

What is marketing?

Let's be clear about what it is and isn't from the start.

Marketing is...

- ...working to your strengths, and finding the people who will appreciate them most
- ...finding out what particular groups of people need, then creating products and services especially for them
- ...choosing which types of people to sell to, then concentrating all your attention on them
- ...always looking for new products and services you could create for the people you have chosen to sell to
- ...deciding which types of people not to sell to, and not selling to them
- ...being better at what you do than your competitors, in some way that matters to your customers
- ...always looking for new and different ways to stay better than the competition
- ...making people feel that they are getting great value, when you are also making a profit
- ...being very clear about what you stand for, and making sure everything is consistent with the image or brand you have chosen
- ...making sure people know what you stand for, whether they are customers or not
- ...keeping customers because they feel you understand what they need, and that you care about them
- ...being able to predict changes and move with the times
- ...expensive if you get it wrong.

Marketing isn't...

- ...trying to sell the same thing to everybody
- ...guessing what people might need, and not checking
- ...putting an ad in the local press and waiting for all the calls
- ...designing a logo
- ...paying for a website
- ...printing business cards and some stationery
- ...sending out the same mailing to everyone you think might buy
- ...foot-in-the-door hard selling
- ...having one leaflet or brochure printed for all customers
- ...making something, then trying to find someone who will buy it
- ...copying something that already exists, and hoping to steal some business
- ...hoping that somebody will want to buy what you are good at making or doing
- ...cutting your prices to make people buy
- ...wise if you don't plan for it
- ...easy if you don't know exactly who you want to sell to
- ...possible if you don't know what potential customers need
- ...safe if you don't keep an eye on the competition.