

CBA 11 Marketing (October) for Mr. Richard Korgi (page 1-22)

Marketing Strategy

Segment 1: The primary target market for the new product is the "Millennials" generation, which is the largest and most economically active segment of the population.

Segment 2: The secondary target market is the "Generation X" generation, which is the second largest and most economically active segment of the population. This segment is also the most likely to be influenced by social media.

Key Message

- 1. The new product is the most innovative and effective solution for the problem.
- 2. The new product is the most affordable and accessible solution for the problem.
- 3. The new product is the most reliable and durable solution for the problem.
- 4. The new product is the most convenient and easy-to-use solution for the problem.

Marketing Strategy (continued) The marketing strategy for the new product is to use a combination of direct and indirect marketing methods to reach the target market.

Key Message

Marketing Strategy (continued)

The marketing strategy for the new product is to use a combination of direct and indirect marketing methods to reach the target market. The direct marketing methods include email marketing, direct mail, and telemarketing. The indirect marketing methods include advertising, public relations, and social media.

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Guide New World Beginnings

Huangqi Zhang



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Ellison, 1980 **W.P.A. Technical Series**, 1943 **AP* U.S. History Review and Study Guide for American Pageant 12th edition** Mill Hill Books, **W. P. A. Technical Series** United States. Work Projects Administration, 1940 **AP* U.S. History Review and Study Guide for American Pageant 14th edition** Mill Hill Books, **Catalog of Copyright Entries.**

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