

# [Mkt 421 marketing paper assignment](https://assignbuster.com/mkt-421-marketing-paper-assignment/)

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Marketing University of Phoenix Marketing Marketing is the strategic planning a company or entrepreneur does before launching a product to the public. Many consumers when hearing the word marketing confuse it with advertising which is a part of marketing a product but only a small part of the process and usually the results of research and product development. Marketing is the development of a concept not the advertising of that concept. The strategic plan behind a good marketing program consists of sales, public relations, pricing, packaging, and distribution.

Ideas need to be developed into a concept and those concept then needs to be made into a product. Marketing is then taking that product and convincing consumers that they need or want it as part of their life or lifestyle. Marketing Definitions Marketing is about identifying and meeting human and social needs. Marketing is about meeting needs profitability. Marketing management is considered to some as an art and science of choosing target markets and getting, maintain, and increasing customers thorough creating, delivering, and communicating superior customer value (Kotler & Keller,?? 2009).

Marketing can also be the act of buying and selling in a market or the commercial functions involved in transferring goods from the producer to the consumer. Marketing are the activities that direct a flow of goods and services from the manufacturer to the customers or consumers (Answers. com, 2010). Importance of Marketing Now days if an organization or just a simple home business is looking for financial success it will most likely all depend on their marketing ability.

No business will really work if what they are marketing doesn’t have the demand needed for product and services in order for the business to make their profits. This alone lets business owners know that marketing is a vital component to the future of any business. Good marketing is all about knowing your consumers demands and then getting the product to them. Marketing is knowing the product, believing in it, and showing it to the consumer in an irresistible way that the organization knows they will always come back for more. Three Examples

In today’s competitive market marketing is key to a company’s success. Companies such as Starbuck’s, Snapple and Pink Box all had exceptional marketing plans and are now successful companies. Starbuck’s convinced Americans that it was cool to drink a $4 cup of coffee, Snapple convinced us drinking the best products on earth and giving us nonsense statements or facts on a cap was a way of helping the earth and pink box built a successful on line cake business by making customers believe that ordering a cake on line was better than going to the local bakery.

Starbuck’s one of the most successful marketing strategies started out as a coffee shop in Pike’s Market in Seattle, WA. , 30 years later it is one of the best known brands in the world. Starbucks has many key elements to its marketing strategy. Snapple like Starbucks created a marketing strategy that is lifestyle focused. Ads and focus ad’s are geared towards a feel good concept that consumers are made to feel like they are part of a bigger concept. One of the key elements to marketing is finding a focus group and creating ads, product and packaging that the consumer will purchase.

Pink Box a specialty bakery opened in 2005 in New Jersey. Internet marketing has made this a company as much as the pastries they bake. Blogging a key part of the marketing strategy, the connection between the owners and their customers has been a huge success. The blog allows customers to feel connected; they are made to feel they have a one on one relationship with the owners. The other aspect of the blog is it allows for visual concept to come alive for the consumers.

The use of YouTube and Flicker Internet web sites has also helped the company with its success of its marketing program. The owner of Pink Box Jesse Heap states the following concerning internet marketing “ It’s been crucial to helping build the business and driving customer growth. The majority of our customers originate through the web. Our site has also opened up doors with media contacts and helped us score a spot on CNN along with several prominent magazines and newspapers. ” Reference Kotler, P. & Keller, K. L. (2009). Marketing Management (13th ed. ). : Prentice Hall. Answers. com. (2010). Marketing. Retrieved from http://www. answers. com/topic/marketing http://www. businesspme. com/uk/articles/advertising/99/Starbucks’-marketing-strategy. html Retrieved September 13, 2009 http://fishtrain. com/2007/08/24/how-does-snapple-market-its-products/ Retrieved March 29, 2010 http://searchengineland. com/a-small-business-marketing-success-story-pink-cake-box- 13567 Retrieved March 29, 2010.