

STRATEGIC MARKETING PLAN

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Student ID:
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Module Name:
Marketing In Practice



(Chaffey & Smith, 2022)

S

01 Situation Summary

O

02 Objectives

S

03 Strategy

T

04 Tactics (Marketing Mix)

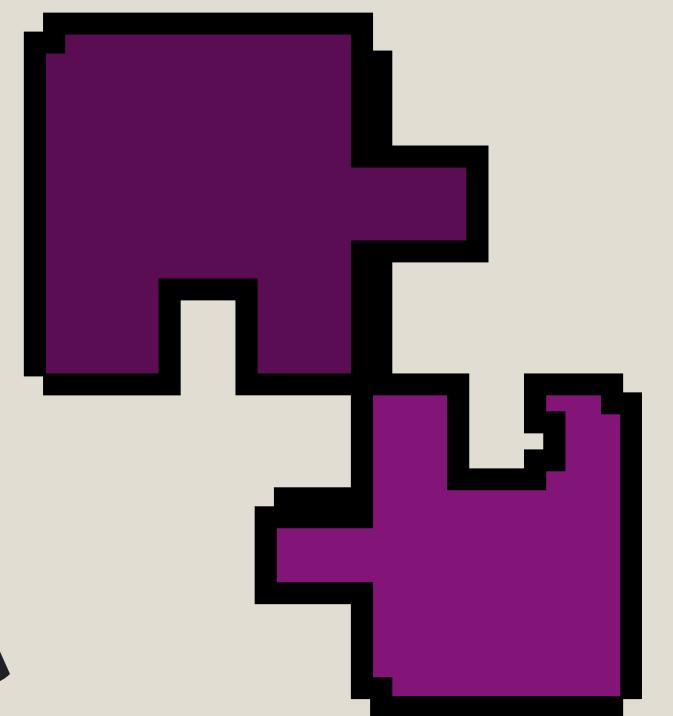
A

05 Action Plan

C

06 Control (Metrics)

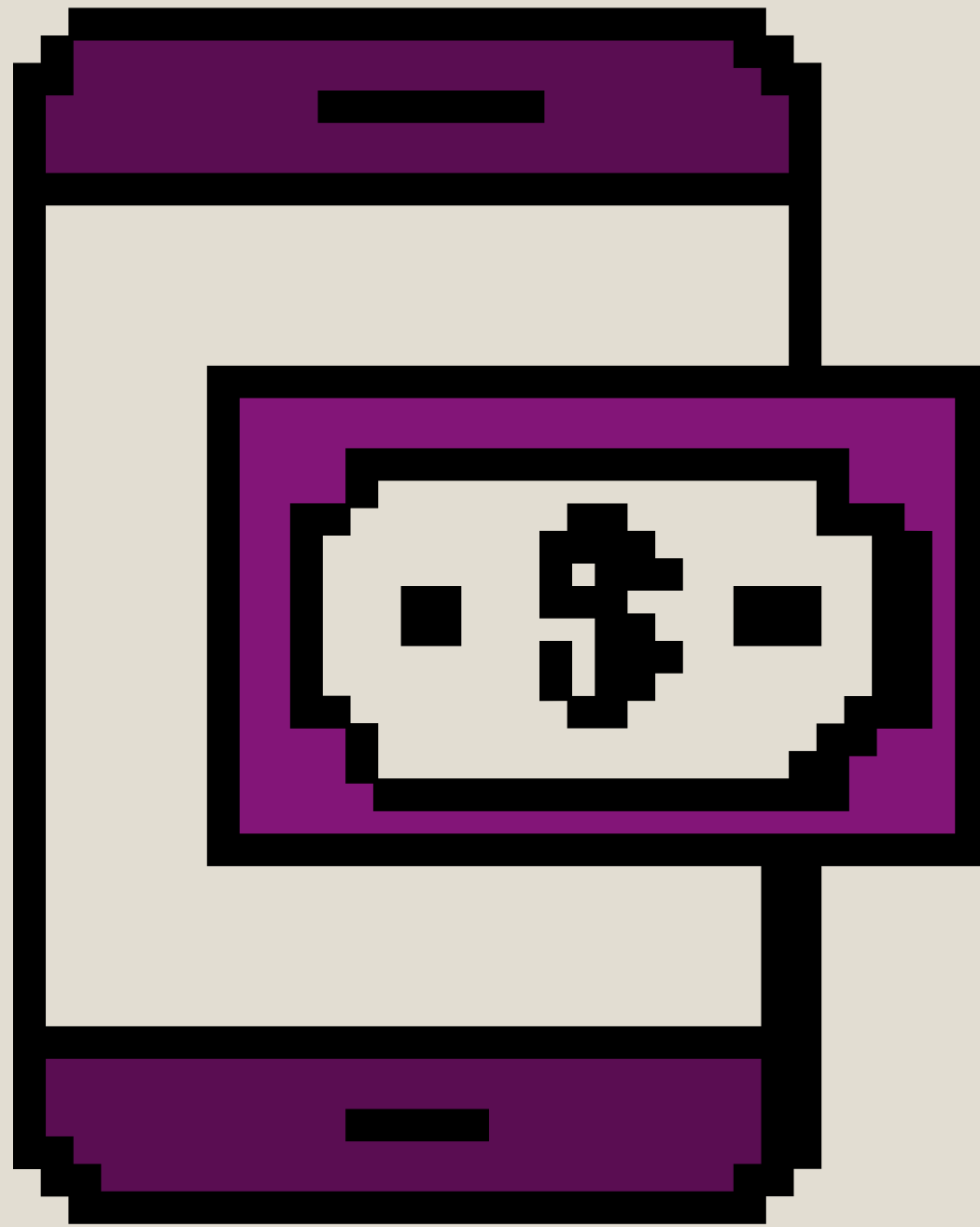
Agenda



(Chaffey & Smith, 2022)

Situation Summary: SWOT



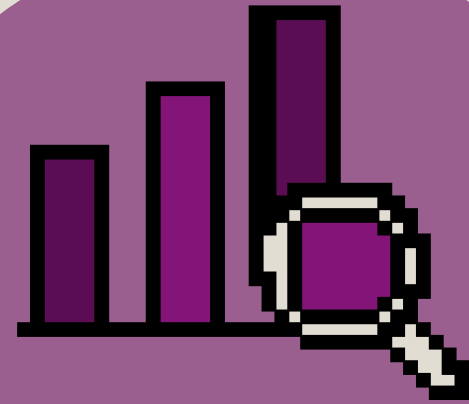


New Strategic Direction: ANSOFF

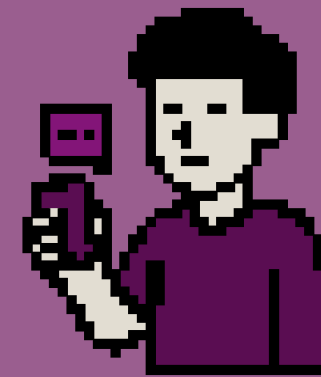
Market Development + Product Development

➡ Enter Obesity & Metabolic Market

Why...

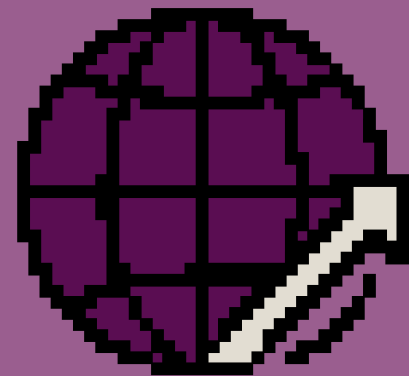


Rising Obesity Rate
Globally



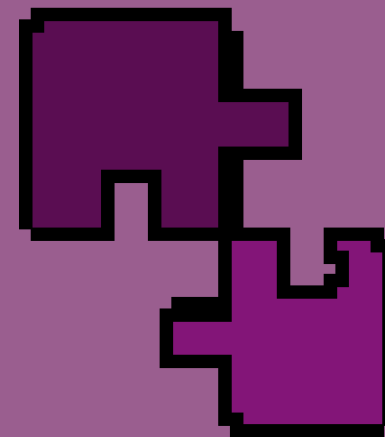
AI-Driven Drug
Innovation

..Obesity..



Aligns With
Ambition 2030

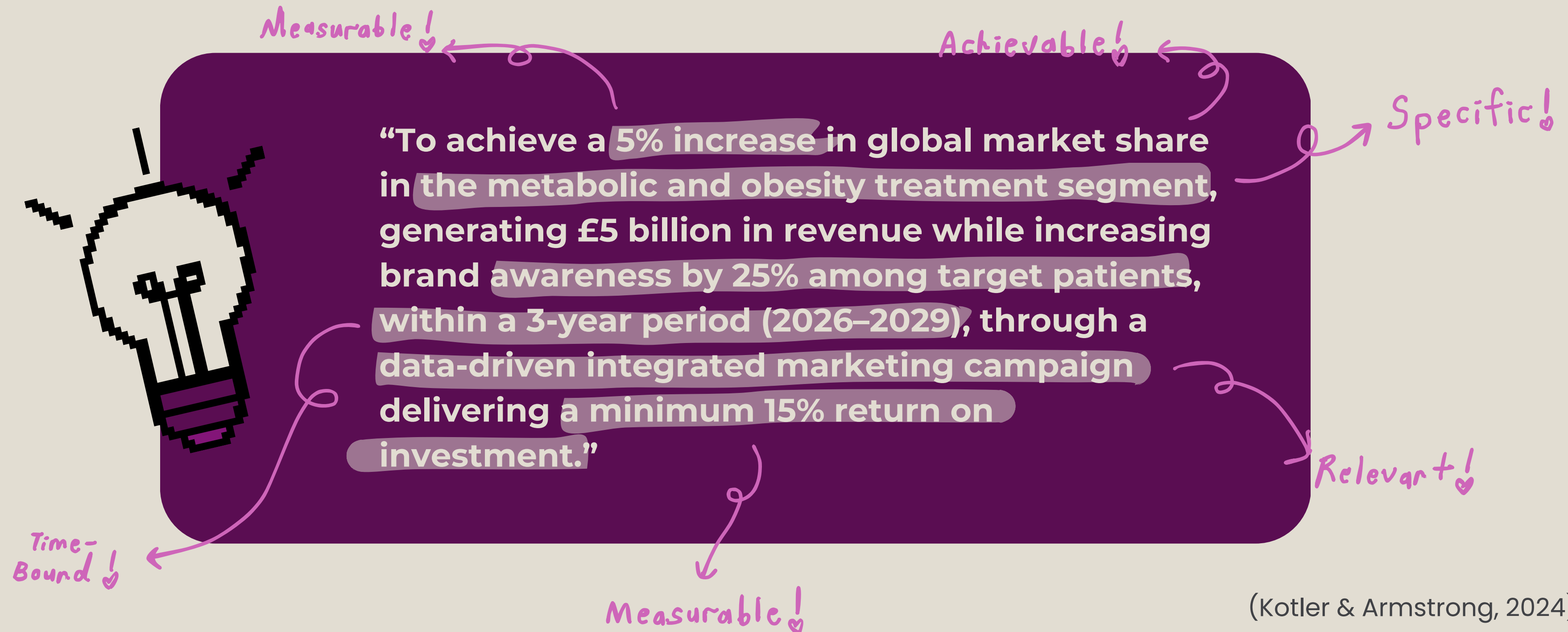
..& Metabolic..



Revenue
Diversification

..Market?

SMART Objectives



Target Market (STP)

SEGMENTATION?

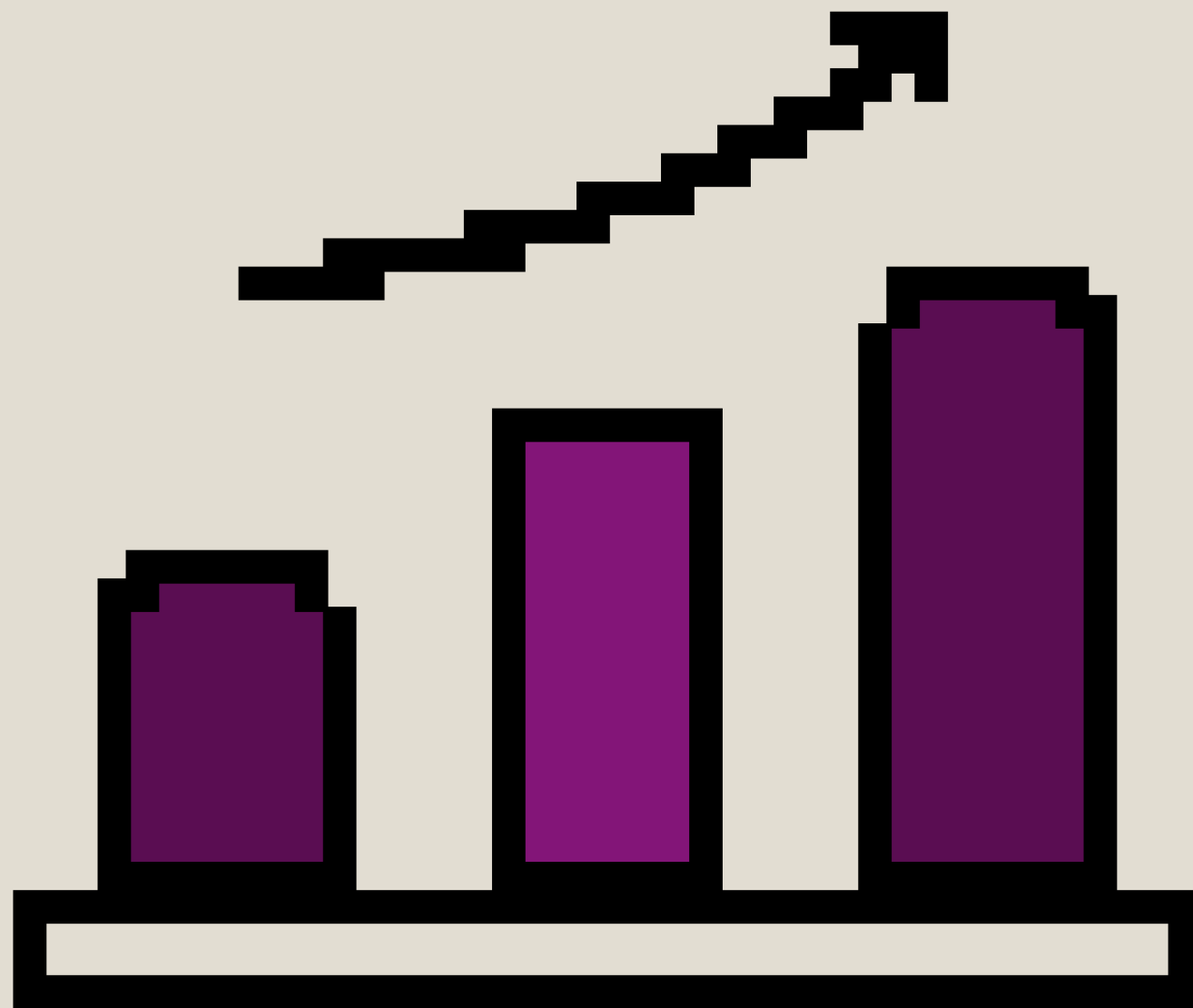


- Adults! (Age 30 - 65)
- Obesity / Metabolic Conditions

TARGETING?



- High-income + Insured Patients
- Developed + Emerging Markets



Positioning:

“Innovative, Science-led Leader in Metabolic Health.”

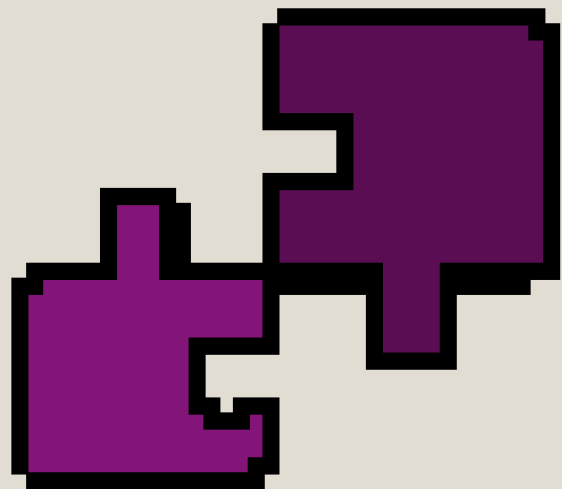
➔ USP:

- AI-Driven precision medicine
- Strong clinical credibility

Marketing Mix

(7Ps)

 AstraZeneca PLC



01 Product

02 Price

03 Place

04 Promotion

05 People

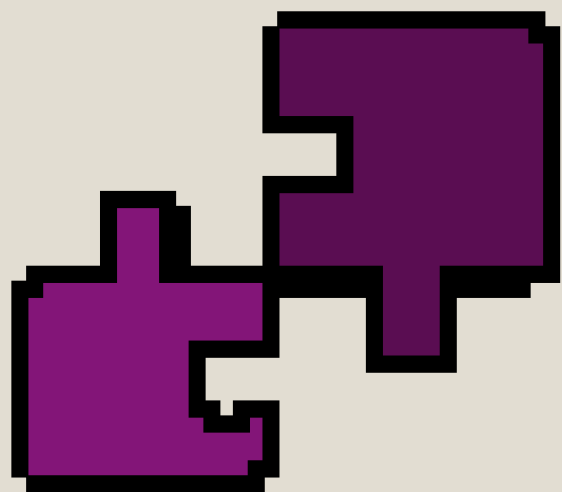
06 Process

07 Physical Evidence



Marketing Mix (7Ps)

 AstraZeneca PLC



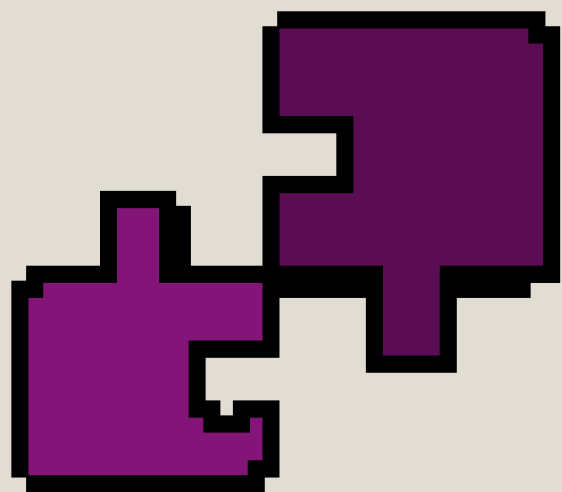
01 Product

- GLP-1 obesity drugs
- AI-enhanced treatments
- Clinical trial-backed innovation



Marketing Mix (7Ps)

 AstraZeneca PLC



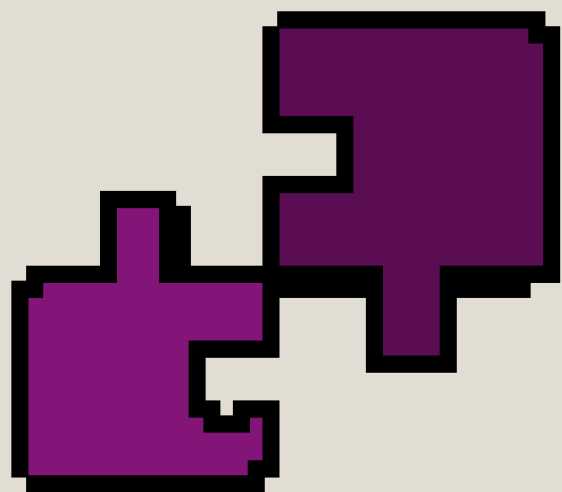
02 Price

- Value-based pricing
- Tiered pricing for markets



Marketing Mix (7Ps)

 AstraZeneca PLC



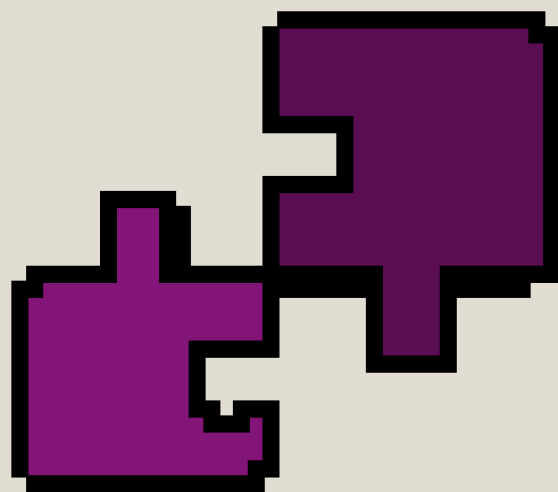
03 Place

- Hospitals & clinics
- Digital health platforms
- Emerging markets (China focus)



Marketing Mix (7Ps)

 AstraZeneca PLC



04 Promotion

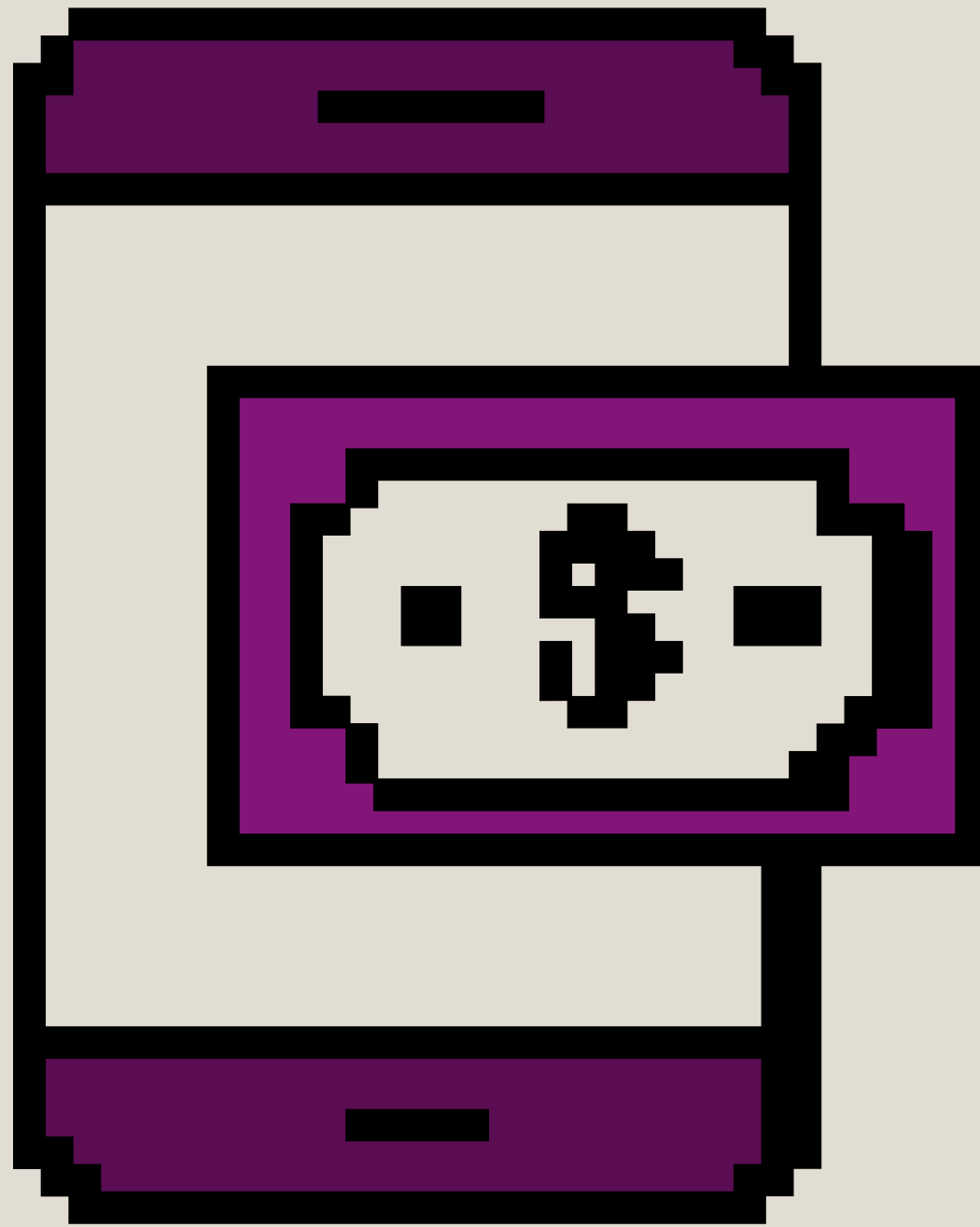
Campaign:
“Reclaim Your Health”

Channels:

- Social media
- Healthcare partnerships
- Influencers
- PR campaigns

(Statista, 2026)





Promotional Mix

**“Traditional
vs. Digital?”**

**We chose
Digital!**

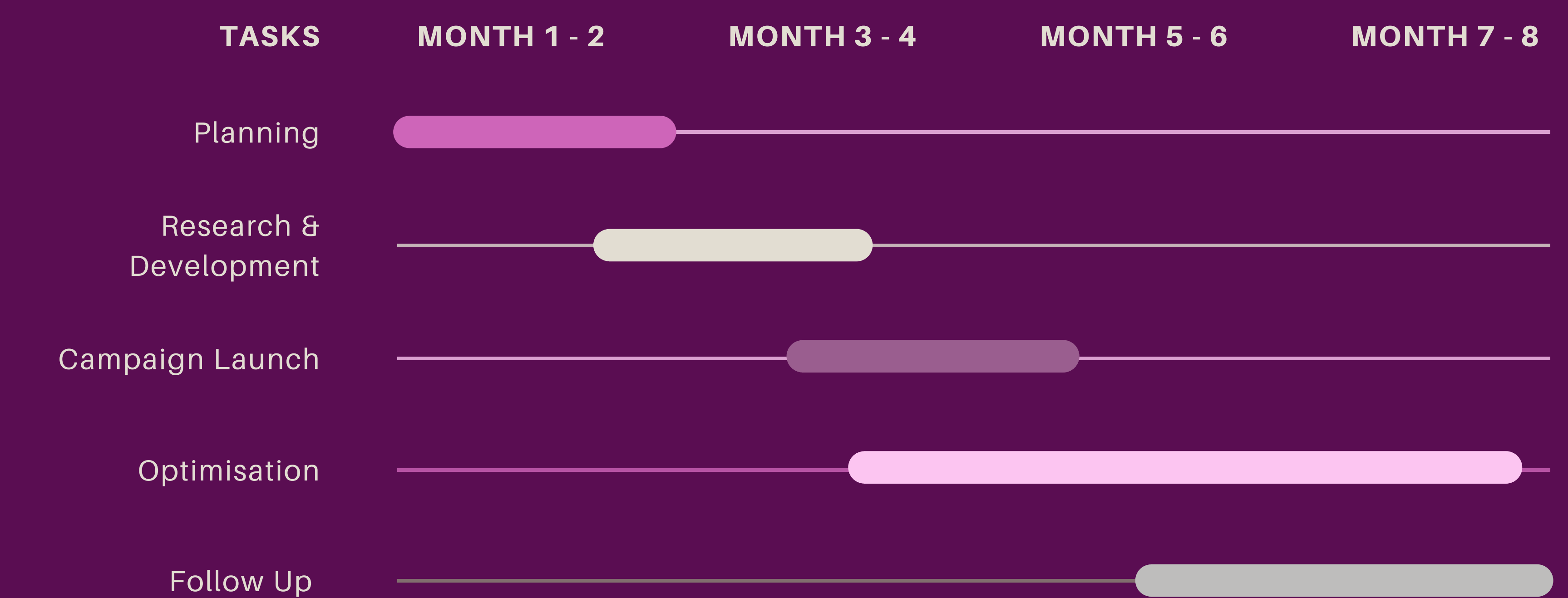


Digital Strategy:

- SEO + paid ads
- Patient education platforms
- Data-driven targeting

ACTION PLAN

Gantt Chart Summary



CONTROL: MARKETING METRICS



01

Market Share

02

Sales Revenue

03

ROI

KPI 2

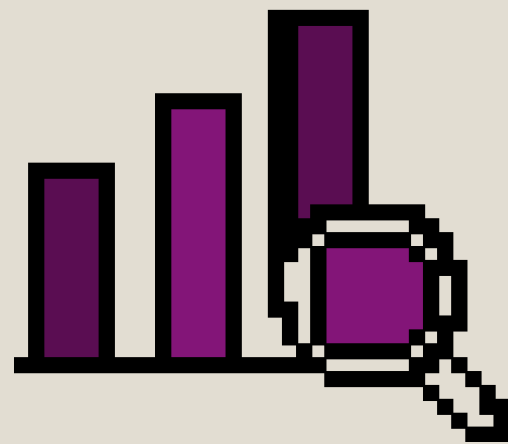
04

Website Traffic

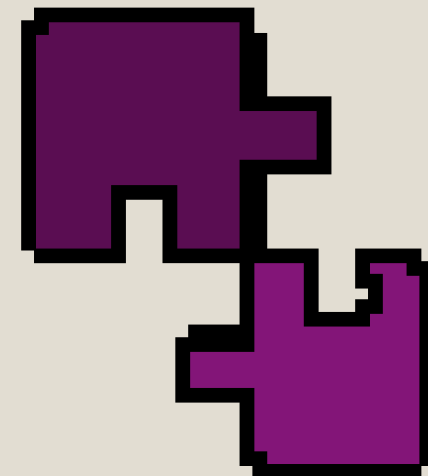
05

Engagement Rates

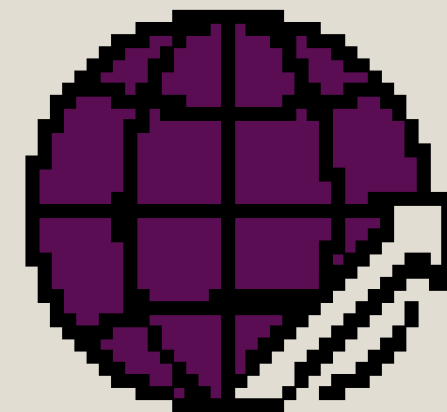
CONCLUSION



Strong Growth
Opportunity



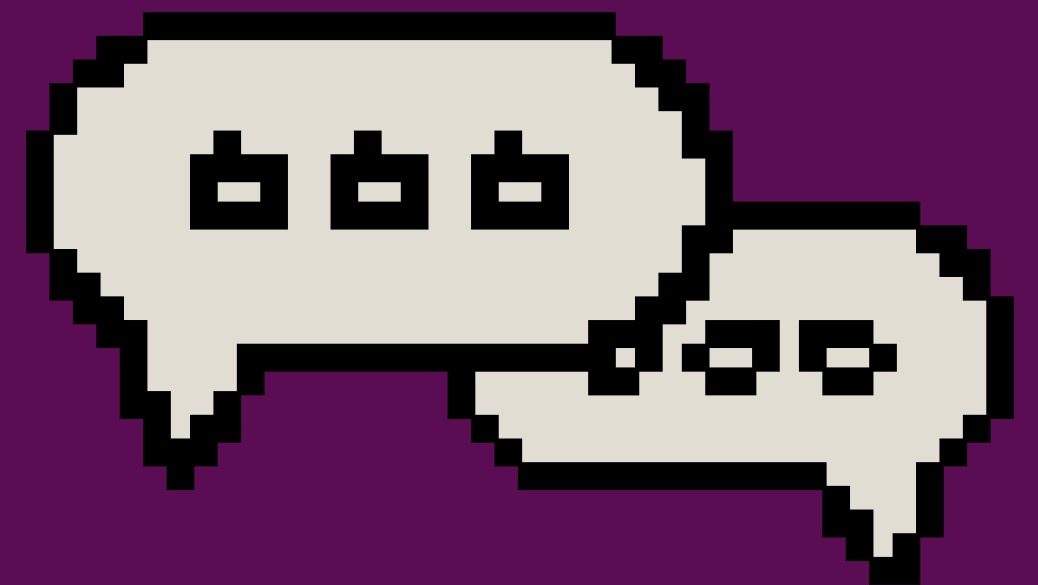
Strategic
Diversification



Long-term
Sustainability

THANKS!

*for your time + °️



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