

#### **DEFINITION**

 Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand



#### **MAJOR TYPES OF MARKETING**

- Digital Marketing
- Internet Marketing
- Affiliate Marketing
- Multi-Level Marketing
- Global Marketing



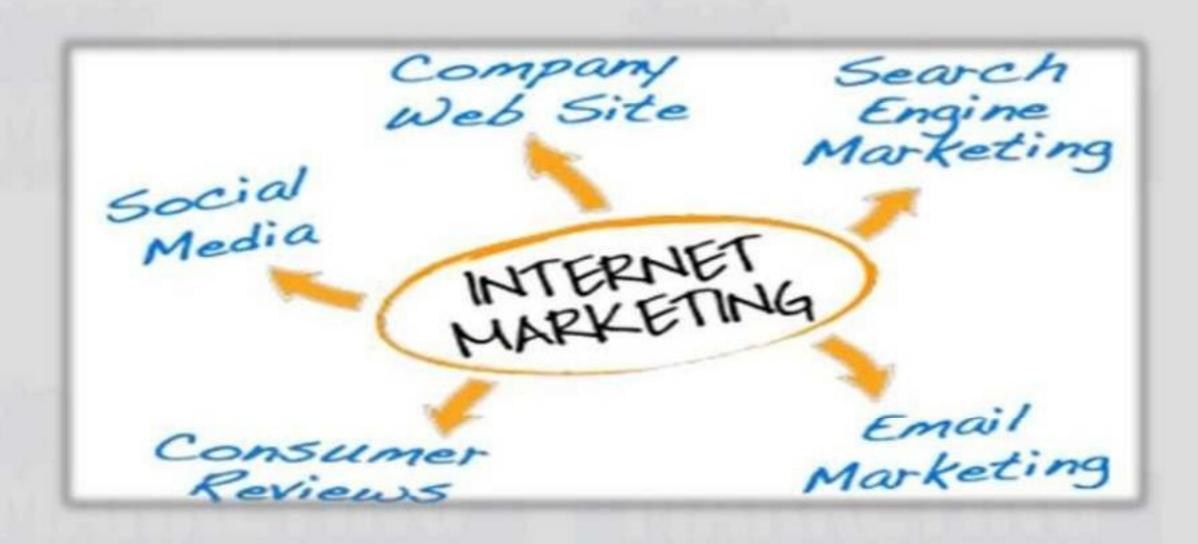
# DIGITAL MARKETING

- Digital marketing, is a type of marketing in which a business uses purely electronic means to advertise their products and services
- This type of marketing can be implemented through television, the internet, and eve electronic billboards



#### **INTERNET MARKETING**

- Like its relative digital marketing, internet marketing uses electronic means to advertise to the public
- The difference between the two is strictly internet driven



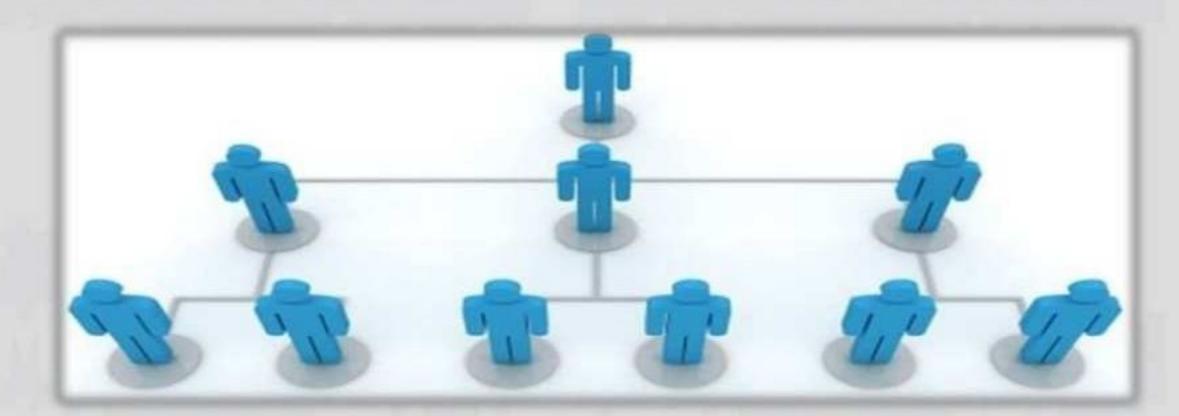
# **AFFILIATE MARKETING**

 Affiliate marketing is a type of marketing in which online advertisers and merchants share revenue with online salespeople or website owners through a compensation model that is based on certain performance measures such as Pay per Click(PPC), sales, registrations, or a model that combines any or all of these forms



# **MULTI-LEVEL MARKETING**

- Multi-Level Marketing (MLM) is a marketing strategy in which the sales force is compensated not only for sales they generate, but also for the sales of the other salespeople that they recruit
- This recruited sales force is referred to as the participant's "down line", and can provide multiple levels of compensation



#### **GLOBAL MARKETING**

 Global Marketing is a form of marketing in which various international business allies form relationships and develop networks on a global scale



# OTHER TYPES OF MARKETING

- Alliance Marketing
- Ambush Marketing
- Call to Action (CTA)
  Marketing
- Close Range Marketing (CRM)
- Cloud Marketing
- Community Marketing
- Content Marketing
- Cross-media Marketing

- Database Marketing
- Direct Marketing
- Diversity Marketing
- Evangelism Marketing
- Freebie Marketing
- Free Sample Marketing
- Guerrilla Marketing

#### IMPORTANCE OF MARKETING

- Getting Word Out
- Higher Sales
- Company Reputation
- Healthy Competition



# **GETTING WORD OUT**

- For a business to succeed, the product or service it provides must be known to potential buyers
- Without marketing, your potential customers may never be aware of your business offerings and your business may not be given the opportunity to progress and succeed



#### HIGHER SALES

- As awareness becomes a reality, it is also the point where new customers start to spread the word, telling friends and family about this amazing new product they discovered
- Your sales will steadily increase as the word spreads
- Without employing marketing strategies, these sales may not have ever happened; without sales, a company cannot succeed



#### **COMPANY REPUTATION**

- The success of a company often rests on a solid reputation
- Marketing builds brand name recognition or product recall with a company
- As your reputation grows, the business expands and sales increase



#### **HEALTHY COMPETITION**

- Without competition, well known companies would continue to sell while lesser known companies or new companies would stand little chance of ever becoming successful
- Marketing facilitates the healthy competition that allows small businesses and new businesses to be successful enter and grow in the marketplace



# **QUOTES ON MARKETING**

- The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself
  - Peter Drucker
- Marketing is a contest for people's attention
  - Seth Godin
- Business has only two functions marketing and innovation
  - Milan Kundera



#### CONCLUSION

 A marketing program that gives your company the best chance is a healthy mix of different forms of marketing, such as website development, public relations, print and broadcast advertising, design and printing for all print materials, trade shows and other special events



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