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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 you 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.

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Fact about online marketing

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NOTICIAS Internacionales

Del 11 al 15 de diciembre, 2023

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Información Internacional



[El IRS anuncia nuevos rangos fiscales para el impuesto sobre la renta](#)

Si eres de aquellos a los que les gusta planear sus impuestos con anticipación, el Servicio de Impuestos Internos de EE.UU. (IRS, por sus siglas inglés) publicó esta semana los nuevos rangos fiscales del impuesto sobre la renta ajustados a la inflación y los importes de la deducción estándar que entrarán en vigor para el año fiscal 2024.

Expansión

[¿Impuesto europeo sobre Patrimonio? Un 'cisne negro' para los analistas](#)

La aprobación por parte de la Unión Europea de un Impuesto sobre Patrimonio (IP) comunitario ha cobrado fuerza en algunos círculos de pensamiento tributario europeos en los últimos meses.

CincoDías ⁴⁵

[La Justicia Europea salva a Amazon de pagar a Bruselas 250 millones de euros en impuestos](#)

Amazon ha ganado en el El tribunal de Justicia de la Unión Europea (TJUE) la disputa que enfrentaba con Bruselas, [que le reclamaba 250 millones de euros en impuestos](#) por el acuerdo fiscal ventajoso que la compañía había alcanzado con Luxemburgo.

La Prensa

[Defraudación fiscal, tema de reunión de la DGI y la división de investigación criminal del IRS](#)

El director general de Ingresos, Publio De Gracia, confirmó que se encuentra en Estados Unidos desde el martes 12 de diciembre, para reunirse con el jefe de la División de Investigación Criminal del Servicio del Internal Revenue Service (IRS), James Lee, para abordar temas relacionados a las investigaciones que realizan de forma conjunta sobre posibles delitos tributarios.



[Contrarrestar las prácticas fiscales nocivas: más de 54 000 intercambios sobre resoluciones fiscales realizados entre más de 130 jurisdicciones bajo el estándar BEPS Acción 5](#)

En el Marco Inclusivo de la OCDE/G20 sobre BEPS publicó las últimas evaluaciones de revisión por pares para 131 jurisdicciones en relación con el intercambio espontáneo obligatorio de información sobre resoluciones fiscales. Esta es la séptima revisión anual por pares de la implementación del estándar mínimo de la Acción 5 de BEPS sobre resoluciones fiscales, cuyo objetivo es proporcionar a las administraciones tributarias la información necesaria sobre sus contribuyentes para abordar de manera eficiente la evasión fiscal y otros riesgos BEPS.



[El exjefe del FMI Rodrigo Rato, a juicio por evasión fiscal](#)

MADRID, 15 dic (Reuters) - El exdirector del Fondo Monetario Internacional Rodrigo Rato, declarado culpable de malversación de fondos en 2018, se enfrenta a un nuevo juicio en Madrid por delitos contra la Hacienda Pública, blanqueo de capitales y falsedad documental, y la Fiscalía solicita una pena de más de 60 años de cárcel.