

STRATEGIC MARKETING ENHANCEMENT

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Abstract: This article examines the theoretical and practical aspects of improving marketing activities within a company's strategic management system. In the context of a rapidly evolving global economy, marketing has transformed from a purely promotional function into a key strategic driver of competitive advantage. The study explores the integration of marketing into strategic decision-making, the role of data-driven approaches, the importance of customer-centricity, and the impact of digital transformation on marketing effectiveness. Drawing on empirical evidence and international research reports, the paper demonstrates that companies aligning marketing with corporate strategy achieve higher growth rates, improved customer retention, and stronger market positioning. The findings confirm that enhancing marketing at the strategic level is essential for ensuring long-term sustainability and competitiveness.

Keywords: strategic management, marketing strategy, competitiveness, customer-centricity, digital marketing, business performance

Improving marketing activities within a company's strategic management framework has become a critical issue in modern business theory and practice. Traditionally, marketing was perceived as a functional area focused on advertising and sales promotion. However, in contemporary competitive environments, it plays a central role in shaping corporate strategy and delivering customer value. According to Kotler and Keller, marketing is fundamentally about creating, communicating, and delivering value to customers, which positions it as a core strategic function rather than a supportive activity.

Empirical evidence from leading consulting firms highlights the tangible impact of strategic marketing integration. Research by McKinsey & Company indicates that organizations effectively aligning marketing with overall business strategy achieve revenue growth rates 15–20 percent higher than their peers. Similarly, Deloitte reports that companies leveraging data-driven marketing strategies experience up to a 25 percent increase in customer retention. These findings underscore that marketing effectiveness is closely linked to its strategic orientation and analytical capabilities.

A key dimension of marketing enhancement is the adoption of a customer-centric approach. In highly competitive markets, success depends not only on product quality but also on the overall customer experience. Studies published in Harvard Business Review show that companies prioritizing customer experience outperform competitors in revenue growth by 4–8 percent. This emphasizes the need for firms to deeply analyze consumer behavior, preferences, and expectations when formulating marketing strategies.

Digital transformation represents another crucial factor in the evolution of strategic marketing. According to Statista, global digital advertising spending is projected to exceed 800 billion US dollars by 2025, reflecting a significant shift toward online platforms. The integration of technologies such as artificial intelligence, big data analytics, and automation tools enables companies to optimize marketing decisions, personalize customer interactions, and improve overall efficiency. As a result, digital capabilities have become a fundamental component of modern marketing strategies.

Furthermore, integrating marketing into strategic management enhances cross-functional coordination within organizations. Effective collaboration between marketing, finance, and operations ensures better resource allocation and risk management. Porter's theory of competitive strategy suggests that sustainable competitive advantage is achieved through differentiation or cost leadership, both of which rely heavily on accurate market analysis and strategic positioning—areas where marketing plays a decisive role.

In conclusion, enhancing marketing activities within strategic management requires a comprehensive and integrated approach. This involves strengthening customer orientation, adopting digital technologies, utilizing data-driven decision-making, and aligning marketing initiatives with overall business objectives. Both theoretical insights and empirical evidence confirm that companies investing in strategic marketing capabilities are better positioned to achieve long-term growth, resilience, and competitive advantage in dynamic market environments.

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