

# Free essay on approach and the principles

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The approaches and the principles that are adopted by the Jack Links are used to educate customers on the healthy aspect of beef jerky. They are focused on the attraction of additional customers. One of the approaches is that they have strategized before the actual tactics. In the marketing system, strategizing is created first and then marketing activities are built around the main strategy. The strategy starts with the narrow definition of the perfect clients and then the key point of differences from the competitors. This has been manifested by the Jack Links whereby they have decided to deal with a specific snack. They have decided to narrow their strategy and concentrate to a specific field thus being a dominant player. The second approach that has manifested in this marketing web site is on how the beef jerky snack has been narrowed. This is by narrowing the market and trying not to be all things to everybody. This makes the market gain a lot of focus. In the web site, the beef jerky processing has been well explained to the customers (Pride 105). Provision of such information makes the customer understand the product they are consuming. Dried meat being one of the products of the Jack Links is doing well in the market. The major reason being that the management has focused on the snacks and differentiating on it.

The aspect of health has prevailed in the entire context in the combination of the beefsteak varieties provided. This modification has made it progressively effective to attract the young consumers and the women. The diversification in the beef jerky makes it relatively easy to gain customers. I think that these approaches are much important and very effective. Continual application of these approaches will promote this business to high customer

attraction and retention levels. Therefore, their application in the jack jerky has a great impact in their marketing strategy. Establishment of brand personality

Jack jerky has established a solid brand identity that has separated it exclusively from the competitors (Güse 69). In the description of the product, it has defined the product brand and what it represents. This shapes the brand personality thus keeping the potential and the original customer aware of the identity of the product. This is done by focusing on low prices and incorporating the style, design and lifestyle.

Understanding customers at the jack links have assisted in targeting them. This has been achieved by knowing the potential customers, and the reason they have chosen to follow the brand. In addition, there are efforts of visiting the social media. In the case of jack links, they have introduced the web site to give their customers a chance to visit the brands which are in the market. Similarly, one is supposed to identify the customer's likes, dislike and the behavioral patterns while developing the brand personality (Pride 106).

In finding brand personality is a task that is not easy (Rakocevic 54). It requires one to take risks as the jack links has done. In trying new aspects of branding, the jack links has introduced new product- the dried beef jerky.

This shows that organizations have to try many strategies of different styles and then identify the winning brand. Attitude strategy used in jack links

The strategy used in jack links to get customers is targeting the young customers. These young customers introduce products to women. This attitude makes the women involved and hence they become potential customers. This product fits in all classes of any lifestyle. Having some

diversification of the same product, it attracts customers across classes of age and gender.

### **Works cited**

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Rakocevic, Iva. Brand personality. Verlag: Grin Verlag, 2013.