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MARKETING



A word cloud background featuring various marketing and digital marketing terms. The most prominent word is 'MARKETING' in large, bold, white letters with a red outline. Other visible words include 'SALES', 'SEO', 'ADVERTISING', 'TRAFFIC', 'ENGINE', 'RISK', 'OPTIMIZATION', 'MARK', 'INTERNET', 'BUSINESS', 'PLACEMENT', 'COMMUNICATION', 'RANK', 'SOLUTION', 'ENGINEERING', 'E-MARKETING', 'COMMERCIAL', 'STRATEGY', 'WEBSITE', and 'RISK'. The background is a mix of red and white with a perspective effect.

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 even 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



SALES

The word "SALES" is rendered in large, bold, red 3D block letters. A large red arrow points upwards from the top of the letter 'A', extending above the 'L'. The entire graphic is set against a white background within a thin grey border.

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



Thank
You