
Marketing strategy in the 21st century, a review and assessment of strategies and procedures for success and implementation

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Abstract

Organizations have long used and identified various marketing strategies to build loyal customers, increase market share, and advance over competitors. With new technologies, increased consumer awareness and demand, and the need to show immediate results and performance, organizations must adapt and develop ways to achieve success in a new environment.

This paper and supported research will identify some of the key variables and factors that must be addressed and implemented in order for organizations to advance and thrive in a changing marketplace. Further, these strategies will enable business leaders to learn valuable lessons from the past and apply new and advanced strategies to develop both short and long term opportunities.

This paper will show that regardless of the industry, basic and fundamental ideas regarding marketing strategy can be developed to allow for growth, prosperity, and organization brand recognition
