



Business marketing strategies

Estrategias de marketing empresarial

Erika Katusca León Cabeza

Master, Instituto superior tecnológico corporativo Edward Deming, eleon@deming.edu.ec

<https://orcid.org/0009-0000-7650-7332>

Abstract

The objective of this research is to establish the virtue of marketing strategies for a company or enterprise in order to position its brand in front of the competition and to be able to maintain its position over time. To achieve this objective a documentary research was applied, reading in various articles, bibliographies and documentaries in order to illustrate the article with the concepts, matrices and strategies suitable for its application. We came to the conclusion that if a company does not carry out a good study of its internal and external weaknesses and strengths, it will not be able to grow and remain in the market today, thus causing the bankruptcy or collapse of the enterprise.

Keywords: Strategy, Marketing, Targeting, Analytics, Advertising, Digital

Resumen

El objetivo de esta investigación es establecer la virtud de las estrategias de marketing para una empresa o emprendimiento con el fin de posicionar su marca ante la competencia y lograr mantenerse posicionada con el pasar del tiempo. Para conseguir este objetivo se aplicó una investigación documental, leyendo en diversos artículos, bibliografías y documentales con el fin de ilustrar el artículo con los conceptos, matrices y estrategias adecuadas para su aplicación. Llegando a la conclusión de que si una empresa no realiza un buen estudio de sus debilidades y fortalezas internas y externas no lograra crecer y permanecer hoy en día en el mercado, causando de este modo la quiebra o caída del emprendimiento.

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Corresponding Author
Erika Katusca León head
eleon@deming.edu.ec
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Palabras clave: Estrategia, Marketing, Target, Análisis, Publicidad, Digital

Introduction

Strategies are the planning of the objectives and goals of a company in the long term, as well as the actions to be taken and the resources needed in the short term to achieve the objectives and goals successfully. They help to have a competitive advantage, due to the fact that nowadays companies are in a totally competitive environment, (Dolores Brito-Orta & Espinosa-Tanguma, 2015) from which many fail to survive because they do not have a good strategy that considers all the internal and external aspects of a company.

(Dolores Brito-Orta & Espinosa-Tanguma, 2015) indicates that among the strategies that a company should consider are the marketing strategies, based on or starting from the key knowledge of the mission, vision, values and objective of the company; and for this we must take into account what a marketing strategy is and how many types we can apply in our company.

On the other hand, marketing strategies (Alonso Dos Santos, 2016) are methods, which outline and describe procedures designed for a company to achieve specific marketing objectives in the short, medium or long term. (Berselli, 2018) Having to take into account internal and external actions with an adequate communication of strategic messages in order to attack the right target and thus get customers of the product.

Within the strategies we have 5 attack strategies, which are:

- Functional marketing strategies, which refers to applying the 4 Ps of marketing, that is, analyzing the product, price, point of sale and promotion, in order to achieve a competitive advantage.
- Branding or brand positioning strategies
- Such a strategy is established in the long term to achieve a stable brand positioning in order to achieve the company's specific objectives and take advantage of the competition.
- Committed marketing strategies

In this strategy, companies or organizations join together to achieve a social impact, whether for profit or not for profit, as an example we have the environmental factor on the part of companies today.

For (Spina et al., 2013) the strategy is a planning devised by the company in order to have in context the part of the target or public to be addressed and thus promote their products or services.

Digital marketing strategies

The digital marketing strategy allows us to define any action taken by a company to improve and be noticed in digital media such as social networks, websites or Google search engines.

- Among these strategies we have:
- E-mail marketing strategies
- Inbound marketing strategies
- Content marketing strategies
- Social media marketing strategies
- SEO: Search Engine Optimization
- SEM: Paid search engine advertising
- Social Ads

Which are optimal for the proper attack of a company at the marketing level, having a good entry into the market and achieving permanence in it.

Methodology

Consequently, in the above stated in the introduction and in what has been investigated in various bibliographic sources, (kamlot, 2017) a company without digital marketing obstructs its growth or the ability to stay in the market because it does not make itself known to the target chosen at the beginning of it. (Gris-Legorreta, 2017). On the other hand, according to recent statistics of the portal Dimensión Empresarial, companies known as SMEs, i.e. small and medium enterprises are usually the most likely to fail because they use a marketing strategy with the phrase "we'll see how everything flows" and do not develop a previous business plan. (Cubillos Rivera et al., 2014)and therefore cause an imminent closure of the company.

(Fuenzalida et al., 2020). When starting a company or venture, the business plan or strategies to be followed must be taken into account, and within these strategies take into account the technological and marketing part to be at the forefront of society and standards of the world economy.

To create this marketing strategy within the business plan, it is necessary to create the most accurate mission, vision, values and objectives of the company, in order to create strategies linked to business values and thus have in the foreground the internal and external weaknesses and strengths of the brand.

Results

To start a marketing strategy process, we must ask ourselves an initial question, which is: how to successfully achieve the main objective of the company to obtain presence in social networks and increase advantages in relation to its main competitors; so it is considered that, with good planning and analysis in weaknesses and strengths, we will achieve the right answer for the positive growth of the brand and this will be achieved by performing various matrices with ease of understanding, among these matrices we have:

Internal VRIO analysis

This analysis considers 4 important points, as its name indicates: VRIO- Advantages, Disadvantages, Resources, Capabilities, because the VRIO analysis is a strategic planning tool used by companies to make efficient business decisions, it helps us to provide information to obtain a competitive advantage.

In the Pest analysis we are able to evaluate the various external aspects that may affect the company, such as political, economic, social, technological, ecological and legal factors.

Once the respective analyses have been carried out, we proceed to the creation of the defense strategy in order to start the marketing planning and thus position the company over its competitors.

Defensive Strategy

The defensive strategy can be defined as the way in which the company minimizes the risk of the impact that can cause the attack of

the competition, in order to disarm it before it affects productivity, among these strategies is the online marketing; advertising and momentum that will be given by social networks, websites, search engine optimization among other marketing options.

Website

It is a website for companies to make themselves known, highlight their success stories, keep their product information updated and above all to have visibility in front of competitors and customers.

In this blog we can generate stories related to the company's line of business, trends, history of how the brand was created and grew, history of events related to the company's line of business and allow visitors to comment or comment their ideas being the community manager in charge of having control of negative opinions or attacks to the site.

Likewise, a chatbot can be placed on the web page that redirects to a WhatsApp because there must be a fast and efficient customer service, making a noticeable difference in the buyer's experience; as well as there can be a button for frequently asked questions and answers for a faster guide, such as how long it takes for the product to arrive.

Digital advertising

Digital advertising encompasses the word marketing that is done through online channels, such as websites, social networks and streaming content. Digital ads are expressed through text, image, audio and video.

It is important for digital advertising, to have channeled the target or appropriate segmentation within the geography stipulated in the mission, vision and objective of the company.

SEO Search Engine Optimization

SEO positioning is a series of optimization techniques and strategies that are implemented in the pages of a web site in order to improve the organic or paid positioning in search engines and achieve a greater amount of traffic to the web page.

With the positioning is achieved the increase in sales, since the company will be among the first when a person searches for products of the same line of business of the company.

Social networks

Social networks as a marketing strategy refers to all promotions or publications of the brand or company through social networks such as Facebook, Twitter, Instagram, YouTube, Tiktok, which are at the top of Internet users, thus achieving momentum and interaction between the brand and its target audience. As we can see in the various bibliographies reflects the importance of a good marketing strategy, which should analyze every aspect that encompasses or surrounds the company to make the most successful strategy and achieve the desired success against the competition and the market in which it will be.

Conclusions

According to the research carried out, it is observed that the problem of growth or commercial stability that exists in some companies is due to the lack of an initial approach where they include various business strategies that help them to enter the market and above all to remain stable in the face of their competition.

Among the strategies mentioned, we find the marketing strategies, which is a system that allows to promote the products or services of a brand or company through the Internet, to achieve the objectives of the company. For this purpose, several matrices such as VRIO and PEST were shown, which can clarify where we are as a company, both externally and internally, and it is easy to interpret the results by those in charge of the company, if there is no financial capacity to hire an expert in strategic approaches.

In conclusion, having a well-structured digital marketing strategy becomes a relevant issue in today's world because it allows companies to be connected with their customers and to be able to provide adequate, effective and relevant attention for the good positioning of the brand in front of its competition, achieving customer satisfaction. Additionally, it allows to capture the attention of new customers; which to achieve this should be evaluated the

current situation of the company, the objectives, values, and goals you want to achieve.

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