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**COURSE: CMS216- MARKETING FOUNDATION FOR ADVERTISING AND PUBLIC RELATIONS**

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**MARKETING STRATEGY**

What is a strategy?  
A strategy relates how we intend realizing our goals. A strategy is a plan of action designed to achieve a particular goal. It is the stance we take: to literally take the high ground, to be the low-cost provider, to compete based on value, to price to what the market will bear, to match or beat the price offered by any competitor

**What is marketing strategy?**

Marketing strategy is refers to a business’s overall game plan for reaching prospective consumers and turning them into loyal consumers of the products or services the business provides. It is the formal consideration of an organization's future course and organisation role in providing products (as in brands) or services. The main aim of marketing is to know and understand the customers so well that the product or service fits him and sells itself.

In marketing strategy, it is important to include the marketing mix. It is a tool to help marketing planning and execution. It consists of everything that a company can do to influence demand for its product. The most integral part of the marketing mix includes the below;

* Product: The goods or services offered by a company to its customers.
* Place (or distribution): The activities that make the product available to consumers.
* Price: The amount of money paid by customers to purchase a product
* Promotion: The activities that communicate the product’s features and benefits and persuade customers to purchase the product.

Marketing strategies includes processes to ensure an organisation carries out its strategies from the thinking stages down to execution. These processes may include:

1. Research: Research and data acquisition. This is data collated from external and internal environment. Internal because the people inside the company may also use the product.
2. Analysis: this involves applying the research acquired into strategic appraisal of how to proceed in creating new plans for the organisations’ product or service.
3. Vision: This involves the path to take for the positive future state of an organisation, after carrying out necessary research and analysation of an organisation. The Vison of an organisation will ascertain the steps to follow when carrying out new methods to infiltrate the market.
4. Commitment: This involves the organisation having to stay true and committed to their vision. They have to follow their vision to order to get what they seek to achieve and their goals.
5. Implementation: This is the action put in place to ensure that a plan or vision becomes real and tangible. Implementation involves scheduling, budgeting and identifying the methods that is suitable for going into the market of an organisation and its service or product to the public.

A carefully cultivated marketing strategy should be fundamentally rooted in a company’s value proposition, which summarizes the completive advantage a company holds over a rival business. The sole purpose of marketing is to sell more to more people, more often and at higher prices.

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The adverse effect of the pandemic in the sales or production of the company, Jumia Group, is affected by the element of marketing mix via its 4Ps; type of **Product**, which is delivery(service), **Place**, which is Lagos, its **Price,** which depended on the brand product demanded, and the **promotional influences** (social media).

Product will serve as the most persuasive and positive element of the brands sales and marketing in the pandemic season given its usage. The product of Jumia Group is delivery, which is service. The company is also a logistics service, which enables the shipment and delivery of packages from sellers to consumers. The company Jumia Group, as a company, which operates a range of online marketplaces, would be in use frequently during this pandemic lockdown because citizen will want to have means of getting their demands and wants because of the pandemic lockdown that requires no movement of people for the safety of everyone. This will lead to more sales and active members of the company, to meet consumers’ demand. Nevertheless, not everyone will Jumia, and the demand for goods may be low due to this pandemic lockdown and it is not everywhere that Jumia can have access to enter.

The Price of Jumia depended on the product brand they are going to sell. Jumia may intend to respond to the needs of consumers by strategizing a new marketing technique to include the Class D-F citizens (the less privileged) by creating a way that the customers will be able to order from the Jumia and it could match their ‘*pockets*’. This in turn, may affect the brand position and pull in more customers to the enterprise, while keeping on dedication from previous customers.

As part of the marketing mix, promotion plays a huge role in the pandemic season. Promotion includes advertising, publicity and public relations. One way of promoting Jumia enterprise is social media. Jumia is already very popular on social media so all they have to do is improve the social media marketing by informing the customers that although the lockdown is inevitable, Jumia is still available to provide them with what they need. Therefore, many small media enterprise (SME) joined Jumia to ensure that their product gets into the market. For example, AVILLA instead of using her regular delivery service and doing door-to-door, she just sold via Jumia. Ads techniques such as social media adverts may be introduced during the pandemic as a marketing tool to push the product out to all areas of the market. Promotion as a marketing mix will go hand-in-hand with Place i.e. Lagos. This is because Lagos is the one state that is affected by this pandemic lockdown and it is the most populated. Jumia will want to include everyone in Lagos in the sales of their service, including area not specific by their marketing plan. Jumia’s focus will not only be on individual customers but also companies or enterprises (small media enterprises).

Determinedly, the 4Ps of the marketing mix, which are Product, Price, Promotion, and Place in the company, Jumia enterprise will be affected both positively and negatively by the COVID-19 pandemic because there would be an increase and decrease in demand of product(s).