

Marketing

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Product Marketing This paper is examining an incognito product that is targeting people living with diabetes in Southern USA region. This is because of the high number of diabetic cases in that region. Many middle aged individuals with middle-income are victims of this disease. The marketing strategy employed in marketing the same diabetes drugs is a pull market strategy that bases on the needs of the patients. The strategy ensures that the promotion that is done on the product reveals an in-depth need for use of the product by diabetics (Cadogan & John, para, 10).

The product helps diabetes patients that require monitoring constantly using devices and may also want privacy and services that are discreet with which to test levels of glucose. The incognito product in this case lines well with the clients to monitor their blood sugar levels discreetly. Currently, the company is designing devices and accessories for monitoring of glucose currently to sell them direct to the patients or the consumers in this case.

The products are have great designs, are of great quality, and most significantly they are incognito, giving customers their desired privacy for use at whatever time they are comfortable. The avatar below is a prototype of a probable client by the name Emily Hewings. She is obese as a result of being diabetic and living in a region that has widespread diabetes infection, that is southern America (USA) (DeVol & Bedroussian, para. 13).

Emily Hewings Avatar

Age: 50+

Gender: Female

Race: White

Income: Middle Income ranges

Location: Southern United States because to the high obesity rates in this area

Familial Status: Married

The population of the people living with diabetes and other costs that are related are expected to double within a 25 year bracket from now.

Significant changes in strategy of the private or the public, and growth of cost will add a significant strain to the USA healthcare system that is already overburdened.

Work Cited

Cadogan, John W. Marketing Strategy. London: SAGE, 2009. Print.

DeVol R, Bedroussian A: An Unhealthy America: The Economic Burden of Chronic Disease. Santa Monica, California, Milken Institute, 2007: Print