

Principles of marketing

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



Principles of Marketing Affiliation: Knowing customers in terms of what they want or need even before they do it themselves is what leads to creating loyal customers, building customer relationships and maintaining them. In both articles, the most important thing in knowing a customer is maintaining their records and tracking their progress in the organization's purchase of products and services (Davenport, Mule & Lucker, 2011). This is important as it will lead to sustainability of the organization as well as increase business as word spreads on its excellent customer services. It is also agreed that rewarding the loyal customers is not only another way to appreciate them but show that they are known and valued. The difference in these two articles is that one does customer knowing and relations online and using technology while the explanation in the book utilizes both the traditional method and technological one (Kotler & Armstrong, 2015).

In the article by (Wong, 2015), there is in depth analysis of advertisements growth and where it is headed in the future which is similar to what the article by (Kotler & Armstrong, 2015) explains which is all towards making customer satisfied by pinpointing their exact needs and wants. Both articles in short explain the need of advertisement as a marketing tool for a company's products and services and using platform and ways that can reach most people at the same time. The creativity of the advertisements is what will bring customers' interests in the products and what will eventually profit the company. When the advertisement addresses the right demands, needs and wants of the customers, they are bound to become loyal to the product and the brand in extension (Wong, 2015).

References

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