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Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

### **Marketing strategy - Wikipedia**

Cause marketing is defined as a type of corporate social responsibility, in which a company's promotional campaign has the dual purpose of increasing profitability while bettering society.. A similar phrase, cause-related marketing, usually refers to a subset of cause marketing that involves the cooperative efforts of a for-profit business and a non-profit organization for mutual benefit.

### **Cause marketing - Wikipedia**

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