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Questions

1. Having researched and read, write a two-page note each on your understanding of

a. Marketing Strategy

b. Integrated Marketing Communication.

2. Using any organization or company of your choice, explain what you think will be the adverse effect of the Corona Virus Pandemic on the elements of the marketing mix of that company (Not less than 1page)

1

a.Now what is Marketing

This is the action or business of promoting and selling products or services, including market research and advertising.

Marketing Strategy

This can be defined as the method , plan or way in which an individual or an organisation use to please the consumers. Marketing strategy is 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.

Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of [market-oriented](https://en.m.wikipedia.org/wiki/Market-oriented) competitive position that contributes to the company's goals and marketing objectives.

Marketing strategy highlights the role of marketing as a link between the organization and its customers. While you are trying to please your consumers you also have to have it in the back of your mind that there's a budget in place.

Budgeting Control (also known as *scientific management*)

Things that are under a Market Strategy:

Planning

Management

Offline Integration

Traffic Building

Social Media

Optimization Process

Conversation Analysis

Website Design

10 Marketing Strategies to Fuel Your Business Growth

What are the best marketing strategies to use?

1.Use social media.

2. Create video tutorials.

3. Start blogging now.

4.Understand search engine optimization.

5.Leverage influencers.

## 6. Build a great lead magnet.

## 7.Use Facebook ads with re-targeting.

## 8. Use LinkedIn the right way.

## 9.Create an affiliate program.

## 10. Use Email Marketing Sequences

The four basic marketing Strategies

The marketing mix can be divided into four groups of variables commonly known as the four Ps:

**1.Product:** The goods and/or services offered by a company to its customers.

**2.Price:** The amount of money paid by customers to purchase the product.

**3.Place (or distribution):** The activities that make the product available to consumers.

**4.Promotion:** The activities that communicate the product’s features and benefits and persuade customers to purchase the product.

## Marketing tools

Each of the four Ps has its own tools to contribute to the marketing mix:

**1.Product:** variety, quality, design, features, brand name, packaging, services

2.**Price.:** list price, discounts, allowance, payment period, credit terms

3**.Place:** channels, coverage, assortments, locations, inventory, transportation, logistics

4**Promotion:** advertising, personal selling, sales promotion, public relations

b. Integrated Marketing Communication.

 this competitive world with innumerable [marketing and advertising mediums](https://www.feedough.com/types-of-advertising-mediums/amp/) and powerful [marketing campaigns](https://www.feedough.com/what-exactly-is-a-marketing-campaign/amp/), you’ve got to communicate a consistent marketing message using a [360-degree approach](https://www.feedough.com/what-is-a-360-marketing-campaign/amp/?_gl=1*fcnsnh*_ga*YW1wLXpsS3FCbTU3X1RKZ1hMWVZVRVNpemVlUGp3U1p5bzFVTWk3UTAybWc0RG0tTml6dG40OWN3aFRMRDdqaUMxUjc.) go strengthen your position in the market and have an impact on your prospective as well as existing customers.

Integrated Marketing Communications is a simple concept. It ensures that all forms ofcommunications 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.

Integrated marketing communications (IMC) is an approach used by organizations to brand and coordinate their communication efforts.IMC is an approach to achieving the objectives of a marketing campaign, through a well coordinated use of different promotional methods that are intended to reinforce each other.

 A management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation.

## IMC Tools

### Advertising

### Sales promotion

### Personal Selling

### Public Relations

### Direct Marketing

### Events and Experiences

### Social Media Marketing

### Mobile Marketing

## Integrated Marketing Communications Examples

### Go Pro

The first integrated marketing communications example that comes to mind is Go Pro. Go Pro has used IMC components extensively and precisely.

GoPro has mastered the use of online content to catch the attention of its target audience. The company has a YouTube channel where it seeks out a multitude of videos shot with the high-quality, mini action cam including exciting, unique, and simplistically beautiful shots taken by users and by the company itself, to reach its target audience.

### Domino’s

Pizza restaurant chain Domino’s created the [“AnyWare” campaign](https://anyware.dominos.com/) in order to help people order food in more convenient ways. It allows customers to order pizza with a smart televi

sion, tweet, text or a smartwatch.

The idea was possible because two years prior to AnyWare, Domino’s established Pizza Profiles, which save customers’ payment information, addresses and an Easy Order. The easy order is a customer’s favourite food order which includes elements like a preferred payment method, order type (delivery or carryout) and address or favourite store.

2

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements.

**Oil and Gas Industry(SHELL)** : The sector has been badly hit by the pandemic, since the lockdown and travel restrictions have led to a huge drop in oil demand and crash in crude oil prices globally. Even the intervention of OPEC+ and top oil-producing countries through output cut has still not impacted on oil prices or stabilized the market.

## **Oil price crash**

One important impact of the coronavirus outbreak on the downstream oil industry is that the price of crude oil has fallen significantly in a short time, taking billions off the stock prices of major oil and gas companies.

## **Demand drops**

Oil price wars began with a decrease in supply and demand within China. As the virus spreads, other governments expect similar effects.

## **Rig infections**

Last Wednesday, Norwegian oil and gas company Equinor announced an offshore worker had contracted coronavirus. The employee worked on a rig in the Martin Linge field in the North Sea.

Because of the Covid-19 these factors will be affected the have to start of where do buyers look for your product or service?

Do you need to use a sales force? Or attend trade fairs? Or make online submissions? Or send samples to catalog companies?

There are the 4p's

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