# Strategic Marketing

***Assess Environment***
*(Technology, Government, Economy)*

***Understand the Industry***

***Understand the Competitive Landscape***

***Evaluate the Firm's Resources and Capabilities***

**Market Research**

**Identify & Select Target Markets**

- **Evaluate Customer Needs**
- **Estimate Market Sizes**
- **Assess Competitors**

***Define & Differentiate Products****

***Articulate the Value Proposition***

***Identify Competitive Barriers to Entry***

**Build the Strategic Business Plan**

**Build Targeted Product Plans**

- **Assess customer needs**
- **Define features and functionality to address needs**
- **Consider technological innovations**
- **Establish product benefits**

**Build Targeted Sales and Marketing Plans**

- **Identify Sales and Distribution Channels**
- **Identify Strategic**
- **Partners and Alliances**
- **Develop Targeted Promotion Plans**
- **Determine Pricing**

**Build Integrated Financial Plans**

- **Assess strategic investments**
- **Establish sales and revenue targets**
- **Evaluate buy versus build decisions**
- **Set expense levels**
- **Evaluate profitability and ROI**

**Develop and Monitor the Business**

**Profitability**
**Market Share**
**Customer Satisfaction**
**Shareholder Value**


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