

Reading

After years of conceptual as well as technical development, many practitioners still confuse sales and marketing and use the two terms synonymously. Even many knowledgeable marketing practitioners and theoreticians in academia disagree as to exactly what marketing is. In fact, an old adage that might be applied to marketing definitions says that if four marketers got together, there would be five definitions of the discipline they were practicing.

The American Marketing Association once defined marketing as the *“performance of business activities that direct the flow of goods and services from producer to consumer or user.”* But this definition formulated in 1946 and published in 1960, should be noted as only the starting point rather than the final word.

Only five years later, in 1965, the marketing staff of the Ohio State University suggested that marketing be defined as *“The process in a society in which the demand structure for economic goods and services is anticipated or enlarged and satisfied through the conception, promotion, exchange, and physical distribution of goods and services”* In other words it was suggested that marketing was more than a process of simply directing the flow of goods, and by implication, marketers had vastly increased responsibilities.

A few years later it was suggested that the concept of marketing be broadened to include nonbusiness organizations and that marketing goes beyond goods and services to include many activities in which the ultimate result is not a market transaction. An example of such a nonbusiness transaction might be the promotion of a political candidate or an antismoking campaign.

Thus in early 1985 the AMA's board of directors redefined marketing as *“the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.”*

According to the Chartered Institute of Marketing (CIM), the official academic definition is

“Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.”

This means the ideas, the brand, how you communicate, the design, print process, measuring effectiveness, market research and the psychology of consumer behavior all count as part of the bigger picture of ‘marketing’. Marketing is the process of communicating the value of a product or service to customers for the purpose of selling that product or service.

From a societal point of view, marketing is the link between a society's material

requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organization and its shareholders. Marketing is the science of choosing target markets through market analysis and **market segmentation***, as well as understanding consumer buying behavior and providing superior customer value.



Social media marketing refers to the process of gaining website traffic or attention through social media sites.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user, it presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself.

Social networking websites

Social networking websites allow individuals to interact with one another and build relationships. When companies join the social channels, consumers can interact with them and they can communicate with consumers directly.

Social networking sites and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the user’s connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.