

A REVIEW OF MARKETING STRATEGIES

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Abstract

In complex environments, dynamic and highly variable today, organizations need to design and adopt a strategy that could help them to improve their performance increasing. Because in such a competitive environment, organizations are able to survive that can compete and be along with their changing and dynamic conditions in competitive market. Marketing strategy has effective role on performance of the organization it means that organization when have a good strategy can achieve a good position in the competitive environment. After preparation of marketing goals and strategies in the planning process, should desirably be implemented. Implementation of marketing strategies is reflected in the form of plan under the title marketing plan. In this paper were discussed some marketing strategies.

Keywords: Marketing Strategy, Marketing Environment, Competitive Market.

1. Introduction

A company or organization to achieve macro goals and objectives of their marketing need to marketing plan that marketing strategy formulation is one of the major outputs of this process. Correct implementation of marketing strategy is ultimate part and guarantor of success in marketing (Mamdoohi & et al, 2008). In complex environments, dynamic and highly variable today, organizations need to design and adopt a strategy that could help them to improve their performance increasing. Because in such a competitive environment, organizations are able to survive that can compete and be along with their changing and dynamic conditions in competitive market. In other words, the institution managers the outcome of their decisions in the form of strategy will see in mirror of their performance measures because strategies are tools that an organization can achieve its long-term goal (Soraei & Mehraei, 2013). Companies in order to achieve a more competitive are looking to increase their customer satisfaction and improve business efficiency (Tan & Kannan, 2005; dalvi sfahani & et al, 2014). Marketing strategy has effective role on performance of the organization it means that organization when have a good strategy can achieve a good position in the competitive environment (Hajipour & et al, 2011). After preparation of marketing goals and strategies in the planning process, should desirably be implemented. Implementation of marketing strategies is reflected in the form of plan under the title Marketing plan (Seyed Hashemi & Mamdoohi, 2010).

2. Marketing Strategy

The main focus of marketing strategy is appropriate allocation of marketing resources and coordinating activities in order to meet operational objectives in terms of a specific product market. Therefore, the main issue concerns the scope of marketing strategy include to determine a specific target market for a particular product family or a particular product, then company through its marketing mix according to needs and demands of potential customers in target market are looking for a competitive advantage and create synergies (Soraei & Mehraei, 2013). In fact marketing strategy includes different variables that can control them or adapt themselves with uncontrollable variables because achieve to its goals properly. Group of controllable variables are related to facilities and internal authorities of companies and another group that are not controllable environmental variables, including demand, competitive forces, the structure of distribution, marketing rules, the cost of non-marketing. Controllable variables of marketing strategy is including product, price, place, promotion, personnel, assets and physical facilities, and the process (Hosseini & et al, 2011).

3. A Variety of Marketing Strategies

Any organization be in any situation, they are in one of the houses belonging to grand strategy matrix. Considering to the situation any organization can determine its position (Samadi & Fakher, 2009).

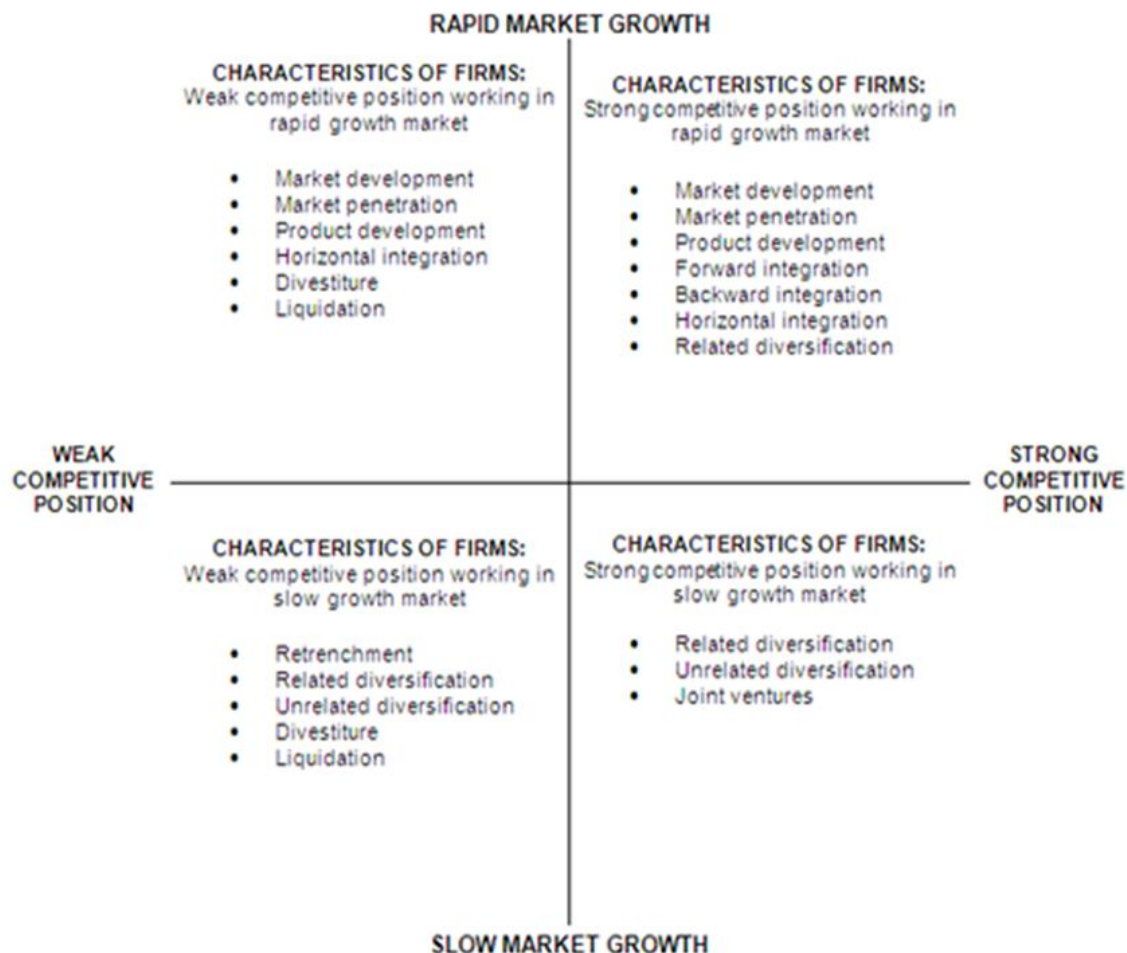


Figure 1: example of grand strategy matrix

To identify the main species of marketing strategy, in the following overview the types of marketing strategies that have been expressed by various authorities.

1- Kotler Marketing Strategies: The strategy of market segmentation, target market selection and positioning (Kotler, 2012);



Figure 2: Kotler Marketing Strategies

2- Target market selection strategies: mass marketing strategies, part, concentration, professional, local marketing and individual marketing.

3- Ansoff growth matrix: it includes market penetration, product development, market development, and diversification.



Figure 3: Ansoff growth matrix

4- Rumelt strategy: concentration strategy of product / market, diversification strategy product / market, concentration strategy of product/ market diversification, product diversification strategy / market diversification.

5- Slater & Olson strategy: aggressive marketers, mass marketers, marketing minimizers and value marketers (Slater & Olson, 2001);

6- Hual and et al strategy: Volunteer marketing, Total marketing, Value marketing and environmentally conscious marketing;

7- Market strategies of Walker & et al: These researchers based on the product life cycle said 20 types of marketing strategy in the form of four main groups, originating from the stages of the product life cycle (Walker & et al, 2003).

8- Bowman's strategy clock: In this strategy, which was introduced by Cliff Bowman, analyze the competitive position of organization. He raised eight strategies to gain competitive position that include low price and low added value, hybrid, differentiation, focused differentiation, standard or high price and added value or high price;

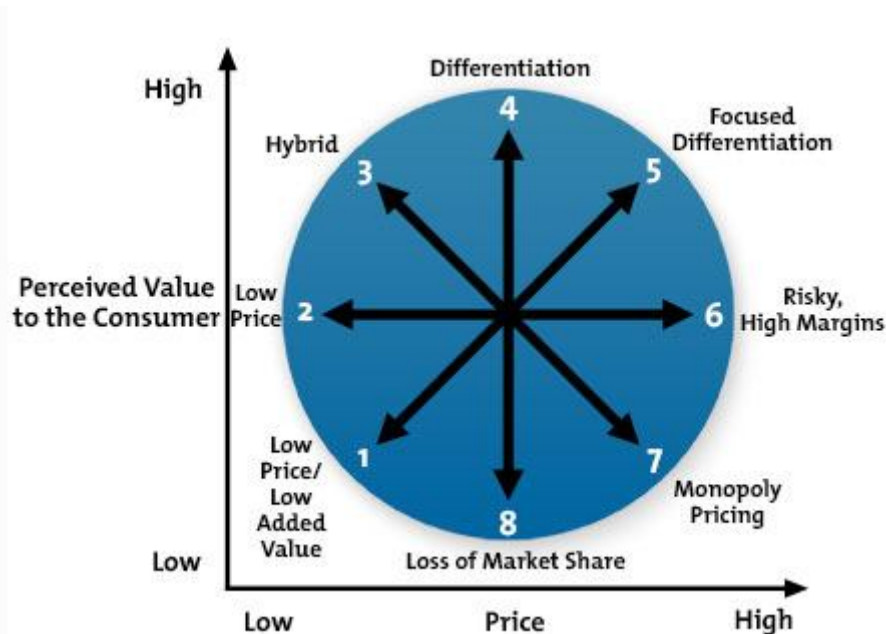


Figure 4: Bowman's Strategy Clock

9. Other findings from the research showed that companies according to their vision and approach take advantage of the three main approaches in determining their strategies (Llonch & et al, 2002): Customer-centric marketing strategies, competitor- centered marketing strategies, market-oriented marketing strategies;

10- Lamberti & Noci (2010) has introduced three categories of marketing strategy for companies: Exchange strategy (traditional), relationship strategy and combination strategies (Shafei, 2012).

11- Porter strategy: in term of Porter perspective, strategies allow to organizations that benefit from three different basis of competitive advantage. They are cost leadership, or differentiation of products and services and finally focusing on specific products and services. Porter three strategies called generic (David, 2009).

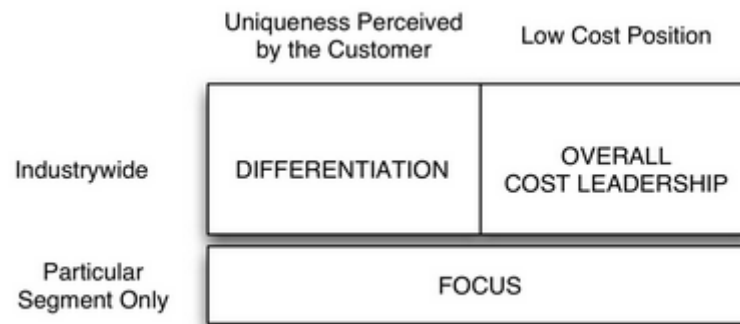


Figure 5: strategic advantage
Table 1: some of marketing strategies

Name of authority	A Variety of Marketing Strategies	Dimensions used to categorize
Kotler Marketing Strategies	The strategy of market segmentation, target market selection and positioning	-
Kotler target market selection strategies	Mass marketing strategies, part, professional, local marketing and individual marketing (one by one)	-
Ansoff growth matrix	Market penetration, product development, market development, diversification	1- current or new market 2- current or new product
Market strategies and marketing mix Norton Paley	Market strategies: Market dimensions, entry into the market, commitment to market, market demand, marketing mix strategy: Market diversification, product, price, place and promotion	-
Rumelt strategy	concentration strategy of product / market, diversification strategy product / market, concentration strategy of product/ market diversification, product diversification strategy / market diversification	1- A number of product one / a few 2- A number of market one / a few
Market strategies of Slater & Olson	Aggressive Marketers, Mass Marketers, Marketing	-

	Minimizers and Value Marketers	
Market strategies of Hual and Madu	Volunteer marketing, Total marketing, Value marketing and Environmentally conscious marketing	-
Market strategies of Walker & et al	20 type of marketing strategy based on product life cycle expressed that are into four main groups: market entry strategies, strategies for growth stage, maturity stage strategies, strategies for decline stage	Product life cycle stages

4. Discussion and Conclusion

A company or organization to achieve macro goals and objectives of their marketing need to marketing plan that marketing strategy formulation is one of the major outputs of this process. Correct implementation of marketing strategy is ultimate part and guarantor of success in marketing. The main focus of marketing strategy is appropriate allocation of marketing resources and coordinating activities in order to meet operational objectives in terms of a specific product market. Therefore, the main issue concerns the scope of marketing strategy include to determine a specific target market for a particular product family or a particular product, then company through its marketing mix according to needs and demands of potential customers in target market are looking for a competitive advantage and create synergies. Marketing strategy has effective role on performance of the organization it means that organization when have a good strategy can achieve a good position in the competitive environment.

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