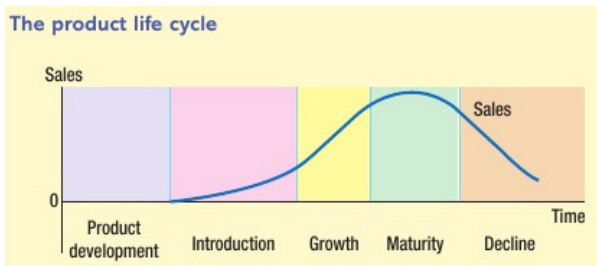


Marketing strategy

2017-18

THE PRODUCT LIFE CYCLE

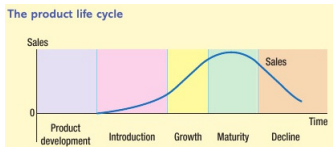
5 STAGES



THE PRODUCT LIFE CYCLE

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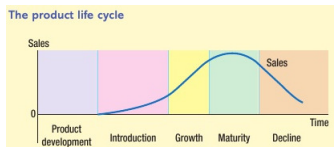
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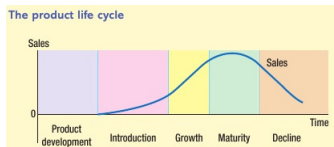
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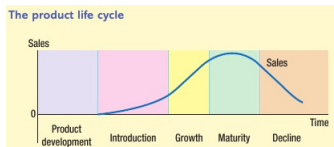
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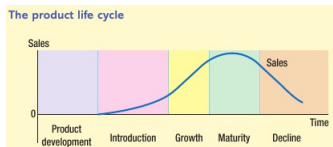
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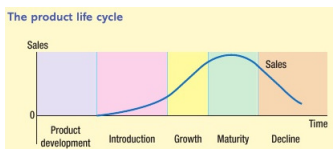
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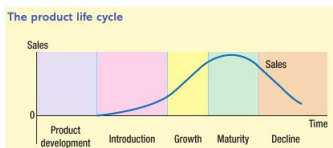
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THE PRODUCT LIFE CYCLE

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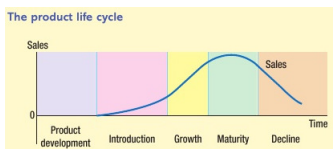


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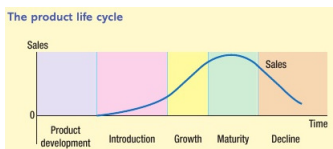


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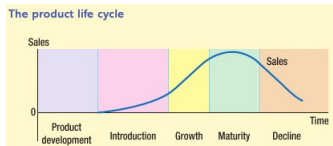
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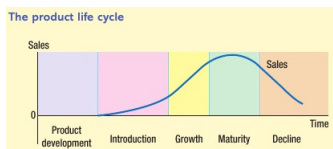
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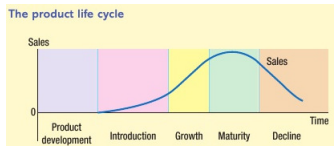
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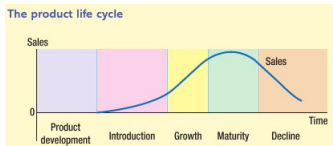
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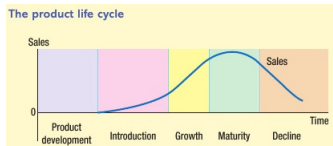
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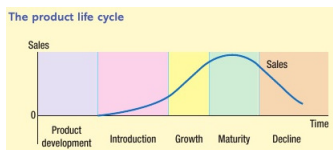
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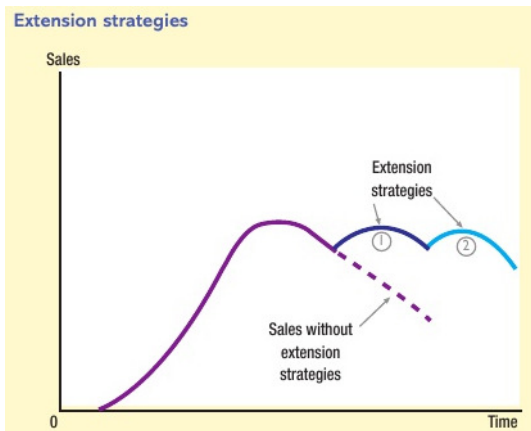
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Extension strategies: ways to prolong the life of a product

→ generates more cash

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 - ▶ encourage frequent use (e.g., cereal)

PRODUCT PORTFOLIO

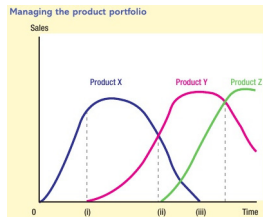
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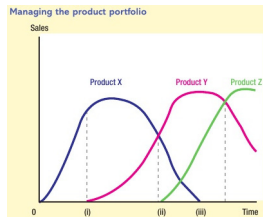
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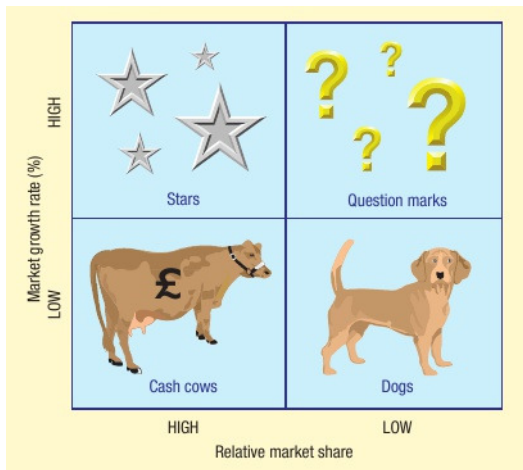
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- ▶ Examples of *successful managements*: sweet manufacturers

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BOSTON MATRIX

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- ▶ *Taking decisions*:

product	action
stars	build the brand
cash cows	milk for cash
question marks	build product, harvest product, divest
dogs	divest or harvest

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Method	Description
Blogging	Provide content on company blogs to help draw in potential customers
Social media marketing	Develop a following on social media, such as Twitter, LinkedIn and Facebook
Search engine optimisation	Increase website traffic by getting a high-ranking placement in searches
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- ▶ *Hybrid strategies*: combination of inbound and outbound

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