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Imagine a revenue of hundred million dollars

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales.

Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives.

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets. It maybe through networking, advertising etc. Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should have the details on how your sales are followed up and the activities your doing to develop your offers.

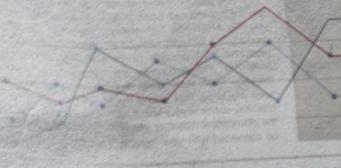


The world is messed up but I believe we are in a position now to help

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Branding is defined as the process of coming up or making a unique name or design for a certain product.

Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitors. Your brand tells your customers what they can have or expect from the products and services you offer.

Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement

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Fact about online marketing

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NOTICIAS Internacionales

Del 4 al 8 de diciembre, 2023

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Información Internacional



[La OMS pide a los países que aumenten los impuestos sobre el alcohol y las bebidas azucaradas](#)

Ginebra, Suiza, 5 de diciembre de 2023.- La Organización Mundial de la Salud (OMS) publicó hoy nuevos datos que muestran la baja tasa mundial de impuestos aplicados a productos poco saludables como el alcohol y las bebidas azucaradas. Los resultados ponen de relieve que la mayoría de los países no están utilizando los impuestos para [incentivar comportamientos más saludables](#). Para ayudar a los países, la OMS publicó también un manual técnico sobre política y administración de impuestos sobre el alcohol.



[Los Veintisiete rozan un pacto sobre las reglas fiscales tras acercarse París y Berlín](#)

Los ministros de Economía y Finanzas de la Unión Europea (Ecofin) acarician un acuerdo sobre las nuevas reglas de control de déficit y deuda tras el acercamiento entre Alemania y Francia, e intentarán resolver los escollos pendientes para lograr un acuerdo antes de que finalice el año, todavía bajo presidencia española.



[España defiende que su propuesta de reglas fiscales es «equilibrada» y confía en un acuerdo inminente](#)

Bruselas (EuroEFE).- La vicepresidenta y ministra de Economía española, Nadia Calviño, defendió este jueves que la propuesta de la presidencia española sobre las futuras reglas fiscales es «equilibrada» y confió en que los ministros europeos lleguen esta noche a un acuerdo sobre las mismas, mientras Bruselas preveía un 51 % de posibilidades de pacto en una noche que se augura «larga».



[Hacienda dice que los pagos de apelaciones de planificación podrían tener consecuencias fiscales "graves"](#)

Irlanda.- Los pagos realizados como parte de un uso indebido del sistema de apelaciones de planificación podrían dar lugar a obligaciones de cumplimiento tributario con “consecuencias potencialmente graves” para las personas o empresas que reciban dicho dinero, advirtieron el viernes los Comisionados de Ingresos.

La declaración de Hacienda sigue a la investigación de RTÉ Prime Time sobre presunta corrupción en la planificación, que se transmitió el lunes, así como a las preocupaciones planteadas en el Oireachtas el jueves por la líder laborista Ivana Bacik.

["Está todo frenado": se paralizaron las ventas de autos por el dólar y la expectativa de una baja de impuestos](#)

Los últimos movimientos del dólar libre tuvieron impacto en la venta de automóviles 0km del mercado argentino, y esto a su vez impactó en las ventas de usados. Ante la incertidumbre de lo que sucederá con los precios, quién tiene un buen usado no lo entrega y quién tiene dólares no los compra tampoco porque prefiere esperar a ver qué pasa con los nuevos. Ante la proximidad del cambio de política económica que llegará con la asunción del gobierno de Javier Milei, que incluye una hipotética devaluación del peso frente al dólar, quienes tenían pesos fueron rápidamente a cerrar operaciones, pero quienes tenían dólares eligieron esperar.



[Cheques de Estímulo IRS: ¿Cuáles pagos de impuestos puedes cobrar?](#)

Apesar de que el gobierno de [Estados Unidos](#) anunció que en algunos estados de la nación no habrá algún tipo de estímulo como el ofrecido en 2021, habrá algunos contribuyentes elegibles para recibir [beneficios](#).

[Los paraísos fiscales y el pacto fiscal](#)

Los paraísos fiscales tienen mala fama internacional. Muchas personas e instituciones hablan mal de ellos y nadie los defiende. Incluso en varias reuniones de presidentes o dignatarios de alto nivel internacional se han tomado decisiones para terminar con ellos, o por lo menos para limitar sus actividades actuales. Pero esas decisiones, por una u otra razón, nunca se cumplen. En todo caso, gran parte del público no sabe exactamente por qué esos paraísos fiscales son tan malos como se dice.



[Hunter Biden enfrenta 9 cargos relacionados con impuestos](#)

Robert Hunter Biden fue acusado de nueve cargos relacionados con impuestos, incluidos tres delitos graves, según documentos judiciales.