



## THE EFFECT OF MARKETING STRATEGIES ON ADVERTISING STRATEGY

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### ABSTRACT :

*The purpose of this study is to investigate The effects of Marketing Strategies on Advertising Strategy; Eventually impacting marketing tactics on ads, including development strategy, pricing strategy, promotion strategy and position strategy. Marketing strategy has become an advertisement focus and an instrument for achieving optimal results. Our study contributes to the existing study of marketing strategy by supporting a relationship between marketing strategy factors and advertising. Deduction from existing literature allowed a conceptual model to be developed which explains the overall results. Promotion, promotion, distribution, and standardization and adaptation of goods impact the sales, consumer and financial records. The research indicates the effect is mediated by effective execution of a marketing plan.*



**KEYWORDS :** Marketing, Advertising, Strategy, Marketing Strategy, Advertising Strategy.

### INTRODUCTION :

Marketing is the connection between the Consumer and the product. To interact with the customer, a marketer uses the four Ps — commodity, quality, position and promotion. Promotion is a blend of all aspects of consumer contact including advertising and public relations. A good marketing strategy needs to tell an company where they would like to be on a long-term basis that's why marketing strategy is always said to be a continuous operation. Marketing strategy is viewed as the business approach from which the organization would hope to achieve its business objectives. There is no secure operation in the business enterprise where, therefore, the marketer does not make the correct decision about the four components of the marketing mix-quality, commodity, place / distribution and promotion through the use of marketing strategy. When the product is to perform well on the market, these main elements must be organized and put into a cohesive, successful plan. This consists of different target-market approaches, product mix, and product expenditure.

The recent demand for globalization has made businesses perceive the internationalization of their operations and events as a means of staying competitive in the sector. Marketing strategy has become a key weapon in the world for every company to survive and become stronger within the dynamic business climate. A business should describe its marketing strategy as a plan to distinguish the business favorably from its rivals, using its relative strength to better meet consumer needs in a given environment (Jain, 2004). Marketing strategies include the collection of acts aimed at achieving competitive advantage and

achieving better than average results through smart, fact-based selection of alternatives leading to such advantage (Shane, 2000). [10-11]

### MARKETING AND ADVERTISING DEFINED

Marketing is the cycle from the design phase to the point where consumers choose to purchase certain goods or items from an individual company or brand. Advertising is described as the paying, non-personal delivery of a persuasive message intended to promote products or services to current or potential customers. Advertising focuses on a single message which isn't all that personal in nature. It is a method that includes: ad placement (newspapers, TV, direct mail, billboards, radio, online), display frequency of ads, monitoring of ad placement or display results. Marketing includes: the Four Ps: product, quality, location and promotion, creation and execution of strategy, ongoing communications and ongoing involvement of the public.

Yes, it's the largest marketing-related cost a company can have right behind public relations, offering another slice of the marketing pie. Advertising often generates visibility, as with marketing; but the primary aim is to influence purchasing behavior. [1]

The marketer must choose which is the best form of promotion for the target audience, so he or she will develop a marketing plan.

### MARKETING PLAN

To manufacture, communicate and distribute goods and services a company must have a marketing plan. A marketing plan is formulated using research into target audience segments. When the strategy has been established, a promotional campaign budget is set.

### PROMOTION

Promotion is when a organization determines which contact types it wants to use in its marketing plan. Analysis is carried out which describes market analysis, segmentation, and budgeting. Large corporations might choose to do a national campaign, particularly if the customer is already familiar with the brand. Smaller firms, with less money, may use direct sales until they have a bigger advertising budget. [2]

The first move is to establish a marketing relations plan for the marketer. The approach must describe the customer, the best way and what the message will be to reach them. That process is known as the marketing mix. The method takes the following steps:

1. Segmentation
2. Targeting
3. Positioning
4. Messaging

### 1. SEGMENTATION

The marketer is best able to satisfy customer desires by separating consumers into segments and increasing positive response. The marketing department must determine, during the advertising process, the segments to target, and why. Market research will ascertain all this knowledge for the team.

When they have identified the target market they will be segmented further. The marketing team should be aware of their age, gender, purchasing habits and earnings. This knowledge can also be checked during the course of the study. The most widely used forms of study are: revenue analysis, purchasing habits and history, questionnaires, online data, including social media, focus groups, interviews, recruiting a research firm in the industry.

**2. TARGETING**

Targeting is the most efficient way to communicate with the segments selected. The marketer would want to get the best consumer response possible. The marketing strategy needs to explain how to reach the targeted audience, and identify any strategic targets.

• **Marketing Communications**

Advertising is just one method of marketing communications, which is the umbrella for many methods.

**Types of Advertising –**

<p><b>Mass Media</b></p> <ul style="list-style-type: none"> <li>○ Outdoor Ads</li> <li>○ Business Directories</li> <li>○ Magazines and/or Newspapers</li> <li>○ Television and/or Movies</li> <li>○ Radio</li> <li>○ Infomercials</li> </ul>	<p><b>Sales Promotion:</b></p> <ul style="list-style-type: none"> <li>○ Coupons</li> <li>○ Discounts</li> <li>○ Referral Programs</li> <li>○ Loyalty Incentives</li> </ul>	<p><b>Public Relations</b></p> <ul style="list-style-type: none"> <li>○ Media Introductions</li> <li>○ PR Events</li> <li>○ News/Media Releases</li> </ul>
<p><b>Personal Selling</b></p> <ul style="list-style-type: none"> <li>○ Salesmen</li> <li>○ Showrooms</li> <li>○ Exhibitions</li> <li>○ Trade shows</li> </ul>	<p><b>Direct Marketing</b></p> <ul style="list-style-type: none"> <li>○ Mail Order Catalogues</li> <li>○ Bulk Mailers</li> <li>○ E-mail</li> <li>○ Telemarketing</li> <li>○ Point of Sale Displays and Signs</li> <li>○ Packaging</li> </ul>	<p><b>Digital Marketing</b></p> <ul style="list-style-type: none"> <li>○ Company Websites</li> <li>○ Social Media - Facebook or Twitter</li> <li>○ Blogging</li> <li>○ Mobile Phone Promotions</li> <li>○ YouTube</li> </ul>

Growing of these promotional avenues has intense competition, so it's important that the marketer carefully select their promotional avenue. Now, buying a TV commercial is different now than it was 20 years ago. We now have hundreds of outlets all offering ads. Through adding live TV and video recorders, customers can miss commercials or travel quickly across the market.

**INTEGRATED MARKETING COMMUNICATIONS:**

When the marketer has agreed on the marketing process, he will have to determine the strategy to follow. By using multiple methods it is important that all methods function together to produce a single message. A funny commercial for television and a somber radio ad won't fit together and would be a bad way to describe a mark. So the overall approach must consider each media method and ensure they all work together to promote the brand.

### 3. Positioning

Positioning is the method of creating a company identity or establishing the "name." Positioning is essential to this method as all elements of the marketing mix help to identify the name. The organization must meet or surpass all standards in order to place a business effectively, and look good in the consumer's eyes. Positioning would also take into account competition and give the company a chance to differentiate itself from other related products.

#### Example: Branding

Branding is a core theme in marketing, and a gateway to product positioning. Branding is a part of every aspect of a company — from packaging to website. The more cohesive the branding, the more likely the brand would be recognized by the consumer.

Getting a good brand ensures that a company can pay more if it does not know or trust the brands. Such confidence is called "name equity," and is highly important to the marketer. It is also important that the brand take all specific selling points (USPs) into account, as these are the easily recognizable sections of a message.

Use corporate branding, when possible, is a great way to advertise a company, particularly if it is regularly used. Speak of the branding on the Kellogg. You see the logo on a new cereal box and because you know the brand, you are more likely to trust it. That's the perfect venue.

### 4. Developing the Message

The marketer has the categories, the target, and the position; what next? He has to get the message out. What does he want to know about affecting his future clients? The aims of the marketer should be consistent with marketing strategy, and fall into one of the following categories:

**1. Inform**-Increasing product and brand recognition and seek to gain an advantage.

**2. Persuade** – Instead of receiving an immediate response to boost sales.

**3. Remember**-To retain a product or company value

The best results come from simple and distinctive ads, so marketing works together to create a consistent message for the target audience is crucial. When it doesn't hit the proper public, the strongest message won't work.

### Advertising

Advertising is the act of specifically advertising to a audience through media outlets such as television, print, radio, and internet. A successful campaign will keep the customer insight in mind, while communicating the business's mission and brand. Ads may be aimed at other audiences, thereby increasing the likelihood of a successful advertisement.

A good ad allows the viewer to want to know more about the product, and gives the viewer the means to purchase it. Best marketing strategies can ensure a profitable campaign that returns money to the enterprise. [2]

The following techniques are the most popular for ad campaigns.

#### 1. Repetition

Repetition is just what it sounds like and it is a technique that is very successful. It is a way to bring a message into a customer's mind. This method also gives the name of the product or business, and preferably more than once. In advertising campaigns, this is especially beneficial as it provides the ability to see and hear the message.

#### 2. Claims

Another effective approach is to advertise the product's functionality, and make promises about what the product will do for the customer. An ad can say that its product is "the best" even if it's the same

product as other products. Claims can sometimes be misleading so careful use of this approach is necessary. Many advertisers identify their goods with the words "helps" or "virtually."

### 3. Bandwagon

This approach works by creating the impression that everybody uses this commodity and the user needs to hop on the bandwagon in order not to be left out of it. Some of these kinds of advertisements are patriotic and make the customer feel bad if they don't buy a patriotic product.

### 4. Association

This method connects a commodity to an entity, a song or an emotion. Sporting goods firms are using athletes, automotive companies are exhibiting their vehicles on stunning winding mountain roads and others are using jingles. Talk of the Folgers Coffee jingle. Can you ask yourself? You may of course — this is rooted in our brain. It generates an emotional response, and is therefore a good ad.

### 5. Promotions

To win over consumers this approach uses vouchers or sweepstakes. He establishes a partnership with the organization by engaging in the promo. It generates excitement, particularly if the customer thinks he could win something. Everyone likes items which are safe.

### 6. Public Relations

The act of conveying a positive image to the target audience is public relations. PR may include news releases, forums, and group events, as well as targeted TV and radio programs to promote the brand. Small companies that are unable to fund massive advertising budgets should use public relations to get their name out there. The establishment of a brand is necessary as soon as possible.

### ROLE OF ADVERTISING STRATEGY:

Creation of an advertising campaign begins by identifying and defining the target market. First, the marketing department will decide the advertisement position and scope. Your advertising strategy will be to push high-quality traffic to your website and catch leads. An omnichannel workflow should cultivate those leads. Throughout preparation of the marketing campaign, you must decide on an advertising budget and set specific objectives and how to select their creative strategy.

This determines how the goals are to be met. A innovative approach is applied using the advertisement channels and programming schedules. The final step is to execute the Plan and evaluate its effectiveness. Your promotional plan and advertisement plan can often be mixed. They ought to retain these as separate marketing campaigns for other organisations.

An advertising strategy is a program to meet a consumer and encourage them to purchase a product or a service. A realistic product assessment, market identification, media research and budgetary decisions result in an outstanding promotional strategy that forms part of the marketing plan. Your innovative promotional campaigns would need to be adapted to the purchaser's path and the selling period. Advertising isn't necessarily targeted at end users. Models for ad agencies are breaking up. It's useless to pre-roll ads. Models for the calculation are obsolete. There's a lot of diversity in the marketing industry. And the term should be dumped on digital marketing.[3]

The steps in developing an advertising strategy include:

- Identifying the target audience
- Determining the role of advertising in the promotional mix
- Setting advertising objectives and budget size
- Selecting the creative strategy
- Determining the media and programming schedule
- Implementing the advertising program
- Measuring its effectiveness

Estimating the impact of ads on purchasers lets marketing managers determine the role and extent of unsuccessful marketing campaigns in ads. The understanding of marketing managers of what ads should contribute to the promotion goals is an significant influence on the role of advertising's. A study of the PIMS (profit impact of marketing strategy) databank identifies factors that determine advertising's role in marketing strategy.

#### **Other Developing the Advertising Strategy:**

An advertising strategy is a plan to meet a buyer and encourage them to purchase a product or a service. The basic elements of the strategy are 1) the product itself and its advantages, 2) the customer and its characteristics, 3) the relative advantages of alternative routes whereby the consumer can be told about the product, and 4) the optimization of the resulting choices despite budgetary constraints. In turn, this means that priorities must be transparent, the world must be identified, the means must be evaluated and decisions made based on the resources available. Efficient product assessment, market description, media research, and budgetary choices result in an ideal plan — never the perfect plan, because resources are always restricted. [4-9]

- **Positioning Statement**

Formal advertising strategies are based on a "positioning statement," a technical concept that basically means what the product or service of the business is, how it is separated from rival goods and services, and how it reaches the consumer. The positioning statement refers to the first two objects in the above collection. Implicit in a good positioning argument is what the industry calls the meaning of the product, namely a set of values embodied by the product or service and the associational structures through which it falls. Therefore a hunting knife would have a very different perception of the commodity than a pair of pink silk slippers that shine in the dark. The product definition would then direct the choice of the content of copies, photos and messages to be included in real advertising (the "copy platform"). Implicitly the positioning statement will also include the targeted customer's profile and the reasons why he or she should purchase this product or service. Further data on the "target customer" is then generated at a later point as the plan is fleshed out.

- **Target Consumer**

The target customer is a diverse mix of individuals. Secondly, it involves the individual who eventually purchases the product. Next it requires those who determine what commodity should be purchased under some situations (but don't physically purchase it). Lastly, it involves those who control purchases of the commodity (children, spouse and friends). In reality the small business owner, being close to his or her clients, is likely to know just how to advise the target client on the advertisement agency.

- **Communication Media**

If the product and its environment have been identified and the target customer has been established, it is important to determine the routes to reach the user—the communication media. The owner of the company can access five key channels:

- Print—Primarily newspapers (both weekly and daily) and magazines.
- Audio—FM and AM radio.
- Video—Promotional videos, infomercials.
- World Wide Web.
- Direct mail.
- Outdoor advertising—Billboards, advertisements on public transportation (cabs, buses).

Each of the available channels has its benefits, disadvantages and cost trends. Therefore, a key stage in the development of the advertisement campaign is the fourth point made at the outset: how to select the best means, despite budgetary constraints, with the properly designed message to reach the maximum number of target customers.

#### • Implementation

The advertising campaign itself is different from the plan, but the plan is intended to direct implementation. And quality around the board is highly desirable. The approach should be expressed throughout by copying, artwork, photos, music — indeed all aspects of the campaign. This is especially relevant when multiple outlets are used: for example, print, television, and direct mail. Many successful marketers create a unifying thematic articulated as an image, a slogan, or a combination that is central to all the elements that eventually enter the customer to achieve full coherence.

#### CONCLUSION:

Marketing strategy seeks to create a sustainable competitive advantage for the business or brand. Therefore, the long-term effect of marketing behavior on company results should be an important feature of marketing strategy analysis. The aim of this study is to examine how a business responds to economic recession and to assist in this situation with the effects of competitive marketing strategies like low-cost strategy and focus strategy; and to identify those that can help companies sustain good output in downturn economy. The strategy of marketing mix, product strategy, pricing strategy, advertising strategy and distribution strategy will make the economic crisis a success. Economy of recession, so business must arrange daily check to prevent employee theft, use CCTV, security tag to protect employee theft and shoplifting, train employees to protect administrative error and check distribution to prevent vendor fraud.

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