

Marketing strategy models

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



Boston Consulting Group Matrix This model categorizes products in a portfolio as Stars, Cash Cows, Dogs and Question Marks, by looking at market growth and market share. **Brand positioning map** This model allows marketers to visualize a brand's relative position in the market place by plotting consumer perceptions of the brand and competitor brands against the attributes that drive purchase. **Customer Lifetime Value** Customer Lifetime Value is the concept used to assess what a customer is worth, based on the present value of future revenue attributed to a customer's relationship with a product.

Growth strategy matrix Nations matrix identifies alternative growth strategies by looking at present and potential products in current and future markets. The four growth strategies are market penetration, market development, product development and diversification. **Loyalty ladder** This model shows the steps a person takes before becoming loyal to a brand as they move through the stages of prospect, customer, client, supporter and advocate.

PESTLE As an extension of the traditional PEST model, this analysis framework is used to assess the impact of macro-environmental factors on a product or brand - political, economical, social, technological, legal and economic. **Porter's Five Forces** The five forces are Rivalry, Supplier power, Threat of substitutes, Buyer power and Barriers to entry and are used to analyse the industry context in which the organization operates. **Product Life Cycle**.