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## **MARKETING STRATEGIES THE ENTERPRISE NEEDS**

Many businesses chalk out marketing strategies to be ahead of them. However, only unique marketing strategies can help to compete a business in tough market conditions. Routine or clichéd marketing plans simply do not help in achieving greater marketing goals.

A well thought of marketing strategy is bound to work well for generating brand awareness and driving your potential customers to the business. But the marketing plan must be tailor made for your business. So, research and find out the specific marketing needs and challenges and then plan accordingly.

A survey has revealed that in 2017, 65% of companies think that generating traffic and leads is their marketing challenge. They found generating of leads the most daunting marketing task. Proving the ROI of marketing activities was the challenge for 43% of the companies. Some companies thought that their tight budget is the challenge. Find out your marketing challenge and resolve it before moving forward.

Marketing is crucial for business promotion. Still, not all the companies are exploring the marketing plans fully to their advantage. A CMO Council study shows that out of the surveyed marketers, just three percent marketers have their data fully integrated and aligned. The company may also be among the businesses that are yet to explore full potential of marketing.

But before launching the marketing campaign, it should be checked if the company's website design is perfect and professional. People will come to the business website from different avenues on the web. Upon finding the website, they must be impressed by its colors, fonts, use of images, navigation, and presentation of the business information

### **1) Find Marketing Partnership**

The company can look for marketing partners. This is the way to deliver a better content as the business can benefit from the experience of the collaborating partner firm. Moreover, the company will benefit in a number of ways. For instance, the cost of content creation will be lowered. The brand exposure to a new audience will be much higher than when the company does it alone.

Take for example the case of Converse. The music company collaborated with Guitar Center to record music. Due to the partnership, both the companies were able to generate useful content that they used for creating a series of YouTube videos about the musicians.

### **2) Explore User Generated Content**

Customers like to share their personal stories. The business can gather these stories from the potential customers in the website's testimonial or comment section or a forum that you specially created for discussion on your products or services.

You can initiate a discussion on a social cause and get the people exchange ideas. Or, you can ask them to make ads for your company just to engage them with your business. There are many ways to encourage the users to create content.

The user-generated content gives you some idea about the background of your target audience. You can know about their personal likings and disliking. You can then formulate your marketing strategy accordingly for your consumers based on their problems.

### 3) Use Influencers For Business Promotion

Find out the top bloggers and experts in your industry. Collaborate with them. For example, you can offer to write a guest post on an influencer's blog so that millions of users of the blog become aware of your company and its business.

### 4) Connect With Customers

Create an open forum on your website or at any other platform where your customers can openly have their say about your company and its products or services. In this way, you will have an insight of what your consumers actually feel about your business. Moreover, when you allow them to connect with your business, your potential consumers will increase their interaction with your brand and it will help build a trust for your enterprise.

A way to connect your brand with your potential customers is to encourage your employees to take the initiative. The employees should be specially asked to quickly respond to your consumers' queries about your business and its offerings via email, chat, phone and other means.

### 5) Make Your Customers Feel Special

Many companies have this tendency of ignoring their existing customers in their endeavor to find new consumers all the time. Their focus is more on increasing the number of consumers. While getting the new consumers is extremely important, making the old customers happy is also equally important.

To make your existing customers feel happy and special, treat them like VIPs. You should try to give them something extra such as a gift or coupons, invitation to an event and so on. This will generate a trust and word of mouth publicity for your brand.

To conclude, these tips will help your business generate brand awareness amongst your target consumers. Make sure that you have a dedicated marketing team which concentrates hard to implement these suggestions.

## REFERENCES

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