

What is Marketing?

When we talk about Marketing, we aren't just referring as one activity in the job but most likely to be a few that describes it. Marketing is a job so extense, it involves creativity, designing, communicating, expressing, exploring, planning, techniques and strategies; with all of that, people who work in Marketing are able to get closer to their costumers through the many different types of Marketing (printed adds, blogs, social media) and make the commercialization of a product more effective, helping the business to reach its goals. Some strategies that Marketing works with are the 4 P's: product, price, place and promotion, this are used to interact with every single stage of the business and with that getting more influence of the product/service.

My high school Marketing teacher considered that Marketing was also an art because it involved creating a way to get more sells and loyal customers by satisfying their needs and to have more connection with the client, there are also strategics that can be used. As I mention before, Marketing involves communication, which plays a big part in the selling, people have to be convinced by the add or the speech that the seller is giving them to achieve a sell. The person who is in charge of making the sell has to be prepared, for some customers it doesn't matter how good is the product you are offering to them, if there is not a good exposition of it or they happen to have a bad service while getting the product, they will end up having a bad experience in the store.

It's a win-win situation, business get to sell and people get what they need. Not to mention the fact that the more loyal customers you have to your business, the less problem will be each time you want to try to sell something new. Making loyal customers is such a big part of the business and having them could also give free advertising to your company. Something that has been seen lately is business paying influencers to advertise their products/services but yet, in some other cases, a simple good review from someone can make the product go viral on social media.

Marketing's definition has been evolving and changing since the very beginning due to technology that has been appearing all over the years, making it an interesting subject to think about, who knows if years from now some other things will be added to the actual definition. Nowadays, one of the strongest ways of Marketing to get to more people is social media, which is a good option for small business who have just started, most of the times it costs nothing or ends up being way cheaper than printed adds (with the opportunity to reach more people all around the world). Social media has become an easy place for innovators to experience in the business world and

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risk it all but also a place where Marketing boosted their way to interact with clients and get feedbacks that help to keep on improving the business.