Marketing

What exactly is marketing...?

Marketing starts with understanding the needs and wants of customers and accordingly researching and developing products and services that excel at meeting those needs.

Marketing involves pricing your products in the sweet spot where you maximize overall profits

Marketing in a short and simple manner would worded as:

~*balancing a low enough price to encourage a sufficient volume of sales and a high enough price to keep profit margins good* ~

1.Create a Sales Plan

First, define your market as accurately as possible so you have a deeper understanding of exactly who you're selling to. For example, instead of all men, it may be divorced men in their 40s with six-figure salaries. The more specific you get, the more accurately you'll be able to target your sales and marketing efforts, choosing the sales channels most receptive to your product.

2.Create Sales Goals:

These goals should be specific and measurable and realistic , not something like selling a million units. Base them on the nature of your product and try to break them down into manageable parts. For example, sell 50 units to end-users in 30 days and sell 100 units to local independent retailers in six months.

3.Keep in mind SMART

**S**- Specific to your Business

**~Specify** What exactly do you want to achieve? The more specific your description, the bigger the chance you'll get exactly that. S.M.A.R.T. goal setting clarifies the difference between 'I want to be a millionaire' and 'I want to make €50.000 a month for the next ten years by creating a new software product'~

M- Easily and realistically measurable

~Measurable goals can go a long way in refining what exactly it is that you want, too. Defining the physical manifestations of your goal or objective makes it clearer, and easier to reach~

A-Aimed towards the growth of the business as a whole.

~Aim at what products the business already carries and how yours will fit in. Don't waste your time pitching to a retailer who's unlikely to carry your product ~

R- Realistic and relevant ideas

~Reevaluate If you're lacking certain skills, you can plan trainings. If you lack certain resources, you can look for ways of getting them.

The main questions, why do you want to reach this goal? What is the objective behind the goal, and will this goal really achieve that?

You could think that having a bigger team will make it perform better, but will it really?

T- Time specific –

~Take into consideration the dates of all of the above elements so you can define your steps within a realistic timeline. Don't forget that your timelines should be fluid--if you're underachieving, your sales plan can help you figure out why and define the corrective steps you need to take~

4. Network in Person

Don’t neglect the opportunity to market in person. You’ll meet great people in person whom you may never come across online.

Every person you meet is another marketing possibility. Obviously, you don’t want to go around shoving your business into people’s faces, but as the issue of work comes up in conversation, tell them about it.

The whole idea of networking is basically *marketing*. You get to introduce other people to your business live and in person.

*And most importantly….*

4.Be patient:

It can take up to a year or longer before you see your product on store shelves, so don't get frustrated. And if the final answer is no, try to turn it into a learning experience.

5.Offer lots of valuable and free information that your demographic really wants to read

6.Stand out from your competitors by listening to customers

7.Present your products and services in an appealing and aesthetic way

8.Stand for something so those who agree with you can follow along

9.Be original and consistent

Video: <https://www.youtube.com/watch?v=keCwRdbwNQY>

**Apple: Creating a Movement**

Apple did not fall into success over night. For anyone who has followed the story of the company, they would know that Apple had many road blocks to navigate through before making it to the top of their game.

The one thing that helped Apple on its race to the top however, was their ability to create a movement. This movement helped the brand to create a cult like following that over the years, has stood the test of time.

In all of their marketing efforts, Apple have not just showcased their products but they have also created the image that their products are visionary and life changing.

Their marketing has also helped to convey this by making people feel as if they need their products in order to enhance their life in some way. They have worked hard to win over consumers and have created a tribe of followers who are consistently excited about every product and every new announcement.

***Firstly***, your brand must have an innovative and awesome product that can easily be integrated into people’s lives. Even if it is a new product it doesn’t matter, as long as there is way you can market it as something people or businesses can’t live without.

***Secondly***, identify what makes your product or service so awesome, you have to market it in a simple and though-provoking way.

Look at Apple’s ads for instance. There is nothing fancy about them, they are simple, clear and create a feeling of being part of something modern and innovative.