

**THE ESSENCE AND IMPORTANCE OF MARKETING STRATEGIES IN  
ENTERPRISES**

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**Annotation:** The article deals with important information about the essence and importance of marketing strategies in enterprises. Moreover, components of marketing strategies in enterprises and its peculiarities were noted.

**Key words:** *marketing strategy, forward-looking approach, long-term objectives, target audience, A well-executed marketing strategy, sophisticated approach.*

A successful marketing strategy is essential for any business. It helps to ensure that resources are dedicated to the right initiatives and that valuable customer relationships are established and maintained. Hence, the importance of a marketing strategy cannot be overstated; as it forms the backbone of all marketing initiatives, guiding the direction and ensuring that marketing efforts are aligned with business goals. An effective marketing strategy, for example, can be the difference between a product launch that fizzles out and one that makes a significant impact. When a company takes the time to build a comprehensive marketing plan, it can ensure that the right message reaches the right audience at the right time, leading to increased sales and brand recognition. Another important aspect of a successful marketing strategy is crafting your brand voice. This is an essential part of any business, as it speaks to what makes you unique and helps customers identify with your brand values. By establishing a clear and consistent brand voice, companies can build trust with their customer base and ensure that they are making the right impression on both existing and potential customers.

Marketing Strategy can be defined as building and planning a long-term and forward-looking approach with a well-defined plan to attain the desired goals and objectives of accomplishing higher sales, increased revenue generation for the company, retaining the loyal base of customers, attracting a new set of customers, and gaining a competitive advantage in the market amongst others. The management of the company needs to have a well-defined and aligned marketing strategy in place having a team of expert professionals and talented in-house staff to attain the overall aims and objectives plus enhance the brand value[1]. A marketing

strategy focuses on integrating the resources and strengths of a business, which the marketing team uses to create a roadmap for promoting its products or services to the target audience. For any business, creating their own marketing strategy requires a deep understanding of the market, competitors, and customers. The term “marketing strategy” refers to the overall game plan for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy helps a company create a competitive advantage by providing a forward-looking approach to planning. This advantage can be achieved through a combination of customer and competitor research. A company’s goals and vision are the fuel that drives its marketing strategy. Objectives should clearly state where the company wants to be in the future and what it plans to achieve. A company’s objectives should be able to give a clear direction for developing its marketing strategy.

- Strategic Planning defines the steps a company should take to achieve its objectives. It includes understanding the company’s strengths and weaknesses, analyzing what marketing methods to use, and allocating the required resources to implement the plan. Your plans can consist of giving sales discounts, promotional support, or any action needed to motivate the customer to purchase your product.

A marketing strategy provides the foundation of your marketing plan. Creating a marketing strategy is simpler compared to implementing the items contained in it, and it is where a marketing plan comes in. Your marketing strategy should provide a roadmap for your marketing plan. When successfully implemented, it ensures the company can achieve its short-term and long-term objectives[2]. A marketing strategy must not be confused with a marketing plan. A marketing strategy defines your overall direction and objectives, while a marketing plan outlines the specific actions to be used to achieve your marketing strategy. The market strategy is forward-looking, defining your goals for the next few years. While marketing plans are actions that are currently being employed by your business. Effective marketing starts with a professionally developed marketing strategy. A well-executed marketing strategy enables you to define your business objectives and create a plan to achieve these goals. The marketing strategy sets the direction of your business and affects every aspect of its operation. The development of a marketing strategy is an integral part of any business operation. It is used to develop the company’s marketing plans that help the company achieve its overall objectives plus helping it

enhance its brand value. **Enterprise marketing** is a key driver of sustainable growth for big brands. It's a multifaceted approach that requires strategic thinking and a deep understanding of the market and target audience.

In this guide, we'll delve into the various ways top companies leverage enterprise marketing to drive long-term success. We'll explore the tactics that the most prominent brands use to stay ahead of the competition and achieve consistent growth year after year. Enterprise marketing is a sophisticated approach adopted by large-scale businesses to expand and maintain their customer base. It involves integrating growth-oriented enterprise marketing strategies with resources from various departments, emphasizing a cohesive marketing effort. Typically, an enterprise-level business, with annual revenues nearing one billion dollars and over 1,000 employees, employs enterprise marketing management to navigate the complexities of large-scale operations[3]. This approach includes multiple channels and tactics, far surpassing the scope of typical marketing programs.

A marketing strategy alludes to a business's general diversion arrangement for coming to imminent buyers and turning them into clients of their items or administrations. A marketing strategy contains:

- The company's value suggestion.
- Information on target customer demographics.
- Key brand messaging.
- Other essential elements.

Ideally, a marketing strategy covers the 4 Ps of a company. Those include product, price, place, and promotion[4]. A clear marketing strategy ought to rotate around the company's value proposition. The latter communicates to customers what the company stands for, how it works, and why it merits their business. This gives marketing groups a format that should illuminate their activities over all of the company's items and administrations. For illustration, Walmart (WMT) is a rebate retailer with "everyday low prices," whose commerce operations and showcasing endeavors are established in that idea.

In the summary we can conclude that a marketing strategy is the sum of all marketing goals and objectives executed in a single comprehensive plan. An effective marketing strategy is based on extensive marketing research. Marketing strategies are developed to promote a company's products and services. Marketing strategies are performed to help the company realize its optimum profit potential and ensure the viability of the business.

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