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Essay#1

**Societal Marketing**

Societal marketing is a marketing era. It is a promotional process whereby a company or business first assesses the concerns and interest of target customers and then deliver products and services (Andreasen, 2002). The products and services are delivered in the way that benefit customers and society’s welfare better than the competitors (Andreasen, 2002). This marketing era inclines to balance the pursuit of company’s earnings with customers’ expectations and society’s best interests.

**Societal Marketing and Marketing Strategy**

Societal marketing (a marketing era) has huge impact on today’s marketing strategy because of several reasons.

* In the current time, every customer purchases products of those companies which are highly concerned about society well-being (Andreasen, 2002). While, societal marketing is the concept which helps businesses to look at society’s concerns before profits (Andreasen, 2002). So the companies/businesses have to develop strategies accordingly.
* In the present time, the success of every business and company relies on how much they benefit the society and community (Robin, Donald and Eric Reidenbach, 1987). So if the companies fail to develop marketing strategy which lacks of such consideration, then the company or business would not likely to get succeed.
* Beyond that, it is important for the company or business to develop a positive and favorable image for to increase sales and revenues (Robin, Donald and Eric Reidenbach, 1987). And for this, a highly society oriented marketing strategy is required while societal marketing
* It also affects the importance of society well-being to the company and compel it to develop marketing strategy that is in the best interest of the society.
* Despite, societal marketing is mandatory to be kept in mind while developing marketing strategy because it encourages creating products and providing services that benefit society and community (Robin, Donald and Eric Reidenbach, 1987).

In short, societal marketing has huge impact on marketing strategy because having marketing strategy which does not align with society wellness, cannot get succeed for long. Nor, such strategy can benefit company or business to survive for long.

# Works Cited

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