

STRATEJİK PAZARLAMA PLANLAMASI

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Pazarlamanın sözlük tanımı: “tüketicilerin ihtiyaçlarını karşılamak için mal veya hizmet sağlamak” tır. Başka bir deyişle, pazarlama, müşterinin ne istediğini anlamayı ve bir şirketin ürünlerini bu gereksinimleri karşılayacak şekilde eşleştirmeyi ve bu süreçte şirket için kâr elde etmeyi içerir. Başarılı pazarlama, doğru ürünü doğru zamanda doğru yerde bulundurmaya ve müşterinin üründen haberdar olmasını sağlamayı içerir.

Stratejik pazarlama planlaması, işletmenin hedef pazarları seçmesi, değer önerilerini tanımlaması ve rekabet avantajını sürdürülebilir şekilde oluşturmaya yönelik bütüncül bir süreçtir. Modern literatür, stratejik pazarlamanın değişen tüketici beklentileri, dijital teknolojiler ve makro çevresel koşullar çerçevesinde dinamik bir yapıya dönüştüğünü vurgulamaktadır¹. Pazarlama artık yalnızca ürünlerin tanıtımı değil; tüketici değeri, müşteri deneyimi ve veri temelli karar alma süreçlerini kapsayan geniş bir yönetim alanıdır. Pazarlama, şirketin yetenekleri ile müşterilerinin ihtiyaçlarını bir araya getiren süreçtir. Şirketler, pazarda bu dengeyi sağlamak için esnek olmalıdır. Ürün değiştirmeye, yeni ürünler sunmaya veya yeni pazarlara girmeye hazırlıklı olmalıdırlar. Müşterilerini ve pazar yerini okuyabilmelidirler. Bu dengeleme süreci, bireyler veya şirketler tarafından kontrol edilmeyen, sürekli değişen ve sürekli izlenmesi gereken bir “pazarlama ortamında” gerçekleşir. Bu nedenle pazarlama şunları içerir:

- » Şirketin yetenekleri;
- » Müşterinin ihtiyaçları;

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– Değer stratejisi	
– Pazarlama stratejisi seçenekleri ve seçim opsiyonu	
5 Pazarlama hedefleri / beklenen sonuçlar	1
6 Pazarlama stratejisi	2–4
– Hedef gruplar	
– Marka konumlandırma	
– Marka adı ve tasarımı	
7 Pazarlama aracı kararları (marketing programs)	6–10
– Araç amaçları	
– Araç kararları	
8 Finansal göstergeler ve bütçeler	1–2
9 Değerlendirme kriterleri	1
10 Ekler	10+
– Önceki pazarlama faaliyetlerine ilişkin ek pazar verileri ve verilerin analizi	
– Durum analizinin olası açıklamaları	
– Senaryo analizi ve olasılık planları (contingency plans)	
– Zaman ve faaliyet çizelgeleri	
– KAYNAKLAR	

KAYNAKLAR

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