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**GOOD BELLY: USING  
STATISTICS TO  
JUSTIFY THE  
MARKETING EXPENSE**



# INTRODUCTION





In the social context of the health and well-being niche of the beverages market, the marketing objectives of Good Belly, a probiotic juice manufacturer, were to provide communication and social justification for the company's marketing expenses. The case "Good Belly: "The Advantages of Applying Statistics to Support the Marketing Expense" underlines the significance of analytical data targeting in marketing efforts. This case solution will therefore strive to show the ways in which Good Belly can use statistical data to back its marketing expenditure and consequently foster business success.





# UNDERSTANDING THE MARKET



Thus, to support any costs identified as marketing expenses, there is a need to identify the target market and their behavior patterns. Good Belly is situated in a news segment of the market that is related to the consumers' understanding of the importance of a healthy gut and the presence of probiotics in it. For instance, Good Belly can make proper demographic evaluators; the company can establish consumer buying behavior and accordingly focus on the right niche.





# STRATEGIC RECOMMENDATIONS



Consequently, the Good Belly will want to pay more attention to those market channels that are more profitable on the basis of the statistic analysis. Social media marketing and collaborating with influencers that promote healthy lifestyles are some of the strategies that the company can take up. Moreover, constant evaluation and assessment of the marketing communication will afford Good Belly real-time information for correcting and enhancing the Company's future marketing efforts.





# CONCLUSION

Hence, the application of statistics to support Marketing expenses is a decisive strategy that empowers Good Belly in the provisioning of relevant and convincing proof of the effectiveness of the company's marketing. Thus, with the help of statistical analysis the company can first, optimize resource allocation, second, find the audience it should target to and consequently, advance business development. In conclusion, it is clear that ideas obtained from this case could become a guide for other companies that are interested in the post-purchase verification of marketing expenses.





# RECOMMENDATION

- 1 This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.
  - 2 Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies
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