



## What Is Marketing?

Lots of people use the term "marketing", to describe many different functions of business. Some people use it to depict what the sales force does. Some use it to explain that mystery department down the hall that no one understands. At almost every business meeting, someone pipes up and says, "Let's do some Marketing!". (Some even use it to say they're going to the grocery store!)

For a word that is used so much in today's business world, not many people truly understand what it means to "market" a product or business. Marketing is best described as the integrated and holistic business mix used to promote business and drive sales. This mix is made up of many components that must be understood from the top to the bottom of an organization, in order to be effective.

Today, marketing is still recognized by many scholarly types in the very traditional sense of the 4 "P"s: product, price, place, and promotion.

- **Product** is the most essential component. If it's not a good product, all the "marketing" in the world won't help it. An excellent resource to understand this concept is the book Purple Cow by Seth Godin.
- **Price** is the aspect that too many people get bogged down with. It's not about the cheapest price...it's the best value. Why buy a Mercedes when a Civic will get you where you want to go? Consumers know that it's not always about price. You should too.
- The **Place** or distribution of a product and where you sell it is where so many companies fail. Your store, whether clicks or bricks, must be a place that consumers are drawn to. The world is a very big place...too many companies just tap into a fraction of it.
- The "P" that most people associate marketing with is **Promotion**. It includes, among other things, traditional advertising, sales promotion, and public relations -- all of which are intricately joined within the fabric of marketing communications.

Too many marketers stick to these textbook "4Ps" and create boring predictable marketing strategies. You should look at your entire business when creating a marketing game plan and think beyond conventional borders.

However, you should not totally abandon what the "P"s have to teach. There are some basic foundations that must be laid. Many factors are critical in the first steps of marketing a product or service. After a solid analysis of market data, it is necessary to determine what is being sold, who will buy it, where it should be sold, when it should be sold, why someone would buy it, and how much it should cost. And perhaps most importantly, how you should position yourself and create your brand image.

Through targeted research, diligent data analysis, and careful market planning, you can formulate a comprehensive and exciting promotional program through:

- Determine Marketing Objectives
- Creating Brand Identity
- Developing a Strategic Marketing Plan

- Managing Established Programs

For all the "official" definitions and meanings of marketing, there is one universal rule...Everything you do in a business is marketing. Shotgun Concepts' method of creating a holistic integrated marketing plan takes that rule seriously. A multi-million dollar campaign can be ruined if your sales force doesn't understand your marketing plan. Everything you do conveys a message to your customers. You want to control that message. We can help you do it. Contact Shotgun Concepts to find out how.

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