**NAME: ABDUL KAREEM ABDUL MUIZ**

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Marketing strategy involves the allocation of the marketing budget over product markets, the customer value proposition by segment, the marketing assets and competencies, and the strategies of the functional areas of marketing. The term marketing strategy reflects the public opinion as to how it can mist profitable apply its skill and resources in the market place Your well developed marketing strategy will help you 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.

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: strategic marketing includes a high interest to know what the future will be substitute like goals, facts, intentions are used in place of objectives it is impossible to control all the elements and variables influence the marketing plans however setting objectives helps the organization to stream line there expectations. To develop your marketing strategy, identify your overarching business goals, so that you can then define a set of marketing goals to support them. Your business goals might include:
9. Increasing awareness of your product
10. Selling more product from a certain supplier
11. Reaching a new customer segment

When setting goals it is critical to be as targeted as possible so you can effectively measure the outcomes against what you set out to archive. A simple criteria for goal setting is the SMART method

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: in creating a strategic plan data is gathered or generated about the strength weakness opportunities and threat. It shows ability, visibility, vulnerability, validity, flexibility, profitability of the marketing process correctly
7. Research: this is an essential part of your marketing strategy. You need to gather information about your market such as its size, growth, social trends and demographics (population statistics such as age, gender and family type). It is important to keep an eye on your market so you are aware of any changes over time, so your strategy remains relevant and targeted.
8. Profile your competitors: similarly as part of your marketing strategy you should develop a profile of your competitors by identifying their products, supply chains, pricing and marketing tactics. Use this to identify your competitive advantage like what set your business apart from your competitors. You may also want to identify the strengths and weaknesses of your own internal processes to help[ improve your performance compared with your competition
9. Develop strategies to support your marketing goals: list your target markets and devise a set of strategies to attract and retain them. An example goal could be to increase young people’s awareness of your products. Your corresponding strategies could be to increase your online social media presence by posting regular updates about your product on twitter and facebook; advertising in local magazines targeted to young people and offering discounts for students.
10. Marketing mix: identify your tactical marketing mix using the 4ps. If you can choose the right combination of marketing across product, price, promotionand place, your marketing strategy is more likely to be a success.
11. Test your ideas: in deciding your tactics, do some online research, test some ideas and approaches on your customers and your staff, and review what works. 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
4. Understand your customers
5. Define your buyer personas
6. Analyze your market competitors

**Integrated marketing communication**

This is 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 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 same and remain loyal towards the brand. Advertisement not only increasetheconsumptionofaparticularproduct/servicebutalsocreatebrandawarenessamongcustomers.Marketersneedtoensurethattherightmessagereachestherightcustomersattherighttime.Becarefulaboutthecontentoftheadvertisement,afterallyouarepayingforeverysecond.

Sales Promotion

Brands(Productsandservices)canalsobepromotedthroughdiscountcoupons,loyaltyclubs,membershipcoupons,incentives,lucrativeschemes,attractivepackagesforloyalcustomers,speciallydesigneddealsandsoon.Brandscanalsobepromotedeffectivelythroughnewspaperinserts,danglers,bannersattherightplace,glorifiers,wobblersetc.

Direct Marketing

Directmarketingenablesorganizationstocommunicatedirectlywiththeend-users.Varioustoolsfordirectmarketingareemails,textmessages,catalogues,brochures,promotionallettersandsoon.Throughdirectmarketing,messagesreachend-usersdirectly.

Personal Selling

Personalsellingisalsooneofthemosteffectivetoolsforintegratedmarketingcommunication.Personalsellingtakesplacewhenmarketerorsalesrepresentativesellsproductsorservicestoclients.Personalsellinggoesalongwayinstrengtheningtherelationshipbetweentheorganizationandtheend-users.

Personal selling involves the following steps:

Prospecting-Prospecting helps you find the right and potential contact.

Makingfirstcontact-Marketersneedtoestablishfirstcontactwiththeirprospectiveclientsthroughemails, telephone calls etc. An appointment is essential and make sure you’re each on time for the meeting.

1. Thesalescall-Nevereverlietoyourcustomers.Sharewhatalluniqueyourbrandhastooffertocustomers.Asamarketer,youyourselfshouldbeconvincedwithyourproductsandservicesifyouexpectyourcustomerstoinvestinyourbrand.

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

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

1) Product: the peak product have 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 which is best taken one month before the expire date

2) price: As said above the price of the goods will be affected because of the type of good as also the price will drop due to make fast profit peak milk is one of the expensive milk in Nigeria with an amount of 500 naira per a small roll but know 250 naira per the COVID-19 have therefore give a slash in the price

3) promotion: Covid-19 has affect the income of the company more so they will not be enough money to promote the product, advertising or public relation the only way they are promoting their product is through the youth and the trader to help them advertise their product

4) Target: The target income of the factory has not been met. That is why the factory has reduced their price and has stop producing more goods in other to reduce more lost.

5) place: To sum it the movement of the goods as really been affected from transferring this to foreign countries and to locals this has really affect the target, price and the product with the income this which is falsing the organization in sacking some staff in other to not lose more