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web 3 thg 4 2024 a marketing strategy is an overview of how a business or organization will articulate its value proposition to its customers generally a marketing strategy outlines business goals target market buyer personas competitors and value for customers it provides a long term vision for overall marketing efforts often looking many years ahead

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web 10 thg 2 2023 marketing is a business practice meant to address all those issues such as generating awareness through generating desire fostering customer loyalty and encouraging advocacy in other words because marketing connects the business with its customers there can be no sales without marketing

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