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and what you re missing regarding the objective you set then developing tactics to help you meet your goal a marketing strategy is a plan to achieve a defined marketing goal to reach consumers and convert them into customers download your guide to marketing strategic planning success turn your strategic plans into reality with an exclusive template and actionable insights work email continue updated june 24 2024 published july 28 2023 if you re new to marketing you might have a skewed perception of it you might imagine a multimillion dollar super bowl ad or a glowing billboard in times square marketing is much more than that a marketing plan is a blueprint that outlines your strategies to attract and convert your ideal customers as a part of your customer acquisition strategy it s a comprehensive document that details your target audience who you re trying to reach marketing goals what you want to achieve strategies and tactics how you ll reach your goals a marketing strategy is 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their products or services and reach potential customers it s a marketing playbook used to generate measurable business results the purpose of a marketing strategy is to generate brand awareness nurture customer relationships and convert leads into paying customers a marketing strategy defines your purpose product offering and strategic goals in support of your company s mission it tells the story of where you want to go as a company whereas your marketing plan is a roadmap of tactical efforts to get you there follow these eight steps for success 1 define your plan first you need to define each specific component of your plan to ensure stakeholders are aligned on goals deliverables resources and more a marketing strategy is a roadmap to help you find your target customers and figure out the best ways to reach them as you ll discover in the marketing strategy examples below you can use different types of marketing strategies based on your business goals and target audience some focus on 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