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in more customers
and retain new ones.

1. Invest in Web
Design We

don't often think
about web design as a
marketing tactic, but
it influences the
amount of time and
attention a user will
spend on your page.

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Organization needs to define specific objective from internet marketing and building communications as

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well as scheme

around it. Internet

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where companies

directly interact with

existing as well as

potential customers.

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which a chosen

strategy is put into

action. It involves the

design and

management of

systems to achieve

the best integration of

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people, structure,
processes and
resources in
achieving
organizational
objectives. Once the
creative and
analytical aspects of
strategy formulation
have been settled, the
managerial priority is
one of converting the
strategy into
operationally

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effective action.

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implementation -

How to implement

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Developing a

marketing plan is one

thing, but ensuring it

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is successfully implemented is another. Many companies get embroiled in operational issues and do not allow the marketing activity to be focused.

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Marketing Strategy

Marketing strategy

implementation

requires a purposeful

tactical marketing

plan aligned with the

core business growth

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things that makes

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