

The Versatility of Marketing Strategies and their Assumptions Towards Growth Sectors

M.Anbarasi, S.Praveen Kumar

ABSTRACT--- *The privileged marketing strategy has become the central core for increasing the sales of the product and development of leading assumptions towards the growth sectors. Since the marketing strategies upholds all the terms from basic, short to long time executions, their activities in the field of marketing initiate the sustainable strategies that correlates with the initial execution of a MNC's or small scale company's, where their dynamic formulation, assessment and assortment of market – oriented strategies will enhance the hierarchy and development of the MNC's or small scale industry and their marketing objective towards different growth sectors. In this article we are going to focus about the versatility of marketing strategies and their assumptions towards the growth sectors, since the strategic planning begins with a study of business environment with both advantages and disadvantages that includes understanding a good marketing strategic restriction.*

Keywords - Advertising, Affiliate, Marketing, Media, Internet, Web.

INTRODUCTION

The privileged marketing strategies have become the central core for increasing the sales of the product and development of leading assumptions towards the growth sectors. Since the marketing strategies upholds all the terms from basic, short to long time executions, their activities in the field of marketing initiate the sustainable strategies that correlates with the initial execution of a MNC's or small scale company's, where their dynamic formulation, assessment and assortment of market – oriented strategies will enhance the hierarchy and development of the MNC's or small scale industry and their marketing objective towards different growth sectors. Well with these unknown factors and several comprehensives we are going to discuss below, the versatility of different marketing strategies and their assumptions towards the growth sectors, where, the strategic planning will begin with a study of business environment with both advantages and disadvantages that includes understanding a good marketing strategic with certain restrictions.

1. E-MAIL MARKETING

Email is a staple of online retailers' promotions for holiday season and month end sales, whether it's from discount giant or a single-owner e-retailer, it depends according to an Internet Retailer survey.



Fig 1: The Strategy of E-mail Marketing

For example, an Internet Retailer survey shows clearance sales American swan has sent 52 emails in December month end sale promos email to someone who had just signed up to receive them.

Fig 2: Results of E-mail Marketing

The top five retailers in terms of number of emails sent in December to a newly signed-up consumer are:

1. Amazon.com Inc. (No. 1 the Top 500), 128 emails
2. American Swan, 102 emails
3. Nykaa.com, (No. 627)100 emails
4. Bluestone. (No.179), 94 emails
5. Flipkart, 90 emails

The top five retailers sending emails withincentives during December were:

1. Amazon.
2. Bigbasket.
3. Nykaa.com
4. Flipkart.
5. Myntra.

1.1 Advantages of E-Mail marketing towards growth sectors:

Revised Manuscript Received on February 14, 2019.

M.Anbarasi Research Scholar, Dept of MBA, Bharath University, Chennai, TN, India. (E-mail: Email: scholars_4@yahoo.com)

Dr.S.Praveen Kumar Professor & Head, Dept of Management Studies, Bharath University, Chennai, TN, India.



THE VERSATILITY OF MARKETING STRATEGIES OND THEIR ASSUMPTIONS TOWARDS GROWTH SECTORS

- Low cost
- Target customers of their favorite brands,
- Segmentation, less intrusive
- Environmentally friendly,
- Time saving
- Global views

1.2 Disadvantages of E-Mail Marketing:

- Spam
- Undelivered emails
- Strategy difficulties
- Product Concerns
- Wealth and assistances

2. AFFILIATE MARKETING

To our knowledge, the concept of this of marketing has four themes with a clock-wise manner in which the core players can change depending upon the investments or profits of towards the marketing sector. In contrast, the clock of the affiliate marketing starts with the retailer, network as domain, consumer and the customer. With frequent advertising methods this kind of marketing attracts online customers and some consumers giving options of making them as a partner with orthodox techniques which includes involvements of the consumer – customer relationship.

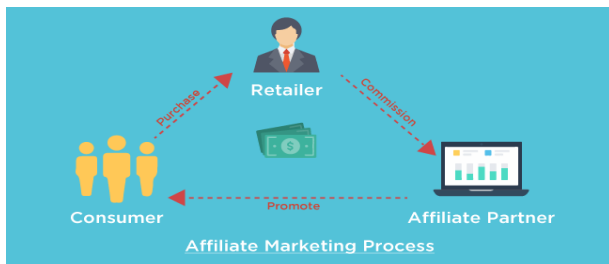


Fig 3: The strategy of Affiliate marketing

2.1 Advantages of Affiliate marketing towards growth sectors:

- Has a separate search engine
- Frequent advertisements
- Third party vendors
- Web site syndication
- Referral marketing

2.2 Disadvantages of Affiliate marketing

- Stranded consumer- customer relationship is difficult
- Third party vendor's investments
- Referral marketing needs more effort
- Payment method cannot be in frequent

3. INTERNATIONAL MARKETING

International marketing is the concept of marketing their standards in more than one country either overseas or national borders.



Fig 4: The strategy of Internet marketing

For example, L'Oreal hires a former Yves saint laurent investigator to fight counterfeit products, the ex-computer crimes expert from the Department of Justice, Matthew Bassiur, will be L'Oreal's head of global intellectual property enforcement.



L'Oreal Group Ltd. Named Y Lang, who helped Yves Inc. root out fake products and investigate copyright infringement, to lead international efforts to rid its e-commerce platforms of counterfeit goods

3.1 Advantages of International Marketing:

- Cost reduction
- Global demand fluctuations
- Random profit
- Foreign exchange
- Hires employment in host country

3.2 Disadvantages of International Marketing

- Privacy of the host country should be necessary in home towns
- Democracy of culture
- Free spirit
- Infrastructure
- Other countries norms act ethics, rules and regulations
- Individualism.

4. ANALYTICAL RESULTS & DISCUSSIONS

It is a kind of advertising through World Wide Web method it is also called as online advertising or web

advertising, but commonly it is cultured as online marketing. This kind of marketing attracts customers view with an unwanted distraction with few advantages and with disadvantages to for a variety of reasons. This online marketing has few strategies with a start up from a search engine marketing (SEM), through a platform as social media marketing which exhibits with types of promos like display advertising which upholds web banners from small to large size, and mobile advertising as usual with same banners to fit the displays.



Fig 5: The strategy of Online marketing



4.1 Advantages of Online marketing

- Real-time and long lasting unity
- Non-compulsory transfer information

4.2 Disadvantages of Online marketing

- Lack of marketing skills
- Personnel requirements capability is less.

5. SOCIAL MEDIA MARKETING

Social media marketing derives the concept from web marketing and digital marketing, it is becoming more standard in the economic fields among the authorized delegates. On the grasper side we well know, that companies involves a group of stakeholders through social media marketing, which definitely includes current and potential customers and employees, bloggers and public. Each social-media marketing strategies should include a well advertising panel with attractive firms such as audio and video engaging

a popular or models to attract customers and it should undergo certain sensor board through government board of norms, along with this range it should succeed with profit generated comments from the public as reviews.

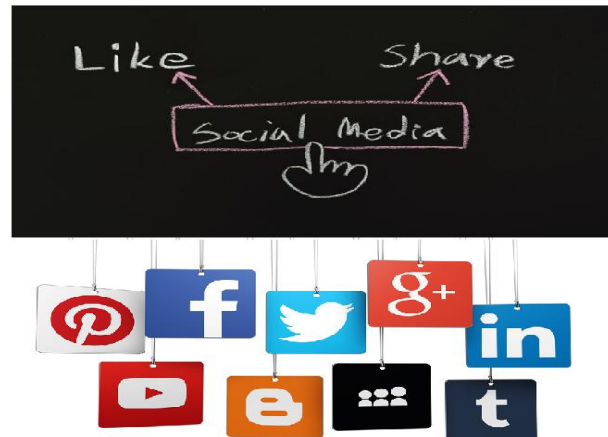


Fig 6: The strategy of Social media marketing

5.1 Advantages of Social – Media Marketing

- Large audiences
- Encourage involvement
- Increases brand reliability
- Uncovers valuable comprehensions

5.2 Disadvantages of Social Media Marketing

- Should be monitored often
- Invaluable insights
- Lasting relationships
- Less tendency to share

6. WEB ADVERTISING MARKETING

It is a direct method of advertising through World Wide Web method, thus a symbolic and mutual way with online marketing, yes as we discussed earlier it is also called as online advertising or web advertising, but commonly it is scripted here as web advertising marketing. As same, this kind of marketing attracts customers view with as a wanted portrayal with few advantages and with disadvantages to for a variety of reasons.

As online marketing the web advertising marketing also sweeps with few strategies with a start up from a search engine marketing (SEM), through a platform as online media marketing which exhibits with types of promos like display advertising which upholds web banners with unique message of their brands or products from small to large size, and mobile advertising as usual with same banners to fit the displays. Where, there assumptions with start with potential web offers to consumers with a few benefit promos, which leads the value of enhancing their advertisement, where it grasp’s an prominent opportunity to reach media advertising marketing to fulfill the attention of customers, where it ends up with phenomenal response from the customers for advertising needs with desire.

THE VERSATILITY OF MARKETING STRATEGIES OND THEIR ASSUMPTIONS TOWARDS GROWTH SECTORS



Fig 7: The strategy of Web advertising marketing

5. DominikPapies and Harald J. van Heerde. (2017) The Dynamic Interplay Between Recorded Music and Live Concerts: The Role of Piracy, Unbundling, and Artist Characteristics. *Journal of Marketing* 81:4, 67-87.

6.1 Advantages of Web advertising Marketing

- Cost effectiveness
- Personal touch
- Costly SE
- Expert insight
- Anyone, anywhere, anytime method

6.2 Disadvantages of Web advertising Marketing

- Dependability
- Difficulty in reaching the people
- Bad advertising

CONCLUSION:

Thus, as we discussed above, the privileged marketing strategy has become the central core for increasing the sales of the product and development of leading assumptions towards the growth sectors. Since the marketing strategies upholds all the terms from basic, short to long time executions, their activities in the field of marketing initiate the sustainable strategies that correlates with the initial execution of a MNC's or small scale company's, where their dynamic formulation, assessment and assortment of market – oriented strategies will enhance the hierarchy and development of the MNC's or small scale industry and their marketing objective towards different growth sectors. In this article we are going to focus about the versatility of marketing strategies and their assumptions towards the growth sectors, since the strategic planning begins with a study of business environment with both advantages and disadvantages that includes understanding a good marketing strategic restriction.

REFERENCES

1. Aaker, D.A., Kumar, V. and Day, G.S. (1995) *Marketing Research*, 5th Edn, New York: Wiley. Aigner, D.J. (1971) *Basic Econometrics*, Englewood Cliffs, NJ: Prentice-Hall.
2. Alexandre, M.T., Furrer, O. and Sudharshan, D. (2000) Marketing technology management: an emerging function and a process for the management of a core competence. In J.P. Workman, Jr. and W.D. Perreault Jr. (eds) *Marketing Theory and Application*.
3. AMA Winter Educators' Conference, Vol. 11, Chicago: American Marketing Association. Alpert, M.I. (1971) Definition of determinant attributes: a comparison of methods. *Journal of Marketing Research* 8, May, 184-91.
4. Anderson, E.W. and Sullivan, M.W. (1993) The antecedents and consequences of customer satisfaction for firms. *Marketing Science* 12, Spring, 125-43.