**POSSIBLE Marketing Strategies**

1. **Segmentation Strategies –**
* *Geographic.*
* *Demographic.*
* *Psychographic.*
* *Behavioral.*
1. **Target Market Selection Strategies –**
* *Single-segment Concentration.*
* *Selective Specification.*
* *Product Specialization.*
* *Market Specialization.*
* *Full Marketing Coverage.*
1. **Differentiation Strategies –**
* *Product Itself.*
* *Services.*
* *Personnel.*
* *Image.*
1. **Positioning Strategies –**
* *Attribute Positioning.*
* *Benefit Positioning.*
* *Use & Application Positioning.*
* *User Positioning.*
* *Competitor Positioning.*
* *Product Category Positioning.*
* *Quality & Price Positioning.*
1. **Marketing Mix Strategies –**
* **Products:**
* *New Product Development.*
* *Product Line.*
* *Brand.*
* *Packaging.*
* *Labeling.*
* *Product Life Cycle Decisions.*
* **Pricing:**
* *Markup 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.*
* *Logos.*
* *Packaging Inserts.*
* *Sales Promotion.*
* *Public Relations.*
* *Personal Selling.*
* *Direct Marketing.*
* **Place:**
* *Channel Choice.*
* *Market Logistics.*
* *Inventory.*
* *Transportation Modes & Carriers.*
1. **Current Marketing Strategies –**
* *Relationship Marketing.*
* *Database Marketing.*