

People are often unclear about exactly what marketing is, and confuse it with advertising and promotion, both important parts of marketing. Traditionally this is called the four Ps marketing mix: Product; Price; Place; Promotion. Advertising brings a product or service to the attention of customers through the media e.g. newspapers, TV, or the Internet to persuade them to buy it. Promotion keeps a product or service in the minds of customers and helps stimulate their demand for it, often through advertising. Marketing is altogether more complex. It is all the activities involved in making sure that customers buy a product or service by understanding and meeting their needs. You can identify the right people through a process called market segmentation.