

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company.

Essential Steps for a Successful Strategic Marketing Process

Mission: Apple is dedicated to making innovative, high-quality products.

Situation Analysis: Apple's competitive advantage is driven by its commitment to understanding customer needs, focusing on the products that are core to its mission, and fostering a collaborative work culture.

Marketing Strategy: Apple usually is first to the marketplace with new products and the company relies on brand loyalty from existing customers as a strategy when launching new products and services.

Marketing Mix: While Apple offers a range of products, it values premium pricing and relies on strict guidelines for distribution.

Implementation and Control: Each Apple product complements the others and work within the same ecosystem, so customers tend to stay with the brand, creating loyal consumers.