

1. Research



The first step is research. Research simply means gathering data. This can take the form of surveys or even online analytics. The purpose is to gather data to help you make decisions about the who, what, when, where of your marketing activities.

7. Measure



Measure success by tracking against the goals you've set; typically revenue, profits, web traffic, conversions, etc.

2. Segment



Segmentation means creating groups of potential customers based on similar attributes. A segment is substantial, mutually exclusive and reacts similarly to a marketing message.

THE MARKETING PROCESS

Every marketing activity begins with this process.

Start by setting your goal and use this process to define the strategies, tactics, tools and measurements you will use.

3. Target



Evaluate each potential segment for fitness to your ideal customer and select the segment that needs what you sell the most and values it most highly.

6. Implement



This step contains the tactics you will use to implement your marketing strategies. In this step you are choosing and using marketing automation and tools.

5. Strategize



Often called the Marketing Mix. (Product/Price/Promotion/Distribution) In this step you are developing your core product strategies: what will you offer, at what price, where will it be distributed and how will you promote it.

4. Position



Differentiate yourself from other alternatives. Develop a marketing message and Unique Selling Proposition.

Marketing Of Process Equipment

Jianjun Gao



Marketing Of Process Equipment:

Embracing the Beat of Phrase: An Mental Symphony within **Marketing Of Process Equipment**

In a world consumed by monitors and the ceaseless chatter of instantaneous conversation, the melodic splendor and mental symphony produced by the prepared word frequently disappear into the backdrop, eclipsed by the persistent noise and distractions that permeate our lives. Nevertheless, nestled within the pages of **Marketing Of Process Equipment** a stunning literary value filled with fresh thoughts, lies an immersive symphony waiting to be embraced. Crafted by a wonderful musician of language, that interesting masterpiece conducts visitors on an emotional journey, skillfully unraveling the hidden melodies and profound affect resonating within each cautiously constructed phrase. Within the depths with this emotional evaluation, we shall discover the book is key harmonies, analyze its enthralling writing type, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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