

# Marketing : Beyond the Ad

- The Advertising Cycle
  - An ad does not a business make
- Branding vs. Marketing vs. Advertising
  - Where to start
  - The difference
    - Branding = what you are
    - Marketing = what you do to present yourself
    - Advertising = how you do
  - Definitions [credit: Wikipedia]
    - Brand is ... the ... feature that identifies one seller's product distinct from those of other sellers... Initially...adopted to differentiate one person's cattle from another's ...
    - Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service.
    - Advertising ... is a form of marketing communication used to encourage, persuade, or manipulate an audience to take ... some action.
- Bigger than the Brand
  - What is a core business concept?
  - The “Elevator Pitch”
    - 2 Minutes or less
    - Lead in broad and narrow down
    - Hook in and respond
  - Those who do many
- Concentric Circles
  - Build your marketing from the inside out
  - The three circles
    - Core
    - What you do
    - How to present yourself
  - If you already have the middle circle?
  - Can you work backwards?
  - What happens when you don't
    - Israeli sandwich shop that sells car air fresheners
    - Batteries with nail clipper
    - The “do everything” freelancer
- The outermost circle : Marketing
  - Center is target market
  - Surrounding is 4 P's
    - Product : The actual item/service you are selling
    - Price : Pricing placement, deals, pathways
    - Place : Logistics to get to your product
    - Promotion : Advertising, publicity, guerilla
      - Standards – pay models
      - Non-Standard – consignment, targeted freebies, break even promotion, bring a friend, accessories
      - Build your network, and reach out to / through them
      - Utilize your unique talents – speaking, writing, etc...