

Marketing

The study and management of exchange relationships



Image: <https://pixabay.com/en/brand-business-company-mark-focus-1027862/>

“Marketing is telling the world you’re a rock star. Content Marketing is showing the world you are one.” Robert Rose

Tag: communication

Challenge:

Marketing isn’t just about trying to build sales; it’s about building relationships that cultivate loyalty. The result may yield more sales, but clients and customers want authenticity in their business relationships and a smart marketing strategy can be the difference between solidifying customer relationships or losing them. Many times the first step for a business leader is knowing where to start. With modern social media and other Internet tools, marketing dollars can be stretched to maximize ROI. With simple analytics, businesses can collect useful data about clients and their needs and uncover patterns of behavior that can hone marketing efforts over time.

Solution:

Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management

Reference:

<https://en.wikipedia.org/wiki/Marketing>

<https://essentialsofbusiness.ufexec.ufl.edu/resources/marketing/why-marketing-matters-for-business/#.WfTEbWiCzIU>

Submitted by Romania in Transition Association A.R.T