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Marketing strategy can be defined as a long-term, forward-looking approach and an overall game plan of any organization or any business with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs and want of customers. The term marketing strategy reflects the public opinion as to how it can profitably apply its skill and resources in the market place and to realize your business goals and build a strong reputation for your products. A good marketing strategy helps you to target your products and services to the people ideas to raise awareness and sell your products.Below are some marketing strategies:

1. Objectives
2. Situation analysis
3. Research
4. Profile your potential competitors
5. Develop strategies to support your marketing goals
6. Marketing mix
7. Test your ideas
8. Objectives: These are goals set by a business when promoting its goods or services to potential consumers that should be achieved within a given time frame .In other words marketing objectives are the marketing strategy set in other to achieve the overall organisational objectives.Also before an organisation set their objectives they have to first analyse their strengths and weaknesses. An organisation's business goals might include:

a)Build brand awareness

b)Grow market share

c)Launch new products or services

d)Target new customers

e)Enter new markets internationally or locally

f)Improve stakeholder relations

g)Enhance customer relationships

h)Improve internal communications

i)Increase profit

 Also,an organisation's goal must be SMART which means:

1. Specific: state clearly what you want to archive
2. Measurable: set tangible measures so you can measure your result
3. Achievable: set objectives that are within your capacity and budget
4. Relevant: set objectives that will help you improve particular aspect of your business
5. Time bound: set objectives you can archive within the time you need them
6. Situation analysis: This involves creating an specialised plan by either gathering data on the strengths and weaknesses of the organisation and stating several ways or several measures to use in tackling those wicknesses and to make their strengths very firm.
7. Research:This can be seen as a very vital part of a marketing strategy,because you need to get some basic knowledge about your marketing such as the social trends and size.It is also important and necessary to keep a close eye on your market so as to notice and observe any change or any possible change in other to adjust and still keep your marketing strategy relevant.
8. Profile your competitors: It is also good to know about your competitors in other to know what your competitors are doing well at and are using as an edge over yours and to know how to tackle it,and to also know what you're better than your competitors at in other to use it to a very high advantage. And it is also very important to know about the price ,the demand and supply of a competitors product.
9. Develop strategies to support your marketing goals: You must outline your organisation's target and look for ways to still keep your organisation in the right direction. For example if an organisation wants to increase the level of awareness of the farmers on their products ,they will have to advertise it on any television or radio channel in the afternoon or evening because that is when farmers are usually around due to the fact they just returned from the farm so if the station advertise it in the morning its most likely a waste because most farmers would be in the farm by that time.
10. Marketing mix:An organisation must identify their marketing mix using the 7ps which are in other for the organisation to be more successful that's if they combine it properly.
11. Test your ideas: In the process of deciding your tactics, make some online research, test some ideas and approaches on your customers and your staff, and review the most effective. You will need to choose a number of tactics in order to meet your customer needs, reach the customers within your target market and improve your sales results.

7 steps to building the perfect marketing strategy

1)Run a SWOT analysis. ...

2)Figure out the value proposition. ...

3)Determine marketing strategy objectives. ...

4)Understand your customers. ...

5)Define your buyer personas. ...

6)Analyze your market and competitors. ...

7)Establish your marketing methods.

**Integrated marketing communication**

 Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together. At its most basic level, Integrated Marketing Communications, or IMC, as we'll call it, means integrating all the promotional tools, so that they work together in harmony.IMC is also a **strategic,** collaborative, and promotional marketing function through which a targeted audience receives consistent, persuasive, and reinforcing brand messaging in an integrated and comprehensive way to move buyers through the decision making process.

Integrated marketing communication tools

IMC tools refer to integrating various marketing tools such as:

1. Advertising
2. Online marketing
3. Public relation activities
4. Direct marketing
5. Personal selling

Advertising: this is one of the most effective ways of brand promotion. Advertising helps organizations reach wider audience within the shortest possible time frame. Advertisements in newspaper, television, radio, billboards help end-users to believe in your brand and also motivate them to buy the product and stay loyal to it.

Sales promotion

Sales promotion is one of the elements of the promotional mix. The primary elements in the promotional mix are advertising, personal selling, direct marketing and publicity/public relations. Sales promotion uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates.

Direct marketing

Direct marketing is a form of communicating an offer, where organizations communicate directly to a pre-selected customer and supply a method for a direct response. Among practitioners, it is also known as direct response marketing. By contrast, advertising is of a mass-message nature.

Personal selling

Personal selling occurs when a sales representative meets with a potential client for the purpose of transacting a sale. Many sales representatives rely on a sequential sales process that typically includes nine steps. Some sales representatives develop scripts for all or part of the sales process.

Personal selling involves the following steps:

1)Prospecting

2)Pre-approach

3)Approach

4)Presentation

5)Meeting objections

6)Closing the sales

7)Follow ups.

How the COVID-19 has affect the element of marketing mix on gala factory

Element of the marketing mix of gala factory has really been affected in different ways:

1) Product: The gala product will expire very soon because of the production date and since then selling of the product have not taken place also they will be false to sell at a lower price because of the type of product and how perishable it is due to the meat inside which is best taken few days after production.

2) price: As said above the price of the goods can possibly be affected because of the low demand and supply of it,but the probability is very low due to the fact it only costs 50 naira per gala .

3) promotion: Covid-19 has affect the income of gala company so there will not be enough money to promote the product, advertising or public relation using the radio or television stations.

4) Target: The target income of the factory has not been met. As a result of the covid-19,the gala company has produced less because they are not certain to get customers as a result of the lockdown which has led to failure to reach the company's target.

5) place: To sum it up the lockdown has really affected the product from being transfered to foreign countries and to locals and this has really affect the target,and due to this the company has sacked some workers in other not to increase their loss by paying salaries without selling products.