

Lusina L.A.
T.A. Yerokhondina, research supervisor
N.V. Poperechna, language adviser
National Mining University

SPECIFIC MARKETING STRATEGIES

Nowadays, marketing strategy is one of the most important things in making and running successful business, that's why this topic is worthy of being noted.

Marketers have developed specific strategies for specific kinds of marketing obstacles, which may serve as part of a general marketing strategy. Moreover, parts of general marketing strategies can be implemented for narrower ends. For example, in *Marketing Strategy*, Orville C. Walker, Harper W. Boyd Jr., and Jean-Claude Larreche identified marketing strategies for various marketing problems and activities such as new markets, growing markets, mature and declining markets, and international markets. Their marketing strategies included a great number of specific marketing strategies for a host of situations: pioneer strategy, follower strategy, fortress strategy, flanker strategy, confrontation strategy, market expansion strategy, withdrawal strategy, frontal attack strategy, leapfrog attack strategy, encirclement strategy, guerrilla attack strategy, divestment strategy, global strategy, national strategy, exporting strategy, pricing strategy, channels strategy, and promotion strategy.

In addition, Joseph P. Gultinan and Gordon W. Paul, authors of *Marketing Management*, outlined primary demand strategies and selective demand strategies. They also developed product-line marketing strategies, including strategies for substitutes (line extension strategies and flanker strategies) and strategies for complements (leader strategies, bundling strategies, and systems strategies). The primary demand strategies included user strategies (increasing the number of users) and rate of use strategies (increasing the purchase quantities). User strategies were, in turn, divided into willingness strategies (emphasis on willingness to buy) and ability strategies (emphasis on ability to buy). The rate of use strategies were divided into usage strategies (increasing the rate of usage—such as brushing your teeth after each meal) and replacement strategies (increasing the rate of use by replacement—such as replacing your toothbrush every month).

The selective demand strategies included retention strategies (retaining the

organization's existing customers) and acquisition strategies (acquiring customers from the competition). Retention strategies were divided into:

1. Satisfaction strategies, which include ways to maintain or improve customer satisfaction levels, such as reducing delivery time from three days to 24 hours.

2. Meeting competition strategies, which include matching or "bettering" competitive approaches, such as charging the same price or a price stipulated at a percentage lower than the competition.

3. Relationship marketing strategies, which include establishing enduring relationships with customers, such as developing a computer-based automatic inventory replenishment system.

On the other hand, acquisition strategies were divided into:

1. Head-to-head strategies, which include direct, aggressive competitive tactics, such as using comparative advertising copy.

2. Differentiated strategies, which include making an organization's offering different from the competition, such as being the only firm to have a wireless feature on a notebook computer.

3. Niche marketing strategies, which include concentrating on narrow markets—such as a direct-marketing mail catalog of premium priced female clothing targeted at large females in the upper-middle and upper classes.

These marketing strategies are not mutually exclusive. They can be used in combination. They also are not exhaustive. In general, additional dimensions and levels can be generated. In other words, other levels and types of strategies at any level can be developed. The actual wording of the final and most refined level of strategy will probably be unique in each situation for each organization for each decision maker. Marketing strategy development is a creative act, requiring an application of science and art.

The decision maker should eventually arrive at a specific stratagem or set of strategies designed to achieve the stated objective. The entire articulated set of decisions (selected strategies) is called the marketing strategy. If the marketing strategy is part of a marketing plan, some or all of the strategy decisions could be formally stated.