

Marketing

The term **Marketing** means finding out what people want, then fulfilling their needs and wants while creating a profit in your own company. Marketing also involves showing the consumer your product is above all the others in your target market so that they recognise it in a crowd of other products.

A **Target Market** is the group of consumers at which you are aiming your product, i.e. a skate-shop would mainly try and sell its products to teenagers and young adults, which is the main market for skateboard, snowboard, surfboard and wakeboard products. To market your product to a specific group of consumers, a form of marketing is needed which will maximise product interest whilst maintaining a profit.

To find out which form of marketing will be most successful market research will have to be carried out.

There are two forms of **Market Research: Desk Research** also known as **Secondary Research** and **Field Research** also known as **Primary Research**.

Desk Research Or **Secondary Research** is using someone else's results that they have already collected.

Field Research Or **Primary Research** is going out onto the street with a survey and getting results for yourself.

Each one could be used to find out what people want in a business and build your business around their needs and wants.

The research will be used to find out what sort of media will be most effective for the products that I am selling.

Here is a table showing the advantages and disadvantages of nine different media:

Advertising Media	Advantages	Disadvantages
Television	Reaches a wide audience	Expensive
Radio	Reaches a wide audience	Expensive
Newspapers	Reaches a wide audience	Might not reach your target market
Magazines	Reaches your target market	Expensive
Internet	Not expensive	Most people close internet adverts with reading them
Buses	Reaches a local market	Not always the right sort of image for your company
Cinema	Reaches your target age group	Expensive
Bill Boards	Hard to miss	Can be eyesores
Flyers/Leaflets	Cheap to produce	Can be Annoying

Television is one of the best forms of advertising as it reaches the most varied amount of people to sell your goods to, however it is extremely expensive and many companies cannot afford to use it as an effective form of media. For instance a 30-second advertisement can cost in excess of £250,000, which is more than most companies annual turnover.

Using radio as a form of advertising is a good idea as jingles and jokes people hear on the radio tend to stay in peoples mind so the next time they see your product they may remember the radio advert and buy your product. On the down side not a huge amount of people listen to the radio all of the time.

Newspapers and Magazines are relatively cheap compared to television and radio and are a good visual stimulus for people and a large bright logo makes people remember your product, on the downside a lot of people only read the articles and don't look at the adverts and just blank them out.

The Internet is not the most effective form of advertising as most people close down the adverts before they have even loaded up because people are not interested in what your selling when they are trying to research something and it could possibly turn some potential customers away, on the other hand they are cheap and can reach a huge amount of people.

Adverts on the sides of buses can be useful but now days less and less people are using the public services and people just don't look at the sides of buses anymore, they seem to be used for film and television promotions more than they are used for products and shops.

Cinema is an extremely good way of reaching your target market as if you are selling a product to a lively 15 to 25 age group then a comedy or action film with a rating of 15+ will reach the perfect market. It can however be expensive.

Billboards are hard to miss and so people take notice of them they can be bright and funny which people like. Also some types of companies have been banned from television so billboards are their main form of advertising, e.g. cigarette companies.

Flyers and Leaflets are cheap to produce and can reach a mass market around the area of your shop. They can annoy people walking down the street and people just throw them away when they go through the letter box so many get thrown away.

To boost sales companies very often deploy a type of **Sales Promotion**, which should improve the companies' scope of customers. It is used in conjunction with advertising and personal selling. It can include competitions, packaging and exhibitions.

Type Of Sales Promotion	Advantages	Disadvantages
2 For The Price Of 1	The customer thinks they are getting a bargain	May only sell the product to people who want a bargain.
Collect The Tokens	People buy more of the product to get all the tokens	People don't want to buy more than they normally do just to get the tokens.
Free Gift	People will buy your product for the free gift	People don't want to spend more just to get all the gifts
Packaging	It will catch peoples eye so they will buy it over others	May cost more to manufacture
50% Off	People think they are getting more for their money	May only sell the product to people who want a bargain.
Competitions	People like to win things so they will buy the product in a hope to win something.	If people don't win it might put them off the product.

Displaying a product near to a checkout is a good way of getting the public to notice your product as they exit the shop and may persuade them to buy your product. Although this works well most of the time having a product too close to the exit of a shop, might mean they have bought a rival companies product on their trip round the shop already.

There are legal constraints, which govern how a business can advertise and promote its products. These laws are there to make sure businesses advertise legally. The Trade Description Act tells businesses that they must describe their product for sale in an accurate way.

The British Code Of Advertising Practise is a voluntary agreement which firms in the advertising industry sign up to make sure that their adverts are up to certain standards. The Code covers newspapers, magazines and cinema. It does not include television or radio advertising.

The ASA (Advertising Standards Authority) is the authority on how a business can advertise and promote itself. The ASA is the official body responsible for the British Code Of Advertising Practise. It has no power over independent television. The ASA takes complaints from the public over certain offensive advertisements, and can force the company to change or withdraw the advert.

The way in which television is governed is The Independent Television Commission (ITC). It was set up to replace the Independent Broadcasting Authority (IBA). The ITC now controls nearly all television advertising. If the public feels something is wrong with an advert on the TV, then they can contact the ITC and complain about it.