

University Of Abdelhafid Boussouf-Mila

Faculty of Economics, Commercial &

Management Sciences

Lecture Six: Marketing & Sales Strategies



Addressed To master one Students-Semester 1

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1. Introduction

Marketing and sales strategies are essential components of any successful business plan. They define how a company promotes its products or services, attracts customers, and converts interest into actual sales. A strong marketing strategy focuses on understanding the target market, identifying customer needs, and communicating the brand's value through various channels such as advertising, social media, and public relations. On the other hand, sales strategies focus on direct interactions with customers, aiming to build relationships, address objections, and close deals effectively.

Together, marketing and sales strategies create a powerful synergy that drives business growth and competitiveness. While marketing builds awareness and interest, sales turn that interest into revenue. In today's dynamic and digital marketplace, businesses must align both strategies to ensure a consistent message, maximize customer satisfaction, and achieve long-term success.

2. Marketing and Sales Strategies

a) Marketing Strategy

A marketing strategy defines how a business will promote its product or service to the right customers.

Key elements:

1. Target Market: The group of customers the business wants to reach.

Example: Young adults aged 18–30 interested in fitness.

2. Marketing Channels: How the business will communicate with customers.

Examples: Social media, email, TV ads, flyers.

3. Unique Selling Proposition (USP): What makes the product different from competitors.

Example: "Our coffee is 100% organic and locally sourced."

b) Sales Strategy

A sales strategy explains how a business will sell its products or services and achieve revenue goals.

Key elements:

1. Sales Channels: Where and how products are sold (online, in-store, distributors).

2. Sales Techniques: Methods used to convince customers to buy.

Examples: Discounts, special offers, personalized service.

3. Sales Targets: Goals for sales quantity or revenue over time.

3. Elements of a Marketing Plan

A marketing plan is a part of a business plan that details marketing and sales strategies.

Main elements:

1. Executive Summary: A short overview of marketing goals.

2. Market Analysis: Research about customers and competitors.

3. Marketing Goals: Clear objectives for the marketing campaign.

4. Marketing Mix (4Ps):

- **Product:** What you are selling.
- **Price:** How much it costs.
- **Place:** Where it is sold.
- **Promotion:** How customers will know about it.

5. Budget: How much money will be spent on marketing.

6. Metrics: How success will be measured (e.g., sales growth, website visits).

4. Vocabulary Focus

English Example Sentence

Target Market Our target market is teenagers interested in fashion.

Marketing Channels Social media is one of the most effective marketing channels.

Unique Selling Proposition (USP) Our USP is eco-friendly packaging.

Sales Channel We sell our products through online and retail channels.

Sales Techniques Discounts and free samples are common sales techniques.

Promotion Advertising on Instagram is part of our promotion plan.

Marketing Mix The marketing mix includes product, price, place, and promotion.

Budget Our marketing budget is \$5000 per month.

Metrics Website traffic is an important metric for online sales.

Revenue Increasing revenue is our main sales goal.

5. Task: Draft a Short Marketing Plan Section

Instructions:

Imagine you are launching a new product (e.g., a new coffee brand, a smartphone app, or a clothing line). Write a short marketing plan section including:

1. Target Market (Who are your customers?)
2. Marketing Channels (How will you reach them?)
3. USP (What makes your product special?)
4. Promotion Ideas (How will you advertise it?)

Example:

Target Market: Young adults aged 18–25 who love organic coffee.

Marketing Channels: Instagram, Facebook, and local events.

USP: 100% organic coffee from local farmers.

Promotion Ideas: Free samples at university events and social media giveaways.

6. Conclusion

Marketing and sales strategies help a business reach customers, grow sales, and compete in the market. Learning how to draft a marketing plan and use Business English vocabulary is essential for real-life business success.