

# Marketing planning and strategy (organizations or individuals) 2

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



Role of marketers and role of consumers for effective marketing

AFFILIATION: Role of marketers versus role of consumers in effective marketing

Introduction

Now-a-days, the organisations have realised that they can attract customers by involving them in the marketing activities. Due to rapid developments in technology, the customers are provided with a range of avenues for getting information about the product and service offerings (Kotler & Keller, 2009). A company has to make sure that the marketing strategy is developed in alignment with customers' preferences so that the desired sales targets and profits are successfully attained.

Effective Marketing

In recent times, the marketing experts have identified the key techniques which prompts the customer in trying out the company's offering. One of the most effective tools is to get the customers involved in the marketing process through the social networking sites such as Facebook, MySpace and LinkedIn. Additionally, it is recommended that the customers' opinions are sought during the testing or initial phase so that they feel part of the entire marketing campaign (Hennig-Thurau et al., 2010; Kotler & Keller, 2011).

Both marketers and consumers are crucial elements for effectiveness of the marketing programs. Since the consumers are at the consumption end, the marketing team has to make sure that the messages are communicated via the most frequently used mediums such as social media, technological gadgets (smartphones, tablets) and Television (Akroush, 2012; Kotler & Keller, 2011). Hence, the marketers and consumers have to work like a team

so that they can reap the benefits of successfully meeting the customer's demands.

### Conclusion

At present, the latest trend in marketing is to develop a two-way strategy which will ease the message delivery and receiving procedure. The professionals have to utilise the mediums available in the market with complete and strategic analysis so that the company can survive in the ever changing market.

### References

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