

Modern Marketing

2nd edition

BY JOHN MASON AND THE
STAFF OF ACS DISTANCE EDUCATION

CONTENTS

CREDITS	4
Preface.....	5
CHAPTER 1 DEALING WITH THE MODERN WORLD	6
Staying Up To Date.....	8
Learn From History.....	10
CHAPTER 2 HOW TO GET NOTICED	12
Be Seen In Three Different Places.....	14
CHAPTER 3 CHANGES IN RETAILING	27
Online Selling	28
Virtual Services.....	29
Phone Ordering.....	29
Buying In Bulk.....	29
Trading Goods and Services.....	29
Parties.....	30
Organisational Selling.....	30
CHAPTER 4 USING THE INTERNET	31
Websites, Apps and Social Media.....	31
Websites	31
Mobile Friendly Websites.....	35
Apps.....	36
Social Media.....	37
Blogs, eZines, eBooks.....	38
Data Collection.....	39
Email campaigns.....	40
CHAPTER 5 USING SOCIAL MEDIA	41
Overview.....	42

Current Social Media Apps.....	42
What is Possible?.....	53
Things You Must Do.....	53
Keywords.....	57
Examples of tricks of the trade.....	59
CHAPTER 6 WRITING THAT WORKS.....	60
Words that Sell.....	62
Blogs.....	63
Social Media.....	63
eZines.....	64
eBooks.....	64
Editorials.....	65
Marketing accessible	65
CHAPTER 7 PEOPLE WHO WORK IN MARKETING.....	66
Careers in Marketing.....	66
What is Needed to Be a Successful Marketer.....	70
CHAPTER 8 MARKETING TERMINOLOGY/Dictionary/GLOSSARY.....	72
Further reading and study.....	75
More ebooks available.....	75
Courses available.....	75

CREDITS

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Written by

John Mason and
staff of ACS Distance Education

Photos

John and Leonie Mason

Editorial and Research Assistants

Adriana Fraser
Tracey Jones
Karin von Behrens

Layout

Stephen Mason

Published by

ACS Distance Education

P.O. Box 2092, Nerang MDC,
Queensland, Australia, 4211
admin@acs.edu.au
www.acsbookshop.com

P O Box 4171, Stourbridge, DY8 2WZ,
United Kingdom
admin@acsedu.co.uk
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PREFACE

To understand marketing, you must first understand that the activity of any business can be broken up into a series of components:

- a. Planning
- b. Production
- c. Managing
- d. Marketing

Planning involves conceiving ideas about the goods or services that you are intending to supply; then determining how to start, maintain and control the business activity.

Production involves creating the goods and services.

Managing involves controlling the work that is done in every part of an organisation.

Marketing involves making customers (or clients) aware of the goods or services, convincing them to buy, supplying what is bought and ensuring the customer remains happy, so as to create a positive impact on future business.

CHAPTER 1 DEALING WITH THE MODERN WORLD

The aim of marketing is to create demand for a product or service, either by making people aware of its existence, or by making them feel they want or need the product. Whether one does this by sending out tweets and YouTube videos, printing posters, publishing articles on the product, or using a town crier - the desired goal is still the same.

Whilst the tools of modern marketing in no way resemble those used in the past, the core principals are similar.

There is a famous story about King Frederick II of Prussia, who enacted what these days might be dubbed “guerrilla marketing tactics”, in an attempt to ease the famine of 1774. King Frederick saw potatoes as a solution to the famine, however introducing them to the peasants did not go down well, given that not even the dogs would eat them. They refused to plant them in their fields and King Frederick II was forced to come up with another method of convincing people to consume them. Essentially he had to market them somehow and create desire in his “target market”.

The solution he implemented was to have a large field of potatoes planted and then heavily guarded. The guards, however, were ordered to look the other way when people came to steal the crops. Thus the potato was “re-branded” as something worth guarding and therefore worth having, worth stealing and ultimately worth eating.

The trick today, is working out how to take lessons from the past and implement them using modern marketing tools, which allow you to access a worldwide audience in a manner that more traditional methods and even traditional media cannot compete with.



The trick today, is to learn things from the past and implement them using modern marketing tools.

Marketing will always be about getting noticed, convincing someone to choose your product (or service) instead of your competitors, and following through to make sure they receive your service or product and are happy enough to give you return business.

This includes:

- goods that are paid for
- free goods (for example potatoes or gifts from a charity or government agency)
- paid services
- free services (for example through a charity or government agency)

Marketing always involves:

Creating Visibility

- You need to be seen, noticed and heard above everyone else.

Creating Differentiation

- People need to identify advantages that differentiate you from others. Why are you different? What do you offer that is better than your competitors?

Influencing Customers

- You must first influence people to make contact with you, nurture the communication, and beyond that encourage them to make a decision to buy.
- Your reputation needs to be maintained by ensuring you do not have dissatisfied customers, both during and after dealing with them.



Today, there are many many different ways to reach your potential customers.

These things are constants in the world of marketing; but the methods used to achieve this have been, and are likely to remain, in a constant state of flux:

- Visibility – how you increase your visibility can change. In the recent past, the main way to be seen was by advertising in print media. Today, there are many many different ways to reach your potential customers, such as the internet, websites, social media, print media and so on.
- Differentiation – in the past people may have chosen the cheapest product, or the shop nearest to their home. Today, people have more choices, they may choose to buy something that is environmentally friendly rather than cheap or aesthetically pleasing rather than functional and everything is available online.