

STRATEGIC MARKETING

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PREFACE

The goal of the **Strategic Marketing** book is to create long-lasting competitive advantage through the development of business, brand, and marketing strategies—a task that has gotten harder over time. It takes a strong organisation and system to marshal and protect innovation, which is more important than ever in most markets where competitors are catching up on basic functional benefits.

When business environments were more stable and straightforward a few decades ago, developing and implementing strategies were very different. These days, any market can be characterised as dynamic. Because of this, businesses must be able to modify their approaches to remain relevant. It's an exciting and demanding time, full of both opportunities and dangers.

Before creating a marketing plan, any business must have a basic understanding of how the business environment affects it and the strategies employed by its rivals. Topics covered include, according to sections:

Section One: Introduction to Strategy

Section Two: Opportunity Analysis

Section Three: Formulating Marketing Strategies

Section Four: Implementation and Control

This book is a comprehensive guide to evaluating and implementing a successful marketing plan that fits an organization's goals, resources, and operating environment. This updated edition of **Strategic Marketing**, which is easily readable and has an interactive companion website, is a vital tool for anyone studying business, management, or marketing.

Abbreviations

Boston Consulting Group Matrix (BCG Matrix)

Business-To-Business (B2B)

Calls to Action (CTAs)

Certified International Trade Professional (CITP)

Click-Through Rate (CTR)

Corporate Social Responsibility (CSR)

Cost Per Click (CPC)

Cost Per Lead (CPL)

Cost Per Sale (CPS)

Cost Per Thousand Impressions (CPM)

Customer Acquisition Cost (CAC)

Customer Lifetime Value (CLTV)

Customer Lifetime Value (CLV)

General Data Protection Regulation (GDPR)

Ideal Customer Personas (ICP)

Ideal Customer Profile (ICP)

Key Performance Indicators (KPIs)

Marketing Return on Investment (MROI)

Medium-Sized Businesses (SME's)

Multinational Corporations (MNEs)

Pay-Per-Click (PPC)

Responsible, Accountable, Consulted, and Informed (RACI)

Return on Investment (ROI)

Return on Marketing Investment (ROMI)

Returns on Investment (ROI)

Search Engine Marketing (SEM)

Strategic Business Units (SBUs)

Strengths, Weaknesses, Opportunities and Threats (SWOT)

User Experience (UX)

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- *Public-Private-Partnership (PPP) and Economic Development: Theory and Recent Experiences*
- *Marketing Management: Concepts, Theories and Practices*
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- *Generation, Transmission and Switchgear*

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