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1. **Marketing strategy : is a long-term, forward-looking approach and an overall game plan of any organisation or any business with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs and wants of customers. On the other hand marketing strategy is all of a company’s marketing goals and objectives combined into a single comprehensive plan; that is say that marketing strategy is simply designed to promote a good(product) or service and make a profit, some people might simply put marketing strategy to be a business’s overall game plan for reaching prospective consumers and turning them into customers of the products or services the business provides.**

**Aside all this basic facts about marketing strategy it could also help to fuel or boost your business growth and establishment , but in order for this to be possible it would require more than one strategy, you need a strategy for every opportunity. In order for a company or organisation to be successful it would definitely need to have what we call marketing strategy because it is essential your road map to success for your business,**

**Marketing strategy helps to ensure the development of goods and services with best making profit making potential, as well as helping in discovering the areas affected by organisational growth and thereby helps in creating an organisational plan to cater for the customer’s needs. Well we all know that everything has an advantage and a disadvantage;**

**Advantages**

* **It helps you to discover what makes your business unique.**
* **It helps you to be able to meet the needs of the targeted customers.**
* **It helps to keep you focused.**
* **It also helps to brand your business etc.**

**Disadvantages**

* **Time and effort might not yield a return.**
* **The cost of marketing is usually high.**

**The following are some of the things that goes into any marketing strategy known as the four Ps. The four Ps are the four essential factors that come into play when goods and services are been marketed to the public, which would act as a road map for how you will attract and retain customers they include;**

* **Product: What goods are selling and what services are you offering? Your strategy should include the brand name, quality, packaging and unique selling proposition. That is to say it is simply the goods and services offered by a company to its customers.**

* **Promotion: the activities that communicate the product's feature’s and benefits persuade customers to purchase the products will you market your product, that is to say you have to Think about advertising, press and publicity,  what you need in terms of a sales force, promotional offers.**
* **Price: it can simply be referred to as the amount placed on the product or service that the customers pay in order to purchase the products, in other to be unique among your competitors one question you would have to ask is will your price of the product attract or chase customers?**
* **Place: it is simply the activities that makes the product available to the customers, and one basis question to ask is How will you distribute products to satisfy customer orders? Think about inventory management, order processing, transportation and warehousing.**

**An effective marketing strategy combines the 4 Ps of the marketing mix. It is designed to meet the company’s marketing objectives by providing its customers with value. The 4 Ps of the marketing mix are related, and combine to establish the product’s position within its target markets.**

**Key things that would help fuel and boost you business growth;**

* **Use social media**
* **Create video tutorials**
* **Start up a blog**
* **Understand search engine optimization**
* **Leverage influencers**
* **Build a great lead magnet**
* **Create an affiliate program**
* **Use email marketing sequences**

**Integrated marketing communication: can simply be referred or seen as a simple concept. It ensures that all forms of communications and messages are carefully linked together, at most basic level integrated marketing communication(IMC) it simply means all integrating all promotional tools. In other for them to work together in harmony and unity. In other words integrated marketing communication (IMC) is an approach to creating a unified seamless brand experience for customers across channels, which simply means that customers will identify positively with the brand and prefer to buy the products. Integrated marketing communications (IMC) is an approach used by organizations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as “a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact.” The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The brand’s core image and messaging are reinforced as each marketing communication channel works together as parts of a unified whole rather than in isolation.**

**An approach to achieving the objectives to marketing campaign through a well coordinated use of different promotional methods that ate intended to reinforce each other. As defined by the American association of advertising agency, integrated marketing communications recognizes the value of comprehensive plan that evaluates the value of strategic role of a variety of communication disciplines advertising, public relations, personal spellings, sales promotion and combines them for clarity, consistency and maximum communication impact. IMC recognises the added value of a comprehensive plan that evaluates the strategic roles of – Advertising, Direct Response, Sales Promotion and Public Relations – and combine those principles to provide clarity, consistency and maximum communications impact’ – American Association of Advertising Agencies. IMC recognises the added value of a comprehensive plan that evaluates the strategic roles of – Advertising, Direct Response, Sales Promotion and Public Relations – and combine those principles to provide clarity, consistency and maximum communications impact’ – American Association of Advertising agency.**

**Importance of integrated marketing communication**

* **Receive better results: in the traditional approach to marketing communications businesses and their agencies plan separate campaigns for advertising, press relation, direct marketing and sales promotion. Integrated campaigns use the same communication tools to reinforce each other and improve marketing effectiveness.**
* **Creative consistency throughout channels: in integrated campaigns, the different tools feature the same creative treatment. By repeating the headlines, key phrases and images in each communication, you ensure that prospects and customers receive consistent messages each time they see one of the elements of the campaign.**
* **Overall cost Savings: creating consistency in your integrated campaigns can also save you money. By using the same images and adapting the same copy for different media, you reduce copy writing design and photography costs.**
* **Aligning with customer Preferences: an integrated campaign helps you provide customers with information the format they prefer. Consumers and business customers can specify if they want to receive product information via email, direct mail, text messages or telephone. Client or customers that you do not reach directly can still benefit from your campaigns by viewing your print ads or hearing your radio and TV spots.**

**Some of the advantages and disadvantages of integrated marketing communication include;**

**Advantages**

* **Increasing market share**
* **It helps to reduce competition**
* **It helps in creating economies of scale**

**Disadvantages**

* **Regulatory scrutiny**
* **Less flexibility**
* **The potential to destroy value rather than create it**

**Benefits of integrated marketing communication**

**Although integrated marketing communications requires a lot of effort it delivers many benefits. Some of the benefits include;**

* **It helps profit and sales**
* **While strengthening relationships and simultaneously saving time, money and stress**
* **It also helps customers**

**Integrated marketing communication(IMC) tools**

* **Advertising**
* **Sales promotion**
* **Personal selling**
* **Public relations**
* **Direct marketing**
* **Events and experiences**
* **Social media marketing**
* **Mobile marketing**

1. **Marketing mix: refers to the set of actions, or tactics, that a company or organisation uses to promote its brand or product in the market. The 4ps makeup a typical marketing mix which includes; price, product, promotion and place.**

**Some of the adverse of covid19 pandemic of the marketing mix of Habib yoghurt would include;**

* **Production: refers to as a set of tangible and intangible attributes.**

**Since the covid19 pandemic began the consumption of yoghurt, ice creams and other cold foods has reduced drastically due to the advice of the medical personnel that the virus more comfortable in cold weather which has made the number of sales for the habib yoghurt to drop, which has also led to decrease in the number of bottles that would be produced daily.**

* **Price: refers to value that is put for a product or service.**

**Habib yoghurt is been sold at a very cheap and affordable price in order for everyone to be able to afford it , the 330ml pet bottle of the sweetened habib yoghurt is been sold at #300. But due to the pandemic the price has reduced to #200 per pet bottle.**

* **Promotion: refers to how you let your customers get to know about your product or service.**

**Since the pandemic started habib yoghurt manufacturing company has decided to pay more attention to their various social media handles more the use to instead of focusing on the TV commercials and radio jingles because a lot of people may more attention to the social media now, and that is why the have decided to adopt cheaper media like Facebook and Instagram in other to save cost.**

* **Place: it refers to the point of sales.**

**Usually the habib yoghurts are been transported to various stations from the headquarters where it been produced which is the gaskiya layout in Abuja and then it is been transported to Zaria, Kaduna and over 600 outlets across the country and Ghana within 48hrs, but due to the pandemic it can only be within the headquarter region which is in Abuja.**