



MASARYKOVA UNIVERZITA

# Marketing strategies

## Chapter 3

## Strategy

is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage

## Strategic planning

A strategy consists of a well thought out series of tactics to make a marketing plan more effective. Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results.

## Strategies and tactics

**Marketing warfare strategies** are a type of strategies, used in business and marketing, that try to draw parallels between business and warfare, and then apply the principles of military strategy to business situations, with competing firms considered as analogous to sides in a military conflict, and market share considered as analogous to the territory which is being fought over

## Strategies

- *Differentiation*
- *Low-cost leadership*
- *Market orientation*
- **Offensive marketing warfare strategies** are a type of marketing warfare strategy designed to obtain an objective, usually market share, from a target competitor.

## Strategies

- ☒ **Defensive marketing warfare strategies** are a type of marketing warfare strategy designed to protect a company's market share, profitability, product positioning, or mind share.

# Děkuji za pozornost.

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ