

# Strategy for Non-Profit Development of Brand Identification Organisation (NGO'S)

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**Abstract:** *This paper examines the impact of marketing strategy on a business's profitability. It considers parameters such as product, price, place, and promotions, as well as demographic variables like economic background, education, and emotional background. The paper also encourages the adoption of new marketing strategies to increase market share. International abstracts of research in marketing. This paper describes how marketing efforts in the offline environment affect a viewer's motivation to visit a company's website. It also explains how the consumer's experience on the website affects brand preference and purchase intention in the offline environment..*

**Keywords:** Impact of Marketing Strategy