

What's The Difference Between Marketing And Advertising?

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By Marketing Basics

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Many people confuse marketing with advertising or vice versa. While both components are equally important, they are also very different. Knowing the differences between the two can put your company on the fast track to success.

Let's start off by reviewing the formal definitions of each and then we'll explain how marketing and advertising differ from one another:

Advertising: The paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.

Marketing: The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

After reading both of the definitions, it is easy to understand how the differences can be confusing to the point that most people think of them as one and the same. So, let's clear up the confusion.

Advertising is but a single component of the marketing process.

Advertising entails publicizing your business, product, or services you are offering. It involves the process of developing strategies such as ad placement, frequency, etc. Advertising includes the placement of an ad in such mediums as newspapers, yellow pages, television, radio, and of course the Internet. Advertising is the single largest expenditure of most marketing campaigns.

The best way to distinguish between advertising and marketing is the pie chart. Mentally visualize breaking the pie chart down into several slices that include advertising, product pricing, distribution, customer service, sales strategy, etc.

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Using this method, you can see, advertising only equals one slice of the pie in the marketing strategy. All of these components must not only work independently, but they also must work in unison towards the ultimate goal of publicizing your business and obtaining customers.

Marketing, on the other hand, is simply a process that an organization goes through to facilitate an exchange between buyer and seller.

Traditional Advertising Can Not Work, Find out what's happening.

By Jerry Klabunde

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Why traditional advertising does not work. How effective advertising will work. We study why advertising works and does not work. There are fundamental reasons why today's advertising does not work. We help you understand what is happening in the advertising arena. Effective Advertising provides lectures, workshops and hands on help. Effective Advertising helps you understand true effective advertising. Effective Advertising started providing our services in 1977. That culminated a life time of studying communications academically, the Voice of America (VOA), Radio Free Europe (RFE) and major top 10 traditional domestic media properties. Effective Advertising is the difference between knowing how your advertising is performing rather than guessing, as we are today. Why traditional advertising does not work is because we have not changed the way we advertise since we began to advertise. You will be shocked by what you will learn.

Jerry Klabunde

President

www.effectiveadvertising.com

Effective Advertising and Associates

Voice of America, Radio Free Europe, Major Traditional Media Properties, Academic, Several Degrees, Practical Experience Studying Advertising and its Efficiency, There are parts missing that is keeping it from being a communication.

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