



Role of Marketing in Advertising



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Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers. With its focus on the customer, marketing is one of the premier components of business management. The Chartered Institute of Marketing defines marketing as "the management process responsible for identifying, anticipating and satisfying customer requirements profitably." A similar concept is the value-based marketing which states the role of marketing to contribute to increasing shareholder value. In this context, marketing can be defined as "the management process that seeks to maximise returns to shareholders by developing relationships with valued customers and creating a competitive advantage."

The process of marketing is that of bringing a product to market, which includes these steps: broad market research; market targeting and market segmentation; determining distribution, pricing and promotion strategies; developing a communications strategy; budgeting; and visioning long-term market development goals. Many parts of the marketing process (e.g. product design, art director, brand management, advertising, copywriting etc.) involve use of the creative arts.

There is no any costly customer research involved in online marketing because digital marketing helps you effortlessly observe the customer response rates, gauge the fruition of your advertising objectives, and thus enables you plan your next Digital Marketing Campaign more precisely. This will ceaselessly create a framework that requests that organizations keep pace with the rapidly evolving forms of Digital Marketing.

The main inquiry that may emerge here is- What is the Role of Digital Marketing for business. Before analysing that, let us begin with some factual impacts of Digital Marketing-

- 50+% of the organizations as of now had a well-integrated Digital Marketing Plan in 2018

- Around 80% advertisers trust that conventional promotion is never again adequate and Digital Marketing will make their organization income to be expanded by 30+% before the finish of 2018
- More than 80% of organizations will expand their online advertising budget that can even surpass the IT spending plan
- Google insists in an investigation with IPSOS Hong Kong, affirming 2.8 times better revenue generations for businesses using digital marketing compared to those who don't.

The 'marketing concept' proposes that to satisfy the organizational objectives, an organization should anticipate the needs and wants of potential consumers and satisfy them more effectively than its competitors. This concept originated from Adam Smith's book *The Wealth of Nations* but would not become widely used until nearly 200 years later. Marketing and Marketing Concepts are directly related.

A marketing orientation has been defined as a "philosophy of business management." or "a corporate state of mind" or as an "organisation culture" Although scholars continue to debate the precise nature of specific orientations that inform marketing practice.

When people know your business exists, they're much more likely to become your customers. If your marketing campaigns are doing their job properly, you'll start to see an increase in sales shortly after you get started.

The earlier you start marketing your business, the longer your target audience will have known you. Start early and build a relationship with your target market that forms an image of sturdiness, reliability, and honesty and people will respond by trusting your business to live up to its image. There's a reason people pay more for Coca-Cola or Pepsi than they do for a bottle of store brand cola. They've spent years forming a bond with the brand, and as

a result they trust it more.

The approach may also suit scenarios in which a firm holds dead stock, or otherwise sells a product that is in high demand, with little likelihood of changes in consumer tastes diminishing demand.

The lead generations and conversions related to Digital Marketing is comparatively way better than different other methods of marketing and advertising.

People are the most important element of any service or experience. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the 'individual needs' of the person consuming it. Most of us can think of a situation where the personal service offered by individuals has made or tainted a tour, vacation or restaurant meal. Remember, people buy

from people that they like, so the attitude, skills and appearance of all staff need to be first class.

The significance of Digital Marketing lies in its ability to attract and engage the audiences, who are more than likely to get some answers concerning your image and may be sufficiently fascinated to purchase what you convey to the table. Offering what you ensured will empower you to develop a powerful relationship with them, which eventually influences them to advance into paying customers who will retreat and interface with your site some more in a more loyal manner. This will be useful for your image building, as the satisfied customers will, no doubt illuminate different people concerning their inclusion in your brand and enhance your online branding. Your presence will turn into a web sensation; moreover, will open new odds of guaranteeing more remote market reach and better business advancement.

