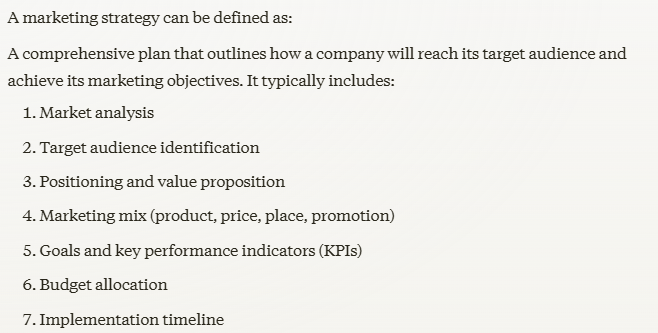
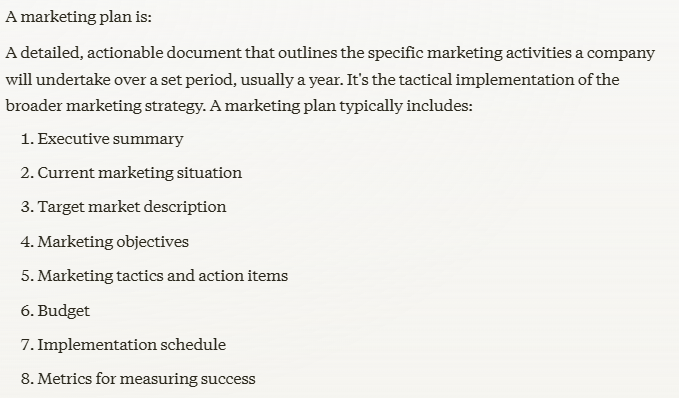
**Marketing Notes:**

Marketing activity: at its most basic, is everything about your business that makes a difference to your customers



In order to make your marketing strategy happen, you need to work out how you’re going to achieve it, which involves writing up a marketing plan.



One important thing to remember is that you need to find out what customers want from you and then create a product to meet those needs. This view is the difference between being what the experts call product-orientated and customer-orientated.

Much like where successful writers know the audience and produce writing at that level, in marketing it is vital to know who your audience is. You need to understand your customer on two levels: the rational, functional dimension of making a purchase decision, and the irrational, emotional dimension. Often, this means addressing two questions:

1. How do they feel about the product?
2. What do they think about the product?

There are three fundamental approaches toward selling to the customer:

1. The informational approach in marketing is a strategy that focuses on providing consumers with detailed, factual information about a product or service to influence their purchasing decisions. This is very often the approach with business-to-business (B2B).
2. The emotional approach in marketing focuses on appealing to consumers' feelings, desires, and psychological needs rather than relying solely on logical or factual information.
3. The balanced mix approach in marketing combines elements of both the informational and emotional approaches to create a more comprehensive and effective marketing strategy. This approach recognizes that consumers often make decisions based on a combination of rational thinking and emotional factors. This is the recommended approach to use if you are unsure about the other two options.

Some formal elements that might comprise marketing are include: marketing may include sales, service, product design and packaging, all marketing and media communications and anything else that helps win loyal customers. There can be hundreds of aspects involved. The best thing to do is to write out a detailed profile on your customer to get a focus on what elements will need to be utilized in marketing to that customer. Segmentation is the term used to describe the process of identifying distinct groups of customers, and the products and services that may appeal to them.

Be aware of whether a customer emphasizes attracting new customers, or retaining and growing an existing user base.

For a company to successfully market a product or service, they must explicitly define what their special strength or advantage is. Trying to meet a competitor on their turf otherwise results merely in being second place. Take a minute to think about what makes your firm or product special and different, and why customers have been attracted to that excellence in the past. Then make sure your marketing leverages that strength wherever possible.

Another careful consideration to make is to consider what the best way is to attract new customers. Some options may include:

* Referrals
* Trade shows and professional association meetings
* Sales calls
* TV, Radio, or print ads
* Product demonstrations, trail coupons, or free samples
* Websites, social media, or newsletters

Usually, only one or two ways are most effective in attracting customers. Once a business knows what these are, they can put one third or two thirds of resources into those methods, leveraging the most effective means.

More often than not, effective marketing actions take on only three labels- works best, helpful, or doesn’t work. By answering many of the elements discussed above, a company can decide if they are budgeting in a way that focuses resources where they will have the most effect. This is often the basis of a marketing pyramid:

