**Market Research Paper Proposal**

The product that I choose is jeans for both ladies and gents. Unlike the other jeans, the product will be fabricated and designed in a manner that will make it unique when compared to other products of the competitors. The most preferred marketing strategy for this product is digital marketing. Digital advertising incorporates all promoting endeavors that utilize an electronic gadget or the web. Organizations influence advanced channels, for example, web crawlers, social media, email, and different sites to associate with present and forthcoming customers. Digital promoting is done crosswise over many advertising jobs today. In minor organizations, one generalist may possess a considerable lot of advanced advertising strategies depicted above simultaneously. In more prominent organizations, these strategies have different pros that each attention on only a couple of the brand's advanced channels.

First, the product will consider various aspects of the target customers. Such attributes include shopping preferences, personal interests, challenges, motivations, geographical location, gender, and age. In this marketing plan, I will utilize various avenues to market my product. The first avenue is social media, with the capability to point out the target consumers, social media depicts an essential tool to boost digital marketing endeavors. LinkedIn can be utilized to reach out to some consumers, like business professionals (Charlesworth 43). For the millennial demographics, Instagram, Facebook, and Twitter will be more effective.

Consequently, the product may use mobile strategy depending on several factors like the resources available. This can be achieved through the mobile-friendly website and social media. Therefore, it is possible to fabricate the actual mobile app; this is important as it facilitates customization possibilities.

The country that will market my product in is the United Kingdom. In the UK, the company will communicate the brand, as well as its values to its target customers in the market and this, can be facilitated by progressed media channels like Broadcast media, print media, electronic media, display media, and network media. Furthermore, the firm will likewise publicize its brand as well as its benefits by the use of social media instruments since it is a vital and useful tool among the younger generation. Therefore, the general marketing plan will concentrate on digital marketing.

Digital advertising can work for any business in any industry. Notwithstanding what your organization sells, advanced advertising still includes working out purchaser personas to distinguish your group of spectators' needs and making the profitable online content. In any case, this isn't to imply that all organizations should actualize a digital advertising system similarly. For this reason, the company will utilize other marketing strategies to back up digital marketing. The overall success of the company is determined by the success of the marketing strategy employed. In the UK, there are potential customers for the product following a significant number of the population being youths. Consequently, the company may opt for e-Commerce platforms like eBay and Amazon; this may play a vital role in the marketing of the product. Furthermore, the product will be available in physical stores like the boutiques.

In conclusion, the product chosen for this discussion is the jeans for all genders. This product is easy to market since most of the youths usually prioritize them; therefore, its utility is high. Thus, the primary marketing strategy that will be employed for this product is digital marketing; it is a strategy which has an array of marketing avenues. If used effectively, it is likely to depict positive results.

**References**

Charlesworth, A. "Marketing goes digital." Digital Marketing, 2018, pp. 26-60, doi:10.4324/9781315175737-3.