**NAME: MICHAEL EXCEL**

**MATRIC NUM: 18/SMS04/034**

**DATE: SATURDAY 9TH,MAY.**

**MARKETING STRATEGY.**

Marketing is a brochure. It could be a press release or an advertisement. Marketing sits at the intersection of the business and the customer. To many business people, it could simply be seeing at a larger scale. Marketing, according to Peter F. Drucker, is to know and understand the customer so well the product or service fits him and sells itself. Marketing is about deep psychological understanding of customer needs. It is about deep customer insights. In marketing, knowing your customer is key. Before you start a brand, even before it takes a form, you should study more about your potential customers, perform a deep analysis and dig deeper into the way they perceive things. This originally, gives you an upper hand in your brand. Basically, marketing is the organization of the scale of a product, for example, deciding on its price, the areas it should be supplied to and how it should be advertised.

Marketing strategy is an organisation’s strategy that combines all of its marketing goals into one in depth plan. It is the foundation of a marketing plan. This strategy that combines its marketing goals and in depth pan is approved not only by the marketing manager but the vice president of sales. The strategy used could be the main cause for many sales. When coming with a marketing strategy, the potential customers as mentioned earlier should be thoroughly studied and investigated in terms of their wants, needs, the most effective medium to be used when advertising the brand, the most appropriate time in which the brand would be advertised(prime time) and many others. Marketing Strategy provides a blueprint for attaining these Marketing objectives. A marketing strategy coud be designed by:   
a) choosing the target market which refers to whom the organization wants to sell its products to. An indepth marketing research has to be done of the traits of the buyers and the particular needs of the target market.   
b) Gathering the marketing mix which refers to how the organsation proposes to sell its products. The organization has to gather the four Ps of marketing in appropriate combination. This is a crucial part of marketing task. Various decisions has to be made.

There are various importance of Marketing Strategy, some of which includes;

1. It helps in developing goods and services with best profit making potential.  
2. It helps an organisationation to make optimum utilization of resources so as to provide a sales message to its target market.  
3. It helps in fixing the right price for organization’s goods and services based on information collected by market research.  
4. It helps in positioning the product or the service and also in creating and maintaining a marketing mix. Etc

Marketing strategy starts with market place research, taking into consideration your optimal target customer, what your competition is doing and what trends might be on the horizon. Using this information, you determine the benefit customers and the clients wants. Another part marketing strategy is setting the right pace for your product or service. Your pricing strategy might require you to sell at prices that create a high end perceived value. Once you know what product features you’ offer, who your target customer is and what your price points will be, you can select where you want to sell to maximize your marketing effectiveness. Your market research will help you create your brand or image you want to establish about your business. In the organization, you and your department can work better on the same plan.

**INTEGRATED MARKETING COMMUNICATION**.  
 Integrated marketing communication, according to Don Schultze has been regarded as a “strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communications programs overtime with consumers, customers, prospects, employees, associates and other targeted relevant external and internal audiences.” This was the phase where marketing communications planning which recognized the added value of a comprehensive promotional plan with a ingredients of promotion was accepted as a norm of effective communication with the customers. It is a combination of general advertising, direct selling, sales promotion and public relations was being recommended to provide clarity, consistency and maximum communication impact. IMC builds the most effective platform to promote a product or service through its integrated usage of communication tools for selling goods or selling services to a job seeker. The discipline of integrated marketing communication has been recognized today as a discipline with a broader and more specific perspective. Marketers feel that it involves more effort than just coordinating the various elements of their marketing and promotional program into one integrated whole. It is a business process that enables companies to identify the most optimal method for communicating and building relationships with customers and other stake holders. According to research given, there are other levels of integration such as;

\* Horizontal integration which occurs across the marketing mix and across a business functions.   
\* Data integration requires a marketing information system which collects and shares relevant data across different departments.   
\* Internal integration requires internal marketing; which is keeping a staff informed and motivated about any new deveopments.  
\* External integration requires external partners such as PR agencies, advertising.

Integrated Marketing Communications has various benefits. Some of which includes;  
a. It makes communication turn up to be the key around customers and helps them through the various stages of buying process.   
b. It can boost sales by stretching messages across several communications tools to create more avenues for customers to become aware and interested.  
c. It makes messages more consistent and therefore more credible.  
d. It saves money as it eliminates duplication in areas such as graphics and photography since they can be shared and used in advertsing, sales literature, etc.

IMC has evolved as marketers have moved away from traditional mass media based communication strategies towards a more customer-oriented and technology driven strategy.That is, it is more involved with the online customers seeing as they as they are the easier and more effective way in selling or advertising a product. Technology has made these much more easier and accessible. The phrase “tell a friend to tell a friend” can be more effective. People do not have to go to their friend’s house to give certain information, a phone call can easily be put through and messages can be posted online via Facebook, Instagram, Watsapp, etc. The world becomes an easier, stress free, manual labour free place to live in with orders, home services, deliveries, etc coming in use.

Integrated marketing Communications has various roles, some of which may include;  
1. Bidding loyalty: What makes a relationship stronger is one based on trust and loyalty. If the organization is able to ,make the customers trust not only their products but also sustain a good relationship base then you are bound to gain more potential clients.

2. Creating a consistent message: When something is consistent, one doesn’t need to be told or identify what it is when he/she sees it next. An organistaion should be consistent so the customers do not confuse an organization and its product. This is one of the roles of IMC.

3. Meeting marketing objectives: As good market professionals, the information needed from the the target audience, to the appropriate medium to be used, to the product itself and others, should be thoroughly researched on and in depthly investigated. This allows the oragnisation to meet its organisational goals. IMC assist with this and helps the organizations achieve its objectives.

4. Clarity: This is a quality of being easily understood and to be expressed in a very exact way. IMC will not conflict with each other when being spread across various media outlets since they are integrated and come from the same source. This will bring clarity in the messages being sent across to customers.

**NLNG( NIGERIAN LIQUEFIED NATURAL GAS)** Nigeria liquefied Natural Gas is a joint venture incorporated in 1989 to produce natural gas liquids for export. It holds a 25.6% share, together with NNPC 49%, Total 15% and ENI 10.4%. It is planted at Bonny Island and has six processing units(trains) with total processing capacity of 22 million tonnes a year of LNG and up to 5 million tonnes of natural gas liquids (PG and condensate). NLNG supplies power to more than 200,000 residents and businesses on Bonny Island via a rural electrification scheme.

**OPERATIONS** The base project (Trains 1 and 2) which cost US 3.6 billion dollars, was financed by NLNG’s shareholders. The third train (expansion project),including additional storage, cost US 1.8 billion and was funded by shareholders as well. The NLNGplus project (trains 4 and 5) cost US 2.2 billion dollars and was funded with a combination of internally generated revenue and third party loans amounting to US 1.06 biion doars. Train 6 (NLNG SIX project) cost 1.748 billion dollars and financing was handled by shareholders.

**COVID-19 LOCKDOWN: NLNG.**

Nigerian liquefied Natural Gas(NLNG) whose 10 billion dollar train 7 construction is loading, with their partnership with Total E&P company, Nigerian Gas Company, Oilserv limited and International Breweries Plc are asking Rivers State Governor, Nyesom Wike to relax his total state lockdown or exempt them from the border closure, due to their activities in the face COVID-19 pandemic. Nyesom Wike’s response to them however, was that he couldn't grant their request now because of the protection of human life. He urged them further to do everything necessary to fulfil their obligation in the direction of the protection of human life during this COVID-19 pandemic.

Referencing financial data, we see that the pace that COVID-19 is spreading is much faster than prior epidemics in limited time frame. To start with, the imports to China have directly affected the export economy of countries around the word. This has an immediate effect on Oil, NLNG, agricultural goods and metals. The longer-term effect may be detrimental for environmental concerns as well, because China is a major supplier of battery materials. According to financial markets professionals, a moment in time is an eternity when the markets are moving. Currenty, everything has been put on hold due to the pandemic, small scale markets and other forms of business ventures have been banned from having an overcrowded gathering. The lives of the people are at stake. We are a watching the markets roiled up as the updates come along. The goal, suggested by many is to be proactive and action needs to be taken sooner than ater. What action can be taken when individuals lives are put at risks just by the mere contact with one another? Some may ask, but this is only for the people to decide and not only the government. Which is why the attention of the citizens are needed. According to the United States President, Donald Trump, this is not a time for panic because individuals tend to react in different ways to fear which could result in a terribe outcome.

Just recently, it was reported that the majority have insisted that the main solution to this COVID-19 pandemic is food. It was suggested that if the people could be provided with what to eat, it could at least keep them healthy and indoors because basically, one of the main reasons why people go outside even when they know their lives are at stake is to scavenge for food to keep them alive knowing that the cause of death woud be elevated from that of hunger than of the deadly COVID-19 pandemic.