

Chapter7

Business, Marketing



Marketing Mass marketing is cheaper compared to custom marketing strategy. This is because it does not require intensive research, and changing of advertising content. In addition, the cost of ad is flat and does not fluctuate depending on the demand. In addition, a marketer can be able to negotiate for better rates than that of a small business that is trying to segment the market.

Mass marketing reach a large market. Since there are no concern on who will receive the message, this strategy is likely to reach potential customers who might get interested in purchasing a product or service (Kotler 19).

Mass marketing increases the chances of brand recognition. Since the brand is being seen by any consumer, the level of brand recognition increases tremendously. This makes it easy for the business to expand its operations in the market.

Custom marketing is cost effective. This is because it targets the potential customers of a product or a service (Kotler 24). As a result, a lot of money is not wasted trying to reach clients who are not likely to make a purchase.

Custom marketing plays a critical role in attracting customer loyalty and increasing the number of referrals. This is because it informs and persuades the customers to purchase the products or services.

With the increasing levels of competition in the market, custom marketing is the best strategy for business-to-business market. This is because it will address the specific needs of the customers. In addition, it will enable the company to segment the market and position them strategically in the market. However, the company should combine it with other modern marketing strategies such as the use of social media. Moreover, an in-depth

research should be conducted to understand the tastes and preferences of the target market.

Works Cited

Kotler, Philip, and Gary Armstrong. Principles of Marketing. Englewood Cliffs: Prentice Hall, 2014. Print.