

Overall marketing strategy research paper sample

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



An effective marketing strategy has the potential reaching the target market of the product and ensuring that the organization offering the products makes sales and profits. EZ Charge is a new product within the technology market. As such, the marketing strategy has to focus on relationship marketing to link the laptop charger with the laptop manufacturers. The marketing philosophy of EZ Charge is to offer customers a laptop charger with higher level of value and innovation at lower costs compared to competitors. This will ensure that the product has the ability of enjoying the market, which is already created by the laptop manufacturers. Effective relationships will be created with laptop manufacturers such as Toshiba, Acer, Dell and HP among others. The relationships will ensure that loyal customers are retained and more are acquired. This will occur along with ensuring value creation of the EZ Charge product.

Attainment of this will be based on the effective positioning of the product within its target market. This is basically to customers who are frequently involved in travelling from one location to another. Hence, the distribution point will be at arrival and departure stations. The differentiation of the product from competitors will be based on product packaging and label, as well as unique pricing of the product. Long distance travelers have already expressed interest on this product and the intensive selling of the product will ensure that customers have the ability of developing interest on this new product. Travelling customers have been selected since it is expected that they are the most consumers of the product.

The EZ Charge will also establish a relationship with other mobile products manufacturers. This will aid in marketing and building the reputation and

brand loyalty of EZ Charge. The marketing strategy is focused on initial personal selling of the product to ensure customers are aware of the product. Sufficient sales from personal selling will enhance modification of the marketing strategy such that it penetrates larger and global market. This will include adoption of advertising strategy to inform customers of the product. The success and progress of the strategy will be monitored through conducting market research on customer satisfaction and perception of the product.

Pricing

The pricing strategy for this product will take into consideration of the market mixed pricing, which is cost-based. This is to ensure that the initial cost of the product is covered on the final sale to the customer. The pricing strategy will also facilitate in availing the product to customers within their location at a relative price of \$ 40 per unit. This price is perceived to be very effective in penetrating the market and introducing the new product successfully to customers. Compared to other laptop chargers that are not portable, the price of EZ Charge is expected to compel more and more customers to focus on buying the product.

The Selling Cycle

The selling cycle of the EZ Charge will be based on creation of effective relationships with customers and organizations. This will ensure that the product has the ability of acquiring the required market segment. Needs assessment and identification of customers with regard to the product will be carried out to ensure that immediate solutions are provided for the product.

The problem solving approach, which will be intended as the selling cycle of the EZ Charge will ensure that customers will interact with the sales personnel and obtain immediate feedback. This will also be essential since it will act as a source of feedback from customers.

Sales Tactics

The sales tactics for the EZ Charge will involve effective training of the sales personnel to ensure that they are able to meet daily targets, as well as respond to customers queries effectively. This will be strengthened by adopting the tactic of creating effective relationships with customers. Such a tactic will ensure that customers feel as though they own the product and they will be proud to purchase the product. A marketing symbol for the product alongside a strong slogan will also act as sales tactic for the EZ Charge. This will ensure that there is no confusion among the customers with other related products present in the market.