



What is Marketing?

Sales... Marketing... Advertising... many today, business people and consumers alike, have no idea what is the difference...what marketing really means.

This is not surprising, the term is so over used and misused that it has lost all meaning. It is most often lumped in with sales; as the Director of Sales & Marketing, or saying a salesperson is in "Marketing." This misnomer has further been strengthened by the concept of "Network Marketing," which has come to mean selling Amway, candles or lingerie to your friends and neighbors.

Sales, Marketing and Advertising however, are distinctly different and have different core competencies. While the three areas should and do interrelate in an integrated marketing approach. It is true marketing that is most misunderstood and often skipped in the process.

Marketing is the collection of strategic decisions and activities associated with the production, distribution, sale and consumption of goods & services, between producers, sellers and consumers.

True Marketing includes many or all the following:

- **Understanding consumers so that better products and services can be offered.**
- **Developing products and services that will meet legitimate consumer needs.**
- **Establishing prices for these goods and services that take into account production costs, market factors, and consumer ability and willingness to pay.**
- **Determining where, how, and through whom to distribute these goods and services.**
- **Communicating these products and services effectively to potential consumers.**

About the Author

David Hickman is a Partner at The Still and has over 25 years of marketing and advertising agency experience. He has directed several national ad agencies in New York and Atlanta as a Vice-President, Creative Director, Art Director or Marketing Director.

About The Still

An intellectual property creation, marketing, and media consulting firm, The Still handles all aspects of your company's branding and positioning efforts. The Still provides media metrics analysis, marketing audits, and market research, as well as marketing execution and idea creation. See http://ideadistillery.com/Concentrating_Marketing.html

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