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Marketing strategy is a long-term plan for attaining some objectives (Doole and Lowe, 2008). STP is a marketing strategy that stands for segmentation, targeting, and positioning. Segmentation focuses on behaviour, lifestyle, psychographic factors, demographics, geography, life stages, beliefs and values of individuals.

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Marketing is characterised by things like a consumer orientation, segmentation and targeting, advertising and sales promotions, and much research with customers and potential customers to ensure that things like packaging and pricing are appropriate for the product, and that the advertising is believable, relevant and motivating.

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Like other business functions, marketing is an ongoing process driven by core principles such as identifying and targeting the right customer markets, preparing an effective marketing mix, creating high-impact messages and building a consistent image.

Basic Principles of Marketing | Bizfluent

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