

# Creating Distinct Strategies for Marketing Campaigns Enterprise Dadevarzan Virtual Corp

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## Abstract

**Objectives:** As a service-based economy emerging phenomenon in the business world, an important contribution of the service sector in the economy and considering the improvement of the quality of services. **Methods/Statistical Analysis:** Nowadays, organizations are obliged to survive the quality of their products and services so that they can consider their current customers happy and attracting new customers and revenue sources to ensure and increase. **Findings:** Since the marketing services dedicated to the important issue of marketing and with regard to the intangible characteristics of the services and the role of the proper relationship any more attention to the quality of communication with customers by service providers as an undeniable fact considered. Concepts of service companies, especially banks and financial institutions require that in order to create a positive relationship with your customers and take steps. In this article we create distinctive strategies for marketing campaigns Parsian Virtual Dadevarzan. **Application/Improvement:** In this paper, analysis of competitors and compare them with the company and assessment of opportunities and threats, as well as by examining the strengths and weaknesses of the strategy for have found it.

**Keywords:** Creating Distinct Strategies, Parsian Virtual Dadevarzan

## 1. Introduction

Today, most markets are in their puberty stage, competition is increasing and the cost of attracting new customers has also increased sharply. It is therefore imperative for financial institutions to focus attention on the formulation of appropriate strategies for their survival and increase profits and market share<sup>1</sup>. In <sup>2</sup> companies lack a clear strategy “stuck in the mud”, and predicts that their performance will be poor. The main function of strategy, creation and promotion of the organization’s competitive advantage in the competitive environment. Competitive advantage is a factor that would rival organization, the customer should be able to participate effective strategy. Competitive advantage (distinctive competences) and for customers to create more value than competitors merit differentiating factors that create value for customers and achieve it simply is not possible for a competitor<sup>3</sup> to achieve a competitive advantage to a competitor earlier than the value of customer visibility and a better understanding of the competitor to be answered. In the event that construction of permanent competitive

advantage in the change, the only sustainable competitive advantage, capable of continuous detection of these factors, in addition to strategic planning, strategic thinking should be strategic thinking for executives, creates perspective, the key values of the organization and the pattern is subjective. The success of an enterprise depends on knowledge of business rules, the rules that show how to create value for the client<sup>4</sup>. In our current situation, we raised a serious challenge for society and the next generation is seventy million and the creation of added value production instead of being able to rely on the natural resources of the country and hopes to increase oil prices. Building on the methodology for the development of productivity and efficient use of internal and external resources policy is defining the future of Iran. Except for the realization of this important knowledge-economy approach, which allows optimal use of the opportunities that the environment was not possible<sup>5</sup>.

In this approach, with special attention to human and social capital as an engine of value chains in the country, can achieve the desired development goals. In other words, lit a match and interact with other economies, the growth

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of productivity and continuous improvement<sup>6</sup> and in the possession of natural resources that simply multiply the trade scale and lack of endogenous production of wealth is hidden. The private sector should be defined value for duty and work with ideas and strategic behavior, with the circuit ideas and reasonable approach to the economic dimension<sup>7</sup>.

Basis for strategic planning, forecasting environment (opportunities and threats) future<sup>8</sup> and where the forecast (in planning) and reality (at runtime) there is a huge difference, its effectiveness is lost. Strategic Planning stable environment, environmental factors in balance with constant changes, understandable and predictable interaction needs and effective performance remains open in the absence of such conditions<sup>9</sup>.

## 2. Research Methodology

This research is a development of applied research. The study was descriptive and analytical methods.

Cross section: In the descriptive part is paid to studying documents and library.

Sector Analysis in the analysis using the SWOT assessment and examines the strengths and weaknesses and the opportunities and threats as well as PEST analysis is very important in determining strategies and implementing them, pays.

Cognitive leading organizations will identify opportunities and external threats, analyze and then create solutions to improve marketing distinct strategies for marketing campaigns Virtual Dadevarzan Corp deal.

## 3. Space Competition

Approach strategy to create competitive advantage and patterns for effective competition<sup>10</sup> competitive environment not only in business, but in scenes of military, political, sports and the environment in which the relevant rules governing competition followed a competitive environment theme. In fact, competition from at least two independent existences with conflicting objectives, an arena for confrontation and a struggle for form factor is resolved<sup>11</sup> the purpose of the conflict means that achieving a goal requires the renunciation (s) of your goals is another. These terms may be active (such as global car market) or potential may be fulfilled. Although there is no actual competition and potential competition but it motivated the development of a strong competitor,

competitive conditions will prevail. Another necessary element in shaping the competitive arena of confrontation, and it is an arena where competitors fight to achieve his objectives. Market (competition for business), sports competitions, elections (for domestic competition policy) and wars are examples of areas of confrontation. In the absence scene of confrontation, competitiveness is not an abstraction over<sup>12</sup>.

Other essential factors in a competitive environment, elimination of the conflict. This operating within the framework of the relevant rules, the result of competition shall specify and reward goal is to realize the wish. Customer business environment, the role of the referee in sports and the people who run the campaign.

The organization, competitor and customer business Tuesday arena are the main actors. Based upon this method tripartite strategy to identify and integrate data from these three actors, the most suitable areas for the effectiveness of the strategy, and then using an analytical method, creating effective strategies to provide<sup>13</sup>. Strategic create unique value for customers by identifying and strengthening activities that creates, creates competitive advantage. It does this through understanding the rules of the market and respond creatively to do it. And this is unstable and evolving business environment is a unique approach.

Divergent thinking is required to create new solutions. Should be a matter of looking for different solutions. Common intellectual device solutions possible in the new thought possible. For a manager, no perception is more important than understanding the business. This vision is not limited only to understand the factors and the relationships between them, but intuitive discovery of unknown angles and created this space to exploit their ideas, expression of this vision is creating value<sup>14</sup>.

Strategic thinking is an approach that provides insight into the formation and development. Strategic thinking toward business environment and applying creativity to create rapid learning of new values calls. This way of thinking, perspectives result in distinctive from competitors. Innovative strategies and perspectives that can cause some advantage<sup>15</sup>.

If the strategy of creating competitive advantage is knowledge, strategic thinking organizations to survive and grow in today's competitive environment will be inevitable. Requires a differentiated competitive advantage and differentiation in the direction of the competitor's orientation toward different views and new needs. To achieve

this vision, several models have been proposed. A model that was introduced in this paper, continuous learning environments, discovering and creating new solutions and value-creating market unanswered needs as strategic thinking cites three commands. This model is a step by step action plan. What is the main message of this pattern, a different way of viewing the business environment? With this attitude, relationship managers must redefine their market environment and the management mechanisms to be revised. What is at issue here is essentially a type of knowledge management, the purpose of this redefinition, change fundamental beliefs administrators. Beliefs that fundamental questions of business environment Propulsion effort (intellectual and operational) to transform organizations. Reply Manager for success is not far off, but the person who answered the questions.

## 4. Distinctive Competencies

Distinctive competence is to provide customer value-creating factor and achieve it is to rival the difficulty and complexity. No organization can achieve without merit distinctive strategy maker and one of the duties of senior executives successfully create and develop distinctive competencies in the organization. Distinctive competencies with the ability to vary. Each feature cannot be considered distinctive competence but in many cases in a development process can become. While the organization's ability to create value for the customer becomes a factor not considered the merits and will have a role in strategy and competitive advantage<sup>16</sup>. Understanding the capabilities, competence and distinctive competencies of each organization and resolution is important.

## 5. Create Differentiation Strategies

### 5.1 Creating a Distinctive Strategy

In this step, we can provide items such as electronic catalogs and product information digitally to introduce and implement tracking software to collect information about customer behavior and provide recommendations tailored to the interests and needs of the customer, sending texts and e-mail, the use of the experiences of customers, the applied special discounts, customization and advertising point.

For all target markets, as common for customers to offer the following:

- Create customer club for all target markets
- Provide achieve a certain timeframe as Trial for testing
- Take advantage of free hosting two years
- Free Domain
- Free one-year support
- Promoting lifelong portal security
- Provide neuromarketing and advice on attracting customers
- And...

In this way, customers rely on our products to reaffirm the satisfaction on their behalf. We work with our customers to feel the sweet sensation.

## 6. Competitor Analysis

At the present time for activities that are rivals in every area and business processes to grow faster and beat their rivals, to factors such as product quality, type of delivery, after-sales service, support, product variety and reasonable price, etc. the criteria used. To stabilize its position in the field of business should be to analyze the state of competition and competitive markets and to dadevarzan Portal there are many competitors to refer many of them are active in the portal.

## 7. Saman Information Structure

The company during its operation, based on research, research and continuous upgrading of knowledge, adoption and effective implementation of project management principles and adhere carefully and order in force, able to run more than one hundred and fifty successful Web-based project based on the latest scientific achievements and technical, to record in his repertoire. Saman portal as the most important achievement of the company, currently in a large collection of organizations and public and private companies, banks, insurance and financial institutions are now in place and due to its successful operating history as one of the strongest information infrastructure for ports and electronic services is known.

## 8. Aryanik Company

Aryanik software company with 16years experience, working formally established and registered since 80 Relying on its technical and managerial expertise as own-

ers of the company, the beginning of the Council of High Council of Informatics joined other country's computer guild. Company, website hosting and producing web applications that are based on Statistics webhosting.info America, ayanik among the top ten web hosting Iran, which hosts the largest websites in the country, and to provide high quality services, safe and pioneering deals. Aryanik products in the field of web applications including website Creation and Management System (CRM), portals (net.) and (Java), mail server Persian, Customer Relationship Management (CRM) and Business Process Management Package (BPMS) are, and this year, in the nineteenth Elecomp, Arianica proud to unveil three new products HighAdmin, HighSUP, HighSocialNET is. Responsive design that can be changed as new products are based on a variety of smartphones and tablets structure, respectively. Continuous ayanik the first provider in the country, its products and is proud that the largest number of customers and the organizations and companies in the country has its own history.

## 9. Sharif dynamic Data Processing Company

Dynamic data processing Sharif, a company specialized in web solutions provider that has complex services easily available to its customers put. There is a myriad of projects, web design and programming in our repertoire of capabilities and experience in advanced systems design and web programming with regional and large volumes of data and complex business transactions. The company's clients include companies with different capabilities and newly formed small groups to large institutions. We require professional solutions for Internet to generate investment, create added value and establish communication channels are streamlined its business operations.

## 10. IT infrastructure Development Company Sigma

IT infrastructure development company Sigma, with a decade of experience in the field of e-services portal, one of the leading companies in the ICT industry, the professional organization in the field of secure portals and e-services is secure. Portal of the company, according to the capability, competence and security it used in many prestigious institutions of the country (the main portal

respected institution of the presidency, the country's 10 key ministries, four senior Council of State, the largest university in the country and dozens of organizations and institutions in the first place) and according to the number and type of customers, Sigma is among the most secure portal and portal capabilities available in the market in the country. Given that Sigma has over a decade of its activity modeling and programming tools to create step and more than 200 e-service small, medium and large (8 national service) with the use it has created, its proposal to implement the system based on the use of the toolset consists subject of this project content management, form Builder, Report Builder, processed, security, user interface, data storage, software integration and infrastructure Get the offers.

At the end of this section to review and compare products competing firms pay conclusions.

## 11. PEST and SWOT Analysis to Prepare Vision and Mission

In this study Table1 an analysis using the tools of PEST and SWOT, to review and analyze the factors described in the Company dadevarzan. According to the campaign to launch the service in respect of which the club is customers and provide product Trial until the Understanding the needs and interests of customers, in addition to taking into account the various aspects of advertising and product

**Table 1.** Comparison and conclusion goods competing firms

Company Name	Competitive features of the portal
Saman	Support for Service-Oriented Architecture - Integration with heterogeneous technology - independent of platforms and technologies using text - extensibility Portal
Aryanik	4 package (ASP.NET, JAVA, versions of ASP.NET and JAVA), all of which include all the website features production and management system as well.
Sharif dynamic data processing	Web design and programming experience in advanced systems with complex business area and large volumes of data and transactions.
Development of IT infrastructure Sigma	A professional organization in the field of secure portals and e-services is secure

introduction to attract more customer And its share of the market taken up as a result of better profitability for the company as well, we continue to analyze according to indicative and administrative programs envisaged for the campaign will provide.

## 12. PEST Analysis

Understanding the business environment in which the company pays great importance in determining strategies and implementing them. Cognitive leading organizations will identify opportunities and external threats, will have an important effect on the success of organizations. The external environment variables that affect the company's business activities include socio-economic issues, political issues, technological issues on the table.

## 13. SWOT Analysis

SWOT analysis is an efficient tool for identifying environmental conditions and capabilities within the organization. The foundation of this efficient tool in strategic management, identifying organizations environment. SWOT letters that they wrote it in other ways, such as TOWS, the SWOT matrix analysis because the number 5/2 is greater than the number on the opportunities and overcome threats to our strengths Tables 2,3 and 4.

### 13.1 According to Data Analysis, Creative Strategies

- Getting more publicity about the standards and portal capabilities
- Customer surveys and inserts on confidence

**Table 2.** Effects of environmental variables external to the business and activities

Political	Economic	Social	Technological
And addressing the issue of whether the government on political issues governing this area is stable or not?	Currency and monetary unit	There are experts in the field of software development	The rate of technological change in this field (growth and technological progress in the field of software development)
Government tax policy for software development companies	The inflation rate	The views of customers and their wants and needs	Emissions in the field of technology
Restrictions imposed by the government in this area (filtering, bandwidth suitable)	The quality of infrastructure in the areas of company activity.	Advertising	The impact of technology on the cost structure
The rules governing international businesses	Quality financial markets and competition on the company's activities	Garlic convenient access product offerings and customer acquisition	The impact of technology on the structure of the value chain in this area
Government regulatory policies in the field of software development (tariffs)	Tax rate assigned to the product	Models and buying patterns of customers	Costs related to the research
Government policies on software developers	Business cycle and software development within the country	Brand	Licensing and access to new technology and product registration
Considering the facilities and financial assistance to improve the quality of software development within the country	Financial policies	People familiar with the field	Technology related to shopping in this area
	The process of software development and end-user customer issues.	Trust in cyberspace	

**Table 3.** Opportunities and strategies (SO) and(WO)

Opportunities (Opportunities)	Strategies (SO)	Strategies (WO)
Suitable online advertising, free and non-free	Increased sales and support offices across the country	Dynamic software upgrade and the possibility of any kind, features, functionality and new features to meet the specific needs of customers according to their business and social conditions
More and more marketing and advertising	Updated amenities and new services in short periods of time	Partnership with other companies
Security and penetration testing accredited degree	Imposing measures and strategies to cope better with the Application of more software	Increased sales and support offices in order to attract more customers and provide better services and higher quality and more efficient services
A change in the majority of governmental and nongovernmental organizations to the online space and take advantage of new technology	Stronger, better recognition software to increase marketing and advertising and consumer trends	Site optimization and advertising strategies for the promotion of public recognition and enforcement of social and inclusive of products
Used to neighboring countries due to the full support of RTL languages	Providing online shopping package with appropriate support services and impressive	Boost online sales
Policy support from the government for improving the quality and rate of growth and development in the field of software development in the country	The focus on security and penetration testing track and receive documents valid for a stronger and more efficient software	Customers club launch and support such services
There are consulting companies for marketing and sales	Can focus on key product development company	Provide comprehensive services, specialized and unique on key product
	E-business orientation towards the establishment of a stable in cyberspace	Online counseling and enhance accountability hours

- Opportunity to provide feedback and ideas to learn more about the views and needs of customers
- improving the quality of software and modular capabilities are applied more effectively to stay ahead of competitors
- Provide better facilities and stronger support for customer confidence

### 13.2 Executive Programs Created according to Strategy

- Create an account for each customer and the contract with the bank to the payment gateway on the site
- Use of advertising on social networks, relationships with former clients, the use of attractive discounts and offers to entice to buy more
- Understanding of the needs and interests of customers, learning new ways of advertising, design, careful planning and targeted update of new sales and sales psychology, especially the sales team
- Production management data to determine the appropriate strategy, store customer data and use it in the field of loyalty, taking the score to buy a particular product type
- Applications, digital catalog, using photos and videos along with text, create a variety of advertising methods and active presence on mobile phone customers, using digital catalog proprietary panel allows you to insert and change it as the time interval or the possibility of price quotations by the customer, and a second call
- Graphic design attractive, easy searching content, principles 7C which is fully in the subsequent description

**Table 4.** Threats and strategies (ST) and (WT)

Threats (Threat)	Strategies (ST)	Strategies (WT)
The absence of copyright law in the country	Wide publicity at home and abroad	Improving the quality of software and modular capabilities are applied more effectively to stay ahead of competitors
Malicious software security and influence	Strengthen branding	More ads about the standards and capabilities of portable obtained
Reverse engineering software and access to the source code	Apply security solutions and the use of sophisticated encryption software for intrusion prevention	Customer surveys and inserts on confidence-building measure
The lack of attractiveness of the site and lack of attention to Cs7 to operate in the online environment is associated with a decrease in customers	The use of new technologies for preventing reverse engineering software	The possibility of offering criticism, suggestions and ideas to learn more about the views and needs of customers
Lack of support systems software developer in the country	Adequate information to customers as electronic catalogs	Providing better facilities and stronger support for confidence-building customers
Lack of trust in the virtual space	Add new services	
New and stronger competitors software frameworks	Website further strengthen compliance with Cs7	

- Customers' needs and provide certain services activities, significant and unique (offering good packages, discounts, gift stamps etc.)
- Influence and control in the country, expanding the range of activities, reduce costs and centralize advertising sales, providing services extended to customers as soon as possible, creating competition between offices
- Use of video marketing, video files included in the release or sharing video in high-traffic video sites, raising the ranking by providing quality content and publish it in different environments such as social networking and forum

## 14. Positioning Consider Strategies according to the Company

Dadevarzan portal company customers and compare it with competitors (analysis CCF) of high product variety, simple and convenient interface, High scalability, customization and customization appropriate and acceptable

consumers. Therefore, to stabilize the customer's mind about his dramatic benefits by applying online advertising, electronic catalogs, advertising on social networks and the diversity of their products and through electronic catalogs to fulfill this important task, Or plat and also creating the possibility of trial (Trial) for 30 days, both good visibility and functionality to our customers to have the proper mindset and a proper understanding of the company and the product, as well as experience working with Dadevarzan Portal and touch features and capabilities to provide customer-specific portal. After experimental use of portals, personalization and customization done for free exchange with the customers' requirements so that, together, they have more appeal.

## 15. Conclusion

Dadevarzan should also strive to achieve international standards to strengthen and support from experts in the field of public relations stronger sales and use. A good website, and respond appropriately and always available support groups in addition to offering a good enterprise

portal and improve and meet the specialized needs of users, encouraging the buyer and the first choice of customers. Dadevarzan can also get subscriptions from its members. Users pay subscriptions as a special user for six months, they can get huge discounts, free panel texting, chatting and special bids to buy the company's products use.

Users must have general questions or in case of obscure and specialized, 24 hours more information, contact supports the company's website.

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