

Chapter Two Marketing Strategy

Marketing Plan NOW Strategy

danny abramovich strategic planning

marketing strategic planning

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2. Marketing strategies



2. Marketing strategies

In the previous chapter; Analysis of the current situation, we have used various tools to apprehend the **factual reality** of an operating business in marketing terms.

In this chapter we are going to redirect the above findings into clear marketing objectives for the next **operational calendar**, whether it is a year or a season.

Before doing so, let's clarify what is **strategy**, what is **strategic planning** and what is **marketing strategic planning**.

2. Marketing strategy, background

The term 'Strategy' sounds sophisticated!
It is used in a positive connotation, but often not carrying the right meaning whether it is to do with business or even with academic issues...

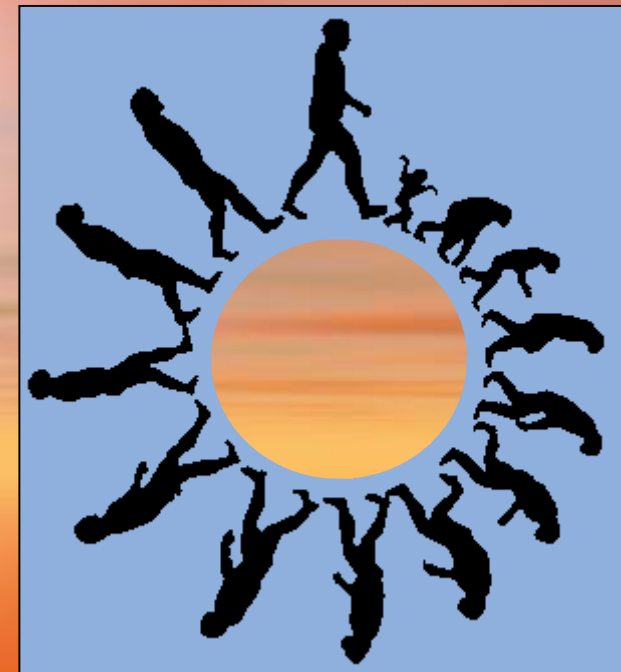
- What is **strategy**?
 - What is **strategic planning**?
- What is **marketing strategic planning**?

2. Marketing strategy, background

Strategy is a long-term plan of action designed to achieve a particular goal, most often “winning”. The source of this term is strictly **military** - all about leading human & other resources to win **battles** and **wars**!

China - The Art of **War** was written during the 6th Century BC by Sun Tzu and has long been praised as the definitive work on **military strategies** of its time.

Greece - The word *stratēgos* derives from two words: *stratos* (**army**) and *ago* (ancient Greek for leading).



2. Marketing strategy, background

Why strategy is a confusing term?

Because it can suit any business activity!

Production orientation

“Can we **make** it?”

Selling orientation

“Can we **sell** what we make?”

Marketing orientation

“Can we determine what consumers want now and tomorrow that we can **make** and **sell** profitably?”

2. Marketing strategy, background

Why strategy is a confusing term?

Samples!

The “**easy-to-understand-by-their-title**” strategies:
Growth, competitive, winning, Me First, Me Too

The “**it-sounds-too-military**” strategies:
Attack, bypass, defense, guerilla

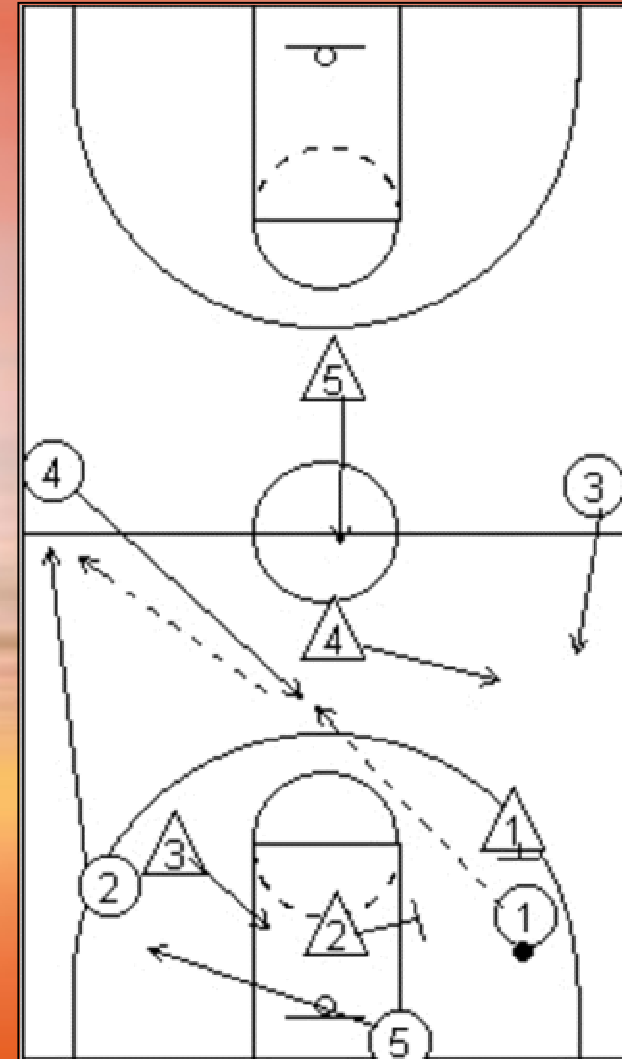
The “**sounds-good-but-not-clear**” strategies?!
Blue Ocean Strategy

The “**it-sounds-tactical**” strategies:
Pull, push

2. Marketing strategy, background

In order to better understand the term 'strategy', let's stick to warfare and its main plan of action designed to win:

- Attack strategies
- Defense strategies



2. Marketing strategy, background

Attack Strategies

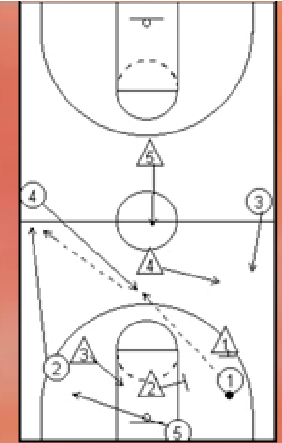
Frontal Attack S - comparative ad campaign

Flanking Attack S - reaching limited segments or covering limited markets as an opportunity

Encirclement S - introducing several changes at the same time such as lines of products and its distribution

Bypass Attack S - avoiding direct attack, but seizing opportunities that are not under the competitors scope

Guerilla Warfare S - achieving effective results by small-scale activities such as hiring competitors' talents or dumping selected products pricewise.



2. Marketing strategy, background

Attack Strategies



2. Marketing strategy, background

Defense Strategies

Position Defense S - allocating important efforts to support the firm's brands (without developing new ones)

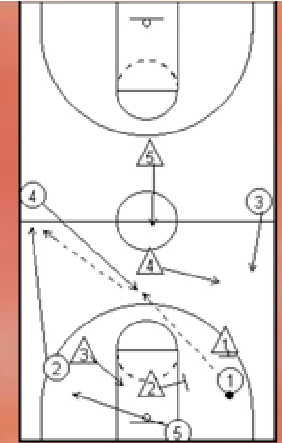
Mobile Defense S - penetrating new (niche) markets in order to better prepare upcoming defense strategies

Preemptive Defense S - the best defense is (pre) attack

Flank-positioning Defense S - rapid response to competitors' moves as a result of Competitive Intelligence

Counter Offensive S - entering the core business activities of the competition as a defensive mean

Hedgehog Defense S - reducing segments & offered items



2. Marketing strategy, background

Defense Strategies



2. Marketing objectives & strategies

Strategic planning is an organization's process of defining its strategy and making decisions on allocating its resources to pursue this strategy. Resources can include people (HR), capital assets, know-how, etc.

Marketing strategic planning leans on most of the marketing analytical tools we have covered in the previous chapter.

In a practical way, we are going to transform the analytical findings from the past year into **marketing objectives** for next year.





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