

# Futures speech

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



Marketing Presentation Futures Speech One of the significant objectives of marketing forprofit making business entities is increasing sales and driving the business (Kotler and Gary, 2010, p. 13). Through marketing, Double M aims to increase its sales and profits by 40 percent. This will be attained through increasing awareness among customers about the attributes and benefits of the company services. In this regard, Double M intends to increase service awareness among its target customers by 35 percent annually through the marketing communication tools. Notably, this will allow the company aim towards decreasing prospective customers' resistance to use its products leading to increased sales (Kotler and Gary, 2010, p. 42). In addition, Double M's marketing aims to attain a 96 percent excellent customer service ranking every month.

Marketing communication aims to create an interest among the customers and increase the company market share. In essence, the interest will be created through informing them about the benefits of Double M. This will encourage the target audience to use Double M transport services.

The communications will attain their objectives through offering discounts and other incentives to prospective customers and refocusing its service range in high margin areas. In addition, Double M will introduce customer relationship management to engage its customers and clients and obtain feedback from customers.

Double M's communication tactics will include intensified advertising campaigns through the search engines, the local television and radio stations, magazines and newspapers. In addition, the Double M will produce discount coupons and distribute them to the prospective customers.

Nonetheless, Double M will provide free road safety and driver's seminars to employees in large organizations and families. Lastly, Double M will sponsor an advertisement that aims to sensitize the public on road safety and the significant role that each should play in reducing road accidents.

#### Works Cited

Kotler, Philip, and Gary M. Armstrong. *Principles of Marketing: Global Edition*. Upper Saddle River [etc.: Pearson, 2010. Print.