Reviews about the Effectiveness of Marketing Strategies and Performance Marketing in the City of Sanandaj Banks

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Abstract

The purpose of this research is to review the relationship between effectiveness of marketing strategies performance Marketing Bank branches in the city of Sanandaj. This research in terms of purpose is applied; and also in terms of method is descriptive correlational research and in term of duration is a single period. The statistical population contains staff at the branch of the bank of Sanandaj city. To choose the statistical sample by using classical random sampling and according to the statistical formula, a sample of 302 people is selected from among the statistical population. According to research methodology and the type of the underlying data in this study, questionnaire of standard marketing strategies and researcher marketing performance are used as the main tool to measure and data collection. In order to do the statistical analysis, SPSS statistical analysis software is used. The findings show that there is a significant positive relationship between the effectiveness of marketing strategies and Performance Marketing Banks city of Sanandaj. Also, the results show that between all of the components of the effectiveness of marketing strategies and Performance Marketing (customer-philosophy (0.611), Integrated Marketing Effort (0.562), Marketing Information (0.361), Strategic orientation (0.573), Orientation Efficiency (0.678) there is a significant relationship.

Keywords: Effectiveness of marketing strategies, Performance marketing, Sanandaj Banks.

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Introduction and Theoretical Foundations:

Nowadays, people need to banking services is increasing more than before and people expect more and faster services of the banks (Kor et al., 2013). Banks have a decisive role in economic and social development of the country and one of the basic ways that can be the distinction factor of the competitors in the financial and service firms is quality of service (Taghi Heydari, 2015). The banks are economic firms which in order to survive and develop they should earn a profit like any other economic firms (Mousakhani, et al., 2013). The banks are one of the major monetary and financial unit markets that with equipping their own resources and guidance and allocation of these resources to economic plans will provide their economic development (Ahmadzade Fard, 2014). In the banking system customers are the central axis and in fact, all actions are done to seek satisfaction and attract their attention (Zanjirchi et al., 2013). Confusion commercial process, increasing competition between the commercial companies made the organization's environment different from the past. The cognition of future business trends and movement along them make necessity to the existence necessity of marketing research in order to have the organizational goals (Kfashppur and Najafi Siahroodi, 2010). Since the beginning of 2012, the concept of market orientation has attracted a lot of attentions of the marketing science communities to its own. As the Market orientation is related to the principles of marketing and marketing is combined with the philosophy of the organization and positive have the positive effect on the performance of the organization. Despite the existence of the extensive research that has been taken place in the various industrial sectors, very little effort has been done in the field service organizations (Kheyri and Roshani, 2014). On the other hand, measuring the performance is in the center of the development and implementation of the Marketing strategy and provides the method and the opportunity to assess the effects and requirements of their strategic decisions for administrators (Asfidany et al., 2012). The effectiveness of marketing activities can have a great effect on the bank's success (Pirayesh and Alipoor, 2013). Therefore, they require taking advantage of strategic Managment for maximizing the effectiveness and organizational performance in order to achieve their goals (Ahmadzade Fard, 2014).

The banks will achieve a sustainable competitive advantage and improve their performance and profitability to the optimal level based on organizational competencies with applying appropriate strategic approaches; Therefore, the various strategic orientations in the Bank is investigated which is guidance of the corporate behavior on the market and have the potential of creating excellent performance and stated the importance of marketing capabilities as the practical mechanism for the actual implementation of strategic orientations and experimentally we evaluate the mediator effects of marketing capabilities on the relationship between strategic orientations and Bank Performance. The bank branch managers are responsible for implementation of organizational strategies at the level of branches and they offer the value-added services to organization's most important customer and at the same time oversee the behavior and activities of low levels employees (Kheyri and Roshani, 2014). However, the market trends are as a whole not as unique part in the organization in terms of the unity of theory and experimental observations (Felgueira and Rodrigues, 2015).

Marketing Strategy is as a is considered as an important principle to organize and appropriate allocation of the organizational resources to financial profit to the consumers which will help to the organization in the recognition of the organizational Resources constraints, analysis, recognition and market segmentation and will help to understand the characteristics of the components market and can be useful in developing and achieving one clear organizational perspective (Shafi'i, 2013). Aker (2009) In this regard, states that Marketing Strategy includes different operations such as positioning, pricing, distribution and global strategies, that their success rate need Sustainable competitive advantage and their development need to a proper understanding of the target market and its requirements (Hoeven Kim at al, 2011: According to the Shafi'i, 2013). The main center of the Marketing strategy is appropriate allocation and coordinating activities and marketing resources in order to supply operational objectives in terms of market and product. In this way, the main problem related to the realm of the Marketing strategy is consists of determining the specific markets for a family of products or a specific product and designing and implementing of the appropriate programs in the field of mix marketing according to the needs and demands of the potential customers of the target market and gaining competitive advantage for organizations (Shafi'i, 2013).

Recently, in marketing literature specials work of selling is seen at the strategic level of organization that is away from the merely operational element and improved to strategic element (Dehdashti, Shahrokh, and Pourhoseini, 2014). The purpose of marketing strategies is attraction actions and loyalty plans (Dehghan and et al., 2015). The main center of marketing strategies is appropriate allocation and coordinating activities and marketing resources in order to supply operational objectives in terms of market and product. In this way, the main problem related to the realm of marketing strategies consists of determining the specific markets for a family of products or a specific product and designing and implementing of the appropriate programs in the mix field of marketing according to needs and the demands of the target market of potential customers and gaining competitive advantage for organizations (Shafi'i, 2013).

Customer-philosophy: In New Outlook (Customer Orientation) customer Located at the head of affairs and all units of the organization works for providing more customer benefits together. The result of this coordinator is providing customer needs and benefiting to the customer. When the organization is in the process of its programs structural design and control so, the organization first should have special attention to its customers. If in organizational approaches, marketing activities proceed with this philosophy it can be said as well that it will lead to effective marketing (Safarzadeh et al., 2012).

Integrated Marketing Effort: The main tasks in the marketing should be integrated and controlled in different levels of marketing, and various positions in marketing should be designed to serve important needs of marketing, and the scope and lines of service. Marketing Units need to effectively work with other departments in company or organization and finally, the organization must reflect defined system for development, assessment, testing and

commissioning new products because they form the heart of the future business (Safarzadeh et al., 2012).

Marketing Information: The leader of units should have an appropriate information of the organization for planning and allocating resources in different markets and should have necessary product, territory, and marketing tools to create effective marketing. An information system consists of people, equipment and methods of collecting, classifying, analyzing, evaluating and distributing information necessary, timely and correctly to those that in the area of marketing/selling are decisions maker (Safarzadeh et al., 2012).

The existence of Strategic orientation: Marketing effectiveness depends on the fact that is the organization can design a profitable strategy out of the philosophy of the organization and information resources. First, this issue needs a formalized system for a long-term and annually marketing planning. Second, System must create kind of a genuine strategy that is transparent, Innovative and based on the database. Third, Management must have look to the possible actions that are needed for new developments in the market (Safarzadeh et al., 2012). Strategic orientation is the guiding principles affecting in the marketing and choosing a company's activities and strategies which reflect the strategic orientation implemented by Company for creating proper behavior and lead to better performance and based on Thinks About doing business through a broad set Of values and radical beliefs (Naybzadeh et al., 2014).

Orientation Efficiency: Marketing Programs will not cause benefit unless they implement efficient at different organizational levels. Here Across the organization Customer benefits should be primarily interest of staff. Marketing Management should consider the resources. In such circumstances are created the orientation efficiency between the units of the organization (Safarzadeh et al., 2012). The efficiency represents means that an organization how well has used its resources in order to product or service compared to the best performance at some point in time (Doai and Nikkhah Farkhani, 2010). Orientation efficiency consists of the amount of ability that a firm has to maximize the production rate or service given all the factors of production in human such as tools, machinery and... Chuan Hu et al. 2009

The main focus of marketing strategy is appropriate allocation and coordination of activities and marketing resources for providing the operational objectives the company as a market - specific product. A well designed strategy is formed from five components of the territory, overall objectives, and operational objectives, allocation of resources, identification of competitive advantage, Synergy, can have efficient effect on the performance (Walker; Boyd, Mullins, & Larreche, 2003)

Also, given the fact that the organizational strategies must be coordinated with each other and have their strategic coordination it can be said sales strategies are influenced by marketing strategies (Dehdashti Shah Rukh and Pourhosseini, 2013). Appropriate marketing strategy can be considered as a functional strategy in the organization like other functional strategies such

as research strategy and human resource development... support the organization's business strategy within its own function (Lavai, 2010).

Performance Marketing refers to the ability of the organization to increase sales, promoting the competitiveness of enterprises, new product development, improve product quality, reduce product delivery time or customer service, expand market share, etc. in the comparison to other competitors in a particular industry. Generally, it is not simple to measure performance marketing in an organization usually the organizations is big and vast, and they have diverse activities are and scattered in various locations. They are seeking to provide various and different aim and also achieve different results. For assessment and Measurement performance of the organization indicators and several methods are presented. It is possible to look at performance marketing mainly with two perspectives. First, the mental concept that is associated with the performance of companies than their competitors and the second view is an objective concept which is based on the absolute performance measurement. Today, assessment of performance marketing is not considered as a luxurious operation or the interest and entertainment and even an option, but it is a necessity. Despite the great importance of assessment business performance, few studies comprehensively paid and have paid to the used criteria for assessing the performance of marketing and majority of studies sporadically are about this issue. The reasons are as follows: the complexity of the effects of short-term radical than the long-term effects, problems of measuring brand value and perhaps much more attention of business management to financial measures (Haji Heidari et al., 2015).

The marketing creates fundamental contributions to long-term business success so, assessment of Performance marketing is considered as a key task management. The Organizations achievement to the Financial and market goals in the today's competitive environment requires marketing that is both efficient and effective. With the fragmentation of the market because of the diversity, increasing consumer sophistication, and reducing the levels of investment return rate, marketing assessment seems necessary (Da Gama, 2011). The performance marketing refers to the ability of the organization to increase sales, improving the competitiveness of enterprises position, development of new products, improve product quality, reduce product delivery time or customer service, expand market share and so on in the comparison to other competitors in a particular industry (Clark and Ambler, 2001). Since the beginning of 2012, the concept of market orientation has attracted a lot of marketing science communities because Market orientation associated with marketing principles and marketing is mixed with the philosophy of the organization and has a positive impact on the performance of the organization (Kirca & et al., 2005). Despite these evidences, many researchers are trying to answer the question that does Market orientation only can bring sustainable Competitive Advantage and excellent performance to the organization? Or if organization competitors are market-oriented, Marketing orientation will become Sustainable Competitive Advantage for the organization (Kumar et al., 2011)? The main focus of marketing strategies is appropriate allocation and coordination of activities and marketing resources to meet the operational objectives of the company as a market - specific product.

A well-designed strategy is formed from five components of the territory, overall objectives, and operational objectives, allocation of resources, identification of competitive advantage, synergy , can have efficient effect on the performance (Walker; Boyd, Mullins, & Larreche, 2003) and can have good effect on the performance also, given the fact that the organizational strategies must be coordinated with each other and have their strategic coordination it can be said sales strategies are influenced by marketing strategies (Dehdashti Shah Rukh and Pourhosseini, 2013). Roxas and Huszagh were noticed the point that when the difficult economic conditions govern in the country companies will go on the strategies that will lead to the lower cost of the production of goods. Also, price research and more credit are done to become for purpose of stimulating demand. In order to the goods become available easily to customers the distribution networks develop. About advertisement also Osthmeir understood that the advertisement prices will reduce in the recession period. in an economic downturn, they should don't focus their marketing plan to the introduction of goods and services and even information and advertising to the customer. Instead, they should think about the needs of the customer at competitive prices. More importantly, though it is shown above they should keep their relationship with retain existing customers because, after this recession, this group of customers who will participate again will become a big audience (Hosseini et al., 2012). The research Shafi'i Qahdaryjany and Rezaie Dolatabady (2014), shows that Marketing resources/human have a positive and significant effect on the effectiveness implementation of marketing strategy and creativity in the marketing strategy and creativity in the marketing strategy is effective on the effectiveness of the implementation of the marketing strategy. Given the results of Pirayesh and Alipur (2014) between public and private banks, components of market opportunities, awareness of the vulnerability of key organizations, awareness of the risks of competition, awareness of threats competitors respectively have the greatest effect on the marketing effectiveness. And a private bank has the higher marketing effectiveness compared to state banks.
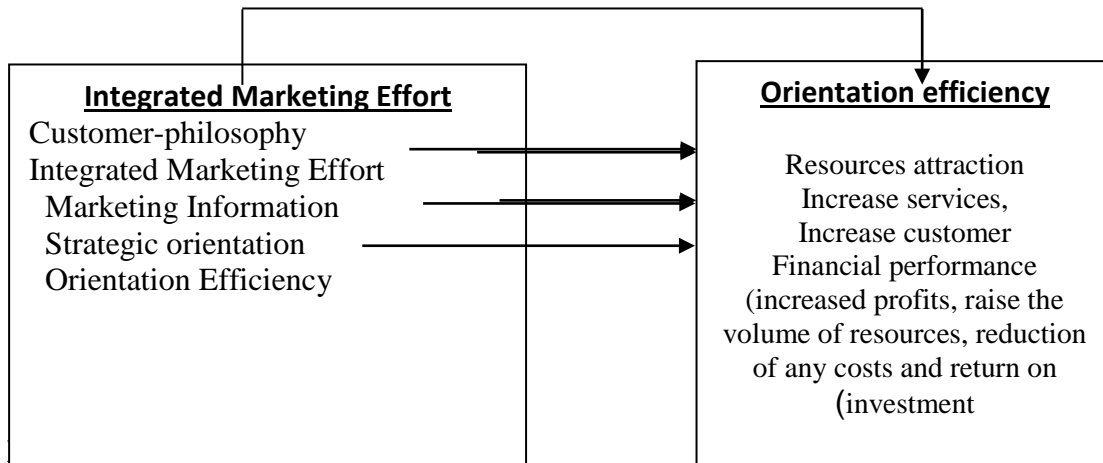
Tarzi and Bolourian Tehrani (2013) Showed that That two-component technology and Knowledge Management has a good and satisfactory condition and has a strong point, However, A key component of focusing on key customers in proportion the other two components is poorly. Also, Company status in the organization components than the other component is medium. And the results of research Ashgaraf et al (2013) indicates that the effectiveness of electronic marketing on the supply of services of studied Companies and ensuring customer satisfaction became apparent. In this Asgarnezhad Nori (2013) According to The framework of marketing productivity impact of marketing contains marketing resources, strategic marketing capabilities marketing, and the tactical abilities the performance indicators Business the performance of the client, the financial market has been studied. And the fact that the results of the research findings to Investigate the relationship between Marketing and the business performance are antonyms and organizational resources customer performance, market and non-financial and organizational resources on Customer performance and financial had a positive effect. But the effects of non-institutional sources on market performance were not confirmed. In addition, a positive impact of the Marketing

Strategic Planning on Customer performance, Financial and the market and implementing strategic marketing plans on the financial performance was confirmed. But the effects of strategic marketing programs on market performance were not confirmed. Also, the obtained results show that the specialized ability and dynamic of the Marketing on Customer performance have a positive effect on the financial and the market. A positive effect of the abilities of the task customer and market performance of the Marketing approval and was rejected on financial performance. Eventually, the analysis of data related to the moderating variables show that all the characteristics of the sample, the subject of research, research structure and research subjects apart from the history of the organization activity, sales revenue of the organization, philosophy of the organization, the number of used resources and the age and gender of participants leads to significant effect in the results of the study regarding to Marketing effect on the business performance. Therefore, in order to achieve their goals requires the use of strategic management to maximize the effectiveness and corporate performance (Ahmadzadeh Fard, 2014)

Subramanian, (2010) in a study, investigate the relationship between market orientation and Business Performance in the hundred and fifty-nine hospitals the intensive care as studied in the United States; after testing the hypothesis the results of research represents a positive relationship between market orientation and business performance in this hospital. Nwokah and Frannces in 2009 conducted the research entitled the relationship between competitive intelligence and marketing efficiency in the Nigeria's companies. The dimensions of the Marketing efficiency: Customer orientation, integrated marketing efforts, marketing information, strategic orientation and operational efficiency. The results show that there is a positive significant relationship between the competitive intelligence and marketing efficiency. Nwokah and Ahiauzu (2008) in a research state that for marketing efficiency there are also the five variables: that we can define them as Customer Satisfaction, marketing information, integrated marketing activities, the strategic orientation and orientation Efficiency and finally came to the conclusion that Marketing effectiveness has a significant positive relationship with Competitive Intelligence. And also, since bank system in economic base on market is one of the most important economic elements of the country because growing or stagnation of the country's economic structure closely related to the performance of banking institutions (Levi, 2010). The main question of this research is to find answers to the following: To what extent there is a relationship between the effectiveness of marketing strategies and Performance Marketing Bank city of Sanandaj?

The independent variable in this study is the effectiveness of marketing strategies. Indicators of the effectiveness of marketing strategies in this study include: customer philosophy, integration and control the basic functions of marketing, collect enough data in the field of marketing, there are strategic orientation and orientation Efficiency taken from Kotler and Keller (2006). And the dependent variable in this study is the orientation Efficiency.

Figure 1: Conceptual Model of the Research

Integrated Marketing Effort	Orientation efficiency
Customer-philosophy Integrated Marketing Effort Marketing Information Strategic orientation Orientation Efficiency	Resources attraction Increase services, Increase customer Financial performance (increased profits, raise the volume of resources, reduction of any costs and return on (investment

This study in term of purpose is applied and in term of the method is descriptive correlational research in a type of a cross-sectional research. The studied population includes all employees of two groups of Public and private Banks in the level of Sanandaj city. The collected information regarding 16 banks, 7 State Bank, and 9 private banks are shown in Table 1. According to the information provided by relevant agencies in March 2014, 1409 people in 115 branches of state banks and 11 private banks in the city of Sanandaj 7 are serving and working. According to made calculations According to statistical formula Cochran, the sample size n = 302 through random sampling - stratified with fit considering were selected. Table 2 shows the method counting of the population.

Table 1: the statistical population sample with the separation of the bank

	The name of bank	The bank ownership type	Number of branches	Statistical Society	Statistical sample
1	Meli	Public	17	262	56
2	Saderat	private	12	140	30
3	Mellat	private	11	169	36
4	Tejarat	private	15	191	41
5	Sepah	private	12	142	30
6	Refah	Public	12	113	24
7	Maskan	Public	17	262	56
8	Sanat and Maadan	Public	10	116	25
9	Keshavarzi	Public	1	11	2
10	Post Bank	Public	11	135	29
11	Tosee and Tavoon	Public	3	40	9
12	Iran Zamin	private	2	39	9
13	Parsian	private	1	8	2
14	Dei	private	2	13	3
15	Karafarin	private	2	9	2
16	Pasargard	private	2	11	2
the whole statical population			115	1409	302

According to the type of hypothesis, and in terms of research methodology and the type of data considered in the study questionnaire effectiveness of marketing strategies Kotler and Keller (15 items) and questionnaires performance marketing (17 items) are used. After confirmation Inventory experts and pilot implementation by 30 employees, Questions with the validity of the improper removal and refined questionnaire with five points Likert-type scale was ready to collect data. Factor analysis and Cronbach's alpha coefficient variables are in Table 2 below. The results of variable independent variable effectiveness of strategies marketing and dependent performance marketing, KMO obtained is larger than 0.7 that this represents the reliability of questions and in Table 3 Cronbach's alpha values the effectiveness of marketing strategies is (0.866) and for variable performance marketing is (0.923). As a result, the alpha value for each of the indicators in the questionnaire from the standard value is (0.7) which marks the reliability of research to analyze the data, SPSS and LISREL are used.

Table 2: Validity and reliability of the study

	Factor analysis	Cronbach's alpha coefficients
Integrated Marketing Effort	KMO = 0/752 Bartlett's Test of Sphericity = 521/ 211 df = 253 Sig = 0/000	0.866
Orientation Efficiency	KMO = 0/796 Bartlett's Test of Sphericity = 411/ 233 df = 188 Sig = 0/000	0.923

The findings of the research:

The obtained results in two levels of descriptive statistics and inferential have been investigated. From a total sample of 302 people, 161 people equivalent to 35.3% of the respondents belong to the public bank branch staff and 141 people equivalent to 46.7% of employees belong to branches of private banks in Sanandaj city. The highest frequency related to the Meli Bank with 56 people. And 261people equivalent to 86.4 percent of the male respondents 41 people equivalent to 13.6 percent of them are women. The most frequency range in age from 30-40 years with 125 equivalent to (41.4) and lowest frequencies above 50 years of age with 17 equivalent to (6.5) percent. From a total sample of 302 people, education 101 people equivalent to (33.4) Diploma, 154 people equivalent to (0.51) percent license and 47 people equivalent to (15.6) graduate percent and higher. The highest rate related to job experience with between 5 to 10 years with 111 people equivalent to (36.8) percent and lowest frequencies of work experience with more than 20 years with 15 people equivalent to (0.5) percent. To test this hypothesis significant Pearson r test was used, the results of this test shows that the significant level (Sig= 0.000), variables marketing strategies and performance marketing with rate (r=0.762) have relationship with each other; and it means the severity of the correlation between the two variables is 0.762 that is relatively strong, Correlation type between the two variable is direct (positive) and the level of

significance also calculated(Sig: 0.000) is less than alpha research (=0.05), that leads to the significance of the relationship between two variables, therefore, the hypothesis is confirmed temporarily, As a result according to these results, we can say that effective marketing strategies effect the performance marketing and whatever pay more attention to the marketing strategies, performance marketing goes to the positive trend of the bank branches. Since the relationship between the variables marketing strategies and the performance marketing in the branches of private banks is (0.752) larger of the branches of state banks is (0.747), it results that the relationship between marketing strategy and the performance marketing in private bank branches is relatively stronger than bank branches of government for its components is as follows.

The relationship between the variables customer-philosophy, Integrated Marketing Effort, Marketing Information, Strategic orientation, Orientation Efficiency in the private bank is higher than the branch of public bank. But the relationship between Orientation Efficiency and performance of Marketing In the branches of private banks is (0.618) is smaller than Branches of state banks (0.738).

Table 3: Correlation coefficient relationship between marketing strategy and the marketing operation of its components

		The dependent variable of marketing		
		Public	Private	Whole
The independent variable	Marketing Strategies	0.747^{**}	0.752^{**}	0.762^{**}
	Customer-philosophy	0.590^{**}	0.596^{**}	0.611^{**}
	Integrated Marketing Effort	0.506^{**}	0.561^{**}	0.562^{**}
	Marketing Information	0.274^{**}	0.381^{**}	0.361^{**}
	Strategic orientation	0.509^{**}	0.578^{**}	0.573^{**}
	Orientation Efficiency	0.738^{**}	0.618^{**}	0.678^{**}
	Significant level	0.000	0.000	0.000
	Number	161	141	302

**error level 0.01

For fitting the mentioned Model for the all aspect variable Effectiveness of marketing strategy customer-philosophy, Integrated Marketing Effort, Marketing Information, Strategic orientation, Orientation Efficiency) that were measured in the distance measurement, individually were entered as independent variables. Table 4 General linear regression model is given and according to the index that was mentioned the model has the appropriate adequacy.

Table 4: Analytical statistics of linear regression marketing performance

Marketing Strategies	R	R- Square	Adjusted R-Square	Standard Error	Durbin-Watson
Customer-philosophy	0.762	0.581	0.580	0.46419	1.629
Integrated Marketing Effort	0.611	0.373	0.371	0.56801	1.948

Marketing Information	0.562	0.316	0.313	0.59329	1.721
Strategic orientation	0.361	0.131	0.128	0.66878	2.013
Orientation Efficiency	0.573	0.329	0.327	0.58757	1.789
Significant level	0.678	0.460	0.458	0.52724	1.824

Results of regression analysis of Determining factors performance marketing shows that, multiple correlations (R=0.762) indicates a strong correlation between independent variables and the dependent. Determination coefficient (0.581) shows that the Independent variables can explain a lot of variance in the dependent variable.

Adjusted R- Square is equal to (0.580) that shows the independent variable effectiveness of marketing strategy could explain 0.58 percent of the marketing performance of the dependent variable and the remaining variance of the foreign and unknown factors can do not come in this study are explainable. Given that the Durbin-Watson statistic (1.629) that is larger than the standard value 1.5 as a result, we consider the independence of residual and with regard to measure the model has necessary efficiency. The result of the variance analysis shows that that the explanatory variables are significantly able to predict and explain changes of the dependent variable (Performance Marketing); in other words, the corrected explanatory model AR is significant.

Table 5: Statistics related to independent variables entered into the regression model

The name of variable	Std. ERROR	Beta	T	Sig T
Customer-philosophy	0.036	0.611	13.354	0.000
Integrated Marketing Effort	0.041	0.562	11.766	0.000
Marketing Information	0.041	0.361	6.712	0.000
Strategic orientation	0.040	0.573	12.125	0.000
Orientation Efficiency	0.036	0.678	15.974	0.000
Effectiveness of marketing strategies	0.042	0.762	20.402	0.000

Dependent variable marketing performance P <.05

Discussion and conclusion:

The banks often for success in offering its services are committed marketing. Bank marketing actually gives direction to the procedures and the marketing plan and create a good platform for other marketing activities and include activities for creating, maintaining or change the mindset or audience behavior, loyalty and branding of the Bank's will carry out. Results of this research indicate a positive relationship between Marketing strategy and performance and are same with the reviews that are done in other research inside the country. Research findings of Saleh (2014), Alizadeh and Hassanpour principle (2015), Mohammadi Mobasser and colleagues (2015), Moini Far (2015) and Muzaffar et al (2015) the effect of the effectiveness of marketing activities in order to The variables marketing skills, information Technology, marketing planning and the customer orientation performance, Integrated Marketing Effort the reviews of a significant relationship was confirmed that is in line with the findings of this study and significant relationship with o performance marketing, the studies also show From the perspective of the participants, between the Effectiveness of marketing activities, contrary to the findings Saleh (2014) after Orientation Efficiency like findings of Saleh (2014) after gathering enough information in the field of marketing has the lowest rank. In the field of performance marketing, like Results of this research, the Performance Marketing Measurement shows that the benefits obtained from measurement of performance marketing with an organization are changeable under the certain circumstances.

The results of the research are consistent with the results of the research of Subramanian, 2010, Nwokah and Frannces 2009, and Nwokah and Ahiauzu (2008). The banking industry is a witness of intense competition with high opportunities and threats. Certainly, no bank can provide all possible services and cannot be the best in the field of the services that offered. The banks by examining their strengths and the opportunities available in the market consider the strategies to gain good competitive position in the marketing. The banking industry is a witness of intense competition with high opportunities and threats. Certainly, no bank can provide all possible services and cannot be the best in the field of the services that offered. The banks by examining their strengths and the opportunities available in the market consider the strategies to gain good competitive position in the marketing. A business can grow in the current or new service of marketing in the current or new markets. Management should be aware of the marketing opportunities; strategic valves a potential distinct advantage. The matrix of strategic opportunities is a useful tool to identify the various options. The banks that follow the penetration strategy in the market try to increase their share in the current market. For example, with extensive advertising, bring down the avail facility rates and increasing avail facility rate compared with competitors and so on attract more customers to them. According to the results of the hypothesises in the banks the act of creative Marketing with use of Customer-oriented philosophy and more focus on the management of key customers or changes in bank strategy in the field of it key customers in order to empowerment Bank in this regard, for success in offering its services, increasing resources and new customers, maintenance, and customer loyalty measures are also very important and necessary. Realization of the Bank managers means that marketing real mission is understanding the

need and the demands of customers and providing an important solution that leads to customer satisfaction and also inviting all employees of the organization in order to the customer thinks they are serving to them. In order to achieve the organizational mission and internal competition with other organizations they should try to the level of customer and customer-oriented philosophy such as getting familiar with staff and management of the branch, smile and good humor maintaining customers character, small gifts and memorial Such as promotional gifts with Bank logo, greetings and sympathy with customers are factors that increase the motivation of the customers to create permanent. The banks can with examining their strengths and opportunities available in the market and considering adopt strategies lead to achieving a good competitive position in the marketing. By collecting enough information in the field of marketing and improve the marketing system leads to promote other systems and thus successfully upgrading the entire bank and promoting other systems is also effective on the marketing system. Banks should assess their goals, strengths and weaknesses points, policies and their response patterns by collecting enough information in the field of Marketing and assessing the mental image of people of the bank branches and determining bank marketing policy and place determining the position of Marketing in the organizational structure in their work priority. In the marketing services should consider three factors: speed, flexibility, and friendly interactions. In fact, the banks even in similar circumstances by investing in the system and its human capital can create a competitive advantage compared to its competitors. The customers, who receive banking services with the high-speed, flexible and professional behavior of employees and the head of Branches, and also top respect and goodwill, undoubtedly will become the loyal customer of the Bank.

Administrators assign post to the staffs according to their abilities and skills on the organizational posts because this matter will be clear in the organizational commitment and loyalty and leads to increasing Orientation Efficiency. Since the Marketing Strategies have a significant relationship with the financial performance, it can be offered to banks for strengthening performance marketing in the financial dimension emphasizes on the analytical behavior. Nowadays, in dynamic environments, only those will become successful organizations that can increase their learning rate, updated knowledge of the market situation and other banks, management CRM, using the expertise of human resources and the professional conducts of banking compared to competitors and in this way surpass their competitors and gain competitive advantage. For this purpose, researchers have raised the topics Marketing Strategy since a long time and many organizations including production, services, and training also trying to implement it. The banks whether public or private have close competition with each other. The reality is that in this competition victory is for Bank that allocates a larger share of the market with the lowest cost to itself. So, the strong and successful administrator is a person who can increase the reception level of the marketing strategies (customer-philosophy, Integrated Marketing Effort, Marketing Information, Strategic orientation, Orientation Efficiency) and more important than that have same and consistent views of these five marketing strategies and try for them.

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