

The marketing programs

Business



These are the marketing programs that can be implemented to carry out the marketing strategies employed by the brand. The single-tier program, this is the marketing program where the affiliate to business will only be paid based on the direct sales that he or she brings to the business.

This strategy will allow the business to focus on the individual employed to bring clients and thus based on the clients that the individual brings, they will be paid. The two-tier affiliate program, in this program, the affiliate is not only paid for the direct sales or clients brought to the business but also through the sales brought to the business via other affiliates who joined the program through the affiliate. This will mean that the original affiliate that brings others to the business will also be paid for the work of those that he has brought to the business. The multi-tier affiliate program, in this program, the affiliate gets wider commission for the businesses conducted through the work of the other affiliates. Residual affiliate program; the affiliate will be paid not just once the client comes to the business, but every other time the same client will come back to the business.

This program is also known as the pay per performance program. Financial Programs The costs for implementing the above programs will vary depending on the programs chosen. However, the setting up of the system and the marketing thereof is designed to meet the lowest budget when compared to other systems that are in the market currently. The set-up cost will principally include the cost of buying the cameras, the cost of the Internet, the router, the switch and the few necessary power cables. In the marketing plan, the program taken will determine the cost of the program.

In essence, prudent decisions will be necessary in the successful starting and running of the business. The financial programs will vary depending on the budgets available. The ControlsControl involves measuring, evaluating and, monitoring. The resources are scarce and thus they must be used prudently. There are many approaches to controls and they include share sales analysis, ratio analysis, quality controls, budgets, market research, and market information systems among others.

However, the market control will involve: The marketing objectives, these are the objectives set by the manager to ensure the success of businesses and that every employee must meet these objectives. Performance standards, these are the standards set by the management for the business to meet. They are expected to be of a maximum level to allow total commitment and dedication. Compare results against standards, at this stage, the results of the business are compared against the set standards and analyze how far they fall short, or they surpass. Corrections and alterations, after comparing the results and the set standards, necessary corrections can be made and new standards set. In conclusion, a solid marketing plan will require a clear mission statement that is understood by all the parties involved in business both internal and external.

The mission statement, clear in its objective, will lead the business to achieve its set goals and meet its standards. However, the core of a marketing plan is the target market. Every business has its target market, its audience. These are the external elements that are essential to the continued existence of the business. Failure to identify your market is certainly failing to understand what your business is all about.

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Whatever the purpose, it will serve someone somewhere. If individual know your clients, then they know their business. The identification of the market does not end there. The strategy employed to market your business to your market is crucial to the success of the business. The strategy must be right for each target market. Therefore, the business has to be flexible in whichever marketing strategy it uses.