**POSSIBLE MARKETING STRATEGIES**

**SEGMENTATION STRATEGIES**

* Geographic
* Demographic
* Psychographics
* Behavioural

**TARGET MARKET SELECTION STRATEGIES**

* Single-segment concentration
* Selective specification
* Product specialisation
* Market specialisation
* Full market coverage

**DIFFERENTIATION STRATEGIES**

* Product itself
* Services
* Personnel
* Image

**POSITIONING STRATEGIES**

* Attribute positioning
* Benefit positioning
* Use/application positioning
* User positioning
* Competitor positioning
* Product category positioning
* Quality/price positioning

**MARKETING MIX STRATEGIES**

* **Product**
* New product development
* Product line
* Brand
* Packaging/labelling
* Product life cycle decisions
* **Pricing**
* Mark-up pricing
* Target-return pricing
* Perceived-value pricing
* Value pricing
* Going-rate pricing
* Sealed-bid pricing
* Geographical pricing
* Price discount allowances
* Promotional pricing
* Discriminatory pricing
* Product mix pricing
* **Promoting**
* Advertising
* Billboards
* Point-of-purchase displays
* Symbols and logos
* Packaging inserts
* Sales promotion
* Public relations
* Personal selling
* Direct marketing
* **Place**
  + Channel choice
  + Market logistics
  + Inventory
  + Transportation modes/carriers

**CURRENT MARKETING STRATEGIES**

* + Relationship marketing
  + Database marketing