

# Understand marketing

[Business](#), [Marketing](#)



Without marketing, it is not possible for any customer to know about the details of what the company has to offer to them and what benefits will they get after using those services. The type of marketing plan being used and how frequently the marketing is to be done depends on the target market of a company. If the company should go for direct marketing by using mailing lists or they should advertise on the television, etc. Should the marketing be done constantly or with time intervals or in certain period of time when the demand of the product is fairly high?

A Marketing Plan is developed to market the commodities and this is basically a business document which describes our objectives and explains how we will market our services to the prospects and to the customers. The unique benefits that the customer can avail using the company's services are highlighted and the customer is informed how their services are different from the rest. (Kotler & Kevin, 2008). Brand is a name, symbol or design either used individually or a combination of the three to identify and differentiate the goods and services from the other sellers.

It does not only mean being chosen by a customer over its competitors but the customer should be sure what he has chosen for himself is the best. Some of the objectives that we have to achieve is to deliver our message clearly to the customers, confirm its credibility, motivate the buyer to make purchases and develop consumer loyalty. For this, we have to understand the needs and the wants of the customer well. (Kotler & Armstrong 2005) Marketing has to be very well planned because there have been cases in which bad marketing has been done. Therefore, the marketer must always take care and do good marketing.

Spam e-mails, irrelevant banners and junk mail come under bad marketing resulting in consumer despair. Good marketing is the solution of getting over with bad marketing for which the marketers must collect clues from the warehouse, should make the right offer at the right time that would suit the interests of the target market. Moreover, they must know their audience and make relevant offers to them. Nowadays the trend of customer relationship management is increasing day by day. More and more companies are becoming aware of the fact how important customer relationship management is.

As the customer is getting aware about things, they also have complaints about them that have to be handled carefully and patiently by the customer relationship officers. (Schultz, Tannenbaum & Lauterborn, 1994). The types of methodologies that help a company to maintain customer relationships in an organized way is called customer relationship management. It's not always that customer might have any complaints but they might also have some suggestions for further improvement or there can also be prospective customers who would want to know more about the company.

(Dunbar & McDonald, 2004). The ways that the customers use in order to get information regarding the service highlights their preferences. Once we get to know about the customer we are on the stage of gaining a competitive advantage. It also makes communication easy, effective and economical. But if we fail to find out these facts, it can be bad for the company. A way to improve communication is to think from the point of view of the customer. Other than that, we should also study the trends of the customer preferences. (Fill, 2002).

The company should basically educate the target audience about the services they are providing and they should inform the customers about what they can do for them. Furthermore, information sessions should be held and the benefits of the company should be highlighted. The target market should always be kept in mind and their needs and wants should always be taken care of. (Iacobucci & Swartz, 1999).

#### Reference

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