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# Chapter One:

## What is marketing?

By definition, it is “the process or technique of promoting, selling, and distributing a product or service.” But, the art of marketing is more than just assembling product lines or writing simplified phrases. The process takes time and dedication to assemble a unique campaign for each individual company or business.

Writer’s Publishing House has developed an exceptional process; a marketing strategy grows out of a company’s value proposition, by which the client’s campaigns shine above the competition.

The best marketing campaigns are those that revolve around product solicitation. As an example, Walmart markets as a discount retailer with ‘everyday low prices.’ A company does not create a marketing strategy from scratch; they start with the value proposition and distill the campaign from those messages.

The basics behind ‘ICOMM’ is all about matching the customer’s needs to the right product or services. Proper marketing eliminates the struggle to find your potential customer. When a business owner creates content designed to address the consumer’s needs it will attract qualified prospects, along with the ability to build trust-based on compatible interests.

A good marketing campaign is based on educating the

potential customer. People do not want to be sold. The best option is to communicate through your knowledge and expertise in the field you practice. When a person understands a concept clearly, it is easy for them to make an informed decision.

In the 'ICOMM' Marketing Resource Guide, readers will find a step-by-step process to develop exceptional marketing campaigns, ones that can compete with large companies that have fully staffed departments to spearhead all product marketing. Once the key fundamentals of social media networking and website basics are learned, professionally creating campaigns is highly simplified.

# Understanding the Importance of Marketing

## **What Does Marketing Mean?**

The term marketing entails many activities; however, all are associated with selling your company's products and services. The most obvious area of marketing is advertising, but consumer research should not be ignored. Marketing is all about matching the customer's needs to the right product or services. Proper marketing eliminates the struggle to find your potential customer. When a business owner creates content designed to address the consumer's needs, it will attract qualified prospects. It also generates the ability to build trust-based on compatible interests.

Although, one should never confuse marketing with sales. Yes, they are equally combined in the business world, but they have very distinctive functions. Solid marketing platforms serve as the enabler for sales, by transforming the potential customer into a long-standing client.

The marketing team must work closely to validate a strong advertising campaign based on the value at every stage of the customer's journey with your business. The method of attracting, engaging, and delighting consumers builds trust and helps to grow your company.



Some marketing strategies include these actions:

Determine the type of product needed through consumer research, studying quantifying sales patterns of similar goods or services within your business qualifications.

Modify the existing products or services to align with current marketing patterns.

Analyze the best way to reach potential clients by making them aware of the products and services you offer.

Design marketing campaigns based on the data you compiled.

Confirm customer relationships using follow-up campaigns or loyalty programs.

A good marketing campaign is based on educating the potential customer. People do not want to be sold. The best option is to communicate through your knowledge and expertise in the field you practice. When a person understands a concept clearly, it is easy for them to make an informed decision.

## **I Don't Know What to Say on social media**

Social media marketing is by far the most cost-effective targeting campaign available, but only when the business follows some simple guidelines. Not all platforms are a good fit for every business, which is why consumer research is so important. Once you have chosen the best platforms the next option is learning what to post and avoiding pitfalls.

You might be wondering, "What do I say? Or how do I write a

good post?” Let’s discuss that topic for a moment.

Below are examples of what **Writer’s Publishing House** recommends. Your post should pinpoint an objective: Begin the process with your objectives, then assess how you will achieve those goals.

**Create your authority:** Every business owner or manager must establish themselves as an authority figure in their field. Why should someone do business with you? What do you have to offer them?

**Write posts to gain interaction:** The best way to get free advertising with most social media platforms is to get likes and responses. As the response grows, so does the showing of your postings.

**Confirm appreciation:** social media is not a monologue for someone to boost their achievements. It will turn followers off. The objective is to interact in a meaningful way; people will know when a post is genuine or just bravado. The best way to show recognition to someone is to like, share, or respond.

**Stand out from the rest:** The purpose is to build a personal brand. It will convey a persona the public will learn to identify.

**Set a goal:** The action requires investment, both time and money. Determine exactly what you are trying to convey, then study the results. Statistics will show the outcome and your successes or failures.

**Lead in one platform:** Use consumer usage findings to target your aligned customer. Claim your profiles, but focus on just one at a time. Initially, start sharing other posts that

pertain to the goals you set for yourself or your business. As you gain recognition, then begin writing and developing a marketing campaign.

**Create a social media calendar:** Once you can plan your social media actions, you will gain consistency. It will generate higher results, and an outlook to the desired goals.

**Use visual content:** Most users have short attention spans and writing lengthy posts will yield unnoticed results. Instead, use photos of good quality and short videos.

**Get some help:** Small business owners are limited on time, and inconsistency will not improve the end game. Writer's Publishing House can be a valued partner in achieving successful social media marketing goals.

Social media marketing can seem impossible to master, especially if you are already tasked with all the affairs of running a small business. But you are not alone, and with the right guidance, anyone can be successful with social media.

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