

Four steps for establish a Marketing Strategy

1. Establish the Corporate Context
2. Analyse internal/external markets (carry out the marketing audit).
3. Form strategy
4. Implementation, control and evaluation of the strategy

External Marketing Audit Consists of:

1. The market for Customers
2. The Competition
3. The Business Environment

Then do Porters Elements of Competition.

Internal Marketing Audit Consists of:

1. The Organisation (structure, staff etc.).
2. The organisation's offering.

Then do SWOT a positioning map.

The Four different types of People:

1. Contactors
2. Modifiers
3. Influencers
4. Isolated

The Four Process improvement strategies:

1. Increased Complexity
2. Reduced Complexity
3. Increased Divergence
4. Reduced Divergence.

The Five elements of Brand Awareness:

1. Logos
2. Symbols
3. Slogans
4. Packaging
5. Signage

Brand Awareness makes use of a range of Communication Activities:

1. Advertising
2. Sales promotion
3. Sponsorship
4. Websites
5. Publicity and print material e.g. brochures.