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How to Develop a Marketing Strategy. This article was co-authored by Michael R. Lewis. Michael R. Lewis is a retired corporate executive, entrepreneur, and investment advisor in Texas. He has over 40 years of experience in business and finance, including as a Vice President for Blue Cross Blue Shield of Texas.

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Coming on to Marketing Strategies, which is the third phase of the marketing process which is know to help us identify what we should do to achieve our goals such as innovating new products and services, strategy development suiting to the new product or service that we are trying to market, naming a reasonable price for the products and planning product distribution, building up internet ...

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In moving to VW, she takes over marketing for a brand that while bigger than Mitsubishi in the U.S., is still a challenger brand with smaller market share than giants like Toyota, Ford and GM.

4Ps of Marketing (Marketing Mix with Examples) The 4Ps of Marketing or the Marketing Mix is one of the most basic concepts taught in Marketing. At the same time, it makes up for an extremely large part of a successful marketing plan. The fact is, the 4Ps of Marketing are really important because they, together, form the marketing strategy of your company.

**McDonald's bold new strategy to turn customers into super fans**

21 Super-Creative Local Marketing Ideas. Effective local marketing is a beautiful mix of search engine optimization, pay-per-click marketing, content marketing, and social media advertising. Local business owners know digital marketing is critical. Unfortunately, many fail because they cannot maintain consistency or because they run out of ideas. Regardless of your experience level, this big list of 19 local marketing ideas will take you from local marketing rookie to the local marketing ...

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