MARKETING STRATEGY FOR MATUL IN NAGPUR

1. Identifying opportunities in Nagpur
2. Advertising through local/national media
3. Corporate identity and promotional material designs
4. Promotional activities
5. Corporate Training
6. Website Design and promotion
7. Internet and Social Media marketing
8. Translation of content in local language
9. preparing action plan and controls
10. developing marketing organization structure
11. implementing and/or improving marketing automation systems
12. periodical sales & market analysis
13. training and motivating sales & marketing personnel
14. monitoring and supervising action plan
15. performance measurement