

# Marketing plan

[Business](#), [Management](#)



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.