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**Assignment title: Essay: An Evaluation of Marketing within Business**

**Introduction:** marketing is one of the most essential elements of a Business. It is at the forefront of the business where all eyes will be on-first .so it is crucial That a good business has a good marketing team. Not only does it play a vital role attracting customer, but a good marketing can create a value to your business by reaching potential customers, it can also build trust where customers feel they can rely on. Business can target the right audience for the right product. Marketing and Co promoting with another partnership an expander business on huge scales. Crafting compelling brand stories to engage with their customers.

- Howard, J., 2015. How can the company improve its marketing to attract potential customers and retain current clients.

A Thorough assessment of critically evaluated marketing role in business is very significantly important. It gives in business more strength like its drives marketing and increase customer engagement.

- Miteva, N. and Popova, D., 2022. Boost your brand image with digital marketing

It's also helps you what strategies is working for your marketing what is not working like it's provides you to measurement the results and success of your campaigns.

Evaluation makes sure your marketing strategy is going right way and helps you give you all information about your marketing involvement

1. **The Role of marketing within organisations:** Role of marketing in organisations is important in businesses .it always build a bridge between the business and consumer. And it's also Made connections between organisations and customers. And moreover, it is also make sure that sellers know about what customer wants what they need, and what they are looking for, and it's helps create brand recognition and increase Marketing. Also, it creates a great outlook and supporting an incredibly good reputation in the market and it's make sure that the business is visible by right audiences and and fulfils their target properly. Marketing has extremely substantial impact on generate good sales. It always significantly plays role for attracting customers and convincing consumers buying products with their actions like advertising, content marketing, email, and social media promotions like instagram, facebook. TikTok.
- **Why market is important:** Marketing evaluations is particularly important because it creates awareness introducing new products and service to new potential customer.it's pushes sales forward by generating new leads converting prospective into customers which ultimately increase revenue. A new identity is made for the brands it's makes companies stand out from competition. It's helps very much with customer it's retains them and gives them confidence in their product. Ultimately purpose of marketing is understanding their needs and identifying the

customer demands. Deliver the product the customer need and want. Creating a long-term relationship with customer. Marketing helps businesses communicate effectively with their customers and tracks the results and refine marketing strategy.

- **Purpose of marketing:** purpose of marketing is very effectiveness for creating communication organisations with customers. And it's also creating value, satisfies needs, builds relationships, and achieve goals like they target to understand what consumers are looking for and by getting idea of this they provide best product for their customers, and it's built a good connection with their customers. And the example is cocacola marketing mix to change consumer preferences (kotler ,2003). Nike social media campaign leverage social to engage customers and build awareness (kabani,2013)

## **2.Macro-Environmental Factors Affecting Marketing Decisions (PESTLE Analysis):**

external environment impacting marketing strategy is very effective and successful business marketing tactics with using pestle framework .Pestle analysis impacts on marketing is like checking weather before planning a picnic.its makes Marketers more smart and let them understand what going on the world around them for their business.

**\*Political:** these talk about government stuff like laws regulations, are there are any new rules and any political actions that can affect on your business.

**\*Economic:** It includes money stuff like growth and inflation; marketers need to understand this stuff for have ideas on how much customers can spend and adjust reasonably priced for their consumer and do marketing tactics accordingly as well.

**\*Social Factors:** These indicate about cultural and trends. cultural like lifestyle changes, demographic, education and trends is like marketing campaigns must match with social values.and what people are would choose.

**\*Technological factors:** it gives you technological awareness and give ideas how to marketers adapt new technologies and via using them increase their market strategy.for examples they can creat mobile friendly website and apps and using targeted ads on social media.

**\*Legal factors:** its highlights about Advertising and customer laws. like it's helps marketers to knows about law related to advertising and customers protection and GDPR (general Data Protection regulations). marketers should know about these laws to avoid any legal issues

**\*Environmental factors:** Environmental factors are basically giving ideas about Eco-friendl. stuff. customers are always significantly concerned about the environment. if a company marketing a cleaning product it's highlighting eco friendly ingredients and sustainability packaging and that is helpful for increasing environment concerns consumers.

**3.Marketing in the digital age:** In today's world marketing has significantly changed a lot. now days is all about is using online technology and platforms to stay relevant with consumers.

**\*Analytic data to make decisions:** with the data analytics it's helps to make choices and marketers can look what people do online and can see what they like and what can grab their attention, clearly marketers can identify what is working and what is not.

**\*Personal at scale:** customers like personal experience from social media platforms and organisations can analyse data to their target audiences.

**\* Create high quality great content:** High quality and great contents is significantly important for attracting and involving followers on social media. And also, organisation should share interesting articles, videos post blogs people want to see and share.

**\*Build a community:** social media means build a community and get people talking to each other about your business. And organisations are creating groups, hosting events, and encourage audience to make content

**\* Flexibility:** always try to adapt new things if something not working then change your plans be flexible for any changes in any time for your benefit in business.

**\*Choose Mobile app:** in recent days majority user is from mobile apps so organisations must make sure that their apps, websites, and content, campaigns are works well on mobile phone.

**\* Listen social networks:** Organisations should always check social media platforms for what people are saying about their brands and always respond and solve anything which are questions or concerns.

**Connection with everything:** social media has profound impact on to make people connect with each other. organisation should use their social media can do marketing efforts like emails and websites for give a good experience for consumers.

**• conclusion:** from the researching it's clear that in this digital era by using digital platforms companies adapting new new technologies and it's really helping them to grow and stay ahead with the times.

**Here are 20 references from my recent research on this essay**

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