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If you are looking for an efficient way to market your company, this article is for you. It will present the marketing strategy that has been used by many companies to increase their profitability. The article will cover topics such as the 4Ps of marketing and how they work, key elements of creating customer value, creating awareness, building goodwill and competitive advantage among others. Giving attention to every detail in your marketing plan can go a long way in improving results. Don't get left behind! Read on below. In the article, you will learn how to identify your target market, what are the 4Ps of marketing and how they work, key elements in creating customer value in the marketing process and more. This article will guide you in creating a marketing strategy that will help you achieve your business goals. Marketing of a business is not an easy task. You need to determine the customers needs of your product or service. Generally, customers will be the ones that can influence you on various levels. So it is crucial to understand their requirements and desires before you can cater to them. Before this, your business must be able to establish its presence in the market. Activities that will help in identifying the customers' needs are: • Establishing relations with potential clients by developing long-term relationships with them • Establishing trust between yourself and your clientele via effective marketing activities • Providing exceptional customer service at all times . Each chapter has several sub chapter. This article explains the 4Ps of marketing (product, price, place and promotion) and how they work. It also describes the importance of the 4Ps in marketing and its relationship with other activities during a marketing plan. The four Ps also work together in a marketing plan. For example, under the product category, the product category will include different items that will be sold to potential customers. These items relate to pricing that will be applied to each item depending on its quality and features. In order to determine pricing for each particular item, you need to consider all factors such as available market price, cost of supplier's materials and any other expenses that may have been incurred. These factors need to be weighed against the profit margins that you expect to make from selling the particular item. The following are various key elements in marketing: • Increasing your customer value - • Developing a brand image • Building a competitive advantage - • Developing a rapport with current customers

. The following are various activities that contribute to marketing. They include: • Product Awareness – The awareness of your product as well as potential customers' needs and wants with respect to products and services determines whether they will buy from you or not. In order for this awareness to increase, one needs to undertake activities such as advertising, public relations or community relations.

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