



## MARKETING

- The goal of marketing is to build and maintain a preference for a company and its products/services within the target markets.
- Comes in all shapes and sizes including advertising, PR, events, promotions, packaging, pricing, retail, etc.

## GUERRILLA MARKETING

- An unconventional system of promotions on a very low budget, by relying on time, energy and imagination instead of big marketing budgets.

## MARKETING AS SERVICE

- Transforming marketing messages into a genuine service for prospects and customers.

## BRANDING

- A brand is a collection of images and ideas representing an economic producer; more specifically, it refers to the descriptive verbal attributes and concrete symbols such as a name, logo, slogan, and design scheme that convey the essence of a company, product or service.

## STRATEGY

1. WHO---do you want to reach?
2. WHY---should the target care?
3. WHAT---action do you want the target to take?
4. WHERE---do you think you can reach them?
5. WHEN—do you want to reach them?
6. HOW---do you really truly engage them?