

# [Marketing plan](https://assignbuster.com/marketing-plan-essay-samples-7/)

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Global-Cell Inc. will from the onset use the total market service strategy. This strategy assumes that: i. Each and every person is a potential client and all of the company’s potential markets will grow.   
ii. If the company markets its products to a particular segment of the whole population, it will lead to an expansion in the overall market growth.   
Market Segmentation   
Global-Cell Inc. will focus on five target markets:   
i. General public   
ii. Students   
iii. Professionals   
iv. Children aged 10-17 years   
v. Companies, institutions and other organizations   
Marketing Strategy   
Global-Cell Inc. will market its products and services using two strategies: short-term marketing strategy and long-term marketing strategy. The short-term marketing strategies will be used to boost the sales of the company on a temporary basis. These strategies are important in meeting the set sales targets but will only be a temporary tool for marketing. Our short-term marketing strategies will include: purchasing advertising, use of online search engines and bulletin boards.   
On the other hand, the long-term marketing strategies are intended to bring a steady stream of revenue into the company over time. These are the strategies that will constantly yield sales for a number of years. The long-term marketing strategies will include: freebies, opt-in lists and content.   
An online Internet marketing strategy will also be implemented to complement the short-term and long-term marketing strategies. The short-term marketing strategies will be geared towards sales promotion, customer service and niche market positioning.   
Sales Forecast   
References   
Stasch, S. (2002) Screening for Successful Low-Budget Marketing Strategies for New Ventures. Loyola University Chicago.