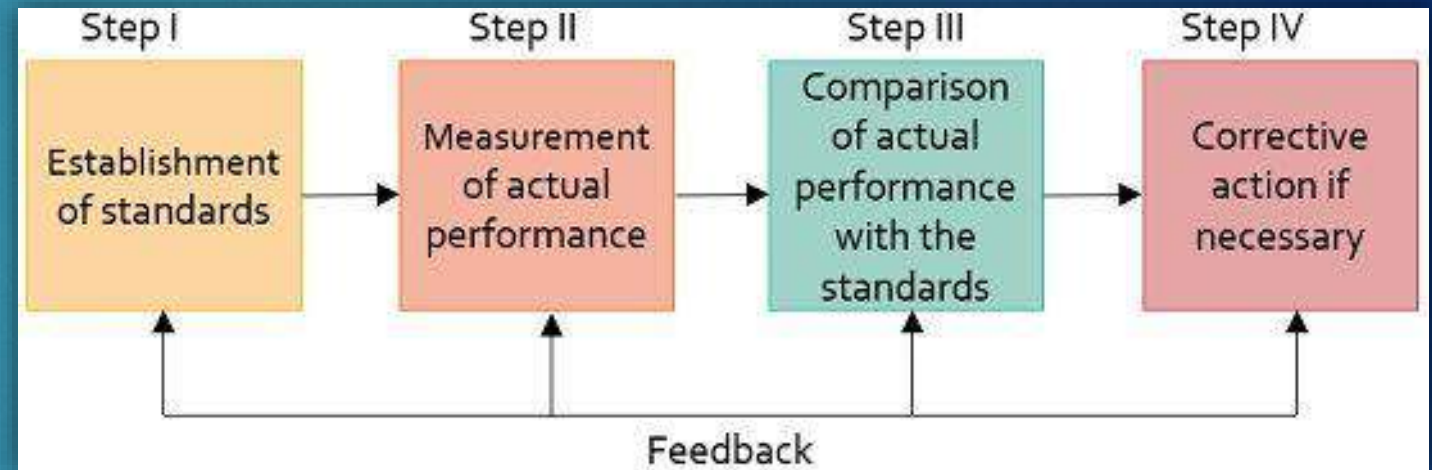
Importance of Direction

- Improves efficiency
- Ensures coordination
- Facilitates change
- Initiates action
- Stability and growth
- Achievement of organisational goals

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Control



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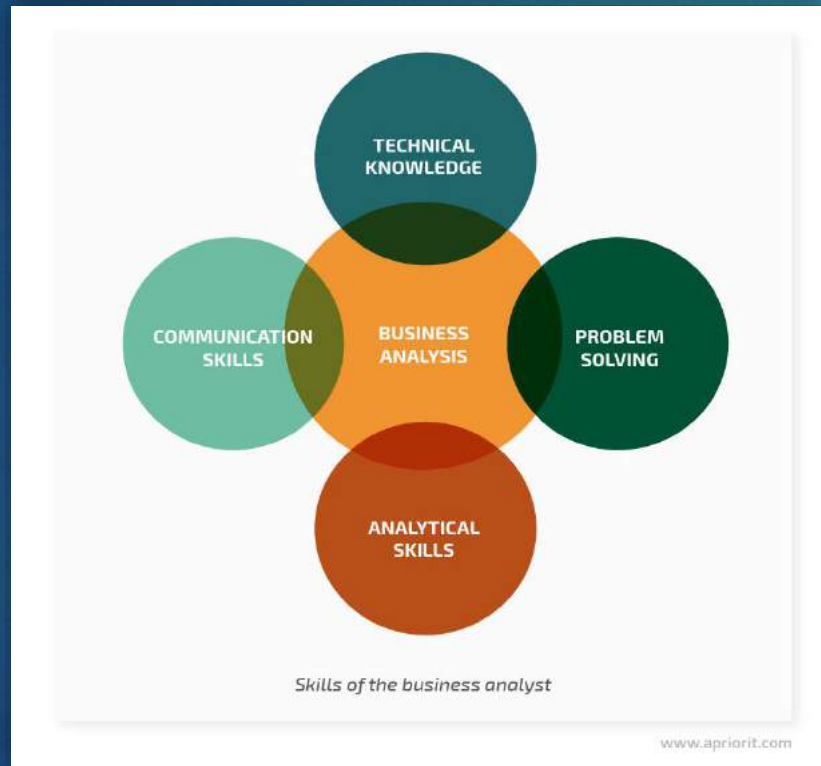
Staffing



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Analysis & Evaluation



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Factors affecting the marketing strategy

- Target customers
- Four Ps (product, place, promotion, and price)
- Marketing information, planning, organization, implementation, and control systems
- Marketing intermediaries, publics, competitors, and suppliers.
- Demographic and economic environment, technological and physical environment, social and cultural environment, and political and legal environment.

Thank You!

