

Abstract geometric lines in the top-left corner of the page, consisting of several overlapping, tilted rectangles and polygons drawn with thin black outlines.

# **MARKETING STRATEGIES**

Next Level

# AGENDA

Market Segmentation Review

Marketing Mix

5 M's of Marketing

SWOT

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# MARKET SEGMENTATION REVIEW

- Demographics: Covers whole societies, or groups defined by “black and white” criteria

such as gender, age, income, class, or education.

- Psychographics: The study of personality, values, opinions, attitudes, interests, and lifestyles.

- Geographics: The segmentation of a market by area, such as cities, counties, regions, countries, and international regions.

- Behavioral: Segments the intended market into consumers based on their behavior regarding our product. This can involve the consumer’s loyalty, knowledge of, attitude

# MARKETING MIX (4 P'S)

Marketing Mix: Contains the four Marketing Activities (4 P's) - Product, Place, Promotion, and Pricing.

These parameters CAN be controlled by marketers to appeal to the target market.

- Promotion- The advancement of a product, idea, or a point of view through informing the consumers through various communication channels.

- Product - a good or service that most closely meets the requirements of a particular

market and yields enough profit to justify its continued existence

- Place/Distribution - where the product will be sold and how it will be delivered to the

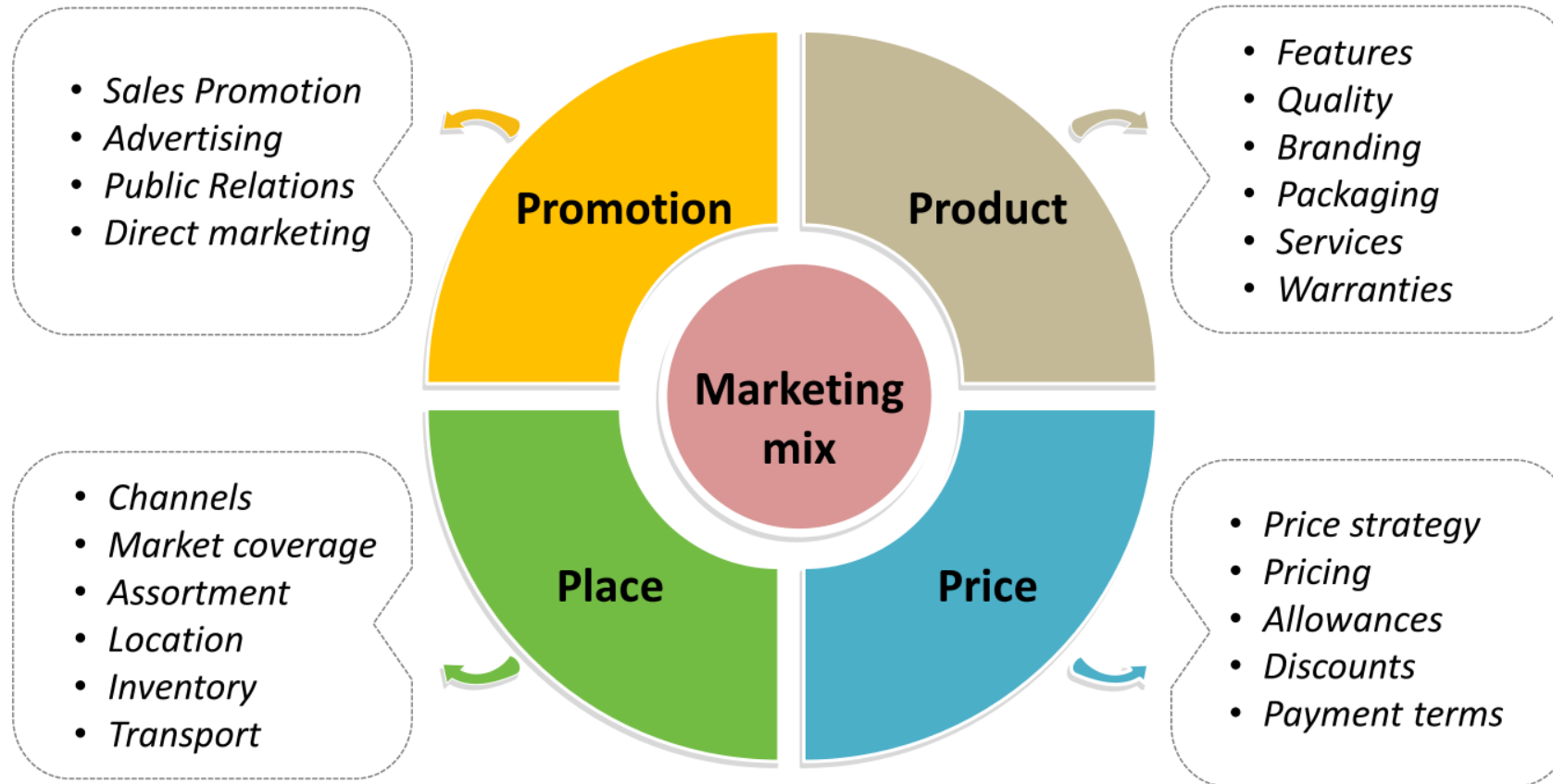
market

- Price - quantity of payment someone gives in return for a good or service

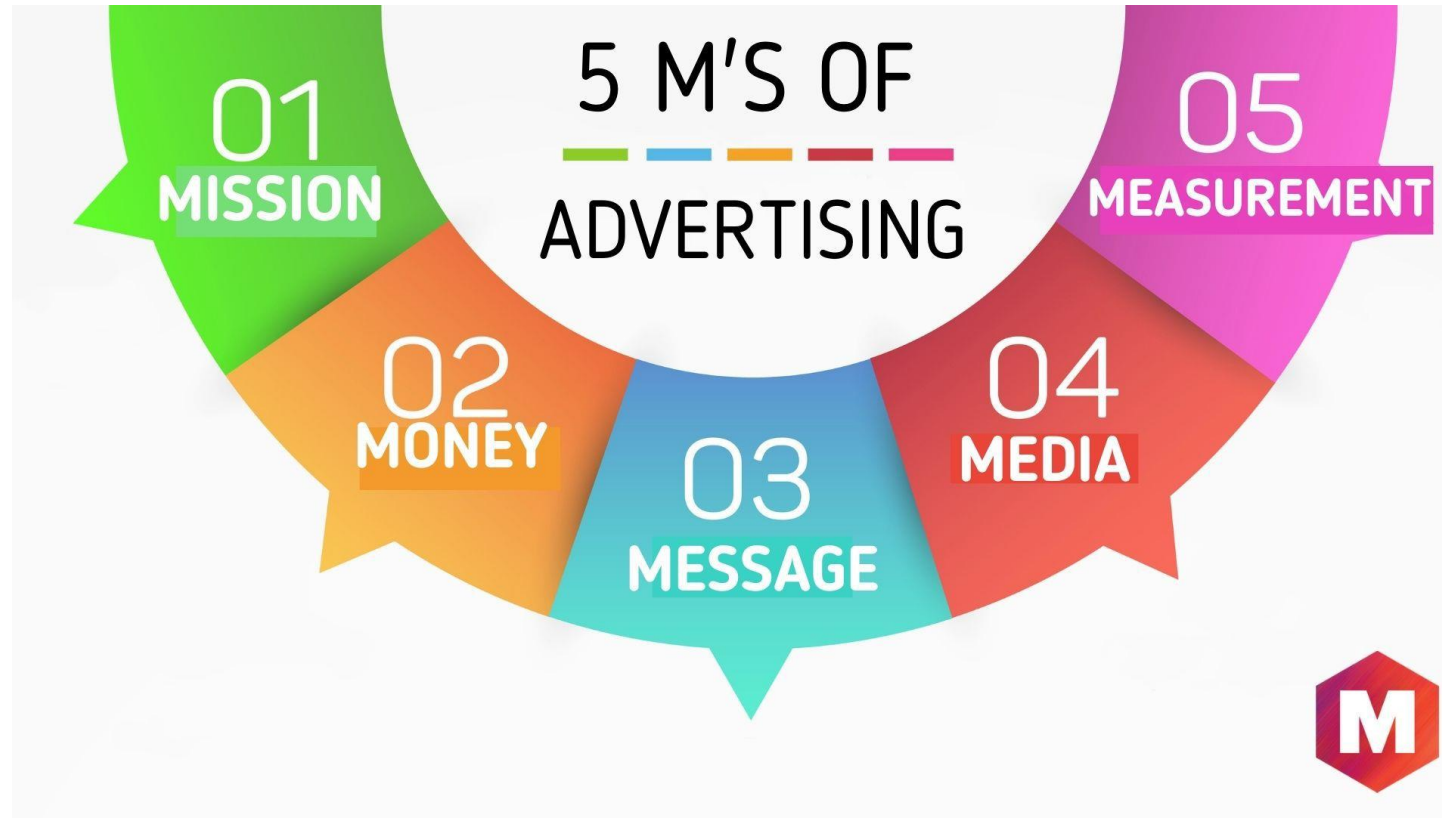
## WHY USE A MARKETING MIX?

Typically, successful marketers and businesses consider the four Ps when creating marketing plans and strategies to effectively market to their target audience.

# Marketing mix- 4P's



# 5 M'S OF MARKETING





# BREAK DOWN

## MEDIA

In marketing, the choice of media is crucial; it's about selecting the right channels—be it social platforms, traditional advertising, or other mediums—to effectively reach and engage your target audience.

## MEASUREMENT

To gauge the success of your marketing efforts, measurement tools are essential. Tracking key indicators provides valuable insights, allowing you to refine strategies and optimize for better results.





# BREAK DOWN

## MISSION

Every marketing initiative should align with your overall mission or purpose as a brand. It's not just about selling a product; it's about conveying a larger message that resonates with your audience.

## MONEY

Financial considerations are integral to marketing planning. Allocating budgets wisely ensures a balanced approach, optimizing spend to maximize returns on investment in various marketing activities.

## MESSAGE

Crafting a clear and compelling message is at the core of effective marketing. Your communication should resonate with your target audience, conveying your brand's value proposition succinctly and persuasively.

# How to Do a SWOT Analysis



## SWOT

A SWOT analysis helps you assess internal factors that might affect your business (strengths and weaknesses) and external factors (opportunities and threats).

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# THANK YOU

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