# 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 .

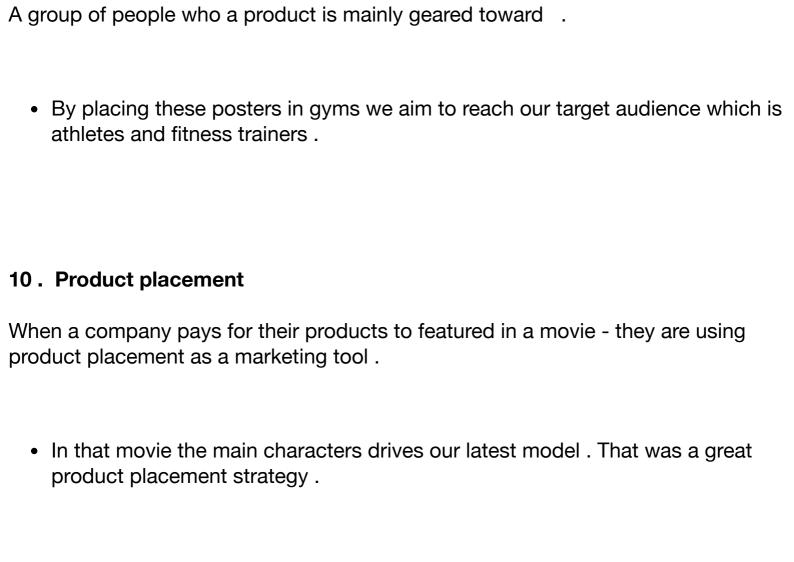
- The J&Co are our regular customers. They buy our balloons and they give them to another company who, in turn, distributes them among consumers.
- I buy the sugar free cola and drink myself so, in this case, I am a coca-cola customer and consumer.

# 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



# 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 compony 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 .