

9. MARKETING TECHNIQUES

9.1 MARKETING VS. ADVERTISING: WHAT'S THE DIFFERENCE? Is

There a Difference Between Marketing and Advertising? There are many technical and complicated definitions of both advertising and marketing and the differences between them. But it can be stated rather simply:

- Advertising tells a story about something to attract attention. Advertising is a step in the marketing process.
- In business, “marketing” is the planning of, and steps taken, to bring merchants and consumers together.

WebProNews describes marketing this way: “The best way to distinguish between advertising and marketing is the pie chart. Mentally visualize breaking the pie chart down into several slices that include advertising, product pricing, distribution, customer service, sales strategy, etc.”

You will often find that many people confuse marketing with advertising or vice versa. While both components are important they are very different. Knowing the difference and doing your market research can put your company on the path to substantial growth.

Let's start off by reviewing the formal definitions of each and then I'll go into the explanation of how marketing and advertising differ from one another:

Advertising: The paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.

Marketing: The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

After reading both of the definitions it is easy to understand how the difference can be confusing to the point that people think of them as one-in-the same, so lets break it down a bit.

Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning your business, product, or the services

you are offering. It involves the process of developing strategies such as ad placement, frequency, etc. Advertising includes the placement of an ad in such mediums as newspapers, direct mail, billboards, television, radio, and of course the Internet. Advertising is the largest expense of most marketing plans, with public relations following in a close second and market research not falling far behind.

The best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie you have slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement. Advertising only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal. Marketing is a process that takes time and can involve hours of research for a marketing plan to be effective. Think of marketing as everything that an organization does to facilitate an exchange between company and consumer.

9.2 MARKETING VS. SALES: What is the difference between marketing and sales?

Do you know the difference between marketing and sales? Let's think about this question for a moment. Without marketing you would not have prospects or leads to follow up with, but yet without a good sales technique and strategy your closing rate may depress you. Marketing and sales should work simultaneously, but in most companies they are departments that don't even speak to each other.

If we broke it down to the basics, marketing is everything that you do to reach and persuade prospects and the sales process is everything that you do to close the sale and get a signed agreement or contract. Both are necessities to the success of a business. You cannot do without either process. If you work to strategically combine both efforts you will experience a successful amount of business growth. However, by the same token if the efforts are unbalanced or departments don't communicate it can detour business growth.

Your marketing should consist of strategies that you can measure your reach and work to persuade your prospects that you are the company for them. It's the message that prepares the prospect for the sale. It could consist of advertising, public relations, social media, relationship marketing, brand marketing, viral marketing, and direct mail.

The sales process consists of interpersonal interaction. It is often done by a one-on-one meeting, cold calls, and networking. It's anything that engages you with the prospect or customer on a personal level rather than at a distance. Most the time the prospect or potential customer has been driven to you via marketing efforts.

I like to think of it like this, your marketing efforts begin the process of the eight contacts or touch points that studies show it takes to move a prospect or potential client to the close of the sale. If marketing is done effectively you can begin to move that prospect from the status of a cold lead to a warm lead. When the prospect hits the "warm" level it's much easier for the sales professional or sales department to close the sale.

Do you see the cycle?

Studies have shown that it takes multiple contacts using both sales and marketing to move the prospect from one level to the next. That is why it is important that you develop a process that combines both sales and marketing. This will enable you to reach prospects at all three levels; cold, warm, and hot. It's all about balance. Make sure that you've integrated the two, marketing and sales. They are not separate. If they are different departments, those departments must talk and communicate in order to be effective.

Are you unsure of how to integrate your marketing and sales?

Try this. Take a few moments and divide your prospect lists and database into categories of cold, warm, and hot leads. Then sit down and identify a strategy on how to proceed with each individual group.

For example you could try the following methods of contact:

- **Cold Lead Strategy** - Send out a direct mailing or offer them a special promotion
 - **Warm Lead Strategy** - Try a follow-up call, send out a sales letter, or schedule a special seminar or training session to get all of your warm leads together.
- Once you've moved your prospect to the "warm" level it's time to proceed in closing the sale, call it passing the baton if you'd like. This will be easier to do if you somehow engage the prospect. You can do this by conducting a one-on-one call, make a presentation, or present a proposal, estimate, or contract.

What if you are uncomfortable with the sales or marketing process?

An alternative that often proves successful is to partner with someone that possess the talents that you feel you lack in. If you are stronger in marketing, find someone who understands and gets the sales process. If you are better at sales find someone that can help you strengthen the message, create marketing materials that sell and give you tactics and ideas. If you don't work in a company that has both departments and you are working solo you can do this by creating a partnership, subcontracting, or hiring in that talent.

Remember the key to success in marketing and in sales is balance!

9.3 LISTEN TO YOUR SALES TEAM: Marketers, Listen to Your Sales Team
Recently I had the opportunity to see one of my favorite authors and sales trainers Jeffrey Gitomer speak. I enjoyed his three hour seminar and walked away with information I could begin utilizing the same day - that's the kind of seminar I like.

The seminar was on sales, but one thing I noticed in the session was that Jeffrey continued to bring up the topic of sales teams getting materials from the marketing department. The materials simply didn't do the job. The statement actually brought laughter to the room; especially the comment of having the marketing team sell using the materials they had given the sales department.

While I too laughed at the statement, I was also reminded on how divided and disjointed our sales and marketing departments are. This is especially true in large companies. Why is this?

Marketers often feel frustration when encountering the difficulties of getting their brand message translated into equity-building, price increasing, and margin-enhancing results by the sales force. Salespeople feel frustration when trying to get marketers to understand the real business situations sufficiently to deliver them practical and effective sales tools that will actually convert a potential customer into a customer.

It doesn't matter what side you are on, the truth is we both need one another. As marketers we can help the sales department when we understand what it is they

need to be successful. A sales person goes through several phases in order to court a prospect into a client or customer. When we understand those phases we are better at creating marketing materials that will work for them, both in efficiency and effectiveness.

Prospects don't care how long you've been in business, unless you are in the final phases and they are comparing you with a competitor and everything else measures up equally. That may be one straw that helps make that decision, but if the sales person has created the relationship with the prospect this factor is almost null, so don't build your entire marketing kit around how long you've been in business - a one liner will do just fine.

A prospective customer needs to know why you are different and why they should choose your company or your product, if you can't explain this in your marketing materials, how can you expect sales to use that information to sell? Create a tool that helps them in differentiating you.

A sales person needs to be equipped with the tools that help them create the relationship with the prospect and assist them in finding common ground or mutual attraction with the prospect. Can you be creative? Of course you can you are in marketing. Create a tool that allows them to get to know more about the prospective customer. Perhaps it's a questionnaire, a survey, or even just a funny piece that opens the door to more personal discussion.

These are just a few ideas that can help you gain a better understanding of sales and what it takes to sell the products or services within your company. In order for marketing to have a true understanding of what it's like to be in sales it may be a good idea to spend some time in the field with your sales representatives. There is a difference in sales and marketing, but it doesn't mean we can't work together to increase the bottom line as a team.

9.4 MARKETING BRAND: Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers."^[1] Brands are used in business, marketing, and advertising.

Initially, livestock branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. A modern example of a brand is *Coca-Cola* which belongs to the Coca-Cola Company.

In accounting, a brand defined as an intangible asset is often the most valuable asset on a corporation's balance sheet. Brand owners manage their brands carefully to create shareholder value, and brand valuation is an important management technique that ascribes a money value to a brand, and allows marketing investment to be managed (e.g.: prioritized across a portfolio of brands) to maximize shareholder value. Although only acquired brands appear on a company's balance sheet, the notion of putting a value on a brand forces marketing leaders to be focused on long term stewardship of the brand and managing for value.

The word "brand" is often used as a metonym referring to the company that is strongly identified with a brand.

Marque or make are often used to denote a brand of motor vehicle, which may be distinguished from a car model. A *concept brand* is a brand that is associated with an abstract concept, like breast cancer awareness or environmentalism, rather than a specific product, service, or business. A *commodity brand* is a brand associated with a commodity. Got milk? is an example of a commodity brand.

Proper branding can result in higher sales of not only one product, but on other products associated with that brand. For example, if a customer loves Pillsbury biscuits and trusts the brand, he or she is more likely to try other products offered by the company such as chocolate chip cookies. Brand is the personality *that identifies* a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc