

Marketing Strategy

Definition (short):

Marketing Strategy studies how firms make and implement market-oriented decisions to create, communicate, and deliver superior value while achieving sustainable competitive advantage and financial performance. It examines market orientation, positioning, resource allocation, competitive dynamics, innovation, and digital transformation to link marketing actions to growth, profitability, and shareholder value.

Definition (long):

Marketing Strategy is the branch of marketing research concerned with how firms make and implement market-oriented decisions to create, communicate, and deliver superior value to customers, stakeholders, and society, in ways that achieve sustainable competitive advantage and financial performance.

The domain investigates how marketing resources, capabilities, and actions shape firm success in dynamic technological and geopolitical environments. It integrates theories from marketing, strategy, economics, organizational behavior, and consumer research to study:

- market orientation and customer value creation,
- positioning, segmentation, and brand strategy,
- marketing resource allocation (e.g., budgets, channels, analytics),
- competitive response and market dynamics,
- innovation and digital transformation,
- and the performance consequences of strategic marketing decisions.

Marketing strategy research serves as the link between marketing theory and firm-level outcomes, often measuring growth, profitability, shareholder value, and brand equity.