

# Assignment example

[Business](#), [Marketing](#)



Marketing Portfolio The business community has become highly competitive; therefore, marketing professionals are ever compelled to create portfolios that accomplish that display unique abilities and talents to put the business at the edge with the competitions. Portfolios often allow professionals to provide profound evidences to their customers or other employees especially in an intensely competitive marketplace. The essence of this essay is to analyze an appropriate marketing portfolio that would influence marketing strategies of the Sustain U Clothing positive.

The main aim of portfolio segmenting understands the psychographic and understanding customers' needs and wants as their attitude towards the products. Moreover, the portfolio will enable Sustain U Clothing to create loyalty to customer and reduce brand switching by offering quality T-shirts. Through push and pull strategies, the Sustain U Clothing must rely on advertisement, personal selling, promotion, public relation and personal selling. Additionally, the process also aims at analyzing the effects of the pricing strategies.

#### Advert Overview in the Portfolio

The Sustain U Clothing should will adverts to reach or appeal to more customers, and this will be contained in the portfolio appendix. The adverts will be in print form adverts and website adverts. Both forms of adverts will contain the picture taken from the promotional material at Sustain U Clothing shop. One picture will be in the form of the television screen grab that will be used in the YouTube and Facebook pages. Despite the intended simplicity on the ads, they will both contain same information.

#### Targeting, Segmentation, and Positioning

The main segmentation criteria to apply are the psychographic segmentation that targets students based on their lifestyle and attitude concerning the T-shirt wears. The main customers targeted by the Sustain U Clothing are students (Havalдар 346). Therefore, the adverts and other promotional materials must aim at reflecting the quality of the product. Additionally, the graphics used in the website pages must be highly appealing that once seen by the students using YouTube and Facebook, they must have a look at them. The clothes should be of different varieties in terms of quality and color since customers often have different tastes and preferences towards the same.

Promotion is also part of advertising that must be embraced and be included in the marketing strategies of the Sustain U Clothing. The cheapest and effective promotional mechanisms that relate to the advertising that Sustain U Clothing can adopt include personal selling and sales promotion. Personal selling will help in promoting public relation between the targeted customers and Sustain U Clothing. Additionally, through personal selling, persons who are sent to sell may gather certain information regarding the t-shirt from student (Havalдар 356). Addition, they can fully explain the properties of the t-shirt and the disparity if they exist in different samples.

The internet and personal selling will have many simple and direct questions concerning the requirements and the feelings of customers towards the t-shirt as well as the changes that they may wish to be on it, so it remains attractive and highly sellable. This strategy will help in customizing the new marketing information from the customers towards creating creative tactics for the customers (Havalдар 537). Finally, it worth noting the promotional

strategy applies the push strategy that actively involves the customer by using the direct selling channel and increases advertisement of the t-shirt. Moreover, this strategy contains some pull elements since Sustain U Clothing will develop a highly visible product to encourage customers to seek look for the product.

#### Work Cited

Havaldar, Krishna. Business Marketing: Text and Cases. New Delhi: Tata McGraw Hill Education Private Ltd, 2010. Print.