

## **7 . Marketing**

### **1 . To conduct , carry out or do market research**

- The company conducted market research to gather more data about its customers' buying habits .

### **2 . A focus group**

A group of potential customers who give their opinions about a product , brand , packaging etc .

- Gloria Jeans used focus groups to carry out market research .

### **3 . Income bracket**

A section of the population classified according to their level of income .

- We may also want to find out the age and income bracket of our customers .

### **4 . Demographic profile**

Information such as the age , gender and occupation of a group of people

- This helps to create a demographic profile of the people who will be interested in our goods .

### **5 . Customer Relationship Management ( CRM )**

The strategies that companies use to analyze and manage their contact with customers .

- Building up a picture of a customer is a part of CRM .

## **6 . Market segmentation**

The way the market is divided into different consumer groups and differences between them

- We must take a look at market segmentation so that we can target certain areas of the markets or certain groups of consumers .

## **7 . A customer vs a consumer**

A customer is a person who buys a product and a consumer is someone who uses it . Often it's the same person ,but NOT always .

- The J&Co are our regular customers . They buy our balloons and they give them to another company who , in turn , distributes them among consumers .
- I buy the sugar free cola and drink myself so , in this case , I am a coca-cola customer and consumer .

## **8 . Marketing campaign**

Serious of operations to promote a certain product / products

- We launched a successful marketing campaign that was brilliantly carried out by a team of young and talented professionals .

## **9 . Target audience**

A group of people who a product is mainly geared toward .

- By placing these posters in gyms we aim to reach our target audience which is athletes and fitness trainers .

## **10 . Product placement**

When a company pays for their products to featured in a movie - they are using product placement as a marketing tool .

- In that movie the main characters drives our latest model . That was a great product placement strategy .

## **11 . Guerrilla marketing**

When a company promotes their products in an unconventional way , often on a low budget .

- We use to employ various marketing techniques ,but these days we're also doing much more guerrilla marketing .

## **12 . An in-house marketing team**

A team that belongs to the company that is doing promotion and NOT a part of a different company which they pay to manage marketing for them .

- Buyer has an in-house marketing team as well as several other outsource teams they work with .

### **13 . Advertising agency**

A firm that companies hire to carry out a marketing job for their goods .

- We are now working with the best advertising agency out there .

### **14 . Brand identity**

It's how a business wants to be seen and recognized by the customers .

- Our brand identity is very important for us .

### **15 . To build brand awareness**

To increase knowledge of a brand among potential customers .

- One of our aims is to build brand awareness as soon as possible .

### **16 . Customer satisfaction and loyalty**

That's what you want your customers to be like - satisfied and loyal .

- Customer satisfaction and loyalty go first in our priority list .

### **17 . Free airtime**

Time featured on TV or radio , without payment

- The company got lucky - there was a whole news item on their latest innovation so they had a lot of free airtime .

## **18 . News item**

A particular piece of news

- I found several news items that may interest our listeners .

## **19 . Press coverage**

Reporting in the press

- The more press we get the better for our ratings .

## **20 . Celebrity endorsement**

A famous person is paid to promote a product .

- In the fashion world , celebrity endorsement can also have a huge impact .

## **21 . To engage with the customers**

To communicate with customers

- Ultimately , we want to engage with our customers and bring them the best products we can .

