

Matching Targeting Strategies to Marketing Mix Capabilities to Achieve superior Performance

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Abstract

The first operationalization of Kotler's targeting strategies framework is coupled with firm's marketing capabilities to develop a model of their effect on overall performance. Targeting strategies are empirically validated and measured through an e-mail survey of Marketing executives in a European country. The results provide a solid basis for the further expansion of research in Targeting strategies, a much-neglected topic of marketing strategy. Superior firm performance can be achieved through the implementation of any of the targeting strategies but with the advancement of different marketing capabilities in each case. The combination of targeting strategies and marketing capabilities offers a much needed road map to company success, linking strategic decisions to operational actions in a coherent and clear manner.

Subject Areas: *Decision-Making, Marketing Strategy, Segmentation*

Track: Marketing Strategy & Theory