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COVER PAGE AND DECLARATION

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Introduction

The act of management involves carrying out tasks in a systematic and efficient way. The efficient execution of marketing initiatives is the focus of marketing management. Effective marketing management helps you match your resources and talents to your clients' demands. Before contacting clients, you may use this to design and carry out a successful marketing strategy. It will enable you to both attract new clients and hold onto current ones. Your sales and revenue will rise as a result. Additionally, effective marketing management may lower expenditures and expenses by implementing a strategic plan. An outstanding marketing team with knowledge of customer behavior, buying habits, and current marketing trends will be at your disposal with efficient marketing management. This enables you to decide more wisely both now and in the future.

1. The Marketing Proposal that Includes The Company New Logo and Slogan



Pure Water for a Happy, Healthy Life.

The company's slogan is **Pure Water for a Happy, Healthy Life.** You can write this slogan on water bottles as well as see it on the company's marketing materials. The majority of consumers don't purchase this way, yet a marketing funnel is a great tool. Today's customer journey resembles constellations of planets traced over the skies rather than being a simple, one-way procedure. Customers engage with brands constantly and every day. They are pulled to their attention while searching online product searches and order placement. They encounter brands when they stream music and movies, peruse social media feeds, and check their emails. Customers claim to have utilized numerous channels to start and finish a single transaction in 71% of cases. A Life water poll found that 64% of respondents utilized several devices to complete a single purchase.

It is crucial to approach marketing and advertising from the perspective of the customer.

By concentrating on the market interests and the consumer needs, customer-centric marketing adds value to every connection. Using the metaphor of the customer journey as a constellation of stars once more, consider each star to be a distinct opportunity to interact with consumers and inspire inspiration, curiosity, purchase, and loyalty. Start by assessing the whole consumer experience that your business offers. Which channels are your brand's customers interested in using? What content and activities do you provide at these touchpoints? How can you strengthen and link this touchpoint with others? After that, hone

the experience using knowledge and insights. A win-win situation results from customer-centric marketing. Customers like pleasant connections with brands; these interactions help brands build and maintain trust. According to a Salesforce poll, 73% of customers agree that one exceptional experience causes them to want more from other businesses.

Additionally, Live water California's business operations have a strong long-term strategy that emphasizes a customer-centric approach to marketing and advertising. A strategy that can endure adjustments in purchasing habits, preferred channels, or significant industry upheavals is working to enhance the consumer experience at every single advertising contact point. Businesses were three times more likely to considerably surpass their business objectives than their counterparts when customer experience was emphasized and handled well. Learning the methods for marketing the content that will be sold by the company that's will supplies to change the purchasing patterns noticeably. Marketing aims to draw customers by creating and distributing content information to the target audience, or the company products sellers whose purchase the company product, in a content that is clear to the audience and can be used. Infographics, Internet-based web sites, radio programs, videos, blogs, printed materials, and e-books are just a few examples of the many different formats in which content may be found. Providing customers with the necessary information is crucial for content marketing since it helps to increase consumer credibility and confidence in a brand's business, increasing the likelihood that a sale will be made.

Publishing relevant and useful content in front of consumers is the foundation of social media marketing, helping to increase the number of people who can read and share content. In addition to promoting the business in the market, search engines like Google's search engine and e-marketing are useful since they draw a large number of clients for a low effectiveness. Determining the goal and budget, before the beginning of the company advertising marketing campaign, it is very very important to know and realize the main objectives to be achievable and also to calculate its budget. A percentage of the budget must be set aside for marketing initiatives in order to reach goals and generate revenue from clients, as small American businesses devote 7-8% of their revenue to advertising and marketing. The Influencer industry As new marketing campaigns and successful investments return about six times the initial value spent, small company owners are anxiously awaiting the influence industry in the marketing sector and attaining triumphs in this area to repay them with significant profits. This may be accomplished in a variety of ways, including:

Concentrating on social media in marketing initiatives since it enables small firms to promote. Focus on the search for the intended target. Choose the right times for marketing advertisements to be published. comparing the campaign's end outcomes and making improvements. Because human minds frequently empathize and respond, commercial storytelling in marketing is one of the most effective ways to draw customers to a brand by appealing to their emotions and thereby cementing advertising information in their minds. With the help of other social media, people might be moved to share and advertise content. Content strategy using addresses When looking for answers to their questions, the majority of people turn to electronic search engines.

The Life water marketing division employs the following tools:

The Company Market Research

All marketing research is under the purview of the marketing department. To comprehend consumer wants and find relevant markets for items, research is required. The strengths and weaknesses of a business and its competitors are also revealed by marketing research. In the end, this helps to solve the current weakness, strive to improve and develop the strengths, and exploit the gaps of competitors with the goal of attracting and moving their consumers' preferences towards the company's product.

Water product development at Life Water Company

The marketing division of Life water works to enhance goods already on the market and develop new ones that consumers need or desire in order to provide them with a better overall experience. The marketing division's market is to analyze the market's sales of already-available goods, search for opportunities to launch new goods if there are gaps or shifts, and make difficult-to-sell goods more appealing. In order for new goods to be produced based on the consumer insight supplied by the marketing team, the marketing team shares information about customer preferences and wishes with the product development team. The marketing team is also in charge of determining the product's price based on its research and working to introduce the product to the market.

Campaigns for advertising and promotion

When the product has a product to sell, the marketing division is in charge of promoting the item and the brand. Creating campaigns, events, advertisements, and promotional materials helps the creative team achieve this. Additionally, this information is disseminated to the public in order to raise awareness and turn potential clients into loyal clients of the business. The marketing division is given a budget for promotion, and the division is required to design its promotional activities within this budget. With the aid of social media specialists, the marketing department also oversees marketing campaigns across social networking sites. These specialists design and put into action strategies to promote the business and its products online by generating buzz that is intended to draw clients and boost sales.

Developing The Business

Working collaboratively, the marketing and sales teams may generate new opportunities. The marketing team comes up with an audience of strategies to draw in potential customers through media advertisements, online ads on websites or social media, and uses incentives and rewards to keep audiences interested. This gives the sales team the opportunity to persuade customers to purchase the product. The sales department will next follow up with the potential consumers that the marketing department has identified. Some of those leads might not become regular clients as a result of this. Therefore, the marketing department is in charge of always developing new marketing methods and recruiting customers.

The Market Segmentation

The obvious market sector that Life Water concentrates on is customers and potential prospects that are rich and interested in owning high-quality wristwatches and exclusivity that will offer them an exceptional image of extravagance and lushness.

All of the goods made by Life Water are intended for consumers who can afford them and want to flaunt their riches in public. This isn't done to brag, but rather, it's possible that showing wealth makes consumers feel better about themselves. The majority of Life Water's clients and users are men over the age of 35.

A marketing plan organizes your business's marketing goals and creates a strategy for attaining them. It serves as a road plan for a small business's product of a new good or service. Your goal statement serves as the starting point, and from there you define your target market and your plan for reaching them. The market you operate in, your target

audience, the marketing tools and methods you intend to employ, as well as how you plan to assess your performance, should all be included in your plan. It may be tempting to initiate personalized marketing initiatives right away without first doing any preparation, but spending the time to create a business or marketing plan can ultimately pay off. This is because your marketing campaigns will be centered on long-term goals. The odds of success are increased by 3 times for marketers who define goals and document their strategies, and by 4 times for the most organized.

The Market's Position:

Choose your industry and include a search that includes information on the state of your industry. Your company can be going for a specific niche or beginning to do well in a bigger market as a result of rising demand. Plan out your market share goals and how you'll stand out from the competition. This is where competitor analysis might be useful; describe the competitors to show how you can differentiate yourself.

The company's strengths and weaknesses are as follows:

Your understanding of your company's advantages and strengths is demonstrated by the scenario analysis. A SWOT analysis, which outlines Strengths, Weaknesses, Opportunities, and Threats in a four-pillar grid, is one technique to do this. Help your team brainstorm approaches to accomplish your particular goals by using analysis.

Analysis of the target audience

Describe in detail your target clients' requirements. Market research firms may offer information relevant to the industry they serve, and even more thoroughly, they can create buyer personas that can be used to predict consumer behavior. This may serve as the basis for your content strategy and be included into strategies to draw in customers through a variety of marketing channels, including audio, video, tales, and others.

Life Water Company's marketing objectives and evaluation procedures.

Set marketing goals. Describe in plan the kinds of businesses you wish to succeed in and how you want to increase your market share. Establish procedures for monitoring data and key performance indicators (KPIs), or the instrument used to gauge your progress, next. The

statistic you employ might be the quantity of goods sold, the quantity of memberships sold, the quantity of downloads, or any other metric related to your particular goals.

Marketing strategies and channels used by Life Water Company.

Determine which marketing initiatives you'll undertake and how they'll assist your content marketing strategy or your audience-communications strategy. Examine in depth the marketing channels you'll employ and the reasons behind them. This may involve traditional marketing channels like print advertisements and periodicals as well as digital marketing initiatives like social network and search engine optimization. The fundamental marketing strategies frequently include social media marketing and email newsletters. You may also benefit from sponsored social media posts, digital advertisements, podcast advertisements, targeted video advertisements, and other strategies, depending on the market you're in.

In the Life Water Company, logistics and finance.

A comprehensive business plan that may be utilized to persuade prospective investors to make a profit should also include logistics and finance. Include your marketing budget, the measures you plan to take for your marketing campaign, and financial predictions that illustrate how much profit you anticipate your business will make over the next one to five years—or the next five years if it is currently operational. The curiosity of the audience might be piqued with the use of infographics, charts, and graphs displaying your financial situation.

2. The Social Media Campaign Which will Make Life Water Company greener company:

The term "digital marketing" is defined as including all marketing methods that support the promotion and marketing of various goods and products, which are represented by the use of the Internet, social media platforms, mobile devices, advertisements, search engines, and other channels that help reach the widest audience. Since it is seen as a kind of conventional marketing, with the distinction that it is carried out through digital channels, customer feedback is sought from them as well as beyond that to include both SMS service and electronic interactive advertising boards. In addition to the aforementioned, digital marketing is defined succinctly in Life water as one of the types of marketing that utilizes digital tools

on the Internet to advertise products and launch promotional campaigns electronically, through a collection of strategies symbolized by e-mail, in addition to the aforementioned.

The Benefits of Digital Marketing

Direct communication between the business owner and the customer in Life Water:

Customers have the opportunity to express their needs directly by responding through various marketing channels, as well as the possibility to learn their opinions and evaluations of the products, which aids in their development and improvement. Reaching the target audiences: By using a variety of factors, including age, gender, hobbies, keywords, and the most recent websites visited, employers may accurately target interested groups of people.

Excellent digital marketing tools

The following are some of the most well-known tools that assist digital marketers in more easily achieving their objectives:

- One of the most crucial tools in the process of digital marketing is the HubSpot Tool, which is used to promote products and services via marketing, blogs, and landing pages as well as social media. The marketer may also use it to present crucial performance indicators in a unique control panel.
- SEMrush: This is a very potent tool. Knowing that it is accessible through either a free or paid membership registration, but that the free restrict the individual as to use a number of its features, it aids the marketer in searching for keywords or keywords, following placements, and conducting a full technical audit.
- A digital marketer cannot function without the Google Analytics tool, which is one of the most crucial tools available; It is beneficial to understand the level of contact between users of the website and anybody seeking further information on how to properly utilize this product; Create an account for one of the free online courses.
- Moz: This tool gives a huge range of SEO tools, both paid and unpaid, that the digital marketer can use to analyze the page, search for keywords or tags, and more. It also gives them the possibility of using a separate MozBar Chrome component, which provides instant page metrics at the touch of a button.
- Hootsuite is one of the tools for managing social media. It enables users to save and schedule social media content across several websites. Along with tracking and monitoring social media content, it may also be used to calculate conversions and track conversations about a user's brand or product.

Live Water's Digital Marketing Strategies

The most effective tactics in the field of digital marketing are those that best suit the understanding of technology and material resources of the person or organisation using them. There are numerous approaches that may be employed in this area. Two major categories, from which a number of other categories branch, may be used to categorise digital marketing.

The Online Digital Marketing

The following are the most well-known examples of the many digital marketing methods that make it easier to contact target audiences as soon as possible and produce results in the real world:

Life Water Company Social Networks

One of the types of digital marketing that marketers concentrate on the most is through social media channels, given the significance of these platforms at the moment and the presence of a large number of users globally, which helps to draw visitors to the website and thus draw potential customers' interest with a number of services and deal with them to offer them all the details and finish the sale and get perfect customer experience.

The Digital Material

By giving them useful information that raises their brand awareness and even inspires them to purchase the goods or services being sold, digital marketing through content marketing replicates the target audience. Another goal of this kind is to establish deep bonds with prospective clients and turn them into partners rather than merely marketers. It relies on inbound marketing strategies, publishing worthwhile content, adding quality and appealing content for readers on the site that leads to increased traffic or visits, and better marketing for the brand or products to be sold, increasing the number of prospective and actual customers and generating more profit.

Search Engine Optimization with SEM

Using search engine marketing (SEM) on engines like Google, digital marketers may raise the profile of their clients' websites and the value of their content by tailoring both to the keywords they employ and the links leading to them, as well as the rate and quantity of impressions among search results on such engines without paying for them. Regarding SEM

marketing, it would enhance the quantity of paid visitors from search engines, with Google AdWords being the most popular type. Some marketing experts believe that e-marketing is a completely new endeavor that requires new methods and techniques to deal with the market and customers and new ways to realize and know how customers act. From the customer base, which includes search engine result advertising, email advertisements, and anything else that combines marketing with customer feedback or establishes a two-way dialogue between the business and the client. In a nutshell, it refers to all types of online marketing initiatives using different e-marketing tools from the current digital channels like the websites, social networking sites and mobile applications. These efforts are always linked to deal with the market and the audience at the appropriate time and place and effectively presenting the content that you are trying to create and promote in order to promote information that isn't really related to the company brand promotion but whose intent is to create and make Internet marketing strategies. An organization's entire marketing strategy should include an e-marketing strategy since businesses who conduct the majority of their business online must do so. These businesses must also employ e-marketing tools that There are five primary categories of online marketing, some of which are more significant to online offline firms while others are more successful in online business, which are as follows:

Internet Advertising This marketing element is crucial. For small firms, importance It allows them an opportunity to compete with big businesses by showing up in search results. Since people use search engines to locate things both locally and online, it's critical for the search to rank well for keywords related to its goods and services. Internet experts provide this service under the search of search engine optimization, where they may guarantee that the engine's website is accessible to those who do product searches on search engines.

Local search engine marketing Location-based marketing involves website optimization for search results as well as integrating search engine functionality into maps. This is particularly true for Google, where businesses can be listed with mapping information and addresses, giving the potential customer what they need to visit the business. It can also list the phone number, website address, and frequently customer service is available to help someone decide if they are interested in the pr. [4]

Marketing Through Content This strategy focuses on educating potential clients about the good or service as well as information in general. Although everyone is out to sell something, consumers will have more faith in a company if they believe it has a particular degree of competence. In the past, content was frequently promoted through printed brochures and guides.

Social Media Marketing Everyone speaks about social media, but the business is that it may be challenging for businesses to incorporate social media into their operations. This depends on the type of media utilized, how it is used, as well as the sort of business; for some, it can be a means of engaging with consumers Delivering breaking news to them might be a crucial element of success. Marketing via email This sort of marketing is essential for online businesses since email marketing is focused on creating a list of prospective clients and clients that includes their names and emails. As this list grows, the business expands and many marketing specialists are taken into business. that in the long term, this is the most significant marketing tactic for small businesses. Tools for e-marketing It is imperative for entrepreneurs to use e-marketing tools that can support the growth of their business since marketing their items is essential to their success.

Conclusion

I discussed the importance of the marketing management as an essential tool for Life water and the part that marketing plays in the business in this report. I presented a sizable portion of a marketing proposal for the business that analyses the company's strengths and weaknesses, and also the company opportunities and threats. In the second section, I also discussed Life water's use of digital and electronic marketing, as well as how these strategies have helped the company's sales in the two states.

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