



BUSSINESS MARKETING STRATEGIC

A systematic approach to promoting a product and service

1

Define your target client

Identify and understand your target market. Determine who your ideal customers are, their demographics, interests, behaviors, and needs.

2

Set clear marketing objectives

Establish specific, measurable, achievable, relevant, and time-bound (SMART) goals for your marketing campaign.

3

Conduct market research

Gather information about your industry, competitors, and customers.

5

Monitor, measure, and optimize

Implement tracking mechanisms to monitor the performance of your marketing campaigns.

4

Develop your marketing tactics

Determine the most effective marketing channels and tactics to reach your target client.

