

Marketing strategy

The strategy for marketing your products and services should be based on what you have. This is because every product and service is different. One method of marketing does not work for everyone in all types of business. In some cases a product or service sells itself and naturally does well. Other products and services have to be used with specialized marketing. Other products and services do not sell well unless a very specific type of marketing is used. (Ex) (Toilet paper is used constantly and so it constant as a consumable product, it can be sold without any marketing. You can market the product in all different formed because it is constantly consumed. It will sell well because you really need it. A computer on the other hand is not a consumable product and is not bought on a periodic basis. This is because the frequency of buying is much less. It is also not a cheap product in many cases. It is going to be hard to make sales because it is not needed. Needed product automatically bring client base.)

When you are marketing a product you have to market it in a way that it will sell. The harder a product or service is to sell the more forms of marketing needs to be used on it. When things that are needed are marketed heavily in all forms they tend to do really well. Something that is very unique should constantly be marketed in all ways. (Ex) Door to door, residential, tv, newspaper nd through the chamber of commerce. If money is the issue the it should be marketed with the type of marketing that gives the highest type of outcome.

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Page 1 of 1